

# TESTIMONIAL Minnesota State Lottery



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**“A big WIN in outdoor advertising as it blew our minds and showed us the money!”**

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*Forty lucky people got the chance to fatten their wallets by winning 30 seconds in a money machine stuffed with \$30,000 worth of \$100 bills.*

## **Audience**

Adults 18+

## **Media Mix**

Bus Shelters  
Wrapped Shelters  
Showcase Shelters

## **Market**

Minneapolis, MN

## **Objective**

The Minnesota State Lottery teamed up with OUTFRONT Media to create these amazing money machine shelters to promote their Jumbo Bucks family of games!

## **Rationale**

The Minnesota campaign consisted of 4 wrapped money machine shelters, 3 other wrapped shelters and 6 shelter poster ads to create buzz in the marketplace.