

Public comment for the July 25, 2025, OSL Commission meeting

Submitted by Topher Welsch

I am submitting this comment to raise a serious concern about a misleading advertisement by Jackpocket currently running on TriMet light rail for the Oregon Lottery's "Ruby Red 7s" Scratch-it ticket. The ad states a top prize of \$80,000, but the scratch area graphic within the same ad displays a \$150,000 prize—an amount that does not exist for this game.

I believe this error resulted from Jackpocket mixing up promotional materials between Oregon's "Ruby Red 7s" (\$80,000 top prize) and "Diamond White 7s" (\$150,000 top prize) games. This suggests inadequate quality control processes for advertising materials involving official Oregon Lottery products.

This discrepancy is not just a factual error. From a mental health perspective, it constitutes psychological entrapment. The ad is designed to trigger impulsive behavior by creating a "better-than-expected" reward signal, which activates dopamine pathways and can drive action—especially in vulnerable individuals. The placement of the \$150,000 prize at the bottom of the scratch area graphic makes it even more insidious, as it may be processed subliminally, bypassing rational scrutiny.

This ad likely violates OAR 177-040-0055, which prohibits false or misleading advertising of lottery games. Even if Jackpocket is a third-party courier, they are advertising an official Oregon Lottery product. The fact that they appear to have confused two different Oregon games demonstrates a lack of proper oversight and understanding of the products they're marketing. This is a clear integrity concern and a perfect example of why stronger regulations are needed.

Given Jackpocket's business model, it is highly likely this campaign is running statewide, reaching thousands of Oregonians daily. I have already contacted TriMet, Intersection (the ad agency), Jackpocket, the Oregon Department of Justice Consumer Protection division, and the Federal Trade Commission. I urge the Commission to consider this ad as a case study in the August 20 hearing and to adopt heavy handed rules against lottery couriers.

Jackpocket

Lottery App

NEW CUSTOMERS

Get \$10 off your first scratch ticket

Use code: **FUN**

If you or someone you know has a gambling problem and wants help, call 1-877-MYLIMIT.

Jackpocket is a lottery courier and not affiliated with the Oregon Lottery. Eligibility restrictions apply. Scratchers subject to availability. 1 per new customer. Offer is for \$10 in Lottery Credits that are not withdrawable, single use, have no cash value, and cannot prize in any state or DC District and expires in 7 days (fall hours). Ends 8/21/25 at 11:59PM PT. Terms: Jackpocket.com/O.

Jackpocket

\$10

RUBY RED

17

TOP PRIZE \$80,000!

WINNING NUMBERS

YOUR NUMBERS

00	49	0	33
00	\$400	\$400	\$200
11	\$50	\$50	\$40
51	\$500	\$1	\$100

DOWNLOAD NOW

QR Code



WINNING NUMBERS
\$ \$ \$ \$ \$

YOUR NUMBERS

66 SIXTY SIX \$400 FOUR HUNDRED	49 FORTY NINE \$400 FOUR HUNDRED	8 EIGHT \$400 FOUR HUNDRED	33 THIRTY THREE \$200 TWO HUNDRED
31 THIRTY ONE \$25 TWENTY FIVE	54 FIFTY FOUR \$50 FIFTY	54 FIFTY FOUR \$50 FIFTY	12 TWELVE \$1500 FIFTEEN HUNDRED
51 FIFTY ONE \$150,000	32 THIRTY TWO \$200	81 EIGHTY ONE \$50	