
FAST PLAY
progressive
EVOLUTION
NC Education
Lottery

Sales	$187,203,000
% Payout	71.6%
Average JP	$137,563
JP Wins	141
Average JP	$137,563
Lowest JP	$4,269
High JP	$1,120,665
Weekly PC	$.14



September 2020 - April 15, 2023

135 Weeks

NC Education Lottery

January 2019

Journey begins to identify profitable new draw game.

Winner

Three concepts tested
Fast Play tops in;

Affinity
Likely to Play
Understanding

Summer 2020

Fast Play Focus Groups



Takeaways
Top game titles
Progressive vs Rolling
Fast Play – best name

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Game Guidelines

- Fast Play name rules
- Offer a range of price points
- Simple game play
- Aggressive Prize structures
- Shared Progressive jackpot
- Jackpot win based on play investment
- Frequent game rotation
- Adhere to Responsible Gaming standards



NC Education Lottery

September 13, 2020

6 game launch

- $2, $5, $10



Add $20 month
Jackpot pool 320k month
Library of 32 games



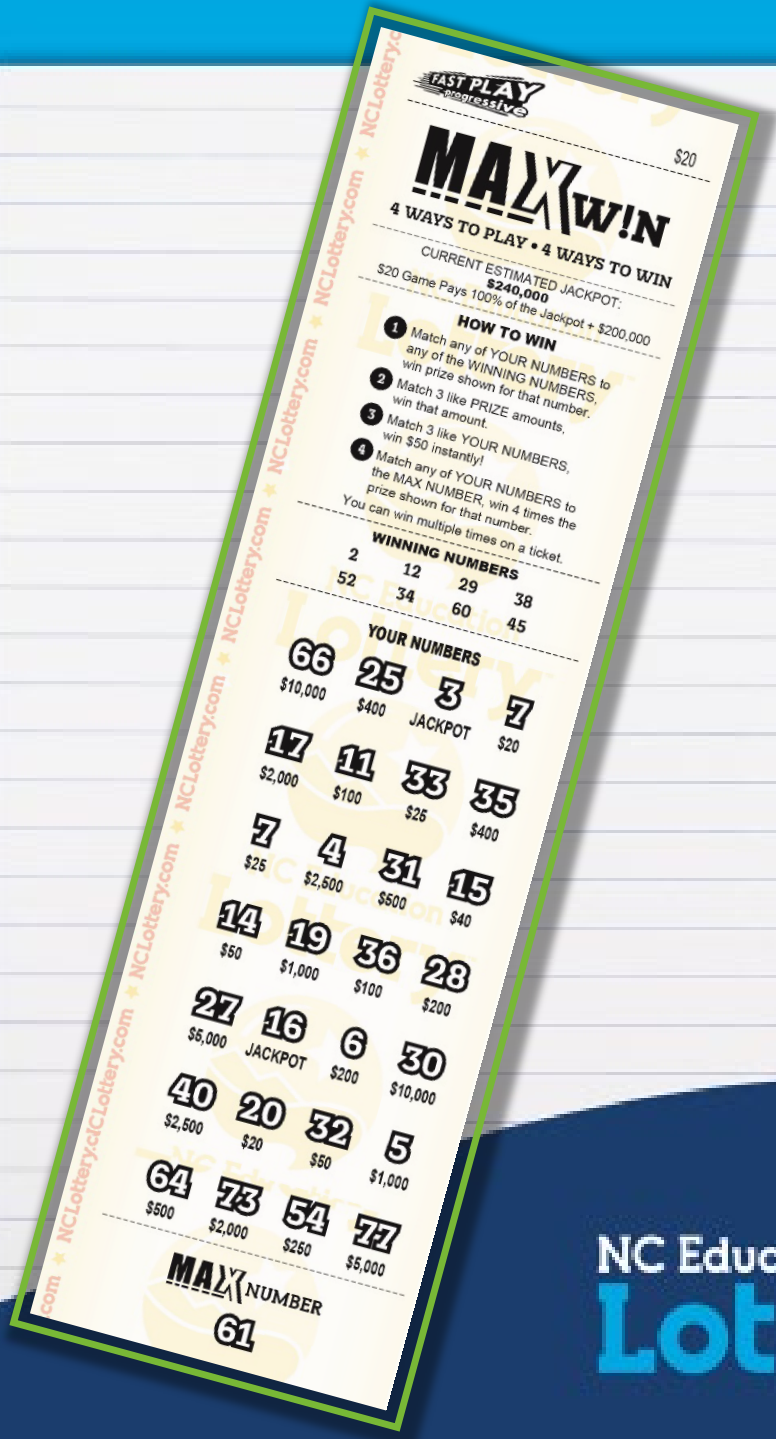
NC Education Lottery

April 30, 2022

Newest Games

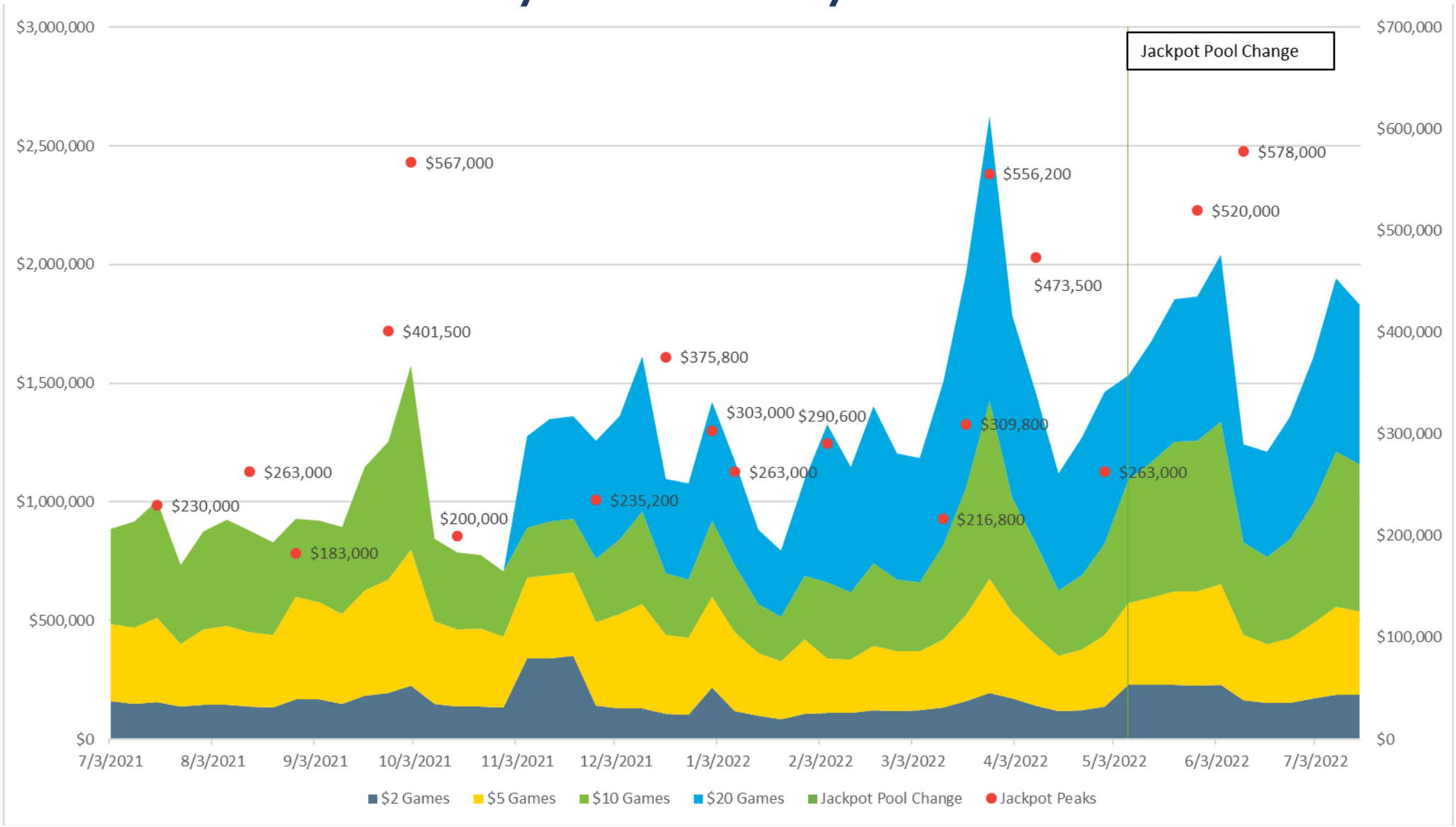
$5, $20





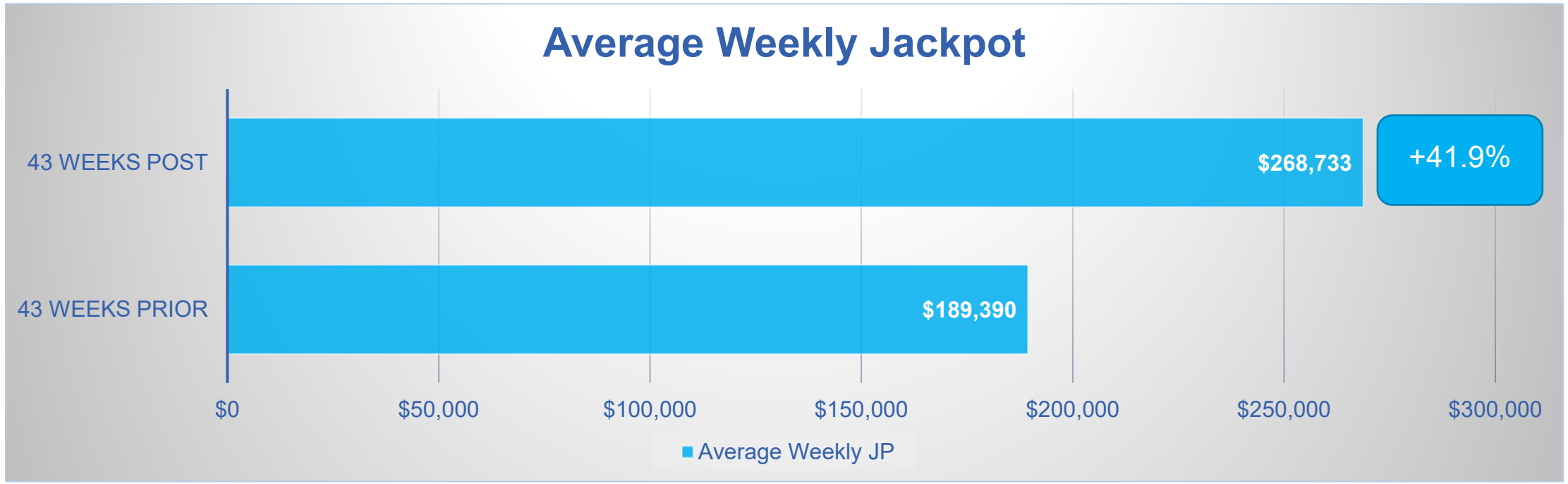
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Fast Play Sales FY22 by Price Point

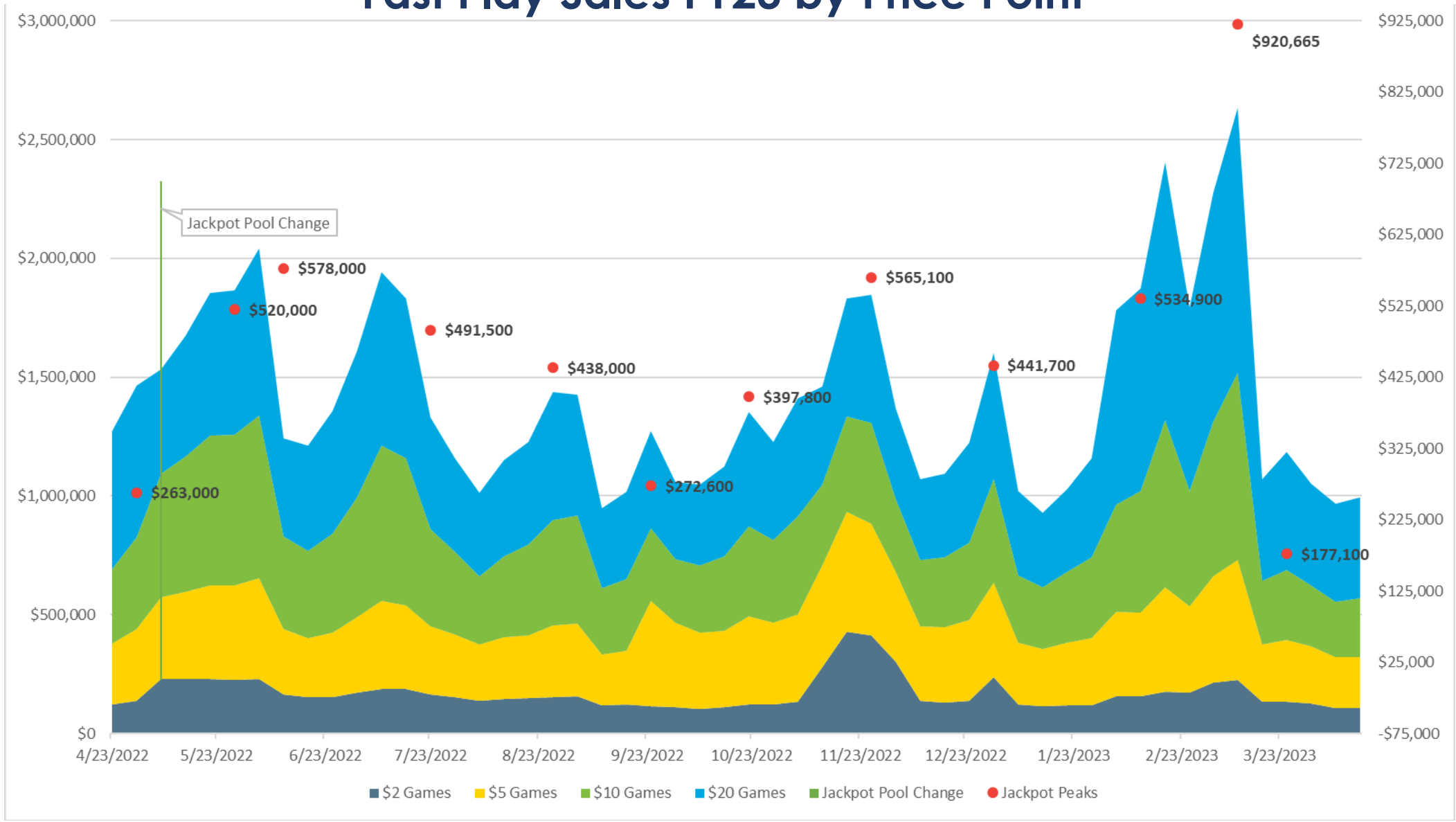


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Impact of Pool Size Change



Fast Play Sales FY23 by Price Point



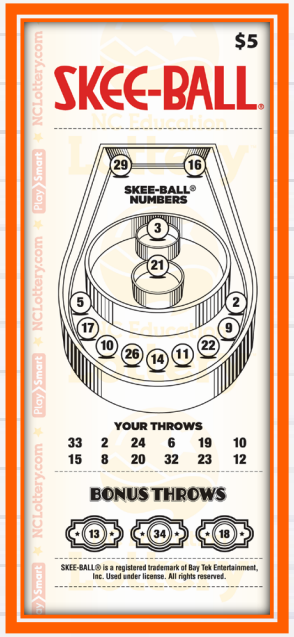
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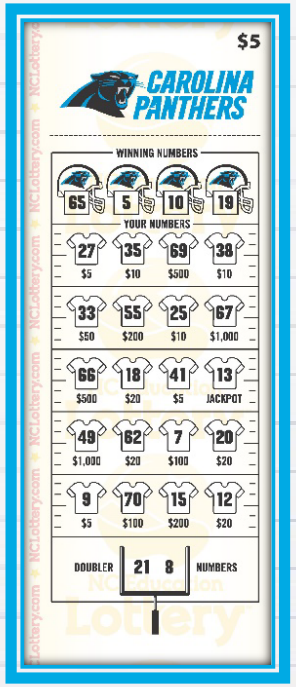
Omni channel approach

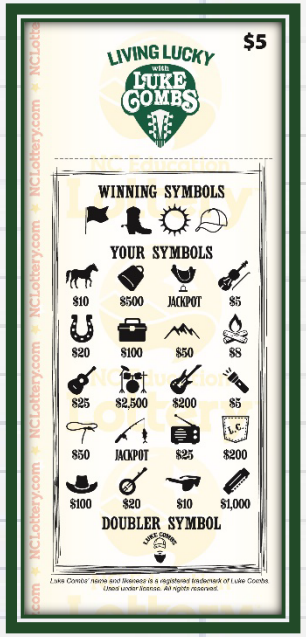












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Al's Tackle Box

Family of Games best sellers.

Have frequent game rotation.

X the Cash rules!

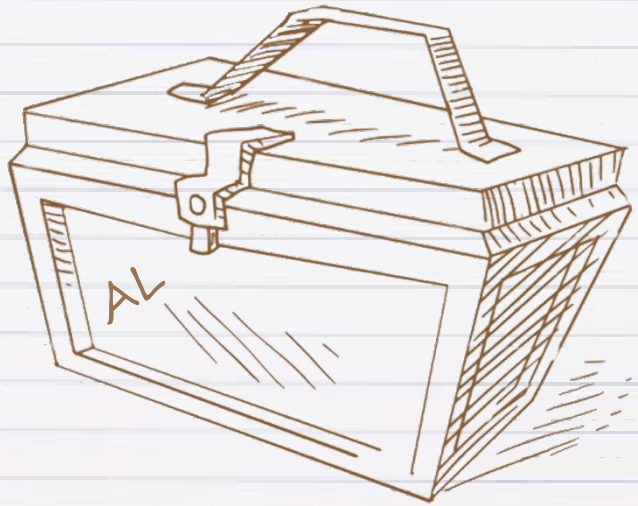
Have two $20 games in market.

Jackpot awareness critical at point of sale.

Games are secondary buys, cross promote.

12-14 games=optimal.

Game mechanic outside play area like Bonus, or Doubler key at higher price points.



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NEW
Games
NC Education
Lottery™

Launch Campaign



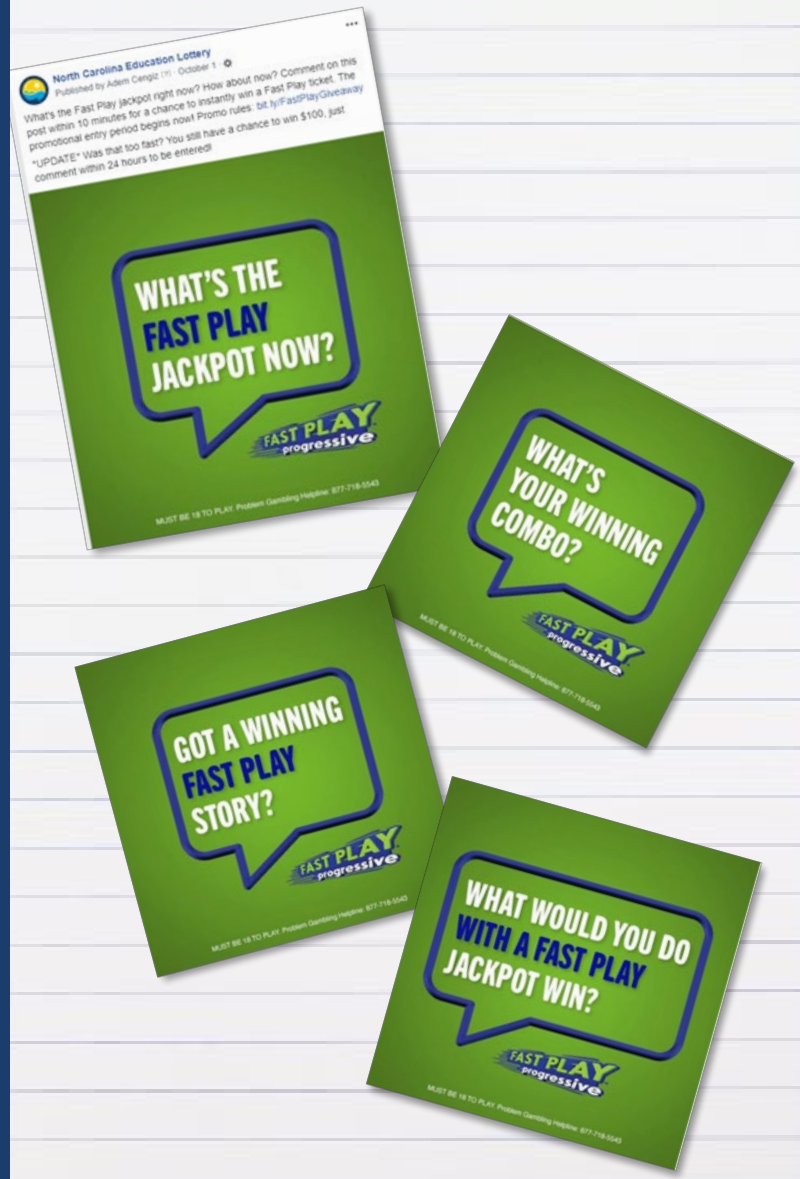
New Games!

We launched the Fast Play category with a comprehensive campaign.

We have continued to feature a minimum of three campaigns every year to build playership and raise awareness.

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Launch Campaign



Social Promotions

Facebook Coupon giveaway promotion to reward players for engaging and learning about the game.

Players were prompted to follow NCEL social posts very closely for several weeks
If players commented on a post within 10 minutes they could win a free Fast Play coupon sent directly to them via Facebook.

Reached 740k+ North Carolinians and generated over 20,000 engagements
500 coupons could be won and over 72% of them were redeemed.

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Launch Campaign



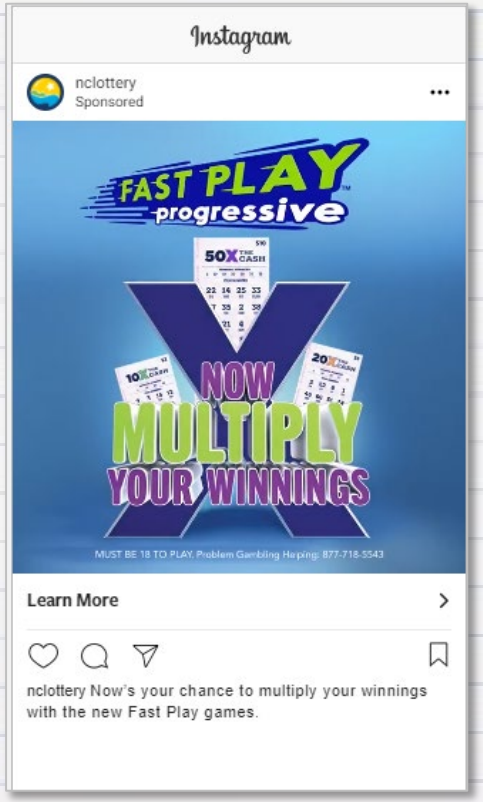
Retail Highlights

- Goal: Raise Awareness of the progressive jackpot
- Created a permanent space for the progressive jackpot messaging on our vending machine.
- Our sales team added a new backlit jackpot sign exclusively for Fast Play.

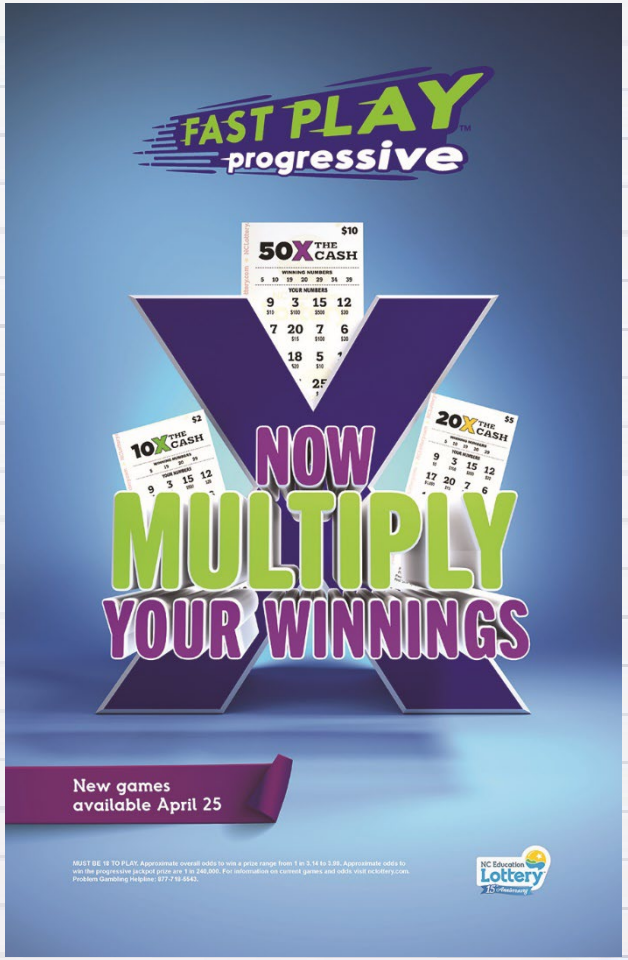


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Spring 2021



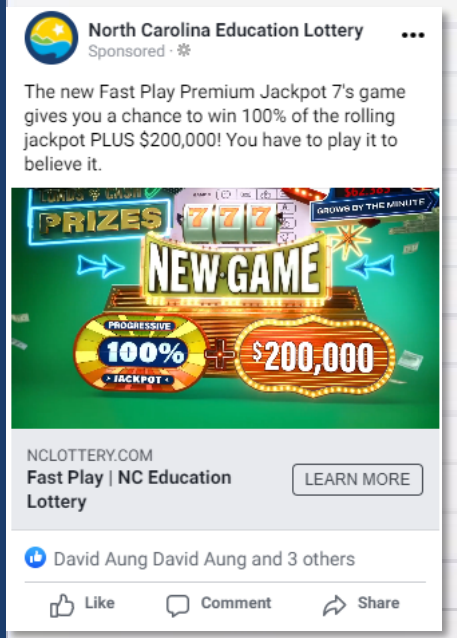




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Fall 2021







New $20 game



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Spring 2022



In addition to video and display ads letting players know about new Fast Play games, we deployed a social coupon promo, where players had to act fast and comment on a post within 15 minutes to win a free Fast Play ticket.



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Spring 2022



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Winter 2023







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Winter 2023



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Thank you!

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