



THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

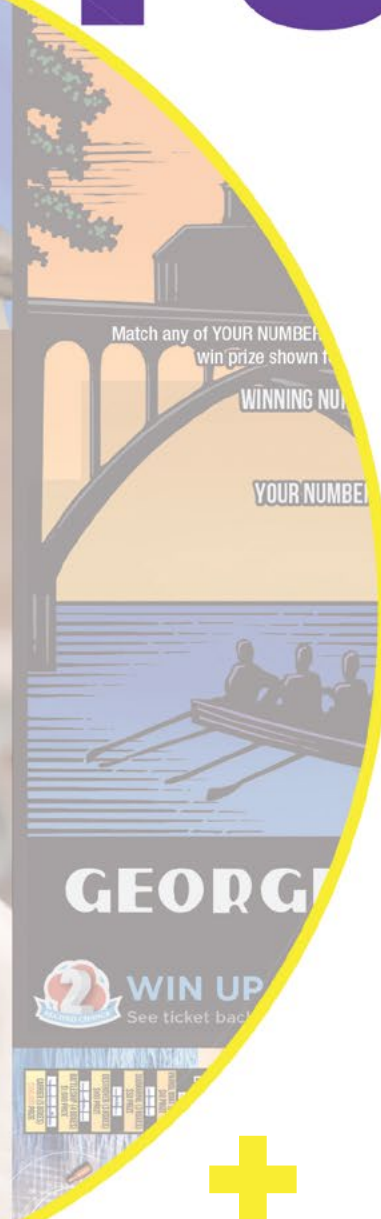
INSIGHTS

MAY/JUNE 2021

NEW GAMES!



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Match any of YOUR NUMBER
win prize shown to
WINNING NUM
YOUR NUMBER

GEORGE

2 WIN UP
See ticket back

**Focus On:
Games**
Instant Games, Fast
Play, and Draw Game
Innovations



**Retirements
Leave a Big Void**
Lynne Roiter, Tom Shaheen
and Gordon Medenica



Big Things Happen When Small Things Work Together

Strategic Product Enhancements

Some lotteries use their revenues to support a variety of important efforts such as infrastructure, education, and healthcare, ultimately creating a better state for everyone. Scientific Games' Strategic Product Enhancements work the same way. From **Sparkle**® to **Scratch My Back**®, from **HD Games**™ to holographic paper, our Strategic Product Enhancements are designed to grow sales, improve efficiencies, and deliver maximum profits to the good causes our lottery partners support.



Reimagine Next



Six Ingredients for a Great Instant Game



By Jason Prentice, Vice President Game Creation, Scientific Games

Mass Appeal Theme. Attractive themes play a major role in creating successful games. Themed families of games like Blowout and Cash Multipliers are top performers because they appeal to a very wide audience. These games have been successful as individual games over the years, and together in a family there's a synergy that catapults them beyond other themes. It's why they have become pillars in game portfolios.

Exciting Prizes. Prizes are really what the instant game is all about: instant excitement. The Blowout and Cash Multipliers families are popular because the prizes move up the price point. Lotteries offer entertainment – the thrill of winning increasing prizes. With the Blowout games, players have much better chances to win more impactful prizes anywhere from \$50 on a \$1 game up to \$500 on a \$10 or \$20 game. And with the Multiplier games, prizes range from \$10,000 to millions of dollars.

Game Name. The names of these special games are actually the major selling points for the lottery. With the Blowout and Cash Multipliers, the names say it all. There are multiple games in the family under one theme, which makes it easier than launching three or four different games with different themes and names.

Strategic Positioning. These two families can be positioned by prize and this may actually be the most important feature. The lottery can get four games into the marketplace, one at each price point as core products. With family games, there's one theme and the lottery differentiates by prize. These games are easily positioned by



that one feature. It's much better than trying to position by ALL of the ingredients: theme, price and prize.

Ease of Communication. Concepts like blowout and prize multipliers are immediately understood by players; they understand the value. So it's easy communication, not a dual or triple message. One major message makes point-of-sale advertising and promotion more effective. The lottery can focus

on one theme with retailers and consumers at point-of-sale.

Longevity. All of the elements of the Blowout and Cash Multipliers games are strong and exciting. With other games, themes can be very short-lived; they're exciting and performing well for a while, but over time they may begin to wane. These two families don't seem to be slowing down at all. They allow the lottery to build around them as the core elements of the portfolio.



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BY THE NUMBERS

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