



WORLD LOTTERY  
SUMMIT 2022  
VANCOUVER

See who takes  
home the  
silverware  
at this year's  
**World Lottery  
Summit!**

World Lottery Summit 2022

# NASPL Awards Finalists



**Featuring:**

Batchy Awards,  
Hickey Awards, Buddy  
Roogow Innovation  
Award for Best New  
Instant and the NASPL  
Futures Award!



## World Lottery Summit 2022

# NASPL Awards Finalists

The annual NASPL Awards honor the most creative, innovative and inspiring work produced across the North American lottery industry, with the prestigious Batchy, Hickey and Buddy Roogow Innovation Awards. And this year we're excited to introduce the first NASPL Futures Award, celebrating our members' forward-thinking initiatives in environmental sustainability.

NASPL is thrilled to exhibit this year's finalists in a special episode of Insights Direct. Winners will be announced on October 19 during the World Lottery Summit in Vancouver.

Read on for a complete listing of the 2022 NASPL Awards finalists.

[Click to view the Finalists](#)





## Television Advertising Instant Games

**California Lottery**  
**Scratchers Brand –  
Bubble Wrap**  
David&Goliath

**Colorado Lottery**  
**Fomoomoolah**  
Cactus

**Washington's Lottery**  
**Kraken – Time to Rise**  
Washington's Lottery /  
Wunderman Thompson

## Television Advertising Lotto and Daily Numbers Games

**South Carolina  
Education Lottery**  
**Cash Pop – Life of the  
Party**  
Chernoff Newman

**South Dakota Lottery**  
**Lucky for Life**  
Lawrence & Schiller

**Virginia Lottery**  
**Cash Pop**  
Yebo

## Television Advertising Monitor Games

**Georgia Lottery**  
**KENO – Lost Treasure**  
BBDO Atlanta

**New Hampshire  
Lottery**  
**Keno – Are You  
Game?**  
GYK Antler

**New Jersey Lottery**  
**Quick Draw – Bear  
Walks Into a Bar**  
New Jersey Lottery /  
PureRED

## Television Advertising Fast Play and Specialty Games

**Idaho Lottery**  
**Cabela's Nice Bucks  
InstaPlay**  
CLM Northwest

**Kansas Lottery**  
**Holiday Millionaire Raffle  
– Something Wants In**  
JNA Advertising

**Maryland Lottery**  
**Alien Fun**  
GKV

## Television Advertising Corporate/ Beneficiary

**Florida Lottery**  
**It's Your Ticket**  
PPK

**Michigan Lottery**  
**50th Anniversary**  
SMZ

**South Carolina  
Education Lottery**  
**20th Anniversary –  
Elevate Education**  
Chernoff Newman

## Television Advertising Coordinated Campaign

**Loto-Québec**  
**Lotto 6/49 – Neighbors,  
Thermometre and  
Baseball**  
Loto-Québec

**Oklahoma Lottery**  
**Winning Is Just the  
Beginning**  
Saxum

**Ontario Lottery and  
Gaming**  
**OLG PROLINE+ Launch  
Campaign**  
The Hive Inc.

## Radio Advertising Instant Games

**Connecticut Lottery**  
**Win for Life – Win Day**  
Decker

**Florida Lottery**  
**X THE CASH Scratch-Offs  
– MOST XTREME**  
PPK

**New York Lottery**  
**Sizzlin' Bacon**  
New York Lottery /  
McCann New York

## Radio Advertising Lotto and Daily Numbers Games

**Arkansas Scholarship  
Lottery**  
**Powerball – Get Psyched  
for Monday!**  
CJRW / Arkansas  
Scholarship Lottery

**Georgia Lottery**  
**Powerball – Moolah  
Mondays**  
BBDO Atlanta

**New Jersey Lottery**  
**Pick 4-Tet**  
New Jersey Lottery /  
PureRED

# Batchy Awards Finalists

## Radio Advertising

Corporate/  
Beneficiary

**Arizona Lottery**  
**Better Together**  
OH Partners

**Lotería Electrónica**  
**Giving Back**  
MOZART / DIGIMEDIA

**Michigan Lottery**  
**50th Anniversary**  
SMZ

## Radio Advertising

Coordinated  
Campaign

**Kansas Lottery**  
**Jackpot and Draw**  
**Games – Book of Luck**  
JNA Advertising

**New Jersey Lottery**  
**Scratch-Offs Division**  
New Jersey Lottery /  
PureRED

**North Carolina**  
**Education Lottery**  
**Supporting Dreams**  
**– Pre-K, Workers,**  
**Scholarships and**  
**Construction**  
North Carolina Education  
Lottery

## Print Advertising

Retailer Signage /  
Merchandising

**Colorado Lottery**  
**Holiday Scratch**  
Cactus

**New Mexico Lottery**  
**HGTV's My Lottery**  
**Dream Home – David**  
**Bromstad Standee**  
New Mexico Lottery

**Tennessee Education**  
**Lottery**  
**Jumbo Bucks Premium**  
**Suite**  
Buntin Group

## Print Advertising

Out of Home  
(Includes Digital)

**Lotería Electrónica**  
**3D Jackpot Powerball**  
MOZART / DIGIMEDIA

**Maryland Lottery**  
**Powerball – Dancing**  
**Man Liveboard**  
GKV

**Washington's Lottery**  
**Kraken – Time to Rise**  
Washington's Lottery /  
Wunderman Thompson

## Print Advertising

Traditional Media  
Print Ad

**California Lottery**  
**Lunar New Year 2022**  
Time Advertising

**New York Lottery**  
**Daily Draw Games**  
New York Lottery /  
McCann New York

**Pennsylvania Lottery**  
**Holiday**  
9Rooftops

## Print Advertising

Corporate/  
Beneficiary

**Hoosier Lottery**  
**WTMG Government**  
**Tunnel Signage**  
IGT Indiana

**Lotería Electrónica**  
**Giving Back Newspaper**  
**Spread**  
MOZART / DIGIMEDIA

**South Carolina**  
**Education Lottery**  
**FY23 Beneficiary**  
South Carolina Education  
Lottery

## Print Advertising

Coordinated  
Campaign

**Pennsylvania Lottery**  
**Lottery Love**  
9Rooftops

**South Carolina**  
**Education Lottery**  
**Cash Pop**  
South Carolina Education  
Lottery

**Washington's Lottery**  
**Kraken – Time to Rise**  
Washington's Lottery /  
Wunderman Thompson

## Digital Media

Instant Games

**Florida Lottery**  
**WEEK FOR LIFE Wellness**  
**Series**  
PPK

**North Carolina**  
**Education Lottery**  
**Whose Woo Is Whose?**  
**Promotion**  
Cactus

**Washington's Lottery**  
**Seahawks – Bring It In**  
Washington's Lottery /  
Wunderman Thompson



**Digital Media**  
All Draw Games

**Maryland Lottery**  
**Powerball – Too Fun**  
GKV

**New York Lottery**  
**Numbers**  
New York Lottery /  
McCann New York

**Washington’s Lottery**  
**Powerball Double Play**  
Washington’s Lottery /  
Wunderman Thompson

**Digital Media**  
Corporate/  
Beneficiary

**Minnesota Lottery**  
**Drone Bee**  
Periscope

**Ontario Lottery and Gaming**  
**Collecting for the Community Program**  
The T1 Agency

**Washington’s Lottery**  
**Series of Fortunate Events**  
Washington’s Lottery /  
Wunderman Thompson

**Digital Media**  
Digital Media  
Advertising Not  
Fitting Another  
Category

**Georgia Lottery**  
**Digital Menuboard**  
BBDO Atlanta /  
Carmanah

**Kansas Lottery**  
**Virtual Vault Party**  
JNA Advertising

**Kentucky Lottery**  
**iLottery Influencer Campaign**  
The Buntin Group

**Digital Media**  
Coordinated  
Campaign

**Ontario Lottery and Gaming**  
**OLG.ca Online Casino Theme Campaign – Spread the Thrill**  
Publicis Canada

**Pennsylvania Lottery**  
**Lottery Love**  
9Rooftops

**Washington’s Lottery**  
**Kraken – Time to Rise**  
Washington’s Lottery /  
Wunderman Thompson

**Special Category**  
Original Music for  
Television, Radio,  
Digital Media or  
Promotional Event

**California Lottery**  
**Scratchers Brand – Sweaters**  
David&Goliath

**Lotería Electrónica**  
**Giving Back**  
MOZART / DIGIMEDIA

**Maryland Lottery**  
**Show Me Boy Band**  
GKV

**Special Category**  
Use of Humor –  
Radio

**Colorado Lottery**  
**Fomoomolah PSA**  
Cactus

**North Carolina Education Lottery**  
**Winners Club – Roll Call**  
Cactus

**Tennessee Education Lottery**  
**Suffering From Bad Gift Giving**  
Buntin Group

**Special Category**  
Use of Humor –  
Television

**Delaware Lottery**  
**Give a Ticket, Get a Smile**  
OneMagnify / JTWO

**Minnesota Lottery**  
**The Perfect Gift**  
Periscope

**Washington’s Lottery**  
**Kraken – Time to Rise**  
Washington’s Lottery /  
Wunderman Thompson

**Special Category**  
Use of Humor –  
Digital Media

**Missouri Lottery**  
**\$50 Millionaire Blowout Scratchers – With Prizes This Big**  
Barkley

**Texas Lottery**  
**Power X**  
Texas Lottery

**Washington’s Lottery**  
**Kraken – Time to Rise**  
Washington’s Lottery /  
Wunderman Thompson



## Special Category

Use of  
Cinematography

**California Lottery**  
**Scratchers Brand –  
Bubble Wrap**  
David&Goliath

**Colorado Lottery**  
**Bank Run**  
Cactus

**Maryland Lottery**  
**Lucky – Good Luck  
Charm**  
GKV

## Special Category

Corporate/  
Beneficiary Video

**Colorado Lottery**  
**Rocky Mountain Public  
Media**  
Cactus

**Ontario Lottery and  
Gaming**  
**OLG Good – Confetti**  
FCB Canada Toronto

**Texas Lottery**  
**30 Years of Winning  
– 30th Anniversary  
Documentary**  
Texas Lottery

## Special Category

Television  
Campaign Under  
\$25k (USD)

**Maryland Lottery**  
**Home Run Riches – What  
Would You?**  
GKV

**Ohio Lottery**  
**Discover Ohio – Limited-  
Time EZPLAY Game**  
Marcus Thomas LLC

**West Virginia Lottery**  
**Holiday Animated**  
West Virginia Lottery /  
The Manahan Group

**Corporate  
Communications**  
Employee/Player  
Newsletter

**Kentucky Lottery**  
**FuelEd**  
Kentucky Lottery

**Maryland Lottery**  
**Maryland Lottery and  
Gaming Gazette –  
October 2021**  
GKV

**Texas Lottery**  
**Team News Employee  
Newsletter – Summer  
2021**  
Texas Lottery

## Corporate Communications

Retailer  
Newsletter

**New Jersey Lottery**  
**Retailer Focus – January  
2022**  
New Jersey Lottery

**Virginia Lottery**  
**November Playbook**  
Virginia Lottery

**Western Canada Lottery  
Corp.**  
**LottoLine Special  
Edition**  
Western Canada Lottery  
Corp.

**Corporate  
Communications**  
Annual Report

**Kentucky Lottery**  
**FY21 Annual Report**  
Kentucky Lottery

**New Jersey Lottery**  
**FY 2020 Annual Report**  
New Jersey Lottery

**Texas Lottery**  
**Annual Report**  
Texas Lottery

**Responsible  
Gambling  
Communications**  
Print

**New Jersey Lottery**  
**Juggler/Balance**  
New Jersey Lottery

**Ontario Lottery and  
Gaming**  
**OLG PlaySmart – My  
PlayBreak Brochure**  
FCB Canada Toronto

**Texas Lottery**  
**Know When**  
Texas Lottery

**Responsible  
Gambling  
Communications**  
Digital Media

**Hoosier Lottery**  
**Positive Play Videos and  
Social**  
IGT Indiana / Laughlin  
Constable

**Loto-Québec**  
**Pat the Decipherer  
Answers Your  
Questions!**  
Loto-Québec

**Ohio Lottery**  
**Not for Kids Campaign**  
Fahlgren Mortine

NASPL 2022

# Batchy Awards Finalists

## Responsible Gambling Communications

Coordinated Campaign

### Hoosier Lottery

Gift Responsibly Campaign

IGT Indiana / Laughlin Constable

### Ohio Lottery

Keep It Fun Ohio

Fahlgren Mortine

### Ontario Lottery and Gaming

OLG PlaySmart PROLINE+ Sports Betting Campaign –  
POOLS Bet In-Store and PROLINE Bet In-Store

FCB Canada Toronto / Nurun / Brooks Creative House

## Multicultural Advertising

### Arizona Lottery

Million Dollar Giveaway

OH Partners

### California Lottery

Scratchers Brand – Air Band

David&Goliath / Media.Monks

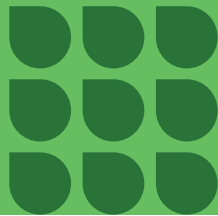
### Lotería Electrónica

Giving Back

MOZART / DIGIMEDIA

NASPL 2022

# Hickey Awards Finalists



## Hickey Awards

Live Special Events  
Promotion

### Idaho Lottery

Thanks a Billion Tour

Idaho Lottery

### Minnesota Lottery

The Perfect Parking

Spot

Periscope

### New Jersey Lottery

NY Giants Fantasy  
Football Experience

New Jersey Lottery

## Hickey Awards

Digital Special  
Events Promotion

### Kansas Lottery

Virtual Vault Party

JNA Advertising

### Lotería Electrónica

Lucky the Elf

MOZART / DIGIMEDIA

### Ohio Lottery

Very Merry Game Show

FB Live Event

Marcus Thomas LLC

## Hickey Awards

Potpourri  
Promotion

### Minnesota Lottery

Drone Bee

Periscope

### Ontario Lottery and Gaming

Lotto Max – Dream

Drop

FCB Canada Toronto

Washington's Lottery  
Seahawks – Bring It In

Washington's Lottery /  
Wunderman Thompson

## Hickey Awards

Website, Microsite  
or App

### Georgia Lottery

Cash Pop Microsite

BBDO Atlanta

### Lotería Electrónica

New & Fresh Digital

Platform

MOZART / DIGIMEDIA

### New York Lottery

Lucky Dog Microsite

New York Lottery /  
McCann New York



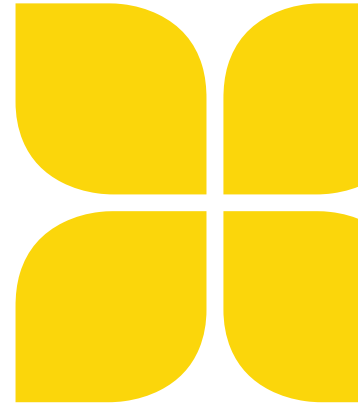
## Best New Instant Game

**California Lottery**  
Scratchers Brand – Year of Fortune  
California Lottery

**Loto-Québec**  
Loto-o-Suivant  
Loto-Québec

**Massachusetts Lottery**  
Jumbo Bucks  
Massachusetts Lottery

**New Mexico Lottery**  
HGTV's My Lottery Dream Home Scratchers  
New Mexico Lottery



The new **NASPL Futures Award** was created to recognize outstanding innovations with an eye on the future. For 2022, the award will honor the best eco-friendly initiative in the areas of new products, game design, lottery operations and conservation programs.

## NASPL Futures Award

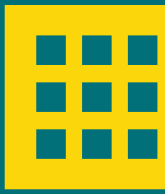
**Colorado Lottery**  
Steamboat ReTree Event  
Cactus

**Loto-Québec**  
Tickets Made From 100% Recycled Fibres  
Loto-Québec

**Minnesota Lottery**  
Drone Bee  
Periscope



# Thank you! Awards Judges



**Leo Olper**  
Managing Director  
Third Ear

**Adam Cicco**  
Creative Director  
9Rooftops

**Andrew Leeper**  
Brand Strategy Coordinator  
Texas Lottery

**Beth Lloyd**  
Retail Marketing Program  
Manager  
Oregon Lottery

**Chris Ebel**  
Group Creative Director  
Laughlin Constable

**Dana Survello**  
Marketing Project Manager  
Virginia Lottery

**Erica Huss**  
Vice President of  
Advertising  
Tennessee Education  
Lottery

**Greg Ahrens**  
Executive Vice President  
Smith Kroeger

**James Hutchinson**  
Senior Vice President of  
Marketing and Promotions  
Georgia Lottery

**Jeremy Gilberto**  
Creative Director  
Barkley

**Jill Baer**  
Director of Creative  
Services  
Maryland Lottery

**Scott Frost**  
VLT Regulation Manager  
Ohio Lottery Commission

**Kara Lee Ford**  
Campaign Coordinator  
Arkansas Scholarship  
Lottery

**Kim Welsch**  
Marketing Specialist/  
Advertising  
Wisconsin Lottery

**Mark Carpenter**  
Executive Vice President  
Smith Kroeger

**Michael Bycko**  
Visual Communications  
Manager  
Ohio Lottery

**John Nohe**  
Chief Executive Officer  
JNA Advertising

**Quinn Dossett**  
Vice President of Marketing  
Louisiana Lottery

**Rhonda Fehr**  
Advertising Manager  
Missouri Lottery

**Ryan Mindell**  
Deputy Executive Director  
Texas Lottery

**Sam Bond**  
Marketing Manager  
South Carolina Education  
Lottery

**Sara Harpold**  
Advertising Manager  
West Virginia Lottery

**Jordan Breindel**  
Creative Director  
Barkley

**Shad Barnes**  
Senior Manager of Digital  
Marketing  
Oregon Lottery

**Stephen Ortiz**  
Director of Sales and  
Marketing  
Kansas Lottery

**Susan Diamond**  
Responsible Gambling  
Program Manager  
Ohio Lottery

**Thais Rodick**  
Senior Marketing Program  
Manager  
Oregon Lottery

**Todd Derksen**  
Group Creative Director  
Wunderman Thompson

**Vicki Holets**  
Director of Sales and  
Marketing  
Minnesota Lottery

**Krystal Smith**  
Program Manager,  
Responsible and Problem  
Gambling  
Oregon Lottery

**Don Feeney**  
Public Policy, Market  
Research and Strategic  
Planning  
Problem and Responsible  
Gambling

**Maureen Greeley**  
Executive Director  
Evergreen Council on  
Problem Gambling

**Chip Polston**  
Senior Vice President of  
Communications, PR and  
Social Responsibility  
Kentucky Lottery

**Amanda Quintana**  
Program Manager  
National Council on Problem  
Gambling

**Jennifer Miller**  
Marketing and Product  
Development  
West Virginia Lottery

**Julie Terrell**  
Draw Games Coordinator  
Texas Lottery

**Katherine Cundiff**  
Vice President of Product  
Development  
Georgia Lottery

**Stephanie Weyant**  
Deputy Executive Director  
of Marketing and Products  
Pennsylvania Lottery

**Allan Altholz**  
Draw Product Manager  
North Carolina Education  
Lottery

**Robert Tharp**  
Senior Director of Product  
and Analytics  
IGT Indiana

**Rhonda Zimmerman**  
Director of Scratch Games  
Kentucky Lottery

**Joe King**  
Senior Product Manager  
Idaho Lottery

**Gladys Primeau**  
Category Manager, Instant  
Games  
British Columbia Lottery  
Corporation

**Tiffany Graham**  
Business Operations  
Analyst  
Oregon Lottery



# WORLD LOTTERY SUMMIT 2022 VANCOUVER



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[www.naspl.org](http://www.naspl.org)  
[www.nasplmatrix.org](http://www.nasplmatrix.org)