

## LOTTERY ADVERTISEMENTS ON KID WEBSITES



For quite some time now, the Oregon Lottery has been trying to attract new players as a way of generating more revenue and ultimately having more success with a broad range of players instead of just the older generations. However, the Oregon Lottery has been struggling with attracting a new generation of players, specifically because some of the advertisements for the lottery have been displayed on websites that are aimed towards children and teens, both of which are too young to even play the lottery. The Oregon Lottery had an online advertisement campaign set up but during that period of time, some of the advertisements landed on the websites that are specifically designed for children, especially those who enjoy playing video games. The information was provided by Google Analytics. During the campaign, there were highlights of some of the new games available but many of those advertisements were featured on websites that children go on in order to play computer games or discuss video games. Officials for the Oregon Lottery said that they found out about the problem and fixed it as fast and efficiently as possible. A spokesperson for the lottery, Chuck Baumann, even said that Oregon Lottery does what it can to control who views the advertisements and that they were aware that as of recently, some of their advertisements were viewed by other individuals, outside of the original parameters. Baumann said that when the Oregon Lottery discovered the issue at hand, they quickly identified the problem and then fixed it immediately after. The online advertising campaign, aside from the error of landing on some kid websites, also proves that the lottery is dealing with a struggle. The Oregon Lottery is having a hard time holding onto specific players and the loyalty is simply not there. The lottery is definitely very competitive and the Oregon Lottery has to go above and beyond to attract a younger generation of players. Online advertising is definitely a way to attract a younger generation of players but there is always a danger and different risks, especially when younger individuals, specifically those who are underage and cannot play the lottery, view and click on such advertisements. In the meantime, the spokesperson for the Oregon Lottery, Baumann, says that the lottery has been placing advertisements online for the past five years, starting back in 2007. He says that the lottery spends nearly 10 percent of its earnings on the online advertisements and that all advertisements are aimed towards individuals who are at least 18 years of age or older.