



NASPL AWARDS

ENTRIES LISTING

TV ADVERTISING INSTANT GAMES

Arizona Lottery

Arizona Adventure
OH Partners

California Lottery

Scratchers Brand – Paper
B-Ball
David & Goliath

Colorado Lottery

Cousin Ed
Cactus

Connecticut Lottery

The Spirit of Winning –
Holiday Decker

Florida Lottery

Gold Rush Doubler
Scratch-Offs
PPK

Georgia Lottery

Holiday Scratchers –
Nutcracker
BBDO Atlanta

Hoosier Lottery

Wild Multiplier Scratch-Off
Family
The Buntin Group

Idaho Lottery

Holiday Scratch Thank You
CLM Northwest

Kansas Lottery

Winter Magic Cash
JNA Advertising

Kentucky Lottery

Clown Car
BCH Agency

Lotería Electrónica

Donde quiera te pegas –
You Can Win Anywhere
DIGIMEDIA / MOZART

Louisiana Lottery

Multiplier – X Marks the Hot
Louisiana Lottery

Maine Lottery

Holiday Ugly Sweater
Fuseideas

Maryland Lottery

Holiday Scratch-offs
GKV

Massachusetts Lottery

\$50 Billion Dollar
Extravaganza – A Game
Like No Other
Massachusetts Lottery

Minnesota Lottery

Road Trip
Periscope

Montana Lottery

Holiday Scratch
The Wendt Agency

Nebraska Lottery

Holiday Mascots
Smith Kroeger

New Hampshire Lottery

New Hampshire Nick
GYK Antler

New Jersey Lottery

Power X Family of Scratch-
Offs – Dr. Power
PureRED

New Mexico Lottery

ORO
New Mexico Lottery

New York Lottery

Beaver Dreams
McCann New York

North Carolina Education Lottery

Fabulous Fortune –
King's Ransom
Cactus

Ohio Lottery

Living Lucky
Marcus Thomas LLC

Ontario Lottery & Gaming

\$30 JUMBO Cash – Suspense
Before You Scratch
FCB Toronto

Pennsylvania Lottery

Talking Ticket Laundry
9Rooftops

South Carolina Education Lottery

USC vs Clemson Scratch-
Offs – Moving Day
Chernoff Newman

South Dakota Lottery

Time Is Money
Lawrence & Schiller

Tennessee Education Lottery

Fun in Bloom
Buntin Group

Texas Lottery

Cash Blitz
Texas Lottery

Virginia Lottery

White Elephant
Fable

Washington's Lottery

Seattle Kraken – Hard
Times
*Wunderman Thompson
Seattle*

Western Canada Lottery Corp.

All Starts With a Scratch
McCann Canada

Wisconsin Lottery

Holiday Scratch Games –
Great With Any Gift
Wisconsin Lottery / Hiebing

TV ADVERTISING LOTTO AND DAILY NUMBERS GAMES

Arkansas Scholarship Lottery

LOTTO Math
*CJRW / Arkansas
Scholarship Lottery*

Florida Lottery

PICK Daily Games –
Winners by the Bunch
PPK

Georgia Lottery

Cash Pop – Mystery Box
BBDO Atlanta

Hoosier Lottery

Cash Pop – Always Poppin'
Laughlin Constable

Interprovincial Lottery Corp.

6/49 Possibilities
FCB Toronto

Kentucky Lottery

High Five Fails Retail
BCH Agency

Lotería Electrónica

Powerball – It All Started
Playing
DIGIMEDIA / MOZART

Loto-Québec

Lotto Max – Condominium
Loto-Québec

Maryland Lottery

Cash Bash
GKV

Michigan Lottery

Talking Birds
SMZ

New Jersey Lottery

Pick 3 – Aftermath
PureRED

North Carolina Education Lottery

Fireball – Lucky Numbers
Cactus

South Carolina Education Lottery

Cash Pop – VIP Passes
Chernoff Newman

South Dakota Lottery

Work Break
Lawrence & Schiller

Texas Lottery

Lotto Texas – You Can't Get More Texan
Texas Lottery

TV ADVERTISING MONITOR GAMES

Arizona Lottery

Arizona Lottery – Quick Draw
OH Partners

Georgia Lottery

KENO! Sundays & Thursdays
BBDO Atlanta

Kentucky Lottery

What's Poppin' Cash Pop
BCH Agency

New Hampshire Lottery

KENO 603
GYK Antler

New Jersey Lottery

Quick Draw / Cash POP – Freaky Friday
PureRED

Wyoming Lottery

KENO
Warehouse 21

TV ADVERTISING FAST PLAY AND SPECIALTY GAMES

Connecticut Lottery

Fast Play – No Coins Needed
Decker

Kansas Lottery

Holiday Ticket to Love
JNA Advertising

Kentucky Lottery

VIP
BCH Agency

Louisiana Lottery

Fast Play
Louisiana Lottery

Maine Lottery

Fast Play – Fast Freddie
Fuseideas

Maryland Lottery

Home Run Riches
GKV

Michigan Lottery

Numbers Day and Night
SMZ

North Carolina Education Lottery

Fast Play – Yoga
Cactus

Ontario Lottery & Gaming

Proline – Not Just Another Sportsbook
The Hive Toronto

Wisconsin Lottery

Fast Play Launch
Wisconsin Lottery / Hiebing

TV ADVERTISING CORPORATE / BENEFICIARY

Connecticut Lottery

Fast Play – No Coins Needed
Decker

Kansas Lottery

Holiday Ticket to Love
JNA Advertising

Kentucky Lottery

VIP
BCH Agency

Louisiana Lottery

Fast Play
Louisiana Lottery

Maine Lottery

Fast Play – Fast Freddie
Fuseideas

Maryland Lottery

Home Run Riches
GKV

Michigan Lottery

Numbers Day and Night
SMZ

North Carolina Education Lottery

Fast Play – Yoga
Cactus

Ontario Lottery & Gaming

Proline – Not Just Another Sportsbook
The Hive Toronto

Wisconsin Lottery

Fast Play Launch
Wisconsin Lottery / Hiebing

TV ADVERTISING COORDINATED CAMPAIGN

Arkansas Scholarship Lottery

Arkansas LOTTO Game Launch
CJRW / Arkansas Scholarship Lottery

California Lottery

Scratchers Brand – Paper B-Ball and Kick Anything
David & Goliath / Media Monks

Colorado Lottery

Gold Rush
Cactus

DC Lottery

If You Love It, Multiply It Scratchers Campaign
Taoti-Fuseideas

Florida Lottery

World of Excitement – Scratch-Offs
PPK

Hoosier Lottery

Cash Pop – Always Poppin', Slushie, Still Poppin' and Laundry Room
Laughlin Constable

Idaho Lottery

Big Spin – Maddy vs the Wheel & Jim vs the Wheel
CLM Northwest

Interprovincial Lottery Corp.

6/49 Possibilities Campaign
FCB Toronto

Kansas Lottery

XBlitz
JNA Advertising

Kentucky Lottery

Joy of Play
BCH Agency

Lotería Electrónica

Powerball – It All
Started Playing
DIGIMEDIA / MOZART

Loto-Québec

Lotto 6/49 – Golf
and Water Pipe
Loto-Québec

Louisiana Lottery

Powerball – NASCAR and
New Year's Rockin' Eve
Louisiana Lottery

Maryland Lottery

Ravens
GKV

Massachusetts Lottery

50 Years of Winning
Massachusetts Lottery

Missouri Lottery

Holiday Pet Paradise
Barkley

Nebraska Lottery

TRUCK\$ & BUCK\$ TV
Campaign – Lighten Up
and Lonely
Smith Kroeger

New Hampshire Lottery

That's Wild – Mega Millions &
Powerball Jackpot Alerts
GYK Antler

New Jersey Lottery

Scratch-Offs Division Spots
PureRED

North Carolina Education Lottery

Winners Club Campaign
Cactus

Ohio Lottery

Make My – Family of Games
AfterMath

Pennsylvania Lottery

Gus Scratch-Off Campaign
– Rock Climbing & Fishing
9Rooftops

South Carolina Education Lottery

Cash Pop Campaign
Chernoff Newman

South Dakota Lottery

Delivery Guy Campaign
Lawrence & Schiller

Texas Lottery

One Lucky Quarter
Texas Lottery

Washington's Lottery

Department of Imagination –
Go Full You
*Wunderman Thompson
Seattle*

West Virginia Lottery

Yes Campaign
*West Virginia Lottery /
The Manahan Group*

Wisconsin Lottery

Winner Awareness
Wisconsin Lottery / Hiebing

RADIO ADVERTISING INSTANT GAMES

Arizona Lottery

Set for Life
OH Partners

California Lottery

Scratchers Brand – More
Questions
David & Goliath

Colorado Lottery

GamGam
Cactus

Connecticut Lottery

Casino Action
Decker

DC Lottery

If You Love It, Multiply It
Taoti-Fusideas

Florida Lottery

Most Magical Time of the
Year – FLORIDA X THE CASH
Holiday Scratch-Offs
PPK

Georgia Lottery

Big Bills Scratcher
BBDO Atlanta

Hoosier Lottery

Wild Multiplier Scratch-Off
Family
The Buntin Group

Idaho Lottery

Bonus Play Cashword –
Little Extra
CLM Northwest

Kansas Lottery

Winter Magic Cash
JNA Advertising

Louisiana Lottery

Hidden Gems
Louisiana Lottery

Maryland Lottery

Maryland Riches
GKV

Massachusetts Lottery

\$50 Billion Dollar
Extravaganza – A
Game Like No Other
Massachusetts Lottery

Michigan Lottery

Forklift
SMZ

Minnesota Lottery

Whatcha Building?
Periscope

Missouri Lottery

Holiday Pet Paradise
Barkley

Nebraska Lottery

The Talk
Smith Kroeger

New Hampshire Lottery

New Hampshire Nick
GYK Antler

New Jersey Lottery

101 Days of Summer –
Catch the Prize Wave
PureRED

New Mexico Lottery

ORO Scratchers
New Mexico Lottery

New York Lottery

Fast Family
McCann New York

North Carolina Education Lottery

Cash Scratch-Offs – Winning
Celebrations
Cactus

Ohio Lottery

Cash Explosion –
Adventure Awaits
AfterMath

South Carolina Education Lottery

USC vs Clemson Scratch-
Offs – Football
Chernoff Newman

South Dakota Lottery

Teddy Roosevelt
Lawrence & Schiller

Texas Lottery

Cash Blowout – It's a Blowout
Texas Lottery

Virginia Lottery

Dear Carl
Fable

Washington's Lottery

Cashy Scratchmas
*Wunderman Thompson
Seattle*

Wisconsin Lottery

Packers Scratch Games –
Big Plays
Wisconsin Lottery / Hiebing

RADIO ADVERTISING LOTTO AND DAILY NUMBERS GAMES

Arkansas Scholarship Lottery

LOTTO Anniversary
*CJRW / Arkansas
Scholarship Lottery*

Florida Lottery

Pick Daily Games –
Stampede
PPK

Georgia Lottery

Cash Pop – The Riddle
BBDO Atlanta

Hoosier Lottery

Cash POP – Debbie
Laughlin Constable

Idaho Lottery

Lucky for Life – Lucky Day
CLM Northwest

Lotería Electrónica

Powerball – It All Started
Playing
DIGIMEDIA / MOZART

Loto-Québec

Lotto Max – Actress
Loto-Québec

Nebraska Lottery

Dream Job
Smith Kroeger

New Jersey Lottery

Pick-3 – About Last Night
PureRED

New Mexico Lottery

Mega Millions Bonus
Promotion
New Mexico Lottery

North Carolina Education Lottery

Fireball – Lady Luck
Cactus

South Carolina Education Lottery

Cash Pop – How to Play 1
Chernoff Newman

South Dakota Lottery

Thomas Jefferson
Lawrence & Schiller

Tennessee Education Lottery

Workout a Win
Buntin Group

Texas Lottery

Lotto Texas – You Can't Get
More Texan
Texas Lottery

RADIO ADVERTISING FAST PLAY AND SPECIALTY GAMES

Arizona Lottery

Lightning Fast Cash
OH Partners

Connecticut Lottery

Fast Play – No Coins Needed
Decker

Kansas Lottery

Holiday Ticket to Love
JNA Advertising

Louisiana Lottery

Fast Play – Super Speed
Louisiana Lottery

Maryland Lottery

HRR Customs
GKV

Michigan Lottery

Growing All Day Long
SMZ

New Jersey Lottery

Fast Play – Very Big Deal
PureRED

North Carolina Education Lottery

Fast Play – Takes Your Breath
Away
Cactus

Wisconsin Lottery

Fast Play Launch
Wisconsin Lottery / Hiebing

RADIO ADVERTISING CORPORATE / BENEFICIARY

British Columbia Lottery Corp.

PlayNow Platform
Campaign
123w

Colorado Lottery

Funding the Fun
Cactus

South Dakota Lottery

Abe Lincoln
Lawrence & Schiller

Texas Lottery

Great Things
Texas Lottery

West Virginia Lottery

Proceeds – Say Yes to West
Virginia
*West Virginia Lottery /
The Manahan Group*

RADIO ADVERTISING COORDINATED CAMPAIGN

Arkansas Scholarship Lottery

LOTTO Launch
Campaign
*CJRW / Arkansas
Scholarship Lottery*

California Lottery

Scratchers Brand – More
Questions, Even More
Questions, and Little Joys
*David & Goliath / Media.
Monks / TIME*

Idaho Lottery

Big Spin – In This
Corner and Podcast
CLM Northwest

Kansas Lottery

Holiday Production
JNA Advertising

Loto-Québec

Lotto Max – The Actress
and Lino the Barber
Loto-Québec

Louisiana Lottery

X Marks the Hot
Louisiana Lottery

Maine Lottery

Fast Play – Fast Freddie
Fuseideas

Maryland Lottery

Maryland Riches
GKV

Minnesota Lottery

Vikings Radio – Paint, Phone and Dance
Periscope

New Hampshire Lottery

That's Wild – Mega Millions & Powerball Jackpot Alerts
GYK Antler

New Jersey Lottery

Scratch-Offs Division Spots
PureRED

New York Lottery

Holiday Campaign
McCann New York

North Carolina Education Lottery

Winners Club Campaign
Cactus

South Carolina Education Lottery

Cash Pop – How to Play Campaign
Chernoff Newman

South Dakota Lottery

Presidents Campaign
Lawrence & Schiller

Texas Lottery

Lotto Texas – You Can't Get More Texan
Texas Lottery

Virginia Lottery

Scratchers – Dear Carl and Sweater
Fable

West Virginia Lottery

Yes Campaign
West Virginia Lottery / The Manahan Group

PRINT ADVERTISING RETAILER SIGNAGE / MERCHANDISING

Arizona Lottery

Arizona Adventure
OH Partners

California Lottery

The Addams Family Fortune
Alcone

DC Lottery

If You Love It, Multiply It
Scratchers Campaign
Taoti-Fusideas

Delaware Lottery

Share More Cheer
OneMagnify

Florida Lottery

Doubler by Gold Rush –
Gold Rush Doubler
Scratch-Off
PPK

Georgia Lottery

\$50 Ultimate Scratcher
Display
BBDO Atlanta

Hoosier Lottery

Cash POP Standee
Laughlin Constable

Idaho Lottery

Big Spin Signage Display
Idaho Lottery

Louisiana Lottery

Top 5 Hits
Louisiana Lottery

Maryland Lottery

Corvette Cash
GKV

Minnesota Lottery

Monopoly Free Parking
Periscope

Missouri Lottery

Second Chance of a Lifetime
– Holiday Chillin' & Thrillin'
Promotion POS
Missouri Lottery

Nebraska Lottery

Brushstrokes Poster
Smith Kroeger

New Mexico Lottery

New Mexico Lottery Neons
New Mexico Lottery

New York Lottery

Triple Red 777 Topper
McCann New York

North Carolina Education Lottery

\$5,000,000 Ultimate Point
of Sale
Cactus

Pennsylvania Lottery

Pick POS – Upgrade Your Day
9Rooftops

South Carolina Education Lottery

USC vs Clemson Scratch-
Offs – Play Station
*South Carolina Education
Lottery*

Tennessee Education Lottery

Jumbo Bucks Mini
Poster
Buntin Group

Texas Lottery

Warehouse Dash Standee
Texas Lottery

Virginia Lottery

Luke Combs Stand-Up
Fable

Washington's Lottery

Ticket to Adventure
Washington's Lottery

Wisconsin Lottery

Tear Pad for Mobile App
Wisconsin Lottery

PRINT ADVERTISING OUT OF HOME (INCLUDES DIGITAL)

Arizona Lottery

Hawaii Dream Getaway Print
Out of Home
OH Partners

Arkansas Scholarship Lottery

LOTTO Truck
*CJRW / Arkansas
Scholarship Lottery*

California Lottery

Scratchers Brand Gas
Station TV
David & Goliath

Colorado Lottery

Martens
Cactus

DC Lottery

GambetDC Brand Campaign
Taoti-Fusideas

Florida Lottery

Gold Rush Doubler
Scratch-Offs – Doubler
by Gold Rush
PPK

Georgia Lottery

Digital Menuboard
BBDO Atlanta / Carmanah

Hoosier Lottery

Cash POP Daypart
Specific
Laughlin Constable

Lotería Electrónica

Power Crane
DIGIMEDIA / MOZART

Loto-Québec

Lotto Max / La Mini – Enough,
Vacation and Vinyl
Loto-Québec

Louisiana Lottery

X Marks the Hot
Louisiana Lottery

Maryland Lottery

Game of Life Live Board
GKV

Massachusetts Lottery

Everyone Has a Number
Massachusetts Lottery

Minnesota Lottery

Build Excitement
Periscope

Missouri Lottery

Powerball and Mega Millions
Jackpot Vinyl Billboards
Barkley

New Jersey Lottery

Jersey Cash 5 Green Ball
PureRED

New York Lottery

My Lottery Dream Home
McCann New York

Pennsylvania Lottery

Scratch and Win Digital Out
of Home
9Rooftops

South Carolina Education Lottery

USC vs Clemson Scratch-
Offs – Outdoor
*South Carolina Education
Lottery*

Texas Lottery

Cash Blowout
Texas Lottery

Washington's Lottery

MC LVM – Debit
*Wunderman Thompson
Seattle*

PRINT ADVERTISING TRADITIONAL MEDIA PRINT AD

Arizona Lottery

Set for Life
OH Partners

California Lottery

Lunar New Year 2023 –
Play for Good Fortune
TIME

Connecticut Lottery

Hartford Yard Goats
Sponsorship Program Ad
Decker

Delaware Lottery

Time Out
OneMagnify

Georgia Lottery

Beneficiary Kids
BBDO Atlanta

Lotería Electrónica

It All Started Playing –
Yesterday/Today
DIGIMEDIA / MOZART

Louisiana Lottery

Our Winning Krewe
Louisiana Lottery

Maryland Lottery

Ravens
GKV

Minnesota Lottery

Perfect Gift Wrap
Periscope

Nebraska Lottery

30th Anniversary Print Ad
Smith Kroeger

New Jersey Lottery

CASH4LIFE Spa Day FSI
Northstar NJ

New York Lottery

LOTERIA
McCann New York

Pennsylvania Lottery

Lottery Love – Guitar
9Rooftops

Tennessee Education Lottery

Black History Month
Buntin Group

Texas Lottery

Gem 7s – Bling
Texas Lottery

PRINT ADVERTISING CORPORATE / BENEFICIARY

California Lottery

Contributions to Education
Posters
California Lottery / Alcone

Colorado Lottery

Bears
Cactus

Georgia Lottery

Pre-K Signage
BBDO Atlanta

South Carolina Education Lottery

FY23 Collegiate Program Ads
– Coastal Carolina
*South Carolina Education
Lottery*

Texas Lottery

Not All Heroes Wear
Capes
Texas Lottery

PRINT ADVERTISING COORDINATED CAMPAIGN

California Lottery

Scratchers Brand 2022
Coordinated Holiday Print
Campaign
David & Goliath

Colorado Lottery

Conservation Month
Cactus

Connecticut Lottery

The Spirit of Winning Holiday
POS
Decker

DC Lottery

If You Love It, Multiply It
Scratchers Campaign
Taoti-Fusideas

Hoosier Lottery

Cash POP Launch
Laughlin Constable

Idaho Lottery

Sweethearts – Share the
Love
CLM Northwest

Lotería Electrónica

It All Started Playing –
Yesterday/Today
DIGIMEDIA / MOZART

Loto-Québec

Lotto Max / La Mini – Enough,
Vacation and Vinyl
Loto-Québec

Missouri Lottery

Pick 3 and Pick 4 Wild Ball
Game Launch and Promotion
Point of Sale
Missouri Lottery

New York Lottery

My Lottery Dream Home
McCann New York

South Carolina Education Lottery

Living Lucky With Luke Combs
South Carolina Education Lottery

South Dakota Lottery

Presidents Campaign
Lawrence & Schiller

Tennessee Education Lottery

Made From Scratch
Buntin Group

Texas Lottery

One Lucky Quarter
Texas Lottery

Washington's Lottery

That Sweet Hockey Life
Wunderman Thompson Seattle

Wisconsin Lottery

Winner Awareness Out of Home
Wisconsin Lottery / Hiebing

Wyoming Lottery

KENO
Warehouse 21

DIGITAL MEDIA INSTANT GAMES

Arizona Lottery

Set for Life
OH Partners

California Lottery

Scratchers Scratch-Off
California Lottery

Colorado Lottery

Gold Rush Bear Trap
Cactus

Florida Lottery

Florida 300X THE CASH Scratch-Off – Gull Invaders
PPK

Hoosier Lottery

Paradise Payout
Laughlin Constable

Kansas Lottery

Day of the Dead
JNA Advertising

Maryland Lottery

Frogger Twitch
GKV

Massachusetts Lottery

Mad Multiplier
Massachusetts Lottery

New Jersey Lottery

101 Days of Summer Social – Binoculars
PureRED

New York Lottery

My Lottery Dream Home
McCann New York

North Carolina Education Lottery

Fire vs Ice – Facebook Live
Cactus

Ontario Lottery & Gaming

Could Be Cards
TAXI Toronto

Pennsylvania Lottery

\$50 Ticket
9Rooftops

South Dakota Lottery

Instant Holiday Gamification Unit
Lawrence & Schiller

Texas Lottery

Cash Blitz IG Story
Texas Lottery

Washington's Lottery

Seattle Kraken Yearbook
Wunderman Thompson Seattle

DIGITAL MEDIA ALL DRAW GAMES

Arizona Lottery

Quick Draw
OH Partners

Florida Lottery

Fantasy 5 – Seize the Midday
PPK

Hoosier Lottery

Cash POP
Laughlin Constable

Interprovincial Lottery Corp.

ILC Lotto Max
FCB Toronto

Maryland Lottery

Fast Play – Slide
GKV

Massachusetts Lottery

Everyone Has a Number
Massachusetts Lottery

New Jersey Lottery

Fast Play Social – Bulking Up
PureRED

New Mexico Lottery

Mega Millions Groundhog Day
New Mexico Lottery

Ontario Lottery & Gaming

PICKS
BDDO Toronto

Texas Lottery

Lotto Texas – You Can't Get More Texan
Texas Lottery

Washington's Lottery

Ticket to Adventure
Wunderman Thompson Seattle

DIGITAL MEDIA CORPORATE / BENEFICIARY

California Lottery

National Lottery Week 2022
California Lottery

Colorado Lottery

The Outdoors Wins
Cactus

Georgia Lottery

HOPE HBCU Grad Videos
Five Points Media

Hoosier Lottery

May 2022 Beneficiary Appreciation
Laughlin Constable

Massachusetts Lottery

50th Anniversary – Supporting Communities
Massachusetts Lottery

Ontario Lottery & Gaming

Chatham Plays On
The Hive Toronto

South Dakota Lottery

Presidents Brand Rich Media Unit
Lawrence & Schiller

Texas Lottery

Great Things
Texas Lottery

DIGITAL MEDIA ADVERTISING NOT FITTING ANOTHER CATEGORY

Arizona Lottery

Hawaii Dream Getaway
OH Partners

Arkansas Scholarship Lottery

LOTTO Launch Party
Facebook Live
*CJRW / Arkansas
Scholarship Lottery*

Colorado Lottery

Tightly Wound Holiday
Digital Game
Cactus

DC Lottery

GambetDC Brand Campaign
Taoti-Fusideas

Hoosier Lottery

Road Trip
Laughlin Constable

Idaho Lottery

Sweethearts Digital
Breakaway Ad
CLM Northwest

Kentucky Lottery

Kroger Influencer Campaign
BCH Agency

Maryland Lottery

Cash Bash
GKV

Minnesota Lottery

l'MN Social
Periscope

New York Lottery

Picture a Win
McCann New York

North Carolina Education Lottery

Any Excuse for Fast Play –
Excuse Generator
Cactus

Ontario Lottery & Gaming

Digital Multiproduct
Publicis Canada

Pennsylvania Lottery

Halloween – Facebook,
Instagram and Snapchat
9Rooftops

South Carolina Education Lottery

Ticket Crafting With Julie –
Episode 18
*South Carolina Education
Lottery*

Texas Lottery

Cool Cash Story
Texas Lottery

Virginia Lottery

Luke Combs Social Media
Influencers
Fable

Washington's Lottery

MC LVM – Debit Is Here
*Wunderman Thompson
Seattle*

DIGITAL MEDIA COORDINATED CAMPAIGN

California Lottery

The Addams Family Fortune
Campaign
California Lottery / Alcone

Colorado Lottery

Gold Rush
Cactus

DC Lottery

If You Love It, Multiply It
Scratchers Campaign
Taoti-Fusideas

Delaware Lottery

The Big Chill
OneMagnify

Georgia Lottery

Diggi Interactive
BBDO Atlanta

Hoosier Lottery

Cash POP
Laughlin Constable

Idaho Lottery

Sweethearts Digital Ads
CLM Northwest

Illinois Lottery

Get It
Dentsu Creative

Louisiana Lottery

Jackpot Alerts
Louisiana Lottery

Maryland Lottery

Frogger
GKV

Massachusetts Lottery

\$50 Billion Dollar
Extravaganza – A Game Like
No Other
Massachusetts Lottery

Michigan Lottery

The Big Spin
SMZ

New Jersey Lottery

Jersey Cash 5 Social – Green
Ball Promotion
PureRED

New York Lottery

LOTERIA Social Promotion
McCann New York

North Carolina Education Lottery

Winners Club Campaign
Cactus

Ohio Lottery

Make My Day and A Friend's
Giveaway
Ohio Lottery

Ontario Lottery & Gaming

LOTTO MAX
FCB Toronto

Pennsylvania Lottery

iLottery Subscriptions
9Rooftops

South Dakota Lottery

Presidents Campaign
Lawrence & Schiller

Texas Lottery

Holiday 2022 Digital
Campaign
Texas Lottery

Washington's Lottery

Ticket to Adventure
*Wunderman Thompson
Seattle*

Wyoming Lottery

KENO
Warehouse 21

SPECIAL CATEGORY ORIGINAL MUSIC FOR TV, RADIO, DIGITAL MEDIA OR PROMOTIONAL EVENT

Arizona Lottery

Holiday
OH Partners

Colorado Lottery

Gold Rush Song
Cactus

Delaware Lottery

Time Out
OneMagnify

Georgia Lottery

Thank You, Georgia
Five Points Media

Lotería Electrónica

You Can Be Lucky
DIGIMEDIA / MOZART

Maryland Lottery

I Thank You
GKV

Missouri Lottery

Holiday Pet Paradise
Barkley

New Mexico Lottery

ORO Scratchers Song
New Mexico Lottery

New York Lottery

Lucky Dog – Wanna Go for a Walk?
McCann New York

Ohio Lottery

My Buddy
Fahlgren Mortine

Ontario Lottery & Gaming

Multicultural Brand Campaign
Balmoral Multicultural Marketing

Texas Lottery

I WANNA CASH BLITZ
Texas Lottery

Washington's Lottery

MC LVM
Wunderman Thompson Seattle

Wisconsin Lottery

Holiday Great With Any Gift
Wisconsin Lottery / Hiebing

SPECIAL CATEGORY USE OF HUMOR – RADIO

Arizona Lottery

Lightning Fast Cash
OH Partners

California Lottery

Scratchers Brand Holiday – Procrasti-NATE
David & Goliath

Colorado Lottery

Jumbo Bucks
Cactus

Connecticut Lottery

Casino Action
Decker

Florida Lottery

Fantasy 5 – Interpreter
PPK

Georgia Lottery

Big Bills Scratcher
BBDO Atlanta

Hoosier Lottery

Cash POP – Debbie
Laughlin Constable

Kansas Lottery

Spa Getaway
JNA Advertising

Louisiana Lottery

Movie Trailer
Louisiana Lottery

Minnesota Lottery

Vikings Paint
Periscope

Missouri Lottery

Holiday Pet Paradise
Barkley

New Hampshire Lottery

Ticket Talk – \$25 \$100, \$250 or \$500 Scratch Ticket
GYK Antler

New Jersey Lottery

Fast Play – Very Big Deal
PureRED

New York Lottery

Sunroom
McCann New York

North Carolina Education Lottery

Cash Scratch-Offs – Winning Celebrations
Cactus

Tennessee Education Lottery

Bite Into a Win
Buntin Group

Texas Lottery

Cash Blowout – It's a Blowout
Texas Lottery

Virginia Lottery

In the Booth
Fable

Washington's Lottery

Kraken Scratch – Too Close
Wunderman Thompson Seattle

West Virginia Lottery

Yes Telemarketer
West Virginia Lottery / The Manahan Group

Wisconsin Lottery

Packers Scratch Games Big Plays
Wisconsin Lottery / Hiebing

SPECIAL CATEGORY USE OF HUMOR – TV

Arizona Lottery

Holiday
OH Partners

Arkansas Scholarship Lottery

LOTTO Glory Days
CJRW / Arkansas Scholarship Lottery

California Lottery

Scratchers Brand – Paper B-Ball
David & Goliath

Colorado Lottery

Golden Riches
Cactus

Connecticut Lottery

The Spirit of Winning Holiday
Decker

Florida Lottery

Florida 300X THE CASH Scratch-Off – One of a Kind Winnings
PPK

Georgia Lottery

Big Bills Scratcher – Coach
BBDO Atlanta

Idaho Lottery

Big Spin – Jim vs The Wheel
CLM Northwest

Kansas Lottery

Chiefs – Packed
JNA Advertising

Kentucky Lottery

Clown Car
BCH Agency

Lotería Electrónica

I Won!!
DIGIMEDIA / MOZART

Louisiana Lottery

Spooky Loot
Louisiana Lottery

Missouri Lottery

Holiday Pet Paradise
Barkley

New Hampshire Lottery

Ticket Talk – \$25 \$100, \$250, or \$500

GYK Antler

New Jersey Lottery

Pick-3 – Aftermath

PureRED

North Carolina Education Lottery

Carolina Jackpot – Win-Win

Cactus

Ohio Lottery

Holiday Magic

Marcus Thomas LLC

Ontario Lottery & Gaming

\$30 JUMBO Cash – Suspense Before You Scratch

FCB Toronto

Pennsylvania Lottery

Talking Ticket Laundry

9Rooftops

South Carolina Education Lottery

USC vs Clemson Scratch-Offs – Moving Day

Chernoff Newman

South Dakota Lottery

Holiday Delivery Guy

Lawrence & Schiller

Tennessee Education Lottery

Work Out a Win

Buntin Group

Texas Lottery

Lotto Texas – You Can't Get More Texan

Texas Lottery

Virginia Lottery

Tuesday

Fable

Washington's Lottery

Seattle Kraken Scratch – Hard Times

Wunderman Thompson Seattle

West Virginia Lottery

Yes Auction

West Virginia Lottery / The Manahan Group

Wisconsin Lottery

Packers Scratch Games

Big Plays

Wisconsin Lottery / Hiebing

SPECIAL CATEGORY USE OF HUMOR – DIGITAL MEDIA

Arizona Lottery

Holiday

OH Partners

California Lottery

Treat Yourself to Scratchers

David & Goliath / Captiv8

Colorado Lottery

Gold Rush Donkey

Cactus

Florida Lottery

Florida 300X THE CASH

Scratch-Off – Gull Invaders

PPK

Hoosier Lottery

Frogger Laughlin

Constable

Idaho Lottery

Big Spin – Training Montage

CLM Northwest

Massachusetts Lottery

Mad Multiplier

Massachusetts Lottery

Missouri Lottery

Holiday Pet Paradise

Barkley

New Jersey Lottery

VIP Club – April Fool's Day

Sweepstakes

Northstar NJ

North Carolina Education Lottery

Mr. First Tuesday Social Campaign

Cactus

Pennsylvania Lottery

Little Miss Carousel

9Rooftops

South Dakota Lottery

Delivery Guy & Holiday Campaign

Lawrence & Schiller

Texas Lottery

Holiday 2022 Digital

Texas Lottery

Virginia Lottery

Tuesday Shorts

Fable

Washington's Lottery

Seattle Kraken Scratch –

That Sweet Hockey Life

Wunderman Thompson

Seattle

Western Canada Lottery Corp.

Loud Quitting

McCann

SPECIAL CATEGORY USE OF CINEMATOGRAPHY

Arizona Lottery

Arizona Adventure

OH Partners

California Lottery

Scratchers Brand –

Paper B-Ball

David & Goliath

Colorado Lottery

Cousin Ed

Cactus

Florida Lottery

Gold Rush Doubler Scratch-Offs – Doubler by Gold

Rush

PPK

Georgia Lottery

All In

BBD0 Atlanta

Hoosier Lottery

Cash POP – Always Poppin' and Still Poppin'

Laughlin Constable

Idaho Lottery

Holiday Scratch

CLM Northwest

Massachusetts Lottery

BATTLESHIP

Massachusetts Lottery

Missouri Lottery

Holiday Pet Paradise

Barkley

New Jersey Lottery

Jersey Cash 5 – Out of

Retirement

PureRED

New Mexico Lottery

ORO Scratchers Spanish TV

New Mexico Lottery

New York Lottery

Triple Red 777

McCann New York

North Carolina Education Lottery

Fabulous Fortune – King's Ransom
Cactus

Ohio Lottery

Billion TV
AfterMath

Ontario Lottery & Gaming

Chatham Plays On
The Hive Toronto

Texas Lottery

Gem 7s – Below the Earth
Texas Lottery

West Virginia Lottery

Proceeds – When You Play, You Say Yes! to West Virginia
West Virginia Lottery / The Manahan Group

SPECIAL CATEGORY CORPORATE / BENEFICIARY VIDEO

Georgia Lottery

30th Anniversary Special
Georgia Lottery

Idaho Lottery

Bucks for Books – Magic Valley Presentations
CLM Northwest

Massachusetts Lottery

Fifty Years of Winning
Massachusetts Lottery

Montana Lottery

Image Campaign
The Wendt Agency

North Carolina Education Lottery

Join the New School Building Boom in North Carolina
North Carolina Education Lottery

Ontario Lottery & Gaming

Borough Ballers
Behaviour

Texas Lottery

FY22 Sales and Revenue
Texas Lottery

SPECIAL CATEGORY TV CAMPAIGN UNDER \$25K (USD)

Connecticut Lottery

Scratch Ticket TV
Decker

Georgia Lottery

HBCU Grads – Congrats
Five Points Media

Idaho Lottery

Bonus Play – Temple of Tombs
CLM Northwest

Lotería Electrónica

Loto Cash Jingle
MOZART ADVERTISING / DIGIMEDIA

Louisiana Lottery

Holiday Games
Louisiana Lottery

New Mexico Lottery

ORO Scratchers Stop Motion Animation
New Mexico Lottery

South Dakota Lottery

Presidents Winners Native Video
Lawrence & Schiller

Tennessee Education Lottery

Black History Month
Buntin Group

Texas Lottery

Cash Blitz
Texas Lottery

West Virginia Lottery

Holiday Holiday Winnings Are Pawsible
West Virginia Lottery / The Manahan Group

CORPORATE COMMUNICATIONS EMPLOYEE / PLAYER NEWSLETTER

Maryland Lottery

Gazette – April 2023
Maryland Lottery

Missouri Lottery

Gary Gonder Memorial Video and Gazebo Dedication
Missouri Lottery

New York Lottery

My Lottery Dream Home
McCann New York

North Carolina Education Lottery

Dream Weekly
North Carolina Education Lottery

Ontario Lottery & Gaming

Did You Know! – March 2023
Ontario Lottery & Gaming

Texas Lottery

TLC Team News – Spring Issue
Texas Lottery

Washington's Lottery

40th Anniversary
Wunderman Thompson Seattle

CORPORATE COMMUNICATIONS RETAILER NEWSLETTER

California Lottery

Monthly Retail Product Plan – April/May 2023
California Lottery / Alcone

Delaware Lottery

Ticket Talk – Issue 73
OneMagnify

Georgia Lottery

June Newsletter
Georgia Lottery

Hoosier Lottery

November 2022 Retailer Playbook
Hoosier Lottery

Kentucky Lottery

The Quarter – Spring 2023
BCH Agency

Louisiana Lottery

Living Lucky With Luke Combs
Louisiana Lottery

Maryland Lottery

Retailer Report – April 2023
Maryland Lottery

Missouri Lottery

Retailer Connection – June 2022
Missouri Lottery

North Carolina Education Lottery

Lottery Link – Partnership Produces Another Record Year of Sales
North Carolina Education Lottery

Ohio Lottery

Sports Betting Flyer
Fahlgren Mortine

South Carolina Education Lottery

Selling Points – July 2022
South Carolina Education Lottery

Texas Lottery

Round Up – May 2022
Texas Lottery

Virginia Lottery

July 2022 Playbook
Virginia Lottery

West Virginia Lottery

FY22 Progress Report
West Virginia Lottery

Western Canada Lottery Corp.

Lotto Line March / April Saskatchewan Edition
Western Canada Lottery Corp.

CORPORATE COMMUNICATIONS ANNUAL REPORT

Minnesota Lottery

A Win for Minnesota
Minnesota Lottery

Missouri Lottery

2022 Missouri Alliance to Curb Problem Gambling Annual Report
Missouri Lottery

North Carolina Education Lottery

For a Better North Carolina
North Carolina Education Lottery

Texas Lottery

2022 Annual Report
Texas Lottery

West Virginia Lottery

FY22 Annual Report
West Virginia Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS PRINT

California Lottery

2023 Problem Gambling Awareness Month
David & Goliath / TIME / Quantasy / Media.Monks

Massachusetts Lottery

Give Joy, Not Risk
Massachusetts Lottery

Missouri Lottery

Do The Right Thing – Retailer Responsibility and Integrity Program Sell-In
Missouri Lottery

New Jersey Lottery

Responsible Gambling – Not There Yet
Northstar NJ

North Carolina Education Lottery

Lottery Link – Help Your Customers Play Smart by Selling Smart
North Carolina Education Lottery

Texas Lottery

Know When – Dog
Texas Lottery

Wisconsin Lottery

Pick a Card Any Card
Wisconsin Lottery / Hiebing

RESPONSIBLE GAMBLING COMMUNICATIONS TELEVISION

British Columbia Lottery Corp.

GameSense Sports Campaign
PS&Co Brand Studio

Connecticut Lottery

Responsible Gambling TV Decker

Loto-Québec

So That a Game Remains a Game
Loto-Québec

Maryland Lottery

Responsible Gaming Tips
GKV

Missouri Lottery

2023 Bets Off Public Service Announcement
Barkley

Ohio Lottery

Back in the Day
Fahlgren Mortine

Ontario Lottery & Gaming

Trust – Phase 2
BBDO Toronto

South Dakota Lottery

499 Days
Lawrence & Schiller

Texas Lottery

Gift Responsibly
Texas Lottery

Virginia Lottery

Alien
Virginia Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS RADIO

British Columbia Lottery Corp.

GameSense Sports Campaign
PS&Co Brand Studio

California Lottery

2023 Problem Gambling Awareness Month
California Lottery / Quantasy

Delaware Lottery

Time Out – Responsible Gambling Radio Spot
OneMagnify

Missouri Lottery

2023 Bets Off Public Service Announcement
Barkley

Wisconsin Lottery

Fantasy vs Reality
Wisconsin Lottery / Hiebing

RESPONSIBLE GAMBLING COMMUNICATIONS DIGITAL MEDIA

California Lottery

2023 Problem Gambling Awareness Month
David & Goliath / TIME / Quantasy and Media.Monks

Colorado Lottery

Gift Responsibly – Snow Cactus

Georgia Lottery

Responsible Gambling Banners
BBDO Atlanta

Hoosier Lottery

Financial Wellness Video
Hoosier Lottery

Missouri Lottery

PGAM Social Post – How Do You Know When Gambling Has Become More Than Just a Game?

Missouri Lottery

New Mexico Lottery

Truth or Myth – Understanding the Odds

New Mexico Lottery

Ontario Lottery & Gaming

PlaySmart Chinese New Year Campaign

Balmoral Multicultural Marketing

Pennsylvania Lottery

Cat Videos

9Rooftops

South Dakota Lottery

Delivery Guy Responsible

Gaming Lawrence & Schiller

Texas Lottery

Know When

Texas Lottery

RESPONSIBLE GAMBLING COMMUNICATIONS COORDINATED CAMPAIGN

British Columbia Lottery Corp.

GameSense Sports Campaign

PS&Co Brand Studio

California Lottery

2023 Problem Gambling Awareness Month

David & Goliath, TIME, Quantasy / Media.Monks

Delaware Lottery

Time Out

OneMagnify

Hoosier Lottery

Gift Responsibly

Hoosier Lottery

Maryland Lottery

Play Responsibly

GKV

Missouri Lottery

Way to Play With Gary Gamegood

Missouri Lottery

North Carolina Education Lottery

Play Smart Campaign for PGAM 2023

North Carolina Education Lottery

Ontario Lottery & Gaming

My Play Break Launch

Campaign

FCB Toronto

Pennsylvania Lottery

Chances

9Rooftops

South Dakota Lottery

Keep the Fun Good

Campaign

Lawrence & Schiller

Texas Lottery

Know When

Texas Lottery

MULTICULTURAL ADVERTISING

California Lottery

Scratchers Brand – Kick Anything

Media.Monks

Georgia Lottery

Santa y Rudolph

Sensis / BBDO Atlanta

Kansas Lottery

Day of the Dead

Kansas Lottery

New Mexico Lottery

ORO Scratchers

New Mexico Lottery

New York Lottery

Spark Dance

McCann New York

Ontario Lottery & Gaming

Multicultural Integrated Brand Campaign

Balmoral Multicultural Marketing

Texas Lottery

Day of the Dead – Live Boldly

Texas Lottery

HICKEYLIVE SPECIAL EVENTS PROMOTION

Arkansas Scholarship Lottery

Food Truck Festival

LOTTO Activation

CJRW / Arkansas Scholarship Lottery

Delaware Lottery

New Year Facebook Live

OneMagnify

Georgia Lottery

Falcons – Gettin' Diggi With It

Georgia Lottery

Hoosier Lottery

Hoosier Lottery Town – Jumbo Cash Happy Hour

Hoosier Lottery

Idaho Lottery

Bucks for Books School Events

CLM Northwest

Lotería Electrónica

Lottery Life Board Game

DIGIMEDIA / MOZART

Maryland Lottery

Home Run Promotion

GKV

Massachusetts Lottery

Cash Wheel Live

Massachusetts Lottery

Michigan Lottery

Excellence in Education Educator of the Year

SMZ

Minnesota Lottery

Road Trip Promo Week

Minnesota Lottery

New Jersey Lottery

Million Dollar Replay Grand Prize Drawing Event

Northstar NJ

New Mexico Lottery

ORO Scratchers Launch Event

New Mexico Lottery

Ontario Lottery & Gaming

Stage Grand Opening

Sid Lee Toronto / T1 /

EssenceMediaCom

Pennsylvania Lottery

Lottery Love

Community Events

9Rooftops

Texas Lottery

30th Anniversary – Ghostland Observatory

Texas Lottery

Wisconsin Lottery

Luke Combs Living Lucky

Kick Off Wisconsin Lottery

Wyoming Lottery

KENO PR Launch

Warehouse 21

HICKEY DIGITAL SPECIAL EVENTS PROMOTION

Arkansas Scholarship Lottery

LOTTO Launch Party
Facebook Live
CJRW / Arkansas Scholarship Lottery

Delaware Lottery

Lottery Week 2022
OneMagnify

Florida Lottery

Doubler by Gold Rush
Fragrance Getaway
PPK

Georgia Lottery

Cash Pop Mystery Box
Facebook Live
BBDO Atlanta

Hoosier Lottery

myLOTTERY Colts Promotion
Hoosier Lottery

Idaho Lottery

Big Spin Facebook
Live Events
CLM Northwest

Kentucky Lottery

Winner Experience
BCH Agency

Massachusetts Lottery

Holiday Word\$
Massachusetts Lottery

Minnesota Lottery

Powerball First Millionaire
of the Year Facebook
Livestream
Periscope

New Jersey Lottery

An Eerie Evening of Winning
Northstar NJ

New Mexico Lottery

HGTVs My Lottery Dream
Home Second-Chance
Promotion Live Stream
Grand Prize Event
New Mexico Lottery

New York Lottery

LOTERIA
McCann New York

Ohio Lottery

Naughty or Nice Facebook
Live Event
Marcus Thomas LLC

Texas Lottery

Dallas Cowboys Press
Conference / Ticket Launch
Texas Lottery

West Virginia Lottery

Halloween Scratch-Off
Social Campaign
West Virginia Lottery

HICKEY POTPOURRI PROMOTION

California Lottery

California Lottery and
Walmart Partnership
California Lottery / Captiv8 / Alcone

Delaware Lottery

Lottery Week 2022
OneMagnify

Georgia Lottery

Hawks Talon Diggi Promo
Georgia Lottery

Hoosier Lottery

Holiday Flurry of Fun
Laughlin Constable

Idaho Lottery

Sweethearts Share the Love
– School Heroes
Idaho Lottery

Lotería Electrónica

Change Your Luck
DIGIMEDIA / MOZART

Minnesota Lottery

Monopoly Free Parking
Activation
Periscope

New Jersey Lottery

Pick Your Prize Friday Social
Sweepstakes Series
Northstar NJ

New Mexico Lottery

ORO Song Competition
New Mexico Lottery

New York Lottery

Lucky Dog – Wanna
Go for a Walk?
McCann New York

Ontario Lottery & Gaming

LOTTO MAX Dream Bars
FCB Toronto

Texas Lottery

Second Chances
Texas Lottery

Washington's Lottery

Seahawks Scratch – Fan Up
Wunderman Thompson Seattle

HICKEY BEST WEBSITE, MICROSITE OR APP

Arizona Lottery

Arizona Adventure
Microsite
OH Partners

Colorado Lottery

Tightly Wound Holiday
Digital Game
Cactus

Florida Lottery

Florida 300X THE CASH
Scratch-Off – Gull Invaders
Microsite
PPK

Hoosier Lottery

Cash POP
Laughlin Constable

Idaho Lottery

Idaho Lottery Mobile App
c308 Marketing

Maryland Lottery

Thanks for Playing Microsite
GKV

New Mexico Lottery

ORO Scratchers Collect 'N
Win Entry Site
New Mexico Lottery

New York Lottery

My Lottery Dream Home
Microsite
McCann New York

Pennsylvania Lottery

Upgrade Your Day Microsite
9Rooftops

South Dakota Lottery

South Dakota Lottery
Website
Lawrence & Schiller

Wisconsin Lottery

Wisconsin Lottery
Mobile App
Wisconsin Lottery

Wyoming Lottery

WyoLotto Website
Warehouse 21

BUDDY ROOGOW
INNOVATION AWARD
BEST NEW INSTANT
GAME

Arizona Lottery

Arizona Adventure
OH Partners

Idaho Lottery

Sweethearts Scratch
Game

Idaho Lottery

Massachusetts Lottery

\$50 Billion Dollar
Extravaganza – A Game
Like No Other

Massachusetts Lottery

New Mexico Lottery

ORO Scratchers

New Mexico Lottery

Texas Lottery

\$20 Million Supreme –
The First \$100 Scratch
Ticket!

Texas Lottery

West Virginia Lottery

WWE Instant Games

West Virginia Lottery



**GOOD LUCK TO ALL THE ENTRIES AND
WE'LL SEE YOU IN MILLWAUKEE!**