

Thursday, April 6, 1976



FRED YAFFE

Michigan's lottery tops others

By JACKIE KLEIN

While many state lotteries have experienced years of feast and years of famine in ticket sales, Michigan's is tops in both gross and per capita sales.

It was the seventh state to initiate a modern day lottery when the first tickets went on sale Nov. 12, 1972, said commissioner Gus Harrison in a 1975 annual report.

One of our major goals is to stabilize overall ticket sales and provide a reasonably reliable source of income for the state. We like to improve on each year's revenue generation by maintaining a high degree of public interest, satisfaction and honesty.

ECONOMIC CONDITIONS notwithstanding, Harrison said 1974-75 was a very good year for the Michigan Lottery. Introduction of a new \$1 game in addition to the ongoing \$20 game raised record week sales.

Converting these sales to equivalent 50 cent ticket buys, a total of 27,673,654 were sold in fiscal year 1974-75, Harrison said.

That's just short of the number sold the year before, but overall net income to the state was up because of administrative cuts and other forms of revenue.

Harrison admitted the state's financially strapped economy had some impact on sales, which fell below average in the closing months of 1974-75. The best lottery customers he said were most affected by the sagging economy.

The surge provided by the introduction of the \$1 jackpot game helped Michigan retain its number one position. Friendly competition exists among state lotteries, said Harrison, and new ideas and concepts are frequently shared.

NEW TYPES of games, and bonuses for existing ones, are responsible for the most significant sales gains, he noted. Lotteries that for reason underlined frequent changes which sometimes perplex the casual customer, he said. But there are more regular customers who welcome new games or improvements in existing ones.

A system of about 1,800 supermarkets, party stores, bars, restaurants, gas stations and other outlets form the Michigan Lottery's sales network. The most heavily patterned region is the Wayne, Oakland, Macomb, Monroe and Washtenaw County area.

THE 2.5 MILLION winners in the lot-

teries through June of 1975 have been reviewed by Gus Harrison said. The prize total was about \$167 million, most of it in 50 cent games.

The \$1 jackpot game added about \$17 million and the \$1 triple play game accounted for \$5 million in prizes by June 1975. To those who don't live there, the Detroit area appears to generate an unusually high number of winners. That's true because the area purchases two-thirds of the tickets.

Winning is a factor of geographical sales, Harrison contended. The region that accounts for 51.2 per cent of the state's population produces 62.5 per cent of ticket sales, he pointed out. Wayne County is tops in prize money, he said.

The Michigan Lottery's broad and butler 50-cent green game was significantly changed for the first time when the procedure for selecting million dollar drawings contestants was revised last February.

UNTIL THEN, winners of weekly \$25 prizes sent their tickets to Lansing for processing and payment. With their check they received an elimination number which could eventually put them in a big drawing. It took three weeks or more for processing and payment.

Starting last February, winners of \$25 could be paid off in cash instantly by sales agents. The instant payoff system was accompanied by the invention of a six-digit million dollar number at the top of the ticket. If you matched the weekly number, you automatically advanced to the million dollar drawing.

The \$1 jackpot gold game and the \$1 triple play gold game offered a variety of prizes. Top prize in the jackpot was winners' choice of \$333,333 in cash or \$200,000 a year for life. Triple play doubled overall sales to \$273,000 the first time and more in later cycles.

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Agency lands account

He hit a lottery jackpot

By JACKIE KLEIN

The Southfield advertising firm of Yaffe Stone August Inc. took a chance on winning the \$2.2 million Michigan State Lottery account and hit the jackpot.

The agency made its presentation last month, hung in there when the field was narrowed to four finalists and was picked to market the entire, coveted account.

The assignment had been rumored in the trade for the last few months since we began placing lottery advertising in addition to the special project, Instant Game II," said agency president Fred Yaffe.

LEO BURNETT advertising agency had the account for three years until the commission related to B. D. Dyer & Co. to advertise the first Instant Game on television. Last summer, after lengthy and intensely competitive presentations from a number of agencies, including Dyer, Yaffe Stone and August were tapped to do both print and television promotion for the second Instant Game.

Yaffe was taken trips to New Jersey and Pennsylvania to study the lottery action in those states.

Yaffe said, "Besides pushing the second Instant Game, we did print advertising to sell more green tickets."

Our agency people analyzed Valentine's Day, Mother's Day, Christmas and other holiday promotions. About a dozen cities around the country have lotteries and the Michigan commission is familiar with them all. You also have to determine your clients' goals and it's a matter of convincing them if you agree. In effect, we're selling top of the mind awareness.

The 50-cent lottery green game was sold after nine weeks and contributed more than \$25 million to the state's general fund. The name of the game is Instant Game, the Michigan Lottery has earned more than \$220 million for the state's general fund, providing \$67.1 million for education, \$22 million for health and medical services, \$23.9 million for social services and \$23.9 million for other government services.

Gus Harrison, lottery commissioner and Yaffe Stone and August are mutually ad- mired. Harrison said the commission is pleased with the agency's creativity, efficiency and involvement. Yaffe claims the dynamic Harrison is responsible for making Michigan's lottery the nation's best.

THE GAME is 100 per cent legitimate, Yaffe said, and there are no shady deals involved. Out of every lottery revenue dollar, 44 cents is put into the state's general fund, 45 cents goes out as prizes, seven cents goes to ticket vendors and banks for their services and only four cents is spent on administration, including advertising, ticket production, staff and other costs.

The ad agency, Yaffe said, lacks the benefit of personal contacts and specializes in a dealing with the lottery account. It is challenging, imaginative and exciting, Yaffe said.

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The lottery is the kind of account that's fun to handle, and it gives everyone in our agency a chance to think about new games and conceptual ideas for innovative things to do," Yaffe said.

"OUR TOTAL concept is based on accomplishing general and specific objectives. If your objective is right, you're right. You also have to determine your clients' goals and it's a matter of convincing them if you agree. In effect, we're selling top of the mind awareness."

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New 'loser' game starts this month

If you don't win an instant prize in Michigan Lottery's third instant game starting April 20, you've still got a chance to win \$1 million.

The new game, "Michigan Landmarks," will feature instant scratch-off prizes ranging from \$1 to \$10,000. Unlike the highly successful previous games, "Landmarks" will offer non-winners another chance to win.

Customers will be instructed to send three losing tickets to a special post office box. From entries received, persons selected for two \$1 million drawings. All entries mailed by May 20 will be considered for a third drawing. Entries received after May 20 will be eligible for a second drawing (deadline will be announced).

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and have no relationship with whether a ticket wins.

"Landmarks" introduces a new prize for winning. On each ticket is a round spot and eight squares. When the customer rubs off material covering a round spot, a number will appear.

Similarly, a number appears under each of eight squares. Three or more of the numbers in the squares must match the number in the round spot to produce a winner.

IN ADDITION to these four instant prizes, a special \$50 prize is offered in the designation "50 winner" appears in any square. Along with the prize, winners of the special award will receive a free 26 week membership in the Lottery's 50 cent Green Game subscription system. Retailers will be instructed to place a number on the ticket.

The \$50 winner designation can appear in any one square on a ticket. It need only appear once to qualify the ticket holder for the prize.

If ticket holders don't win an instant prize, one out of every 9.5 tickets will win; they still have a chance to benefit in

the special procedure involving losing tickets.

IT TAKES three losing tickets to enter a grand drawing. There's room on the back for names and addresses. Three tickets should be placed in an envelope and mailed to Grand Drawing, Box 4600, Lansing, Mich. 48904.

From entries received by May 20, 50 envelopes will be selected at random to determine the finalist in each drawing. Each 50 finalists selected will win at least \$10,000.

They deal in tastes and smells

Paul Newman and Jerry Kraus of Northville are the inspiration and brains behind the success of Northville Laboratories' position in the flavor-fragrance industry.

In the 10 years since Newman purchased the company, it has expanded tenfold. The company maintains an inventory of nearly 2,000 basic products, has 27 employees and 28 salesmen in major cities throughout the world.

President Newman is a third generation native Detroit and chemistry graduate of University of Detroit who began working in the soft drink and conical industries with his father, Morris Newman.

JERRY KRAUS came to the U.S. from Germany after WW II, studied chemistry at New York University and spent two years in military service. He entered production and research for leading New York flavor-fragrance firms in 1953.

Newman calls his company a "romantic business." It serves nearly 60 types of industries which have products with flavor, fragrance or color. Included are dairy, poultry, chemical, candy, pharmaceutical, beverage, alcoholic and non-alcoholic, soap, cosmetic, candle and incense products.

NORTHVILLE LABORATORIES produced natural and artificial flavors for 43 ingredients of the industry including liquid, powdered or spray-dried forms in various strengths, concentrations, liquid flavors and fragrances can be transformed into stable products to add to bakery mixes, jelly desserts and detergents.

The labs are one of the largest manufacturers of pure vanilla, a product in which the company's original specialty was concentrated. In 1973, the laboratory was awarded the distinguished World Gold Medal for vanilla by Myde Selection, an international food testing institution in Brussels.

At the time, we didn't think an American company had a chance of being selected by a European committee," recalled Newman. "So we didn't even enter the contest. Somehow they came across our product and awarded us the medal."

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