



Rebuilding trust in an iconic Illinois brand.

Camelot Illinois took over as private manager of the Illinois Lottery in 2018, but a series of issues in years prior had eroded trust in the institution. Camelot Illinois needed a partner who could develop a public relations and public affairs strategy that would reshape public perception, increase sales and promote key legislation to expand lottery sales online.

Our Solution

Grisko was activated to develop strategic media and government relations efforts to support Camelot Illinois across the state. Grisko prepared leadership for key stakeholder and legislative meetings and a proactive media relations plan was implemented to generate positive coverage aimed at reshaping opinions on the Lottery throughout the state. To support both media and government relations efforts, numerous creative executions ensured consistent messaging to all audiences and a unified brand.

To support these both government and media relations efforts, Grisko developed various branded materials and strategic content for key initiatives, including fact sheets, bookmarks, event invitations and a compelling Lottery Week campaign, showcasing beneficiaries of Lottery funds which amassed thousands of engagements and impressions.

The Impact

In the first year of our partnership, Grisko prepared Camelot Illinois leadership for introductions and meetings with legislators and other key stakeholders, which ultimately led to key amendments to Illinois lottery regulations winning approval in the General Assembly and signed into law by Gov. J.B. Pritzker. Grisko also worked across initiatives to secure hundreds of media mentions, including support of a weeklong Mega Million jackpot roll that received more than 300 media mentions and earned more than 35 million impressions, including a spot on the NBC Nightly News.



Public Affairs Support



Media Relations



Content Development



Social Media

