BRAND NEW PROMOTION - POWER 25

The game of Powerball turned 25 on April 19, 2017. In recognition of its 25th Anniversary, the North Dakota Lottery will be offering a brand new promotion, Power 25!

Beginning August 6 through September 2, players who buy a single draw, four (4) play Powerball with Power Play ticket for $12 get a chance to instantly win $25 cash! Randomly selected Power 25 transactions will win a $25 instant cash prize.

If the qualifying Power 25 sale is a winner, the terminal will play “INSTANT WINNER!” and a Power 25 coupon will immediately print with the prize amount ($25). In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Your store will receive credit for all scanned and cashed coupons, which will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Power 25 transactions is strictly prohibited. Please see official rules at LOTTERY.ND.GOV for complete details.
The North Dakota Lottery’s advertising agency, KK BOLD, conducted player research via a telephone survey in February 2017. The purpose of this research was to obtain information for use in developing plans and strategies to enhance the Lottery’s position in the gaming industry. It also measured change from the benchmark established in the 2015 player survey.

One of the most important aspects was to determine the effectiveness of the Emerging Markets campaign that was launched last summer (June - July 2016) by the North Dakota Lottery. The campaign was designed to increase lottery awareness among the age demographic that provided the largest opportunity for growth, the 18-34 age demographic. The findings were very positive.

Players were asked, “Have you ever played a North Dakota Lottery game?” Among the 18-34 demographic, 52.7% said “Yes.” This was a 6.4% increase when compared to the 2015 survey and a 10.3% increase compared to 2013. This is what we were expecting to see, confirming success of the Emerging Markets campaign. This was also confirmed with the responses to the “favorite game” question.

Players were also asked, “Of all the different games you can play to win money or prizes, which one would you say is your favorite game to play?” According to the 18-34 age demographic, Lottery ranked second, only to Blackjack (twenty-one), with 19.4% of the respondents saying Lottery was their favorite game of chance.

With this research, the North Dakota Lottery will be able to more accurately and successfully reach not only the coveted 18-34 age demographic, but all players of every demographic. The research also confirms the excellent work all North Dakota Lottery retailers have done to make a lottery purchase fun and inviting for players. The Lottery cannot thank you, the retailers and cashiers, enough for the exceptional excitement and professionalism you provide on behalf of the Lottery!

Another fiscal year is coming to a close and a new year is just on the horizon. With these new beginnings, the North Dakota Lottery is looking forward to another fun and exciting year!
THREE GREAT DEALS A SUCCESS!

The latest rendition of the Three Great Deals promotion brought fun and excitement to three great games! Players earned over $28,982 in free tickets. The promotion generated an average sales increase of 5.2% (across all three games). Special KUDOS to the Cenex in Turtle Lake for being the only store in the Top 5 rankings for ALL three promotions! Did your store rank in the Top 5 across the state? Check out the “Top 5” Rankings.

The Top 5 North Dakota Lottery retailers to sell the most Mega Monday qualifying tickets were as follows:
- Cash Wise Foods #3042 - Watford City
- Cenex - Turtle Lake
- Dan’s SuperMARKET #2 - Bismarck (North)
- M&H Gas - Dickinson
- Family Fare Supermarket #103 - West Fargo

The Top 5 North Dakota Lottery retailers to sell the most Lucky Wednesday qualifying tickets were as follows:
- Superpumper #39 - Bismarck (North)
- Cenex - Turtle Lake
- The Hub Convenience Stores #2 - Beulah
- M&H Gas - Mandan
- Simonson Station Store - Wahpeton

The Top 5 North Dakota Lottery retailers to sell the most Hot Friday qualifying tickets were as follows:
- M&H Gas - Mandan
- Dan’s SuperMARKET #3 - Bismarck (South)
- Family Fare Supermarket #103 - West Fargo
- Neighborhood Grocery and Gas - Jamestown
- Cenex - Turtle Lake

POWER CRUISE™ WINNERS ANNOUNCED

The first ever Powerball® Power Cruise™ promotion concluded on March 29, 2017 and players had a blast! Over 4,300 individual players entered the promotion, totaling 66,884 entries. Six lucky players (and their guests) will be enjoying an adventure of a lifetime onboard the privately chartered Royal Caribbean® Brilliance of the Seas®.

We also had 40 lucky 1st prize winners, each receiving a $500 cash prize! Congrats to all the lucky winners!
TERMINAL RE-LOCATION?

If you are planning a remodel or just need your lottery terminal(s) moved, please contact the North Dakota Lottery office 7 to 10 days in advance (701.328.1574). Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.

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CONGRATS
MASON KNUTSON!

WINNER OF THE 2017
POLARIS SPORTSMAN ATV