



MONTAGNE
COMMUNICATIONS



NH Lottery

Over \$1.7 billion to education

BRINGING HOME THE BACON

The scent of bacon can be appealing, and the same can be said for the smell of money. When the New Hampshire Lottery wanted to launch the world's first bacon-scented scratch ticket, they turned to Montagne to create widespread awareness and drive ticket sales. Through collaboration with the Lottery's creative agency GYK/Antler, Montagne leveraged the creative campaign elements including a mobile bacon truck to generate excitement behind the first-of-its-kind ticket. The campaign efforts resulted in over 633 national media placements from Good Morning America, The Weather Channel, and more, resulting in more than 1.4 billion unique online views and 1,010,128 print impressions. Most importantly, the 'I Heart Bacon' scratch ticket became one of the New Hampshire Lottery's fastest-selling scratch tickets ever, and, of course, the best smelling one!

www.montagnecom.com