

THE CODE OF GOOD PRACTICE FOR THE CONNECTICUT LOTTERY CORPORATION MARKETING GUIDELINES

This code contains the voluntary advertising and marketing guidelines subscribed to by the Connecticut Lottery Corporation.

INTRODUCTION

The Connecticut Lottery Corporation (CLC) encourages responsible decision making regarding the playing of its games by adults, and discourages abusive consumption of their products. The CLC urges that adults who choose to play its games, do so responsibly. Towards this end, the CLC pledges to voluntarily conduct its advertising and marketing practices in accordance with the provisions of this Code.

The CLC recognizes that it is not possible to cover every eventuality and, therefore, agrees to observe the spirit as well as the letter of this Code. Questions about the interpretation of the Code, compliance with the Code, and the application of its provisions are directed to the Connecticut Lottery Corporation's President and CEO.

Under the enabling legislation that created the CLC, the Lottery was required to transfer \$250,000 in revenue received from the sale of lottery tickets each fiscal year to the State of Connecticut's Department of Mental Health and Addiction Services Chronic Gamblers Rehabilitation Fund for education, prevention and treatment programs. The CLC supported an increase in its transfer to \$875,000 for Fiscal 2000 and to \$1.2 million for Fiscal 2001. In FY 2008, that support was increased to \$1.9 million annually.

RESPONSIBLE PLACEMENT

1. Lottery products should not be advertised or marketed in any manner specifically directed or primarily intended to appeal to persons below the legal purchase age.
2. Lottery advertising and marketing should not be placed in any communication intended to appeal primarily to individuals below the legal purchase age.
3. Lottery advertising and marketing should not be specifically aimed at events where most of the audience is reasonably expected to be below the legal purchase age.

RESPONSIBLE CONTENT

Underage Persons

1. Lottery advertising and marketing materials are intended for adults of legal purchase age (18) who choose to play.
2. The content of Lottery advertising and marketing materials should not be intended to appeal to individuals below the legal purchase age.



3. Lottery advertising and marketing materials should not depict a child or portray objects, or images that are popular predominantly with children.
4. Lottery advertising and marketing materials should not contain the name of or depict a childhood icon (i.e., Barney), or any religious theme or figure.
5. Lottery products should not be advertised or marketed on the comic pages of newspapers, magazines or other publications.
6. Lottery products should not be advertised or promoted by any person who is or appears to be below the legal purchase age.

Social Responsibility

7. Lottery advertising and marketing materials should portray Lottery players in a responsible manner. These materials should not show a Lottery product being consumed abusively or irresponsibly.
8. On-premise promotions sponsored by the Lottery should encourage responsible consumption by those adults who choose to play and discourage activities that reward excessive/abusive consumption.
9. Lottery product advertising should not be advertised or marketed in any manner associated with abusive or violent relationships or situations.
10. Lottery product advertising and marketing materials should not imply illegal activity of any kind.
11. No Lottery advertising or marketing activity should be associated with anti social or dangerous behavior.

Good Taste

12. Lottery product advertising and marketing materials should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually oriented, religious, or other group.
13. Lottery advertising will promote playing as fun and will be sensitive to delivering the tone “it’s just a game.”
14. Lottery advertising will not sell the dream of a way out or be promoted as an alternative to work but rather as a form of entertainment.

Legal Mandatories

15. All Lottery television and radio advertising will contain the overall odds of the game and purchasers must be 18 or older in audio and/or visual advertisements.
16. All Lottery television advertising will visually contain the **Please Play Responsibly** line.
17. All Lottery advertising and marketing materials will contain the following legal copy in the indicated type size per piece:



Purchasers must be 18 or older & Please Play Responsibly

<u>Material</u>	<u>Point Size</u>
Poster	12
Tent Card	10
Handout	10
Counter Card	12
Shelf Talker	10
Solar Static	12
Terminal Topper	10
Street Talker	20

Ask your Lottery retailer for information on prize payout levels. And Average odds of winning are 1 in _____.

<u>Material</u>	<u>Point Size</u>
Poster	10
Tent Card	8
Handout	8
Counter Card	10
Shelf Talker	8
Solar Static	10
Terminal Topper	8
Street Talker	18

