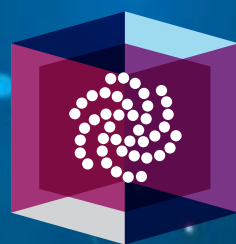




2017 NASPL
ANNUAL CONFERENCE
PORTLAND, OR
SEPT. 13-16, 2017

CALL FOR ENTRIES



SHIFT
YOUR GAME

HOSTED BY THE OREGON LOTTERY



NASPL 2017
PORTLAND, OR
SEPT. 13-16, 2017



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ALL ENTRIES IN ALL CATEGORIES MUST BE RECEIVED BY
JUNE 16, 2017

GENERAL ENTRY GUIDELINES – ELIGIBILITY

BATCHY & HICKEY AWARDS ELIGIBILITY

1. The Batchy and Hickey Awards competitions are open to all NASPL members with the exception of the conference host.
2. **All entries must have been produced or implemented within the previous year.** Media entries need not have run to qualify.
3. Entries submitted in previous years, with the exception of Best Web Site, will not be accepted.
4. Radio or TV spots entered in the Batchy broadcast campaign categories (A) or (B) may also be submitted individually in one subcategory of (D) Special Categories.
5. Electronic forms of communication qualify for entry for all Corporate Communication and Best New Media categories.
6. Except for the Coordinated Campaign subcategories, an individual lottery is limited to one entry per subcategory per year. Multiple entries from an individual lottery in the same award subcategory will be returned.
7. A minimum of five (5) entries must be received from multiple lotteries in any award subcategory for judging to take place in that subcategory. Entries will be returned if the minimum total is not achieved.
8. All entries must meet length requirements to qualify.
9. Each Hickey Awards entry must include a 1-2 page written summary to help articulate the project's success.

A completed Awards Entry Summary Spreadsheet form listing all entries must be emailed to NASPL at: awards@nasplhq.org. All entries may be listed on a single Awards Entry Summary Spreadsheet. Be sure to comply with all guidelines for the Labeling and Submission of entries described on pages 4 and 5.

BEST NEW INSTANT & BEST NEW DRAW GAMES ELIGIBILITY

1. The two selected finalists in each Best New Instant & Best New Draw Games categories may be asked to present a case study of their game at a NASPL Annual Conference breakout session.
2. Eligibility for the Best New Instant & Best New Draw Games is open to all NASPL members, with the exception of the conference host.
3. A lottery may submit only one Instant Game entry and/or one Draw Game entry that was launched within the previous year. **Entries submitted in previous years are not eligible.**
4. The Instant and Draw Games must be new in the jurisdiction that submits the entry in order to qualify. Licensed games are eligible.

GENERAL ENTRY GUIDELINES – FORMATS & LABELING

VIDEO ENTRIES & AUDIO ENTRIES

1. It is preferred that all TV, Radio, Special Categories and Hickey Awards video entries be uploaded to the secured Awards Entry Website. See submission details on Page 5 under General Entry Guidelines – Submissions & Fees.
2. Each entry must not exceed five minutes in length.
3. All non-English entries should include an accompanying document translating any dialogue to English.
4. Each file to be uploaded must be identified as required per the file identification requirement sample.
5. We no longer require DVDs or hard copies of any submissions.

PRINT ENTRIES

1. Hard copies of the actual print material are **no longer** required for judging.
2. Graphic images – .pdf or .jpg format for each print entry for (C) Print Advertising, (E) Corporate Communication and (F) Responsible Gambling Communications categories must also be uploaded to the secured Awards Entry Website or mailed to NASPL Headquarters.
3. All non-English entries should include an accompanying document (electronic or hard copy) translating text to English.

File & Media Identification Requirement Sample

For identification purposes, all media entries should include the following information:

LOTTERY:	Oregon Lottery
AWARD SUB-CATEGORY:	D1 - Original Music for TV or Radio
ENTRY TITLE:	Jingle Bell Bucks

Acceptable File Types for Uploads Include the Following:

Please consider sending the highest resolution possible since your entry may be projected.

IMAGES:	.bmp, .gif, .jpg, .png, .tif, .pdf
AUDIO:	.mp3, .wav, .ogg
DOCUMENTS:	.pdf, .doc, .jpeg
VIDEO:	.avi, .flv, .mp4, .wmv, .mov, .m4v, etc.

GENERAL ENTRY GUIDELINES – SUBMISSIONS & FEES

All entries in all categories must be received by June 16, 2017

Entries received after the deadline will not be accepted. All entries become the property of the NASPL Awards Committee. NASPL and the host lottery assume no responsibility for lost or damaged entries and files.

ENTRY FEES - There is a \$125 (US) entry fee for each award entry submitted.

Payment details will be provided once the entries are received. Payment methods include check, credit card and wire transfer which will be processed through the official NASPL 2017 Registration and Payment Site.

AWARDS ENTRY VIDEO & AUDIO UPLOADED SUBMISSIONS PROCEDURE:

STEP 1: Complete & Submit Entry Form

Enter the official NASPL 2017 Awards
Application Site at: nasplawards.org/form.php

STEP 2: Receive Instructions

Once your Entry Application is received and accepted, an email will be sent to the address you provided with instructions needed to log in to the Official NASPL 2017 Awards Entry Upload site.

STEP 3: Create Password and Log in

From the link provided in the email, you will create a password for your Awards Entry account.

STEP 4: Upload Entry Files

Upload your files on the secured Awards Entry Website in the appropriate categories. Final confirmations of all entries uploaded to the Awards Entry Website will be provided by email which will include a total amount due for your entries and instructions for payment.

STEP 5: Submit Entry Summary Spreadsheet

Submit the completed NASPL 2017 Awards Entry Summary Spreadsheet to awards@nasplhq.org.

STEP 6: Review Process

Following review of the entries submitted and the Awards Entry Summary Spreadsheet, NASPL will contact you with payment details. The review process may take up to one week to complete.

QUESTIONS & COMMENTS

Questions and comments should be directed to the NASPL 2017 Awards Committee via email to: awards@nasplhq.org or by calling **440-361-7962**.

NOTE: Registration and payment must have been completed to allow judging of entries.

BATCHY AWARDS – CATEGORIES

Batchy Awards are presented to NASPL members for outstanding advertising and business communication achievements. This award is named in honor of the late Ralph Batch, elected as NASPL's first president in 1971. It was through his efforts that the advantages of exchanging information and collaborating on joint ventures between lotteries were first recognized.

BATCHY AWARDS CATEGORIES & SUBCATEGORIES:

A TELEVISION ADVERTISING

(60 SECONDS OR LESS)

1. **Instant Games**
2. **Daily Draw Games**
3. **Lotto/Spiel Games**
4. **Corporate/Beneficiary**
5. **Keno Advertising**
6. **Coordinated Television Campaign**

A Coordinated TV Campaign consists of two or more TV commercials possessing a related creative or conceptual approach. Spots submitted for consideration in this category may also be individually entered in one subcategory of (D) Special Categories, excluding subcategory 7.

B RADIO ADVERTISING

(60 SECONDS OR LESS)

1. **Instant Games**
2. **Daily Draw Games**
3. **Lotto/Spiel Games**
4. **Corporate/Beneficiary**
5. **Keno Advertising**
6. **Coordinated Radio Campaign**

A Coordinated Radio Campaign consists of two or more radio commercials possessing a related creative or conceptual approach. Spots submitted for consideration in this category may also be individually entered in one subcategory of (D) Special Categories.

C PRINT ADVERTISING

1. **Retailer Signage/Merchandising**
2. **Outdoor (Includes Digital)**
3. **Print Ad (Color or Black & White)**
4. **Corporate/Beneficiary**
5. **Coordinated Print Campaign**

A Coordinated Print Campaign consists of two or more print ads possessing a related creative or conceptual approach. An ad submitted in the Coordinated Print Campaign cannot be entered individually in another Print Advertising subcategory.

D SPECIAL CATEGORIES

1. **Original Music for TV or Radio**
2. **Use of Humor – Radio**
3. **Use of Humor – TV**
4. **Use of Cinematography**
5. **TV /Radio Spot Fitting
No Other Category**
6. **Corporate/Beneficiary Video**

An entry in this subcategory may not exceed five minutes in length. It is the responsibility of the submitting lottery to edit the entry to meet the maximum length requirements.

7. **TV under \$25,000 (us)**

The TV spot must have cost less than \$25,000 (US) to produce, including talent fees, and the spot cannot be part of a coordinated campaign.

E CORPORATE COMMUNICATION

(PRINT OR ELECTRONIC)

1. **Employee/Player Newsletter**
2. **Retailer Newsletter**

F RESPONSIBLE GAMBLING COMMUNICATIONS

This award will be given to the advertisement that best conveys a message of responsible or low-risk gambling or raises awareness of problem gambling or treatment resources. Entries may include television, radio, print, outdoor, electronic or other forms of communication. Messages prepared by lotteries on behalf of an organization such as a problem gambling council are eligible for entry.

1. **Print**
2. **Video**
3. **Radio**
4. **Electronic**
5. **Coordinated Campaign**

BATCHY AWARDS – CATEGORIES

G

BEST NEW MEDIA PRESENTATION

This category includes advertising, promotions and educational programs or campaigns created and offered in media other than traditional TV, Radio or Print. This category may include advertising through Social Media channels.

H

MULTICULTURAL ADVERTISING

This category includes advertising, promotions, and educational programs or campaigns created specifically for the many diverse audiences across different Lotteries' jurisdictions. In order to qualify for this category, the materials need to be culturally relevant and competent, and they must communicate to an audience different than the general market.

BATCHY AWARDS – ENTRY REQUIREMENTS

Please also refer to **General Entry Guidelines – Submissions & Fees** for Awards Entry upload, registration and payment information.

1. All entries for Batchy Awards must meet eligibility, formatting and length requirements to be considered.
2. Email a complete listing of all entries submitted on the NASPL 17 Awards Entry Summary spreadsheet provided to awards@nasplhq.org. Submissions from more than one advertising agency may be included on the same spreadsheet.
3. It is preferred that all TV, Radio, and Special Categories video entries be uploaded to the secured Awards Entry Website. See submission details on Page 5 under General Entry Guidelines – Submissions & Fees. Entries will also be accepted by mail sent directly to NASPL Headquarters.
4. For print entries, also upload a graphic file of each entry for (C) Print Advertising, (E) Corporate Communication and (F) Responsible Gambling Communications categories. These can also be uploaded to the NASPL 2017 Awards Entry Website, if applicable.
5. Complete payment of \$125 (US) for each award entry submitted.
6. All entries must be received either on the Awards Entry Site or at NASPL Headquarters by **June 16, 2017**.

HICKEY AWARDS – CATEGORIES

The Hickey Awards are given for excellence in promotional and strategic marketing. These awards are named in honor of the late Owen Hickey, an industry leader who is remembered for the creative development of unique promotion and public relations techniques for the lottery industry.

HICKEY AWARDS CATEGORIES:

Hickey Awards entries for Special Events Promotion, Audio-Visual Presentation or Potpourri Promotion must include a 1-2 page summary document describing the project goals and outcome. Additional graphics are acceptable.

1 SPECIAL EVENTS PROMOTION

This category includes public relations media events, promotions to help launch new games, mall events, fair and festival sponsorships, sports promotions and other event marketing activities.

3 POTPOURRI PROMOTION

Entries in this category are for promotions so unique they fit in no other category.

2 AUDIO-VISUAL PRESENTATION

This category is for outstanding audio-visual presentations, such as those used for community speeches, at legislative meetings or to support retailer training, sales efforts, winner awareness and other creative showings.

4 BEST WEBSITE

The Best Website recognizes excellence in offering players valuable Internet information for improved player behavior and for enhancing the lottery's image and player loyalty.

Best Website Award entries must include a 1-2 page summary document describing the unique features of the Website, how the design permits easy navigation through the various Website pages and how the overall graphic layout commands attention and interest. Entries should have an active Website address that can be accessed and navigated by the judges, and should also include 2-3 print screens that will be used at the Awards program video segment.

See submission details on Page 5 under **General Entry Guidelines – Submissions & Fees**. Entries will also be accepted by mail sent directly to NASPL Headquarters.

HICKEY AWARDS – ENTRY REQUIREMENTS

Please also refer to **General Entry Guidelines – Submissions & Fees** for Awards Entry upload, registration and payment information.

1. All entries for Hickey Awards must meet eligibility, formatting and length requirements to be considered.
2. Email a complete listing of all entries submitted on the NASPL 17 Awards Entry Summary spreadsheet provided to awards@nasplhq.org. Submissions from more than one advertising agency may be included on the same spreadsheet.
3. It is preferred that all video entries be uploaded to the secured Awards Entry Website. See submission details on Page 5 under **General Entry Guidelines – Submissions & Fees**. Entries will also be accepted by mail sent directly to NASPL Headquarters.
4. Complete payment of \$125 (US) for each award entry submitted.
5. All entries must be received either on the Awards Entry Site or at NASPL Headquarters by **June 16, 2017**.

BUDDY ROOGOW INNOVATION AWARD

BEST NEW INSTANT & BEST NEW DRAW GAMES

The Buddy Roogow Innovation Award for Best New Instant & Best New Draw Games awards are named in honor of the late Buddy Roogow. These awards recognize the efforts made to create and communicate the innovative attributes of new Instant and Draw style games and for their increased sales potential.

Only lottery organizations can submit entries, with a maximum of one entry per category per lottery.

Licensed games are eligible. A game must be new in the jurisdiction that submits the entry in order to qualify.

Any game that is not considered solely a traditional Instant or Scratcher Game and which has tickets or entries generated through a retailer-based terminal, or entries submitted by players through electronic means will be considered for the Best New Instant & Best New Draw Games category.

Any game entered in the Best New Instant & Best New Draw Games category must have been on sale any time from **July 1, 2016 to July 1, 2017**.

The selected finalists in each Best New Instant & New Draw Games categories may be asked to present a case study of their game at a conference breakout session. **Entries submitted in previous years are not eligible**. In order for finalists to prepare their PowerPoint presentations for this breakout session, each finalist will be notified in advance of the conference.

ENTRY REQUIREMENTS

Please also refer to [General Entry Guidelines – Submissions & Fees](#) for Awards Entry upload, registration and payment information.

Lotteries will submit their entry in the format of a business case that will cover the following items (maximum of 10 pages):

- Rationale for graphic design of ticket and collateral
- Launch date
- Prize structure and payout
- What's innovative about the game?
- Where did the idea for the game originate?
- Marketing strategy summary and support behind the launch of the new game
- Product insight and strategic analysis such as goals set and goals achieved, overall impact on other crossover products, etc.
- Target market goals
- Comparison sales of the new game with similar price points (all sales figures will remain confidential)
- Impact on overall sales and comprehensive review of the overall return on investment (ROI)
- Any additional data to support the success of the game (i.e., research data, key learning, PR summary)
- Sample game graphic design items (POS, How-to-Play Brochures, Commercials, etc.) with rationale for graphic design

NOTE: Entries should contain an electronic high quality graphic image of the game ticket entered.

Email a complete listing of all entries submitted on the NASPL 17 Awards Entry Summary spreadsheet provided to awards@nasplhq.org. Submissions from more than one advertising agency may be included on the same spreadsheet.

AWARDS JUDGING CRITERIA

The jury for judging all 2017 Batchy and Hickey entries will consist of creative directors nominated by NASPL member lotteries. The jury for judging for the Buddy Roogow Innovation Award for Best New Games will consist exclusively of product managers nominated by NASPL member lotteries.

Each entry will be viewed and scored based on the following general criteria:

- **CONTENT**
How well the entry effectively communicates the intended message and gains viewer/listener involvement (through entertainment, education, emotion, etc.).
- **CREATIVITY**
How well the entry demonstrates fresh thinking or creative originality that elicits strong recall.
- **EXECUTION**
How well the entry showcases a high level of production quality.

Judges will consider the following criteria for each of the specific categories of creative work:

1

BATCHY & HICKEY AWARDS

Judges will consider the ability of the entry to:

- Effectively communicate the intended message
- Gain viewer or listener involvement (through entertainment, education, emotion, etc.) and help position the lottery for long-term success
- Provide a positive return on time, effort and money invested
- Showcase a high level of production quality
- Demonstrate fresh thinking or creative originality

2

BEST WEBSITE

Judges will consider the ability of the entry to provide:

- Image Enhancement
- Informational Content
- Visual Appeal
- Ease of Navigation

3

BEST NEW INSTANT & BEST NEW DRAW GAMES

Judges will consider the ability of the entry to show:

- Innovative aspects of the game
- Cost/Benefit analysis results
- Strategic analysis and insight
- Other aspects such as visual appeal and ease of play

4

BEST OF THE BATCH

This award will be selected by the judges from all Batchy entries. The Best of the Batch typifies the level of innovativeness that all lotteries should aspire to achieve. This entry stands above the rest.

QUESTIONS

Please direct any questions you have regarding the NASPL Awards to the NASPL 2017 Award Committee via email at awards@nasplhq.org or by calling NASPL Headquarters at: **440-361-7962**.