



For Immediate Release – October 4, 2017

New York Lottery wins back-to-back industry awards for creative advertising campaigns & player outreach

Top Awards for “Have Fun for Life,” “How Would You Spend It?” “Untangling the Holiday Spirit Instantly” & “Play by Play” Digital Newsletter; “The Cash Court” wins runner-up

Once again, the New York Lottery’s innovative advertising and marketing campaigns via McCann New York have been recognized by the North American Association of State and Provincial Lotteries (NASPL).

The Lottery’s [“Untangling the Holiday Spirit Instantly” Facebook Live stream](#) won the top prize – the coveted Best of the Batch award – and the Hickey Award for Potpourri Promotion from NASPL. The Lottery’s *Cash4Life* game’s [“Have Fun for Life” advertisement](#) won the Batchy Award, Original Music for TV or Radio prize.

The Lottery’s “How Would You Spend It?” campaign, featuring “Give Back For Life” ([60 second](#) and [30 second](#) spots) and “Have Fun for Life” ([60 second](#) and [30 second](#) spots), scored runner up status in the Batchy Award for TV Advertising – Coordinated Campaign category.

“[The Cash Court](#)” campaign touting the 3-D [Champions of Cash](#) instant game scored runner up in the Batchy Award for TV Advertising – Instant Games.

“We are proud to see the New York Lottery’s iconic brand once again recognized for creative and influential advertising,” said Dana Idema, Director of Advertising for the New York State Gaming Commission’s Division of the Lottery. “Our advertising partner McCann New York continues to create innovative work for us that captures the spirit of the brand to help maintain our position as the largest and most successful lottery in North America.”

“Untangling the Holiday Spirit Instantly”

Winner – Best of the Batch

Winner – Hickey Award - Potpourri Promotion

NASPL judges recognized the Lottery’s holiday-themed [“Untangling the Holiday Spirit Instantly”](#) Facebook Live stream of an individual interacting with viewers while entertainingly trying to untangle an unwieldy knot of holiday lights, all while giving viewers the chance to win holiday-themed scratch-off tickets, such as [Holiday Millionaire](#).

Cash4Life “How Would You Spend It?”

Winner – Batchy Award, Special Category – Original Music for TV or Radio – “Have Fun for Life”

Runner Up – Batchy Award, Television Advertising Coordinated Campaign – “How Would You Spend It?”

The winning *Cash4Life* “How Would You Spend It?” campaign creatively shows individuals engaged in life-enriching tasks while simply asking the viewer: “If you won \$1,000 a day for life, how would you spend it?”

Both “[Give Back for Life](#)” and “[Have Fun for Life](#)” spots were directed by renowned and award-winning director [Derek Cianfrance](#). The music for “Have Fun for Life” was written by performed and composed by [Scott Langley](#) and produced by New York-based [Nylon Studios](#) (Executive Producer Christina Carlo).

Play by Play Newsletter – February 2017

Winner – Batchy Award, Corporate Communications – Employee/Player Newsletter

For the second consecutive year, NASPL recognized the New York Lottery’s [Play by Play digital newsletter](#) in the Corporate Communications – Employee/Player Newsletter category. The newsletter is emailed monthly to more than 550,000 Lottery players.

The Cash Court

Runner Up – Batchy Award, TV Advertising – Instant Games

Earlier this year, the New York Lottery introduced [Champions of Cash](#), an innovative 3-D instant game that allows players to use the NY Lottery 3-D mobile app to play the game in virtual reality. The accompanying campaign captured the look of surprise of unknowing basketball players in New York City shooting hoops – and then having money fall from the basket with each goal scored.

Last year, [the New York Lottery received four NASPL awards](#) for its #Unclaimed missing millionaire campaign, the “Dog Wedding” *Quick Draw* ad, the “Get Drawn Together” campaign and the new Play by Play digital newsletter for Lottery players.

About the New York Lottery

The New York Lottery continues to be North America’s largest and most profitable Lottery, contributing \$3.27 billion in fiscal year 2016-2017 to help support education in New York State. The Lottery’s contribution represents approximately 14 percent of total state education aid to local school districts. New York Lottery revenue is distributed to local school districts by the same statutory formula used to distribute other state aid to education. It takes into account both a school district’s size and its income level; larger, lower-income school districts receive proportionately larger shares of Lottery school funding.

About McCann Worldgroup

McCann Worldgroup, part of the Interpublic Group (NYSE: IPG), is a leading global marketing services company with 24,000 employees in more than 100 countries, comprising McCann (advertising), MRM//McCann (digital marketing/relationship management), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (global adaptation and production), UM (media management), Weber Shandwick (public relations), FutureBrand (consulting/design), and PMK-BNC (entertainment/brand/popular culture).

About NASPL

The North American Association of State and Provincial Lotteries (NASPL) was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has now grown into an active association representing 52 lottery organizations.

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