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LIE

Chief Fun Officer

Arizona Lottery™



WINDFALL WILLE  
STYLE GUIDE

# Arizona

Who Is Windfall Willie? .....	3
Writing For Windfall Willie .....	8
Locations .....	10
Willie's Office .....	11
Style & Wardrobe - Dressing Willie .....	12
Derek .....	13
Writing for Derek .....	14
Campaign Assets .....	15
Photography .....	17



# WHO IS WINDFALL WILLIE?

The short answer:

Logo, turned mascot, turned live-action  
Chief Fun Officer of the Arizona Lottery.



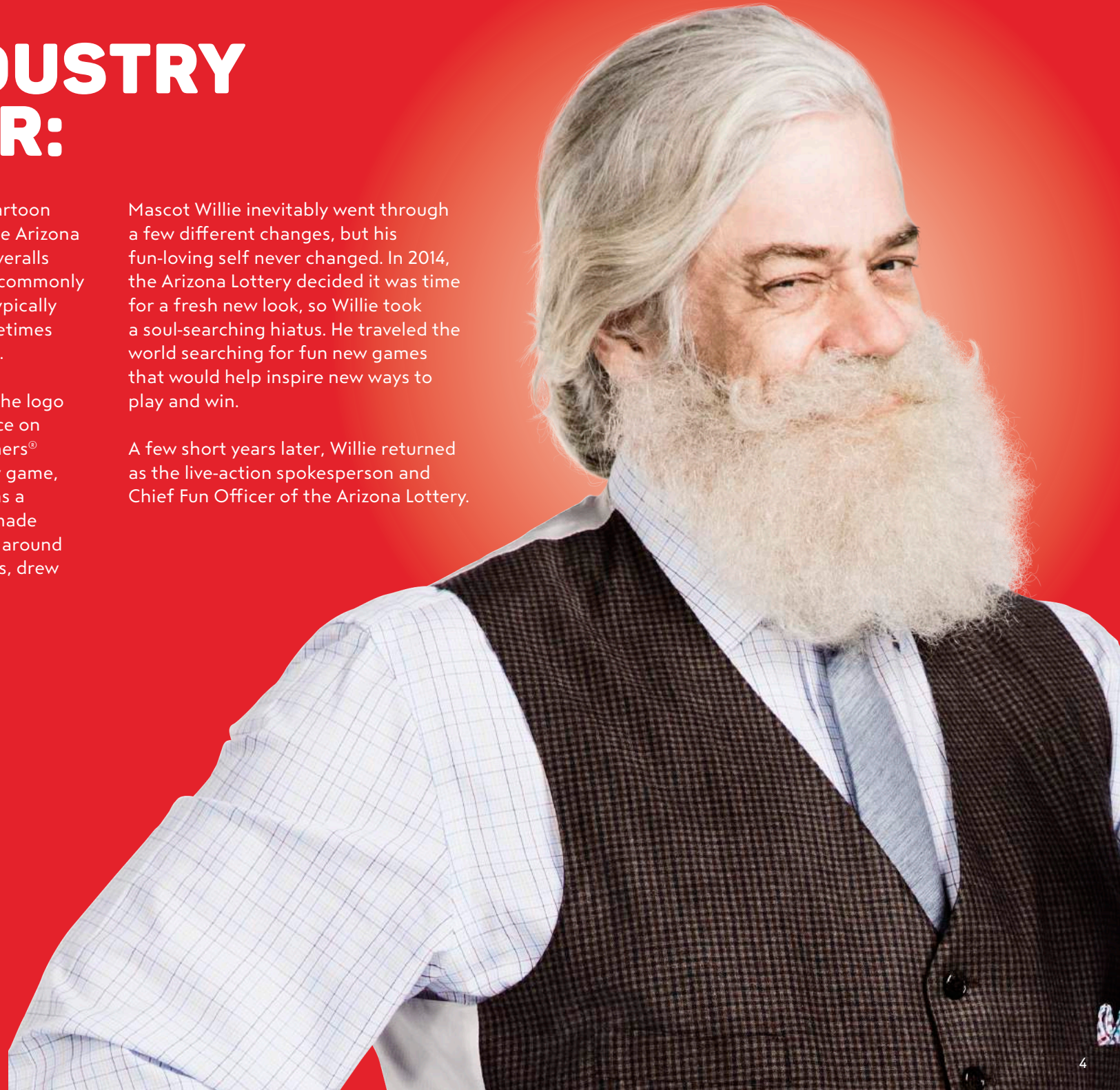
# THE INDUSTRY ANSWER:

Windfall Willie is the lovable cartoon character we used to see on the Arizona Lottery logo. Dressed in blue overalls and a red hat, Windfall Willie (commonly referred to as just "Willie") is typically seen with his pickaxe and sometimes even with a big nugget of gold.

After a few years of being on the logo and even making an appearance on some games (including Scratchers® tickets and Arizona's own draw game, 'The Pick'), Willie came to life as a mascot costume. The mascot made regular appearances at events around the state and, as the story goes, drew quite the crowd.

Mascot Willie inevitably went through a few different changes, but his fun-loving self never changed. In 2014, the Arizona Lottery decided it was time for a fresh new look, so Willie took a soul-searching hiatus. He traveled the world searching for fun new games that would help inspire new ways to play and win.

A few short years later, Willie returned as the live-action spokesperson and Chief Fun Officer of the Arizona Lottery.





# THE FUN ANSWER:

Born in a one-room hospital outside of Jerome sometime around 1960, Windfall Willie learned how to have fun at an early age and learned how to tell a good joke the moment he was born.

Later, Willie and his family moved down south to the Apache Junction area, where he spent his formative years roaming the desert landscape. Through this exploration, Willie found what many believe to have been the Lost Dutchman's treasure.

Using his trusted pickaxe, Willie mined enough gold to start his own print shop in downtown Phoenix where he created the first instant scratch ticket for the very first lottery west of the Mississippi – Scratch it Rich.

The campaign was a huge success. The Arizona Lottery sold 21.4 million tickets in less than a month, raising \$7 million. Willie also discovered a way for millions of people to have fun.

Since then, Willie has dedicated his life to games. Everything he does with the Lottery revolves around the idea of a challenge ending in a rewarding and fun outcome. Whether it's puzzles, board games, games of physical strength or endurance, riddles, games of chance, card games, games of strategy ... Willie brings the entertainment of games into all facets of his universe.

For his grand return, Willie brought bigger and better plans to ensure the players in the Grand Canyon State were having the most fun they've ever had with the Arizona Lottery.

# THE CHARACTER OF WINDFALL WILLIE

## WORDS THAT DESCRIBE WILLIE



### Exuberant

Willie is full of energy and excitement. He is kinetic – always on an adventure for something new. He is cheery like Santa Clause and outspoken like your crazy uncle at the dinner table.



### Eccentric

Willie is unconventional. He has a way of doing things that are more fun than they are practical. For example: instead of email, Willie receives his memos through an oversized lotto ball that he cracks open with his pickaxe.



### Envoy

Above all, Willie is an ambassador of the Arizona Lottery. He puts the integrity of the office in front of everything else. He is the go-between for the consumer and the products. He's more than just a spokesperson. He is the Lottery personified.

## FUN FACTS

- Willie is lactose intolerant
- Willie once played baccarat for 12 hours
- One of Willie's favorite games is "Duck, Duck, Goose!"
- Willie has had his beard since he was 14 years old.



# A LIST OF THINGS WILLIE IS NOT

## **Willie is NOT a magician.**

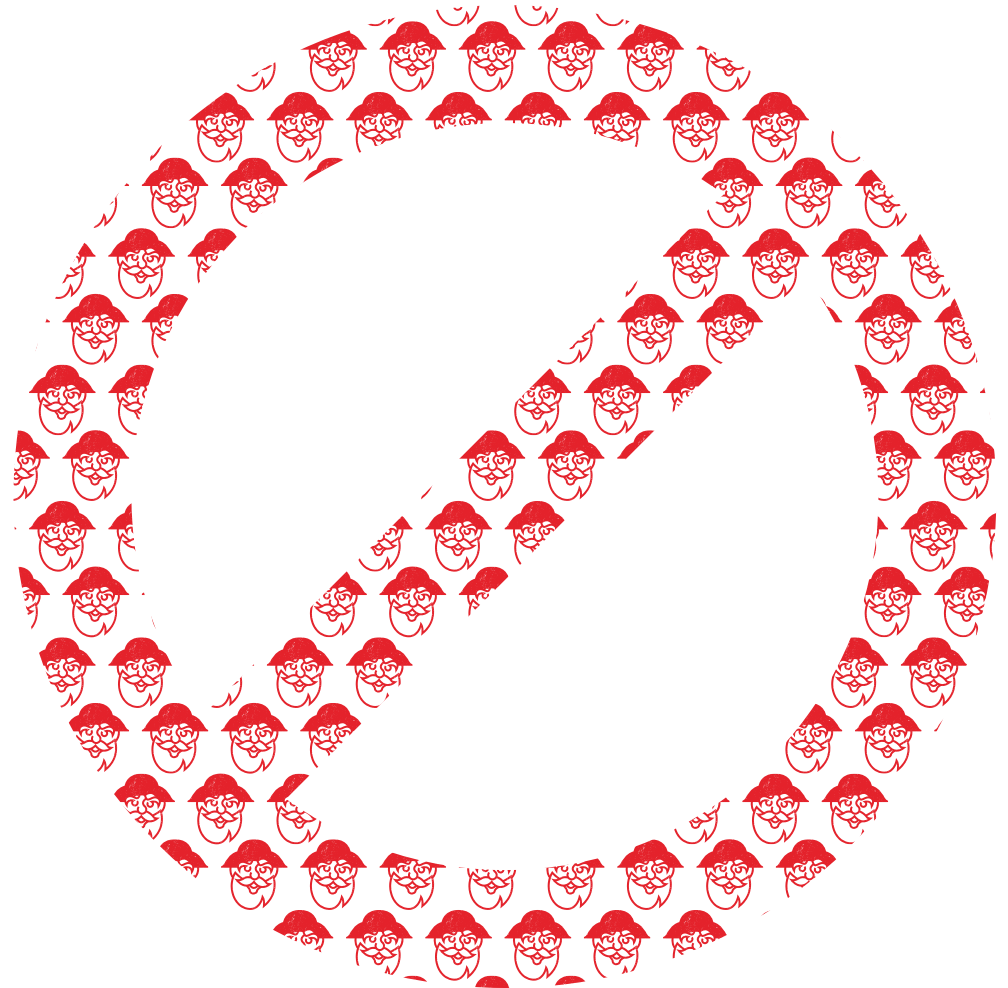
While Willie may appear to split rocks in half and turn magazine racks into lottery machines, he does not possess magical powers. Everything he does is real and is done in a practical way, just with a healthy helping of mystique.

## **Willie is NOT a clown.**

Willie is funny, yes. But he should not be confused with a person or character that only exists to be the butt of a joke. At the end of the day he is still a professional. He's just a professional of fun.

## **Willie is NOT crazy or insane.**

Some of Willie's actions will make him seem like he has lost his mind, but this is part of his eccentric behavior. Again, Willie is a professional and understands the difference between illusion and reality.



# WRITING FOR WINDFALL WILLIE

Willie's biggest message to get across is the idea of "fun." Thus, when writing for Willie, it's important that everything from storylines and messages to props and visual effects should all capture this essence of "fun."

## TONE

Willie should always be written with a sense of excitement and urgency. He is always thrilled to be letting players in on the next big thing coming from the Arizona Lottery.

Willie's tone should also always be warm and inviting and never too salesman like. He works in the business of selling fun, not selling cars.

## VOICE

Being from the "wild" west, Willie uses a lot of phrases that are seemingly from the cowboy culture – especially in his use of similes – but with his own comedic twist.

## EXAMPLE WILLIE PHRASES:

*"...spicier than a two-dollar pistol!"*

*"Well ain't that the berries!"*

*"Fancier than a tulip corsage on a corgi at a debutante ball!"*

*"More fun than a pajama party pie-eating contest!"*

*"More exciting than a racecar on a rocket ship!"*



# WRITING FOR WILLIE ON SOCIAL

Willie's social media presence should first and foremost promote the idea of fun and how players can "find their fun." This can be seen through "Willie's Tips," and "Willie's Thoughts," which are fun posts or tweets that help connect Willie directly to the player by giving them golden nuggets of information – in 140 characters or less.

Social platforms are also great opportunities to tie in Willie's love of Arizona – whether it's the weather (good or bad), the beautiful landscapes or even critters found out and about – as well as to interact with other Arizona celebrities, athletes and other influencers.

## EXAMPLE WILLIE TIPS:

- *Who needs a magician when you have the Ultimate Millions Scratchers® Ticket? Turn \$30 into \$3.5 million just by scratchin'! #MagiciansFrightenMe #WillieTips*
- *Draw tickets can now be purchased until 6:59 PM! What will you do with that extra hour? I'll be laughing at all the other states that still use daylight savings #LOL #WillieTips*
- *Always carry a mini-vac with you for easy Scratchers® cleanup. #Keepitclean #WillieTips*

## EXAMPLE WILLIE THOUGHTS:

- *If you filled a pool full of @JELLO would you be able to swim or would ya just get stuck? Asking for a friend... #WillieThoughts*
- *If it's called a windmill, shouldn't it make wind instead of use it? Flour mills make flour, right? #WillieThoughts*
- *What happens when you jump on a trampoline on a trampoline on a trampoline. Any pointers? #WillieThoughts*

# LOCATIONS

Most of Willie's addresses will come directly from his office, but with the option to be quickly transported to another location. The idea is that this universe doesn't follow the same rules of time and space as our own, but instead a more fun set of rules that allows Willie to travel anywhere he wants without having to use traditional modes of transportation.

For example, the Arizona Lottery office is equipped with a rope swing that allows Willie to travel from the hallways of the office to a pirate ship, a bingo hall, the forest and back to his office again. He also has his very own golf cart that allows him to travel from his office to a retail location as he wishes.

While these modes of transpiration add to Willie's mystique, it is important to mention again that Willie is not a wizard – he cannot click his heels and magically appear in any location. It is the universe he was created in that allows for him to go anywhere he wants whenever he wants however he wants.







# WILLIE'S OFFICE

While it may seem like a room full of clutter and pointless knick-knacks, Willie's office is actually a very pertinent element of his character. It's a sanctuary of his essence; his office is a museum-like display of his worldly travels and personal history along with constant reminders that fun can be found anywhere you look.

His desk is usually covered with papers, maps, tools and other gadgets. His walls are covered in strange and unique games, photos of him and his friends and maps from around the world.

As previously mentioned, Willie is all about games. Thus, his office is filled with loads of classic games, mostly unrecognizable ones that only Willie knows how to operate. These games are left on and around Willie's desk to help maintain a constant flow of inspiration; they are references for Willie to use when coming up with new games for Arizona Lottery players.

Being a hometown hero, Willie's office is also decorated with many vintage items that represent his love and passion for the state of Arizona.



# STYLE & WARDROBE – DRESSING WILLIE

Willie's style is best defined as: business casual hipster cowboy – he has his own unique and modern twist on a classic look. Typically, Willie is seen in a bowtie, shirt, vest, slacks and boots, but his wardrobe can expand to include elements like a skinny tie, an Arizona State flag pin, cowboy boots or even a hat. His most-used accessory by far is his pickaxe.







# DEREK

## A BRIEF SUMMARY:

Derek is Willie's loveable sidekick. On the surface, his aloofness makes him seem as though he's preoccupied with some strange fantasyland. Deep down, however, Derek is actually someone with amazing hidden talents including illustration, saxophone, Kabuki dance and more.

Derek is an innocent man-child with a huge heart who sees the world in a kodachrome color lens. He is easily amused and loves a good laugh, which is why he and Willie get along so well. He's sweet and caring – sometimes too caring (Derek has been known to carry an extra cheese sandwich in his pocket for Willie).

## HISTORY OF DEREK:

Much like Windfall Willie, Derek is another loyal employee at the Arizona Lottery. Derek has followed in Willie's footsteps to an unusual (and almost uncomfortable) level. When Willie left his mascot duties behind for his role as Chief Fun Officer, Derek was right behind him to grab the costume and oversized head.

Derek looks up to Willie as more than just a superior at work. He sees Willie as a mentor and life-long companion.





# WRITING FOR DEREK:

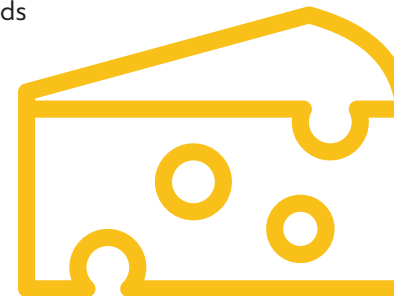
Like Willie, Derek is an excited, fun-loving person. His voice and tone should always follow that of Willie's (see prior text).

Derek's character/voice can, however, evolve to be used as a means to a joke. That is to say that Derek can (and most likely will) be used as the crutch or punch line of a commercial.

When writing for Derek, one should avoid making any obvious jokes about Derek's appearance or brain power. Instead, try to find a way to reveal another one of Derek's many hidden talents, which there are an abundance of!

# FUN FACTS:

- Willie is and/or was dating Derek's aunt. How the relationship blossomed is still a mystery. (Willie is also very close to Derek's mom.)
- Derek is a connoisseur of cheese – he seriously knows too much about cheese.
- Derek is an amateur pyrotechnician.
- One of Derek's favorite bands is Papa Roach.





# CAMPAIGN ASSETS







WINDFALL WILLIE  
Chief Fun Officer

# WILLIE'S BACK.

And he's bringing big commissions.

The all-new \$30 Ultimate Millions Scratchers® ticket is the first of its kind in Arizona.

With huge top prizes of \$3.5 million, every ticket sale yields a \$1.95 commission or \$39 for each pack sold.

Stock the Ultimate Millions Scratchers ticket today and take your commissions to the next level.



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WINDFALL WILLIE  
Chief Fun Officer



**THIS TICKET WILL MAKE YOU FEEL LIKE A MILLION BUCKS.**

**\$3.5 million to be exact.**

CEO Willie's back and he's going big. Like, really big. With four top prizes of \$3.5 million and over 160,000 prizes ranging from \$100 to \$100,000, the Ultimate Millions Scratchers® ticket is the first of its kind in Arizona. Have you ever seen a Scratchers® ticket with so many prizes on it? We didn't think so. Head to a retailer and find your fun today.

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Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance with ADA, these materials may be made available in an alternative format. Contacting problem? Call 1-800-NEXT-STEP (1-800-628-7829). Please Play Responsibly.® Scratchers® is a registered service mark of the Arizona Lottery.



FROM THE DESK OF  
**WINDFALL WILLIE**  
Chief Fun Officer

Hey everyone!  
Windfall Willie here, the newly appointed Chief Fun Officer of the Arizona Lottery. After years out of the spotlight, I'm excited to be back—in non-mascot form that is. How could you keep this devilishly handsome face hidden anyways?

So, where'd you go, Willie? Great question! I've been out exploring the world for fun new games, new ways to play, and more ways to strike it rich. Make sure you keep a look out for me at upcoming events and online for even more ways to find your fun.

Now that I'm back, boy, I've got something special for you. I mean, what kind of fun ambassador would I be if I didn't bring you something back from my adventures?

*Windfall Willie*

— Windfall Willie

**HERE'S YOUR EXCLUSIVE OFFER**  
Redeem at a retailer near you

BUY \$6 WORTH OF  
**POWERBALL**  
TICKETS

GET A  
**POWERPLAY**  
FREE

- RETAILER INSTRUCTIONS**
- How to scan coupon**
1. Go to Wave Terminal home screen
  2. Press blue "Redeem Coupon" button in the upper right corner
  3. Use barcode reader to scan barcode
  4. The Powerball tickets and the FREE Power Play ticket will print automatically
- Retailer note:** Promotional credit is shown on the daily sales activity report.



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# PHOTOGRAPHY

