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FOR IMMEDIATE RELEASE:

‘We Know Jack’ Promo at NASPL Launches New Lottery Consulting Firm

Chicago, Illinois – October 13, 2005 – “You may not know Jack – but we sure do!”

That was the message delivered by the “We Know Jack” promotion at the North American Association of State and Provincial Lotteries convention this past September in Minneapolis.

Organized by a new Chicago-based firm, Independent Lottery Research (ILR), the bright red buttons called attention to a symbolic consumer named Jack – who doesn’t play the lottery.

“Jack” represents the 80 to 85 per cent of the population who do not regularly participate in lotteries, according to Michael Jones, one of the Directors of ILR and a former Illinois State Lottery director.

“In order to survive and succeed in today’s competitive environment, lotteries and lottery vendors need to get to know ‘Jack’ and also to understand why he doesn’t play and what games he might play,” Jones stated.

“Our message at NASPL was ‘we all know Joe’ our core player but we know so little about Jack, the sometime, infrequent, or lapsed player. We believe that the talent we have assembled at ILR and the proprietary tools we have created will be of immense value to lotteries and lottery vendors in planning their marketing activities and new games.’ ‘When we know more about Jack, we will know more about how to advertise to him, create promotions he will react to, develop prize structures that will allow us to maximize sales and profits, and what games to add to our lottery portfolios,” added Jones.

Founded in September 2005, ILR brings together unsurpassed expertise in the fields of lottery and gaming, advertising and marketing, and consumer behavior.

Besides Jones, one of the country’s most knowledgeable authorities in legalized gaming, the joint venture includes Matthew Smith, president of Leo J. Shapiro and Associates, one of the nation’s premier market research firms serving the business, government, and nonprofit sectors; Gary Kubo, president of the Kubo Group Ltd, and a strategic planner and marketing expert who has served in senior agency positions for the Illinois, California, Michigan and Florida lotteries and in an advisory position for lottery advertising agencies in Kentucky, New Jersey and Colorado; and Margaret Mueller, PhD, a Senior Research Analyst at Leo J. Shapiro with expertise in both consumer attitudes and behavior, as well as advanced research methods and statistics.

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ILR was founded to provide lotteries with improved strategies that will motivate participation by the largest potential audiences and to increase the net proceeds these games return for the public good. It will also assist vendors in understanding what products to develop for the lottery marketplace and how to sell those products through targeted market research.

The firm is also committed to promoting practices that are ethically and socially responsible, including marketing approaches that reach a wide range of socio-economic groups.

“Besides knowing the lottery business inside and out, ILR also knows consumers – we understand what makes people act and think and feel,” said Smith. “ILR provides lotteries and lottery vendors with independent and objective proprietary research concerning players, non-players, potential players, games, advertising messaging and effectiveness – and all the marketing tools needed to ensure maximized sales and profits,” Smith added.

The tools we have developed have been built to integrate the player wants and desires into the development and refinement processes. “Listening to, not telling the players is an integral part of the ILR platform” said Kubo.

Helping lotteries build new customer bases – reaching the “Jacks” and the “Jills” who don’t currently play, while making sure that all the Joe’s are happy with their lottery participation – is a key area of ILR’s expertise, according to Jones.

“We help lotteries look beyond their ‘core players’ and understand the broader audience of consumers, and we show them how to prioritize opportunities and develop compelling messages in order reach these consumers and motivate them to play,” Jones stated. He and fellow Directors of ILR were surprised at the strong interest from the vendor community at NASPL as well. “We should have realized that companies are as interested as lotteries in broadening lottery playership. Whether in researching new products, consumer reaction, or market potential ILR is the go to company for private industry research.”

Those interested in more information on ILR may call 312-546-5925 or visit the firm’s website: www.ilresearch.net

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