



# NASPL AWARDS

WINNERS

# Brewing the Best

NASPL Awards - Winners!



**Buddy Roogow  
Innovation Award  
Best New Instant  
Game**  
**New Mexico Lottery**  
ORO Scratchers

**Television  
Advertising  
Instant Games**  
**Georgia Lottery**  
Holiday Scratchers -  
Nutcracker  
*BBDO Atlanta*

**Television  
Advertising  
Lotto and Daily Numbers  
Games**  
**South Dakota Lottery**  
Work Break  
*Lawrence & Schiller*

**Television  
Advertising  
Monitor Games**  
**New Hampshire Lottery**  
KENO 603  
*GYK Antler*

**Television  
Advertising  
Fast Play and Specialty  
Games**  
**Michigan Lottery**  
Numbers Day and Night  
*SMZ*

**Television  
Advertising  
Corporate/  
Beneficiary**  
**Georgia Lottery**  
All In  
*BBDO Atlanta*

**Television  
Advertising  
Coordinated  
Campaign**  
**Washington's Lottery**  
Department of Imagination -  
Go Full You  
*Wunderman Thompson  
Seattle*

**Radio Advertising  
Instant Games**  
**Maryland Lottery**  
Maryland Riches  
*GKV*

**Radio Advertising  
Lotto and Daily Numbers  
Games**  
**Georgia Lottery**  
Cash Pop - The Riddle  
*BBDO Atlanta*

**Radio Advertising  
Fast Play and Specialty  
Games**  
**Michigan Lottery**  
Growing All Day Long  
*SMZ*

**Radio Advertising  
Corporate/  
Beneficiary**  
**Colorado Lottery**  
Funding the Fun  
*Cactus*

**Radio Advertising  
Coordinated  
Campaign**  
**California Lottery**  
Scratchers Brand - More  
Questions, Even More  
Questions, and Little  
Joys  
*David & Goliath, Media.  
Monks, TIME*

**Print Advertising  
Retailer Signage /  
Merchandising**  
**Minnesota Lottery**  
Monopoly Free Parking  
*Periscope*

**Print Advertising  
Out of Home (Includes  
Digital)**  
**California Lottery**  
Scratchers Brand Gas  
Station TV  
*David & Goliath*

**Print Advertising  
Traditional Media  
Print Ad**  
**Tennessee Education  
Lottery**  
Black History Month  
*Buntin Group*

**Print Advertising  
Corporate/  
Beneficiary**  
**Colorado Lottery**  
Bears  
*Cactus*

**Print Advertising  
Coordinated  
Campaign**  
**New York Lottery**  
My Lottery Dream Home  
*McCann New York*

**Digital Media  
Instant Games**  
**Florida Lottery**  
Florida 300X THE CASH  
Scratch-Off - Gull  
Invaders  
*PPK*

**Digital Media  
All Draw Games**  
**Massachusetts Lottery**  
Everyone Has a Number  
*Massachusetts Lottery*

**Digital Media  
Corporate/Beneficiary**  
**Ontario Lottery and  
Gaming**  
Chatham Plays On  
*The Hive Toronto*

**Digital Media  
Advertising Not Fitting  
Another Category**  
**Kentucky Lottery**  
Kroger Influencer  
Campaign  
*BCH Agency*

**Digital Media  
Coordinated  
Campaign**  
**Illinois Lottery**  
Get It  
*Dentsu Creative*

**Special Category  
Original Music for TV,  
Radio, Digital Media or  
Promotional Event**  
**New York Lottery**  
Lucky Dog - Wanna Go for a  
Walk?  
*McCann New York*

**Special Category  
Use of Humor - Radio**  
**California Lottery**  
Scratchers Brand Holiday -  
Procrasti-NATE  
*David & Goliath*

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## Special Category

### Use of Humor - Television

#### Colorado Lottery

Golden Riches  
*Cactus*

## Special Category

### Use of Humor - Digital Media

#### Virginia Lottery

Tuesday Shorts  
*Fable*

## Special Category

### Use of Cinematography

#### Ontario Lottery and Gaming

Chatham Plays On  
*The Hive Toronto*

## Special Category

### Corporate/Beneficiary Video

#### Ontario Lottery and Gaming

Borough Ballers  
*Behaviour*

## Special Category

### TV Campaign Under \$25,000 (USD)

#### New Mexico Lottery

ORO Scratchers Stop Motion  
Animation  
*New Mexico Lottery*

## Corporate Communications Employee/Player Newsletter

#### Washington's Lottery

40th Anniversary  
*Wunderman Thompson  
Seattle*

## Corporate Communications Retailer Newsletter

#### Kentucky Lottery

The Quarter - Spring  
2023  
*BCH Agency*

## Corporate Communications Annual Report

#### Minnesota Lottery

A Win for Minnesota  
*Minnesota Lottery*

## Responsible Gambling Communications Print

#### Texas Lottery

Know When - Dog  
*Texas Lottery*

## Responsible Gambling Communications Television

#### Ohio Lottery

Back in the Day  
*Fahlgren Mortine*

## Responsible Gambling Communications Radio

#### British Columbia Lottery Corporation

GameSense Sports  
Campaign  
*PS&Co Brand Studio*

## Responsible Gambling Communications Digital Media

#### Texas Lottery

Know When  
*Texas Lottery*

## Responsible Gambling Communications

### Coordinated Campaign

#### South Dakota Lottery

Keep the Fun Good  
Campaign  
*Lawrence & Schiller*

## Multicultural Advertising

#### New York Lottery

Spark Dance  
*McCann New York*

## Hickey Live Special Events Promotion

#### Texas Lottery

30th Anniversary -  
Ghostland Observatory  
*Texas Lottery*

## Hickey Digital Special Events Promotion

#### New York Lottery

LOTERIA  
*McCann New York*

## Hickey Potpourri Promotion

#### Ontario Lottery and Gaming

LOTTO MAX Dream Bars  
*FCB Toronto*

## Hickey Best Website, Microsite or App

#### Hoosier Lottery

Cash POP  
*Laughlin Constable*