





"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

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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!



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**\$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

WINNING NUMBERS

**10 Chances to win!**

## MODERN DAY DESIGNS!

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

How many licks?

**Tootsie Roll POP CHERRY**

28? 19? 13?  
34? 24?  
5? 18?  
9? 46?  
17? 57?  
12? 25?  
11? 16?

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

WINNING LICKS

**10 Chances to win!**

**\$2 Candy Cash**

Delicious **SUGAR DADDY** Milk Caramel Pops

**Tootsie Roll POP CHERRY**

**Junior Mints**

**SUGAR BABY**

Match any of YOUR NUMBERS to either of the WINNING NUMBERS and 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

WINNING NUMBERS

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

**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

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.

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# FROST PRODUCTIONS, LLC

THE WEST  
VIRGINIA  
TOOTSIE  
DESIGNS!

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## 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!

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## 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™**

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

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)!

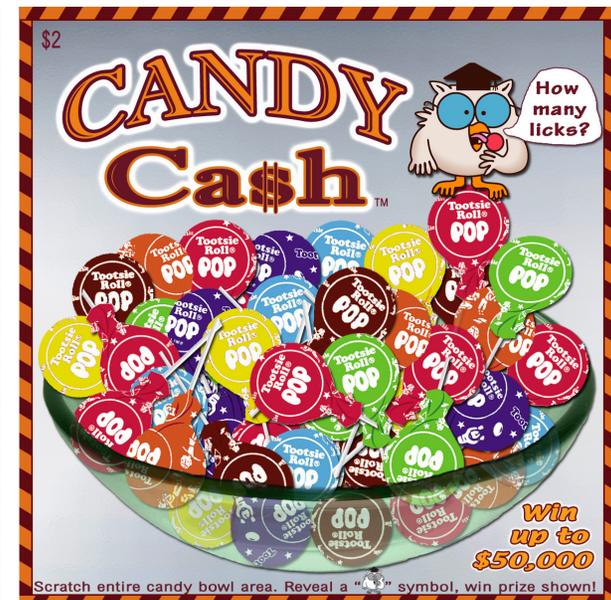
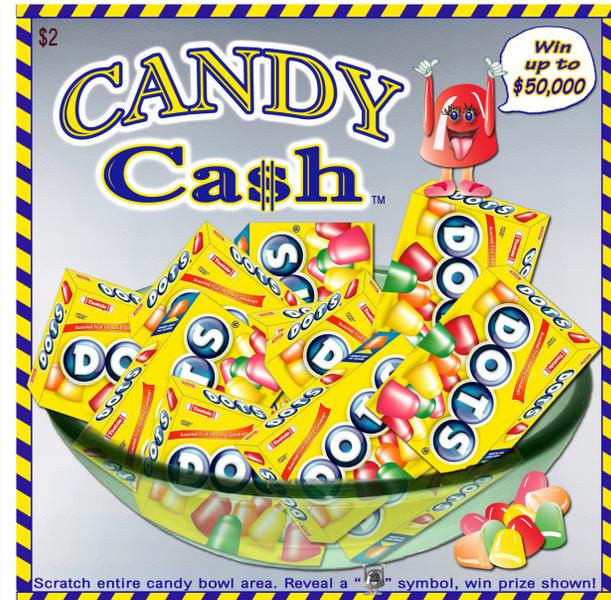
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## TOTAL SCRATCH FOIL DESIGNS (CON'T)!



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



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## True Fact

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

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**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

PRIZE PRIZE

WINNING NUMBERS

THE GREATEST DESERVE THE BEST

THE SWEETS COMPANY OF AMERICA, NEW YORK

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!**

**Win up to \$10,000**



**YOUR NUMBERS**

PRIZE PRIZE  
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.

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

**CONTACT**

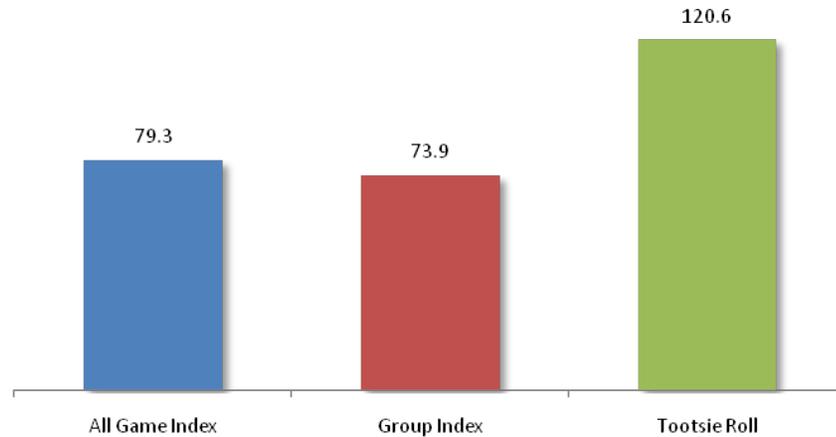
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CELL: 213-880-2184

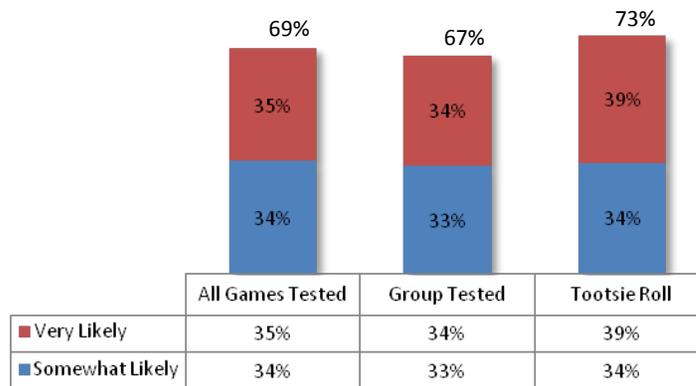
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# "TOOTSIE ROLL" MARYLAND LOTTERY TESTING RESULTS (\$2)

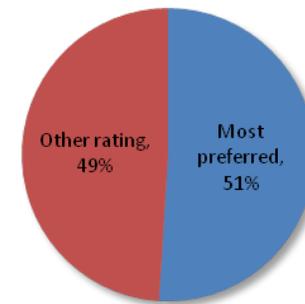
Game Potential Index



Purchase Interest



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





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

| March 11, 2015<br>Data weighted to 50% male / 50% female respondents | GROUP     | PRE PLAY PURCHASE INTENT |                | OVERALL APPEARANCE | COLORS                     |                            |                            |                            | POST PLAY PURCHASE INTENT | GAME TYPE | CHANGES?                     |                  | DOLLARS SPENT  |             |               |           |               |           |           |
|--|-----------|--------------------------|----------------|--------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------------|-----------|------------------------------|------------------|----------------|-------------|---------------|-----------|---------------|-----------|-----------|
|  |           | Definitely Would         | Definitely Not |                    | Excellent/ Very Good/ Good |                           |           | Correct Prize Amt Calculated | Definitely Would | Definitely Not | About Right | YES           | NO        | Mean Purchase | 0         | \$1-\$5   |
| \$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         |
| <b>\$2 Candy Cash</b>  | <b>42</b> | <b>33</b>                | <b>2</b>       | <b>90</b>          | <b>95</b>                  | <b>98</b>                  | <b>100</b>                 | <b>95</b>                  | <b>71</b>                 | <b>31</b> | <b>-</b>                     | <b>93</b>        | <b>10</b>      | <b>90</b>   | <b>\$8.60</b> | <b>19</b> | <b>19</b>     | <b>48</b> | <b>17</b> |
| \$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        |

**Awesome Testing Results!**

\* 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

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

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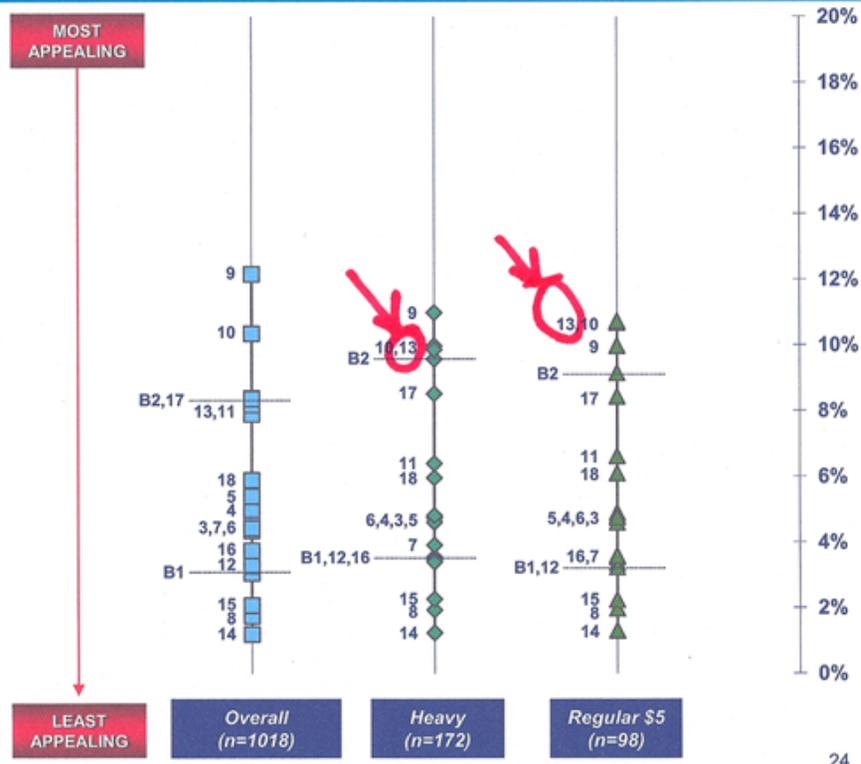
# “CANDY CASH” NEBRASKA LOTTERY TESTING RESULTS (\$5)

## 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



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