

**FROST**  
PRODUCTIONS, LLC



CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

# TOOTSIE ROLL INDUSTRIES®



How sweet it is!

[WWW.ABOUTFROSTPRODUCTIONS.COM](http://WWW.ABOUTFROSTPRODUCTIONS.COM)



"Tootsie Roll Industries candy names & images copyright © 2008 Tootsie Roll Industries, LLC"

# TOOTSIE ROLL INDUSTRIES

Founded in **1896**, Tootsie Roll Industries is one of the country's largest and most successful candy companies with over **120 years of brand awareness!** Their candy was even included in WWII rations and highly valued by the armed forces for giving troops "quick energy"!

Growing with its success over the years, Tootsie Roll Industries continues to expand, adding well-known and loved products to its burgeoning family. The Tootsie Roll Industries branded products now available to the lottery industry include: **Tootsie Roll, Tootsie Roll Pops, Sugar Daddy, Charms, Blow Pops, Junior Mints, Dots, Sugar Babies, Sugar Mama, Mason Crows, Charleston Chew, Andes Mints, Cella's Cherries, Fluffy Stuff, and Caramel Apple Pops.**

Even the **SUGAR DADDY** ticket alone is a great fit for the lottery. Who doesn't want a Sugar Daddy?... And who doesn't think the Lottery might be theirs?

In the pages that follow, have a look at the **focus testing results** of the **Tootsie Roll/Candy Cash** tickets from the Maryland, West Virginia, and Nebraska Lotteries.

We still might not know how many licks it takes to get to the center of a Tootsie Roll Pop, but we sure do know it won't take too many scratches to fall in love with the tasty Tootsie Roll Industries instant tickets!

## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM



# FROST PRODUCTIONS, LLC

## HERE'S AN IDEA!

Do the first half of the ticket run for Valentine's Day using the "Be My Tootsie" design, and the 2nd half with a mix of the other 3 modern designs!



### CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

**\$2 Candy Cash**

Have a heart. Be my Tootsie!

Win up to \$20,000

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown. Reveal the word "YUM" and win double the prize shown.

**YOUR NUMBERS**

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

**WINNING NUMBERS**

**10 Chances to win!**

## MODERN DAY DESIGNS!

**\$2 Win up to \$20,000**

How many licks?

Win up to \$20,000

Match any of "YOUR LICKS" numbers to either of the "WINNING LICKS" numbers and win prize shown. Reveal the word "YUM" and win double the prize shown.

**YOUR LICKS**

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

**WINNING LICKS**

**10 Chances to win!**

**\$2 Candy Cash**

Win up to \$20,000

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown. Reveal the word "YUM" and win double the prize shown.

**YOUR NUMBERS**

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

**WINNING NUMBERS**

**Win up to \$20,000!**

**\$2 Who's your SUGAR DADDY?**

Win up to \$20,000

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown. Reveal the word "YUM" and win double the prize shown.

**YOUR NUMBERS**

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

**WINNING NUMBERS**

**10 Chances to win!**



**FROST**  
PRODUCTIONS, LLC

So...

**WHO'S YOUR SUGAR DADDY?!**

**\$2**

*Who's your*  
**SUGAR DADDY?**

**SUGAR DADDY**  
**SUGAR DADDY**  
**SUGAR DADDY**

**Win up to**  
**\$20,000**

**YOUR NUMBERS**

**PRIZE** **PRIZE**  
**PRIZE** **PRIZE**  
**PRIZE** **PRIZE**  
**PRIZE** **PRIZE**  
**PRIZE** **PRIZE**

**WINNING NUMBERS**

**10 Chances to win!**

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown. Reveal the word "YUM" and win double the prize shown.

**CONTACT**

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM



CATEFROST@AOL.COM





# FROST PRODUCTIONS, LLC

**THE WEST  
VIRGINIA  
TOOTSIE  
DESIGNS!**

## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

## TOTAL SCRATCH DESIGNS!

**\$2 Candy CASH™**

**Win Up To \$10,000!\***

Reveal a " ( ) ", win DOUBLE the prize for that game!  
Reveal a matching pair in a single game, win prize for that game. ■ VOID

**\$2 Candy CASH™**

**Win Up To \$10,000!\***

Reveal a " ( ) ", win DOUBLE the prize for that game!  
Reveal a matching pair in a single game, win prize for that game. ■ VOID

**\$2 Candy CASH™**

**Win Up To \$10,000!\***

Reveal a " ( ) ", win DOUBLE the prize for that game!  
Reveal a matching pair in a single game, win prize for that game. ■ VOID

**\$2 Candy CASH™**

**Win Up To \$10,000!\***

Reveal a " ( ) ", win DOUBLE the prize for that game!  
Reveal a matching pair in a single game, win prize for that game. ■ VOID



# FROST PRODUCTIONS, LLC

*THE WEST  
VIRGINIA  
TOOTSIE  
DESIGNS!*

## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

## TOTAL SCRATCH DESIGNS (CON'T)!

**\$2 Candy CASH™**

**Win Up To \$10,000!**

Reveal a "🍬 ( ) 🍬", win DOUBLE the prize for that game!  
 Reveal a matching pair in a single game, win prize for that game. ■ VOID

**\$2 Candy CASH™**

GAME 1	GAME 2	GAME 3	GAME 4
13 14 THN FRN	03 06 THREE SIX	22 22 TWT TWT	05 17 FIVE SVT
<b>\$8.00</b> EGTDOL	<b>\$40.00</b> FRYDOL	<b>\$10000</b> TENTHO	<b>\$1.00</b> ONEDOL
GAME 5	GAME 6	GAME 7	GAME 8
02 20 TWO TWY	15 07 FTN SEVEN	01 04 ONE FOUR	18 19 ETN NTN
<b>\$3.00</b> THRDOL	<b>\$1,000</b> ONETHO	<b>\$16.00</b> SKNDOL	<b>\$80.00</b> EGYDOL

Reveal a "🍬 ( ) 🍬", win DOUBLE the prize for that game!  
 Reveal a matching pair in a single game, win prize for that game. ■ VOID



# FROST PRODUCTIONS, LLC

Also great for  
Halloween  
or  
Holiday  
stocking stuffers  
(minus the  
calories)!

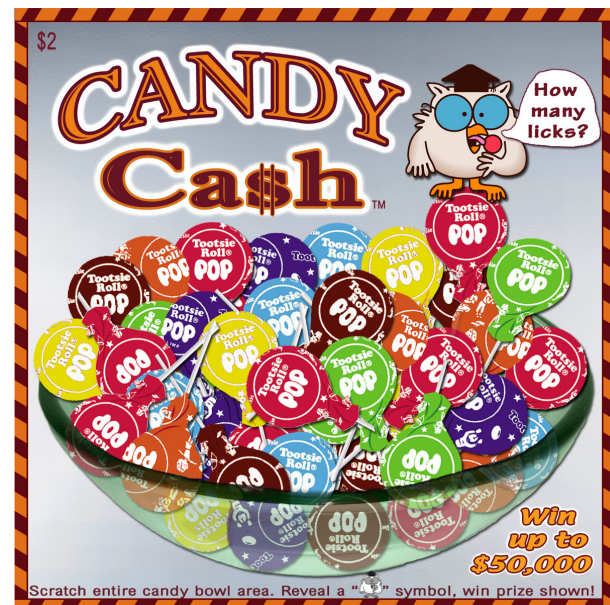
## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

## TOTAL SCRATCH FOIL DESIGNS (CON'T)!





## TOTAL SCRATCH FOIL DESIGNS (CON'T)!



### CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM



# FROST PRODUCTIONS, LLC

## JUNIOR MINTS DO HOLLYWOOD!

Straight from their  
Oscar debut, and  
at your service...  
**Junior Mints**



### CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM



# FROST PRODUCTIONS, LLC

## True Fact

Tootsie Rolls were Included in WWII rations and highly valued by the armed forces for giving troops "quick energy"!

## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

**DOES YOUR LOTTERY DO A  
VETERAN'S DAY TICKET?  
THEN, CONSIDER THIS SWEET DESIGN!**

WHEN THE BOYS COME HOME

# Tootsie Roll

**YOUR NUMBERS** \$2

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

PRIZE PRIZE

**WINNING NUMBERS**

PRIZE PRIZE

PRIZE PRIZE

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown. Reveal the word "Tootsie" and win double the prize shown.

**Win up to \$25,000!**

TOOTSIE ROLLS  
THE GREATEST DESERVE THE BEST  
THE SWEETS COMPANY OF AMERICA, NEW YORK



**Tootsie Roll  
beats out all  
games tested!**

### CONTACT

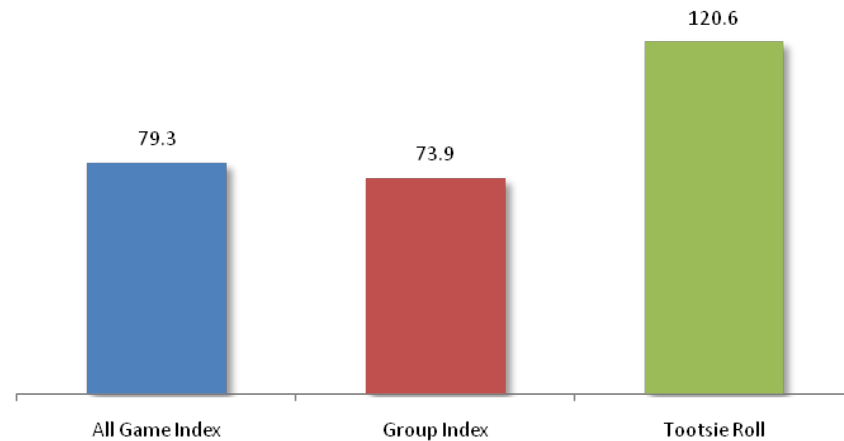
PH: 323-874-5300

CELL: 213-880-2184

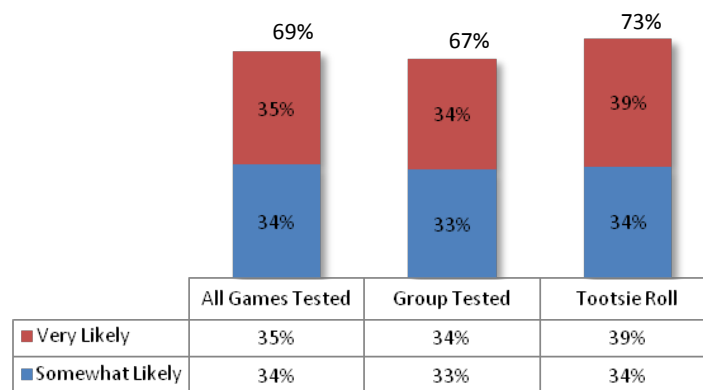
CATEFROST@AOL.COM

## **"TOOTSIE ROLL" MARYLAND LOTTERY TESTING RESULTS (\$2)**

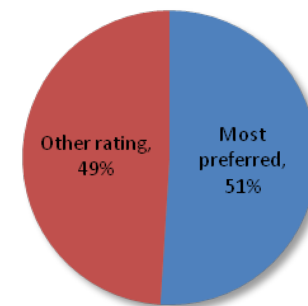
Game Potential Index



Purchase Interest



Overall Game Preference –  
Rated Game Most Preferred (3 Game Group)







**Awesome  
Testing  
Results!**

# “CANDY CASH” WEST VIRGINIA LOTTERY TESTING RESULTS (\$2)

March 11, 2015	GROUP	PRE PLAY PURCHASE INTENT		OVERALL APPEARANCE	COLORS		NAME	PLAY	THEME	POST PLAY PURCHASE INTENT		GAME TYPE	CHANGES?		DOLLARS SPENT				
Data weighted to 50% male / 50% female respondents	N	Definitely Would	Definitely Not	Excellent/ Very Good/ Good	Excellent/ Very Good/ Good	Excellent/ Very Good/ Good	Excellent/ Very Good/ Good	Excellent/ Very Good/ Good	Correct Prize Amt Calculated	Definitely Would	Definitely Not	About Right	YES	NO	Mean Purchase	0	\$1-\$5	\$6-\$10	\$11+
\$1 Black & White	47	30	-	77	68	83	87	77	98	21	6	68	9	91	\$6.40	21	43	17	17
\$1 Ca\$h Pong	49	24	-	92	90	84	92	86	92	27	-	80	4	96	\$4.90	14	61	22	2
\$1 Roll 'Em	48	29	2	92	92	85	94	96	60	25	10	75	10	90	\$4.80	17	56	25	2
\$1 Sweater Swag	43	21	2	84	88	74	91	81	100	26	-	74	9	91	\$4.60	21	58	14	7
\$1 Lock Box Loot	42	24	2	83	83	86	86	81	95	33	7	81	7	93	\$4.50	14	67	14	5
\$1 Ho Ho Ho Lotta Cash	48	27	-	90	90	88	92	90	65	21	4	79	15	85	\$4.20	21	56	21	4
\$1 Fruit Loot	48	17	-	85	88	81	85	79	83	4	29	56	42	58	\$3.70	35	44	15	6
\$2 Candy Cash	42	33	2	90	95	98	100	95	71	31	-	93	10	90	\$8.60	19	19	48	17
\$2 Cash Attack	49	22	4	86	88	78	80	76	96	20	2	80	10	90	\$8.60	24	20	33	24
\$2 Frosty Fun	48	29	2	85	81	88	90	88	85	27	6	73	15	85	\$7.60	17	35	31	15
\$2 S'more Money	40	30	-	93	95	93	88	95	83	38	3	80	15	85	\$7.60	10	28	48	15
\$2 Been There Win That	50	28	-	88	82	76	92	74	82	26	2	92	12	88	\$7.50	18	20	52	12
\$2 Papa John's	40	25	10	93	95	90	88	88	80	25	5	85	25	75	\$7.00	25	15	50	13
\$2 Double Your Money	49	22	2	94	96	94	96	96	43	20	10	71	37	63	\$6.70	20	20	45	14
\$2 Emoji Match	52	29	2	88	96	63	92	90	90	19	2	88	19	81	\$6.70	27	29	27	15
\$2 Holiday Greetings	42	12	-	88	93	83	88	86	67	19	5	86	7	93	\$6.50	29	21	33	17
\$2 Break the Bank	47	23	-	87	89	83	94	87	60	23	4	81	11	89	\$6.30	21	28	36	17
\$2 From Frank	47	28	4	77	79	74	94	81	77	28	9	87	15	85	\$5.40	38	26	19	19
\$3 Bonus Bones	39	26	3	90	90	87	95	92	87	31	-	95	13	87	\$11.80	5	5	49	38
\$3 Naughty or Nice	47	23	-	94	98	96	96	98	79	32	6	81	13	87	\$9.30	17	9	38	36
\$3 Lucky 7s	51	31	4	92	92	94	92	96	57	31	4	78	12	88	\$8.30	18	10	35	37
\$3 Halloween	50	26	2	90	86	88	92	90	68	22	6	76	18	82	\$7.30	26	10	40	24
\$3 Money Bag	50	18	4	84	82	90	86	88	82	26	12	92	30	70	\$6.70	32	12	34	22
\$3 Merry Match-Up	41	24	5	93	93	90	83	95	29	10	29	34	44	56	\$5.90	46	10	20	22
\$5 Black Cherry Tripler	45	22	2	89	91	82	89	91	60	24	4	82	11	89	\$12.60	13	22	24	38
\$5 Cash In	49	27	4	86	84	86	88	88	45	27	8	78	22	78	\$9.90	20	24	27	31
\$5 Ultimate Jackpot	47	15	9	96	100	94	89	94	64	23	11	91	9	91	\$9.80	36	-	38	28
\$5 Black Magic	50	40	6	94	90	94	94	94	62	32	4	82	10	90	\$9.70	18	28	26	30
\$5 Fifty Large	51	35	6	98	94	76	88	92	84	25	4	82	14	86	\$9.20	18	29	35	18
\$10 The Brass Ring	47	21	11	94	96	94	89	91	47	19	9	64	26	74	\$9.10	38	-	36	26
\$10 Fortune Frenzy	48	21	6	88	90	92	88	88	65	19	8	79	23	77	\$9.10	35	-	42	21
\$10 Mega Money Multiplier	52	19	10	92	92	88	83	88	50	15	10	71	12	85	\$9.00	33	-	44	23

\* The \$2 Tootsie Roll Candy Cash ticket tested extremely well. It was the top ranked \$2 ticket for PURCHASE INTENT of the 32 different instant tickets tested. Of all the price points, \$1 to \$5 dollars, it ranked #3 of 32 tickets!

\* The NAME LIKEABILITY and THEME of the Candy Cash ticket showed extremely high likeability as well. : "Candy Cash" is a trademark of Frost Productions LLC

## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

"Candy Cash" is a trademark of Frost Productions LLC



**#1 tested  
ticket in the  
\$5 category!**

### CONTACT

PH: 323-874-5300

CELL: 213-880-2184

CATEFROST@AOL.COM

## "CANDY CASH" NEBRASKA LOTTERY TESTING RESULTS (\$5)

### Preference among Key \$5 Analysis Subgroups

**DEFINITIONS**

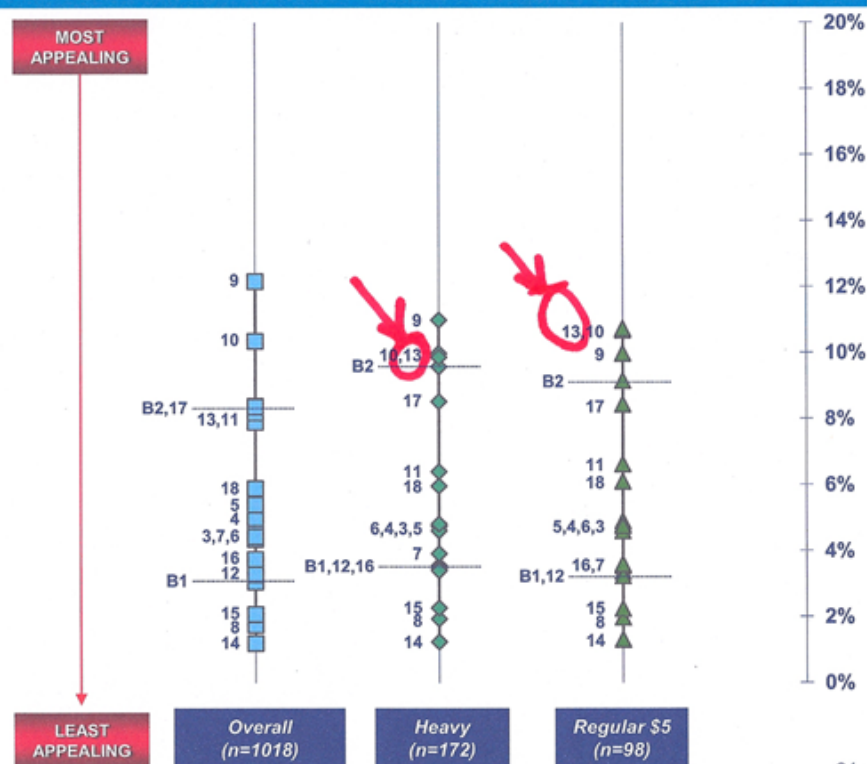
Overall = All MVP Club respondents

Heavy = Spend \$1040+ a year on Scratch (on any mix of price points)

Regular \$5 = Play \$5 Scratch every week

From:  
NEBRASKA  
RESEARCH RESULTS

13 Candy Cash





# FROST

PRODUCTIONS, LLC



For more information contact:

Cate Frost  
Frost Productions LLC

Ph: 323-874-5300

cell: 213-880-2184

[Info@AboutFrostProductions.com](mailto:Info@AboutFrostProductions.com)

Web Site:

[www.AboutFrostProductions.com](http://www.AboutFrostProductions.com)



## CONTACT

PH: 323-874-5300

CELL: 213-880-2184

[CATEFROST@AOL.COM](mailto:CATEFROST@AOL.COM)