



LOC Update – January 2016

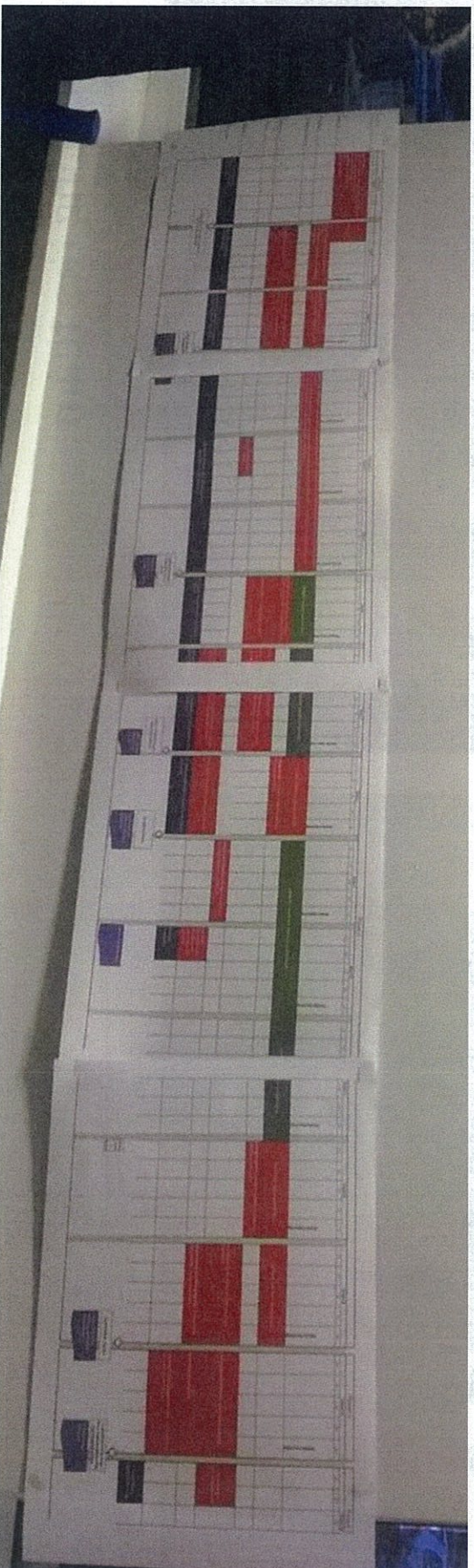
Summary

- Contract signed. Effective from December 1st 2015
- 5 key phases to complete as outlined in the RFQ:
 1. **Insight & Hypotheses**
 2. **Strategy & Planning**
 3. **Enablers and Financial Modelling (P&L)**
 4. **Business Plan**
 5. **Implementation Plan**
- Situation Analysis has been developed (up to draft 10). Using research and data provided and desk researched
- Group workshops in UK utilizing strength of the Camelot Global Network to create hypotheses for further investigation / verification
- Camelot been on the ground in Arkansas to meet with key stakeholders and partners of the OAL
- Commissioned consumer and Future Foundation research
- All resources, time & materials and expenses are being managed tightly

Introducing the team



The project office wall includes a detailed plan



5 Key Phases

Insight & Hypotheses	Situation Analysis
	Research brief and workshops
Strategy & Planning	Assign hypotheses
	Pillars of Growth
Enablers & Financial Modelling	Interview all key stakeholders
	Develop financial model and final P&L
Business Plan	Agree format
	Final Plan
Implementation plan	Quick Wins
	Complete plan

Insight, hypotheses, strategy and planning

Research Program

- 10 focus groups in Little Rock, Fayetteville and Pine Bluff. Important to consider diversity
- Research respondents were frequent, occasional, infrequent, lapsed and non players. Focus on motivations and barriers for Instantants and draw games... validating hypotheses
- Worked collaboratively with Lottery team
- In depth quantitative research underway. 500+ consumers

Situation Analysis progress

- Insight team charted Lottery supplied data. Run workshops to consider headlines and implications
- Situation Analysis includes full performance game and channel review. Incorporates macro assessment. A PEST analysis – Political, Economic, Social and Technological trends. (Futures Foundation)
- Comprehensive document. Currently 90 pages. Evolving daily as we learn more from our Lottery partners, vendors, retail visits. The research findings will be integrated into this. Situation Analysis shared with LOC
- These different pieces of the jigsaw puzzle come together to tell a story. The insights we glean will underpin the business plans presented back to the LOC in March

Next steps

- Camelot will continue to work collaboratively with the Lottery team
- Continued focus from Project Team to ensure 5 phases of delivery are met
- More people from the UK will be arriving in Arkansas over the coming weeks
- If helpful (and in partnership with Bishop and his team)
 1. Trip in retail
 2. Research debrief
 3. Explanation of the strategy / key pillars

