

## ADVERTISING GUIDELINES

### Missouri Lottery

Missourians have the right to expect lottery-related advertising and marketing to be truthful, respectful and sensitive to the potential for harm that could result from excessive spending on lottery or other forms of gaming,

First and foremost, all advertising and marketing campaigns will comply with federal and state law and Missouri Lottery policies.

#### Honesty/Fairness

Advertising and marketing materials and campaigns must be honest fair and open. They must:

1. Provide factual information that is not deceptive and contains no false statements related to the product or promotion being advertised.
2. Include important and relevant information about the product or promotion that may be essential for the public to make informed choices.
3. Describe the prizes accurately.
4. Provide information that is supported by facts.
5. When appropriate, provide information concerning Lottery proceeds supporting public education.

#### Responsible gambling

Product advertising and marketing materials will include a responsible play message.

Regarding responsible gambling, advertising and marketing campaigns must not:

1. Imply exaggerated chances of winning.
2. Encourage gaming beyond one's means.
3. Explicitly imply that financial rewards are a likely outcome of playing the lottery.
4. Portray playing the lottery as an alternative to employment, hard work or as a financial investment.
5. Suggest that playing longer will increase the chances to win.
6. Suggest that skill can influence the outcome of purely random games of chance.
7. Suggest that using playing systems or "lucky" icons can influence the outcome of a game.
8. Focus unduly on the possibility of benefits accrued to players based on the volume of their play.

#### Protection of minors

Advertising of lottery products and promotions must never be targeted towards those under 18 and, therefore, must not:

1. Appear in any media where the primary target audience is under 18.
2. Appear at venues where the primary audience is under 18

3. Be based on themes or use language intended to appeal to those under 18.
4. Appear anywhere where the primary audience is expected to be under 18.
5. Contain child-focused cartoon figures or use of celebrity endorsements whose primary appeal is to those under 18.

Where reasonable, lottery advertising, point-of-sale and marketing should carry a message regarding the minimum legal age of play (18).

### General guidelines

Missouri Lottery advertising must be consistent with the dignity of the state and its residents:

1. It must not specifically target, demean, disrespect, denigrate or exploit a person, specific group or economic class.
2. It will not contain themes or language that are deemed unsuitable for a mass media audience.
3. It will not disparage nor denigrate a person who chooses not to play.
4. It will not promote the lottery as a way to enhance social standing
5. It will not glamorize inappropriate or irresponsible lottery play

Advertising should emphasize the fun and entertainment aspect of playing the lottery, but it should not focus on winning as a probable outcome of play.

These guidelines will be reviewed periodically to ensure they continue to reflect best practices and remain aligned with social responsibility goals.