# Appendix D – Recommendations and Conclusions

# Recommendations and Conclusions

**The overriding strategy must be to move the Lottery away from a gambling organization to a consumer goods sales and marketing organization**

- Re-boot the Lottery's image and brand – negativity is failing the Lottery's opportunity to grow. This should be done by driving out beneficiary understanding and better communication of the Lottery's offering
- Reduce the number of games and focus on player needs. There are too many Online Games and too many Instants Games. Employ range management and focus on a Rate Of Sale (ROS) strategy
    - Portfolio mapping – review games offered versus needs and games in market. Develop games and promotions for Arkansans and don't deploy Vendor innovation at whim
- Establish an Insight (Research) Division to understand players and grow player-base. This is the forerunner of a consumer goods business mind-set
- Employ brand activation. There is a need for consistency in marketing messaging and better retail execution of product
- Instill marketing effectiveness and a Return On Investment (ROI) process within Senior Management

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# Recommendations and Conclusions

- Recruit experts to the Lottery who understand consumer goods and customer appeal. Build-out brand demand based on insight and customer understanding.
- Focus on Vendor alignment and value for money in upcoming Request For Proposals (RFPs)
- Protect the Lottery as an entity and as a consumer business. Negative Public Relations (PR) stops player recruitment and impacts trust
- Political alignment and the set-up of an effective commission and agency is required

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