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NH Lottery wins advertising awards at national conference

NH gets three 1st place, six finalist slots at NASPL

(Oklahoma City, OK) The NH Lottery has been recognized for excellence in lottery advertising at the annual convention of the North American Association of State and Provincial Lotteries (NASPL). The works – ranging from traditional media to integrated web-based marketing – garnered three first place awards and were finalists in six other categories. The works were created by Griffin York & Krause (GY&K), the Lottery’s Manchester-based marketing innovation company, in collaboration with the Lottery’s marketing staff.

“This is one of our strongest showings at NASPL ever,” said NH Lottery executive director Rick Wisler. “This is remarkable considering the number of entries and the level of advertising from the other state lotteries.”

New Hampshire took first place in Radio Advertising for Lotto games (for the Tri-State Weekly Grand® campaign), TV Spot That Cost Less than \$25,000 (for the NH Lottery Star award winner), and for Best Annual Report.

“This shows the NH Lottery is committed to evolving and moving forward, not only offering players the best in lottery products but also first-class integrated campaigns to support them,” said Travis York, president of GY&K. “To have finished ahead of some of the country’s best lotteries and most respected advertising firms is a great source of professional pride.”

Granite State entries were finalist in a half dozen categories. They include Best Web Site; Best Radio Ad for Offline [instant] Game, for the Boston Red Sox™ ticket; Best Radio Ad for a Corporate Beneficiary, in this case being NH education; Best Color Print Ad, for the Lottery’s

45th Anniversary observance and commemorative scratch ticket; Best TV Ad for Lotto Games, for Tri-State Weekly Grand®; and for Best Original Music, the “State of Excitement” song written by NH Lottery Star winner Steve Galipeau (a.k.a. Daddy G).

“These days reaching players through marketing and advertising is more important than ever for state lotteries. New Hampshire plans to build on this success and unveil additional initiatives in the coming year,” said Wisler.

The industry conference was held in Oklahoma City, OK. NASPL represents 52 lottery organizations in the US and Canada. More than 540 entries were received from major advertising giants like DDB, Hill Holiday, Drake Cooper, BBDO Atlanta, and Casanova Pendrill.

About NH Lottery

Since 1964, the New Hampshire Lottery has had a significant financial impact on the state. For the past 45 years, the New Hampshire Lottery has recorded \$4.1 billion in lottery sales and other earnings, with \$2.7 billion being paid in prizes and other cost of sales. Net proceeds to education to date total more than \$1.3 billion. The New Hampshire Lottery Commission, located at 14 Integra Drive in Concord, currently manages all lottery operations in the state, including Instant games, New Hampshire POWERBALL®, Tri-State Megabucks Plus®, Tri-State Weekly Grand®, Hot Lotto Sizzler®, and Tri-State Pick3/Pick4 Daily Numbers® games. To learn more about the NH Lottery, visit their website at www.nhlottery.com.

About GY&K

Evolving since 1975, GY&K (Griffin York & Krause) is a marketing innovation company that offers services, technology & tools, and proprietary properties to drive sales for companies in a wide range of vertical industries. They are a fully integrated mid-sized independent firm with most department and subject matter experts located at their headquarters in Manchester, NH. GY&K's technology & tools allow their partners to cost-effectively deploy digital-based marketing solutions and deliver a measurable return for content management, email deployment, mobile messaging, e-commerce and more. To learn more about GY&K, visit their website at www.griffinyorkkrause.com.

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