

# Lottery Screen Saver

**The Lottery Screen Saver is a new advertising concept that converts the untapped real estate of consumer and business screen savers into rotating, viral ad billboards. Users are incentivized to interact with the screens providing sponsors robust feedback and analysis about their advertising, products and brand.**

**Details.** This Marketing tool utilizes a custom screen saver developed for a sponsoring organization using proprietary artistic content in static images, as well as rich media via Flash™ technology. All content will be “hot,” allowing an intuitive “click thru” for further information or fulfillment. Content will have the potential to be updated weekly by the sponsor and the new content can be selected from a library based on the areas of interest passively indicated by the user’s click thru activities.

The screen savers can run on both Windows and Macintosh systems. They will be free to end-user and will be readily installed via a web link or removable media (CDs, thumb drives, USB drives).

**Why it works.** A “private lottery” run weekly by the sponsoring organization will incentivize users to install the screen saver and provide registration information. Prizes would typically be associated with the sponsor’s line of business, at their discretion. Example might include a Nike-sponsored trip to the Masters, an O’Charlie’s dinner every week for a year, an NFL ticket to the Super Bowl, or a Costco shopping spree. An end-user’s chances of winning the “lottery” would be based on the amount of time the screen saver was active and the number of times the user “clicks thru” the content during the previous reporting period.

In order to collect usage data, the client software will “phone home” over the internet to a central server every week and report details of the hours of usage, the specific items that were “clicked thru” and information identifying the end-user. A registration process will be required to install the screen saver. This will be necessary to notify the end-user in the event they are winners and will also be utilized to capture demographic, geographic and, optionally, other data from the end-users at the sponsor’s discretion. The correlation of usage and user registration information will provide a fertile source for data mining and analysis. Such intelligence as the age, socio-economic category or geographic location of clientele exhibiting interest in various products could be analyzed. Not only is this analysis timely, taking no more than a week to obtain, but it is also based on all end-users exposed to the ads as opposed to a more typical statistical sampling. Optional ad scenarios can also be exposed simultaneously and the relative efficacy can easily be determined in total or analyzed by demographics or other segmentation as mentioned above.

**Other benefits.** Possibilities might include: A **viral marketing approach**, where the client software enables users to “refer a friend” to utilize the screen saver thru a personal email and installation link, and increase their chances in the lottery; The generation of **targeted email distribution lists** based on passive interests in products via “click thru’s” or registration information; The **management of “single use” perks** allowing end-users to receive one -- and no more than one -- coupon or other incentives by embedding a unique user identification in the links directing them to online resources; Simple, inexpensive **focus group testing** of key products or messages. Implementation can be **very fast** – days. You can use existing artistic content, develop your own or we can assist

**Who stands behind the product.** Lottery Screen Saver, Inc., a consortium of experts from the information technology and advertising industries, are developers of the concept and own exclusive rights protected under US Pat. Pend. #11,999,988. The principal is an executive with 30+ years experience in sales and marketing, new business development, quality assurance and IT. For the past 12 years, he served as CIO of a Fortune 500 company. He is joined by decades of experience in advertising, software development management and data center operations.

**Summary.** The advertising real estate of the screen saver is a significant untapped resource. Not only is the typical user exposed to the content of a screen saver every time they approach their PC for use, but exposures also occur every time a passerby views the screen. The power of the “Lottery Mentality”, the potential to get a lot for a little investment, or no investment in this case, results in a very effective leverage of advertising dollars as well as an innovative incentive necessary to capture the unique opportunity of the Screen Saver. The Lottery Screen Saver can be implemented utilizing our state of the art datacenter as SaaS or can be installed at a sponsor’s data center of their choosing.

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