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# Five Games That Will Shake Up Your 2024 Holiday Sales

**H**oliday scratchers promise all the magic of a snow globe. Every price point, playstyle, color and product enhancement in a holiday instant game portfolio is strategically planned by lottery product managers to deliver sales performance.

In 2023, Scientific Games' products represented 75% of holiday instant game sales in the U.S. alone. The company produced 162 different holiday games for state lotteries, including 65 of the top 100 performers. "Lotteries can strategically enhance every holiday game with a touch of magic to add value to the scratch experience and make it memorable," says Danielle Hodges, Director of Global Product Innovation and Development for Scientific Games, who has been innovating instant products for 11 years. "The goal is to create just the right mix of games that pop at retail, appealing to core players as well as occasional and infrequent players—and gift-givers who are looking for something extra special."

Here are five new games—all with *Strategic Product Enhancements*—that will shake up 2024 holiday sales.



**What makes this game unique:** You can almost feel the frost in the sparkling snowflake at the center of this dramatic artwork. Best of all, the game offers bonus play plus more chances to win on the back of the ticket – making it perfect for holiday gift giving.

**Innovation inspiration:** The spectacular beauty of a snowflake overlaying a winter night's sky.

**Enhancements:** *Sparkle*, a layer of holographic or metallic film that can be used in elements of the artwork or the entire game design. *Scratch My Back*, created

by Scientific Games to give players more fun and more scratch entertainment on the back of the ticket, all in four-color process.

**What lotteries liked:** The name of the game set against a big, beautiful snowflake image. Its large arrow callout with the value proposition.



**What makes this game unique:** Holographic treatments on the ornaments and background add glow to this quintessential holiday design.

**Innovation inspiration:** Retro holiday ornaments and gift-wrapping paper.

**Enhancements:** *Holographic* treatments give the game a glow that takes on a whole new dimension. Use it on the entire design, apply it to specific elements like the game title and play spots...or add an element of surprise with shiny symbols. The newest *Holographic* product, *FusionHolo*, fuses multiple unique patterns with the game theme.

**What lotteries liked:** The reflective look of holiday wrapping paper. Its retro feel with a modern twist.



**What makes this game unique:** Visions of gingerbread cookies bring back the comfort and memories of holiday baking traditions. The real-life aromas make this game a delicious treat.

**Innovation inspiration:** Holiday cookies.

**Enhancements:** *Scented Inks*, a unique scent-sational experience featuring the smells of the holidays when you scratch the symbols.

**What lotteries liked:** Peppermint scented games are popular year after year, and the new fresh baked cookies smell is appealing. The design evokes a feeling of holiday fun.

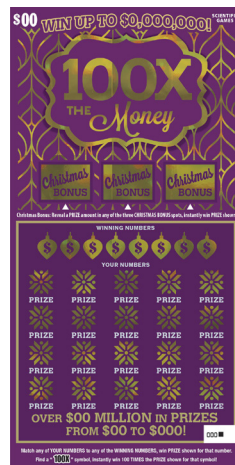


**What makes this game unique:** The three-dimensional luxury of the festive artwork takes this game to the next level. Great for gift giving at holiday gatherings.

**Innovation inspiration:** The glimmering shimmer of a holiday party, complete with mistletoe.

**Enhancements:** Dimension, holographic 3-D patterns featuring *Cracked Ice* and *Stella* (stars) and the new *Spheric Lens* create depth and movement at different angle refractions above and below the game graphics.

**What lotteries liked:** The name of the game, Jingle Jangle. Its great colors. The bonus boxes.



**What makes this game unique:** Brilliant gold metallic against rich purple color gives the ornaments, snowflakes and strings of lights in this holiday game a fresh new look.

**Innovation inspiration:** Holiday light tours.

**Enhancements:** *Sparkle Select* expands the endless innovation possibilities of *Sparkle* with a brand new series of foils, combining the best of brilliant metallics with intriguing holographic glow for an extra wow factor that creates one-of-a-kind holiday games players will never forget.

**What lotteries liked:** Multiplier families of games have been successful and this new edition is appealing. Gorgeous, elegant, beautiful design.