

## NASPL 2016 Awards Winners and Finalists

TV Advertising	Instant Games	Texas Lottery	Holiday Gamebook - Millions of Stories	W
TV Advertising	Instant Games	Washington's Lottery	One Up	F
TV Advertising	Instant Games	California Lottery	Power 5s - Forever Five	F
TV Advertising	Daily Draw Games	Hoosier Lottery	Fast Play Jackpot TV	W
TV Advertising	Daily Draw Games	Arizona Lottery	Rolling Jackpot TV	W
TV Advertising	Daily Draw Games	Florida Lottery	Fantasy 5 - Huddle	F
TV Advertising	Daily Draw Games	Texas Lottery	Pick 3 - Farmer	F
TV Advertising	Lotto/Spiel Games	Maryland Lottery	Cash4Life - Best Day Ever	W
TV Advertising	Lotto/Spiel Games	Kentucky Lottery	Lucky for Life Mailbox	F
TV Advertising	Lotto/Spiel Games	Tennessee Education Lottery	Grizzlies - Tennessee Cash TV	F
TV Advertising	Lotto/Spiel Games	Idaho Lottery	Raffle - Definitely Gonna Happen	F
TV Advertising	Keno Games	New York Lottery	Dog Wedding	W
TV Advertising	Corporate/Beneficiary	North Carolina Education Lottery	Anniversary - Proud Moments	W
TV Advertising	Corporate/Beneficiary	California Lottery	30th Anniversary - Pencil	F
TV Advertising	Corporate/Beneficiary	Texas Lottery	Beneficiary - Spreading Good	F
TV Advertising	Coordinated Campaign	British Columbia Lottery Corporation	Lotto Max - Dare to Dream	W
TV Advertising	Coordinated Campaign	Loto-Québec	Lotto 6/49 - Hat, Traffic, Splash, Skunk, Pharmacist, Rain, Radio	F
TV Advertising	Coordinated Campaign	Texas Lottery	Pick 3 - Selfie	F
TV Advertising	Coordinated Campaign	New York Lottery	Get Drawn Together	F
Radio Advertising	Instant Games	Wisconsin Lottery	Holiday - Swanky Gift	W
Radio Advertising	Instant Games	Tennessee Education Lottery	Do You Hear That - Ghostly Jumbo Bucks Instant Game Radio	W
Radio Advertising	Instant Games	California Lottery	The Price Is Right - Audience	F
Radio Advertising	Daily Draw Games	New Jersey Lottery	Jersey Jackpot	W
Radio Advertising	Daily Draw Games	Kansas Lottery	2by2 Valentines Days Past	F
Radio Advertising	Daily Draw Games	Texas Lottery	Pick 3 - Boot Camp	F
Radio Advertising	Lotto/Spiel Games	OLG	Ontario 49 - Laundry Loonie	W
Radio Advertising	Lotto/Spiel Games	Idaho Lottery	Raffle - Like That's Gonna Happen	F
Radio Advertising	Lotto/Spiel Games	Colorado Lottery	Synonyms	F
Radio Advertising	Keno Games	Kansas Lottery	Keno/Keno Madness	W
Radio Advertising	Keno Games	New York Lottery	Muffgels	F
Radio Advertising	Keno Games	OLG	Daily Keno - Yoga (Hinglish)	F
Radio Advertising	Corporate/Beneficiary	California Lottery	30th Anniversary - Pencil	W
Radio Advertising	Corporate/Beneficiary	Missouri Lottery	Play It Forward - School Goals	F
Radio Advertising	Corporate/Beneficiary	North Carolina Education Lottery	Anniversary Radio - Proud Moments	F
Radio Advertising	Coordinated Campaign	Missouri Lottery	MO Money Monday	W
Radio Advertising	Coordinated Campaign	South Dakota Lottery	SDL Good Fun	F
Radio Advertising	Coordinated Campaign	New York Lottery	Get Drawn Together	F
Print Advertising	Retailer Signage / Merchandising	Virginia Lottery	Holiday Standee	W
Print Advertising	Retailer Signage / Merchandising	Pennsylvania Lottery	Holiday 2015	F
Print Advertising	Retailer Signage / Merchandising	Nebraska Lottery	It All Starts - Poster	F
Print Advertising	Outdoor	Colorado Lottery	Robotic Riches	W
Print Advertising	Outdoor	California Lottery	30th Anniversary - Mural Video	F
Print Advertising	Outdoor	New Mexico Lottery	Dia de los Muertos Bus Wrap	F
Print Advertising	Color	Missouri Lottery	Lucky for Life State Fair Newsletter Ad - A Lifetime of Vacation Days	W
Print Advertising	Color	New York Lottery	Quick Draw Shuttle Wrap	F
Print Advertising	Color	Ohio Lottery	Cavs Win	F
Print Advertising	Black/White	Tennessee Education Lottery	2016 MLK Day Print Ad	W

Print Advertising	Black/White	Missouri Lottery	Play it Forward - My School Goals	F
Print Advertising	Black/White	Pennsylvania Lottery	Holiday 2015	F
Print Advertising	Corporate Beneficiary	California Lottery	30th Anniversary OOH	W
Print Advertising	Corporate Beneficiary	Tennessee Education Lottery	TEL Brand Print Ad	F
Print Advertising	Corporate Beneficiary	North Carolina Education Lottery	Proud Moments Anniversary Print Ad	F
Print Advertising	Coordinated Campaign	New York Lottery	Get Drawn Together	W
Print Advertising	Coordinated Campaign	Oregon Lottery	Lewis & Clark	F
Print Advertising	Coordinated Campaign	New Mexico Lottery	Dia de los Muertos POS	F
Print Advertising	Coordinated Campaign	Pennsylvania Lottery	Holiday 2015	F
Special Category	Original Music for TV or Radio	Maryland Lottery	Home Run Riches - Take Me Out	W
Special Category	Original Music for TV or Radio	California Lottery	Holiday 2015 - Musicians	F
Special Category	Original Music for TV or Radio	Missouri Lottery	Scratchers as Gifts - Magic Elf TV - Mischievous Elf	F
Special Category	Use of Humor (Radio)	Idaho Lottery	Treasure Hunt - Arrr Me Leg	W
Special Category	Use of Humor (Radio)	DC Lottery	Zombie Hunter/Walking Dead Scratcher Radio	F
Special Category	Use of Humor (Radio)	Washington's Lottery	Critics Choice	F
Special Category	Use of Humor (TV)	California Lottery	The Price Is Right - Audience	W
Special Category	Use of Humor (TV)	New York Lottery	IT Hammock	F
Special Category	Use of Humor (TV)	Texas Lottery	Pick 3 - Organic	F
Special Category	Use of Cinematography	California Lottery	Power 5s - Forever Five	W
Special Category	Use of Cinematography	Maryland Lottery	Cash4Life - Best Day Ever	F
Special Category	Use of Cinematography	Colorado Lottery	Patient Man	F
Special Category	Use of Cinematography	North Carolina Education Lottery	Anniversary - Proud Moments	F
Special Category	TV or Radio Spot Fitting No Other Cat	California Lottery	Holiday 2015 - Valiente	W
Special Category	TV or Radio Spot Fitting No Other Cat	Missouri Lottery	MO Money Monday - Silence Video	F
Special Category	TV or Radio Spot Fitting No Other Cat	OLG	PROLINE Master Brand - Burst	F
Special Category	Corporate/Beneficiary Video	California Lottery	30th Anniversary - Mural	W
Special Category	Corporate/Beneficiary Video	Arizona Lottery	Arizona Lottery - Giving Back	F
Special Category	Corporate/Beneficiary Video	Oregon Lottery	OWINS - Teacher of the Year	F
Special Category	TV Campaign Under \$25,000	Missouri Lottery	MO Money Monday - Aftermath	W
Special Category	TV Campaign Under \$25,000	Idaho Lottery	Winner, Winner, Chicken Dinner - Park Bench	F
Special Category	TV Campaign Under \$25,000	Tennessee Education Lottery	Revolution - Extra Play Instant Game TV	F
Special Category	TV Campaign Under \$10,000	New Mexico Lottery	Dia de los Muertos TV	W
Special Category	TV Campaign Under \$10,000	Missouri Lottery	Scratchers as Gifts - Elf Short	F
Special Category	TV Campaign Under \$10,000	North Dakota Lottery	Daily Routine - Kitchen	F
Special Category	TV Campaign Under \$10,000	Idaho Lottery	Powerball - HUGE Food	F
Corporate Communications	Annual Report	Colorado Lottery	FY15 Annual Review	W
Corporate Communications	Annual Report	New Mexico Lottery	New Mexico Lottery FY'15 Annual Report	F
Corporate Communications	Annual Report	Kentucky Lottery	FY15 Kentucky Lottery Annual Report	F
Corporate Communications	Employee Newsletter	Atlantic Lottery Corporation	Creative Services Video	W
Corporate Communications	Employee Newsletter	Oregon Lottery	E-Link 2016	W
Corporate Communications	Employee Newsletter	OLG	OLG Did You Know? - June 2016 issue	F
Corporate Communications	Retailer Newsletter	Idaho Lottery	Treasure Hunt Retailer Newsletter	W
Corporate Communications	Retailer Newsletter	Atlantic Lottery Corporation	VL Newsletter	F
Corporate Communications	Retailer Newsletter	OLG	OLG Lotto Post - Winners Edition - April 2016	F
Corporate Communications	Player/Customer Newsletter	New York Lottery	Play by Play	W
Corporate Communications	Player/Customer Newsletter	Oregon Lottery	Facebook 2016	F
Corporate Communications	Player/Customer Newsletter	Kansas Lottery	Kansas Lotto News	F
Corporate Communications	Player/Customer Newsletter	Pennsylvania Lottery	VIP May 2016 eNewsletter	F
Responsible Gambling Communications	Print	Wisconsin Lottery	LuckyOne777	W

Responsible Gambling Communications	Print	Oregon Lottery	Problem Gambling Brochure	F
Responsible Gambling Communications	Print	Loto-Québec	It's always just up to chance	F
Responsible Gambling Communications	Video	OLG	PlaySmart Presents: How Randomness Really Works	W
Responsible Gambling Communications	Video	Loto-Québec	It's always just up to chance	F
Responsible Gambling Communications	Video	Oregon Lottery	Couch - Significant Other	F
Responsible Gambling Communications	Radio	OLG	PlaySmart Puzzling Questions	W
Responsible Gambling Communications	Radio	Wisconsin Lottery	Can't See It	F
Responsible Gambling Communications	Radio	Oregon Lottery	Couch	F
Responsible Gambling Communications	Radio	Minnesota Lottery	National Problem Gambling Awareness Week Radio	F
Responsible Gambling Communications	Electronic	British Columbia Lottery Corporation	GameSense Holiday Campaign Scratch & Win Tickets	W
Responsible Gambling Communications	Electronic	Oregon Lottery	RG Training and You	F
Responsible Gambling Communications	Electronic	OLG	PlaySmart Asks: Does An Empty Table Or A Full Table Affect Your Game?	F
Best New Media	Best New Media	Minnesota Lottery	Andrew Zimmern's Minnesota Potlucky Active Video	W
Best New Media	Best New Media	North Carolina Education Lottery	Holiday Instant Games - gifterquiz.com	F
Best New Media	Best New Media	Hoosier Lottery	Hot 5s Digital	F
Hickey	Special Events Promotion	New Hampshire Lottery Commission	Home Depot Events	W
Hickey	Special Events Promotion	Hoosier Lottery	Indy 500 Scratch-off Event Promotion	F
Hickey	Special Events Promotion	Washington's Lottery	Seahawks Tailgate	F
Hickey	Audio/Visual Presentation	Idaho Lottery	Raffle Winning Number Announcement	W
Hickey	Audio/Visual Presentation	Oregon Lottery	RG Training and You	F
Hickey	Audio/Visual Presentation	Missouri Lottery	Powerball Mania	F
Hickey	Audio/Visual Presentation	New Jersey Lottery	MDR Drawing Event Live Stream	F
Hickey	Potpourri Promotion	New York Lottery	#Unclaimed	W
Hickey	Potpourri Promotion	Idaho Lottery	Idaho Road Trip	F
Hickey	Potpourri Promotion	Louisiana Lottery Corporation	Love to Win Emojigram (Twitter)	F
Hickey	Web Site	Oregon Lottery	Oregonlottery.org	W
Hickey	Web Site	Colorado Lottery	www.coloradolottery.com	F
Hickey	Web Site	New Mexico Lottery	nmlottery.com Overhaul	F
Best New	Instant Game	New Mexico Lottery	Dia de los Muertos Scratchers	W
Best New	Instant Game	DC Lottery	YouDecide 2016 Scratcher Ticket	F
Best New	Draw Game	Virginia Lottery	Print 'n Play	W
Best New	Draw Game	Ohio Lottery	EZPLAY Progressive Quick Spot	F
BEST OF THE BATCH		Minnesota Lottery	Andrew Zimmern's Minnesota Potlucky Active Video	W
BEST OF THE BATCH		New York Lottery	#Unclaimed	F
BEST OF THE BATCH		North Carolina Education Lottery	Anniversary "Proud Moments"	F