

# NEW MEXICO LOTTERY SELLS KISS TICKET

**K**ISS, the iconic rock band that has sold more than 80 million albums, has partnered with the New Mexico Lottery to market the first-ever KISS licensed instant ticket.

"Late last year, New Mexico Lottery CEO Tom Romero suggested KISS as that breakthrough subject," said Adriana Binns, marketing director, New Mexico Lottery. "Tom believed that KISS had the ingredients vital to a hero Scratcher game—iconic faces that are instantly recognizable and pop culture relevancy.

"When Tom made contact with the band's management in December, the KISS profile was very high," added Binns. "The band had performed on the American Idol series finale, made a guest appearance on ABC's Extreme Makeover: Home Edition, and launched M&M's KISS chocolate candy . . . and the cable reality show Gene Simmons Family Jewels was about to kick off its fifth season."

The lottery created a licensing proposal for the band describing how to "KISS in a Whole New Way."

KISS responded immediately to the lottery's invitation to discuss this licensing concept.

"In seven months, KISS and the lottery had completed negotiations, developed tickets and launched a game with a full-bodied marketing campaign," said Binns.

In terms of the licensing fee, Binns said "the New Mexico Lottery will pay KISS a very small percentage of the game's net ticket sales while raising hundreds of thousands of dollars for college scholarships," said Binns.

The \$2 KISS instant ticket went on sale in late June. The lottery expects the game to index above 100 in its first weeks.

"Retailers rushed to stock the game. In a week's time, 83% of the lottery's 1,080 stores had stocked the game," said Binns. "Clerks have told us that many players come into the store already knowing about the game."



In terms of the demographic profile for the KISS instant ticket, "the majority of KISS fans are between ages 18 and 44," said Binns. "This is exactly the age demographic that the lottery needs to reach in order to build a market of lifetime players."

To promote the game, the partners sent out a joint news release and a photo of the band unveiling enlarged commemorative KISS tickets.

"KISS also announced the game to its fans with postings on Twitter and Facebook," said Binns. "These activities generated news coverage and blog posts across New Mexico and around the world. Our favorite headline is 'A Classic Rock Band Gives the New Mexico Lottery a Big, Wet Juicy KISS' from local CBS affiliate KRQE TV.

"News coverage softened the marketplace for the broadcast ad campaign," added Binns. "The ads capitalize on KISS music for radio media and KISS concert footage for television. In the television ads, the lottery's road-runner mascot impersonates KISS co-founder Gene Simmons in all his tongue-wagging glory. Rock on, road-runner!"

The lottery is aggressively promoting the KISS ticket. Players can enter second-chance drawings to win trips

to attend a KISS concert in Phoenix and meet the band backstage. (KISS is on the road this summer with "The Hottest Show on Earth." The North American tour is produced by Live Nation.)

Also throughout July, some 30 radio stations statewide participated in a listener call-in contest. Prizes included free KISS Scratchers.

"The TV ad has also been repurposed for the lottery's in-store advertising monitors," said Binns. "The New Mexico Lottery has also created its first-ever wraps for ice vending machines."

In addition, KISS is announcing winners and posting video interviews with winners on its Facebook site. The band has more than 600,000 fans.

"KISS and its management team have been wonderful to work with," said Binns. "The band took a break from their European concert tour to record an announcement video for lottery employees and shoot publicity photos unveiling the tickets. They made themselves available for press interviews. For the ad campaign, they provided rights to music and concert footage and shipped guitars to be used as props. This is extraordinary support that isn't typically available with other licensed properties."

KISS, the legendary American rock band formed in New York City in 1972, is one of the most influential bands in the history of rock and roll. Their career milestones are staggering. KISS is one of America's top gold-record champions which recorded 37 albums over 36 years and has sold more than 80 million albums worldwide.

