

Game On! Innovation in Marketing and Games

intralot

Reinventing Success Together



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Georgia Lottery HOPE Scholarship Beneficiary


JACKPOT!
€1.022.456


JACKPOT!
€1.022.789
intralot
Gamestation
Let's play


JACKPOT!
€1.022.789
intralot
MPNG


Dreamtouch
intralot
Let's play
Good Luck

The 4 Ps of Lottery Marketing



Portfolio & Profit

- Prize Payout optimization
- Win Experience
- Portfolio Mix: Game Themes, Play Styles etc.



Product Development

- Game propositions
- Matrix optimization
- Draw frequency
- Pricing etc.



Propositions

- Jackpot USA
- Perfect Pick
- In-Between
- Hidden Treasures



Playbooks

- Marketing Planning
- Marketing Communications
- Game Development

Pricing

- Range of price points to enable entry, regular and high-value play
- Offer clear value for paying more to encourage trade-up
- Pricing must be commensurate with the game proposition and prize structure

Game Theme and Playstyle

- Ensure your portfolio offers a range of different game types and play styles
- Broaden appeal by focusing on need states, underpinned by player insight



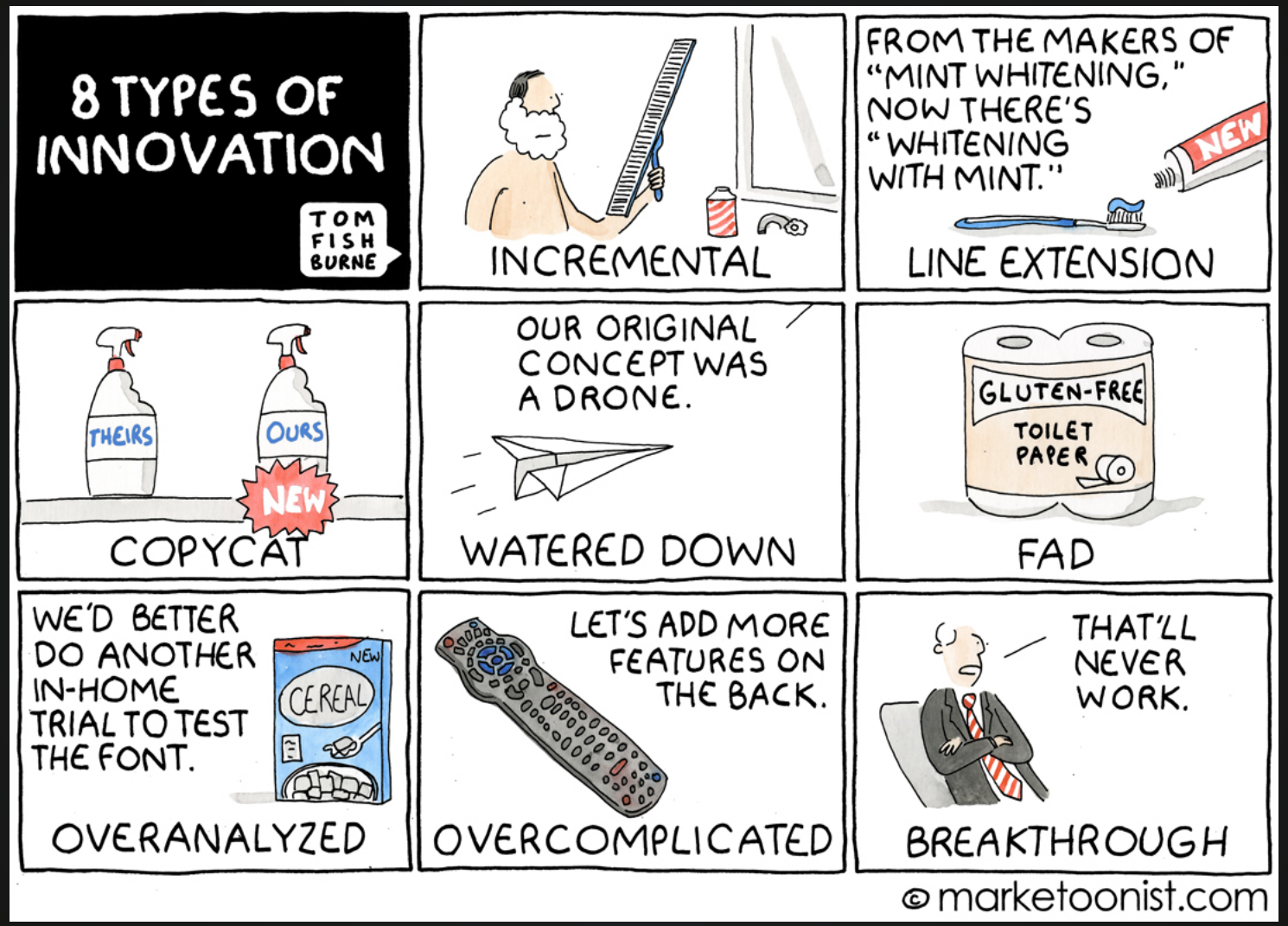
Win Experience

- Jackpot odds appropriate to player numbers – winners reinforce win belief
- Consider use of near-wins in game play?
- Efficiency throughout prize structures. Is a $6 win worth 20% more than $5?

Prize Payout

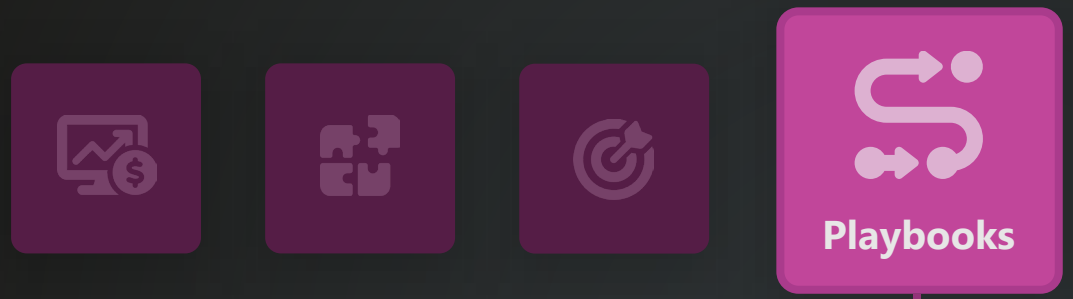
- Focus payout on compelling jackpots and meaningful low-tier prizes
- Use of reserve funds to provide financial resilience and fund promotional prizes

An evidence based, proven approach to optimizing your games portfolio


8 TYPES OF INNOVATION
TOM FISH BURNE
INCREMENTAL
FROM THE MAKERS OF "MINT WHITENING," NOW THERE'S "WHITENING WITH MINT."
NEW
LINE EXTENSION
THEIRS
OURS
NEW
COPYCAT
OUR ORIGINAL CONCEPT WAS A DRONE.
WATERED DOWN
GLUTEN-FREE
TOILET PAPER
FAD
WE'D BETTER DO ANOTHER IN-HOME TRIAL TO TEST THE FONT.
NEW
CEREAL
OVERANALYZED
LET'S ADD MORE FEATURES ON THE BACK.
OVERCOMPLICATED
THAT'LL NEVER WORK.
BREAKTHROUGH
© marketoonist.com

The IDEAS Model

Insight	• Consumer feedback – drivers and barriers to play • Performance analysis • Key issues opportunities
Drivers	• Game elements that cause/resolve issues • Key drivers of the desired change
Explore	• Ideate to develop solutions – what if? • Develop feasible concepts to test game appeal
Assess	• Qualitative testing – appeal, preference, sense check • Quantitative – forecasting participation/play/sales • Optimize the offer – A/B testing etc.
Solution	• Approval for launch • Launch prep/planning • In-market evaluation



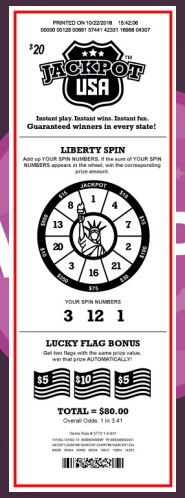
- Marketing Planning
- Digital Marketing
- Portfolio Management
- Game Development
- Consumer Research
- Retail Activation


JACKPOT
USA
The Perfect PICK
In Between
HIDDEN TREASURES

Spotlight on: Jackpot USA

Priced at $20 per play

Management adopted by MUSL for operation, security, finance, etc.







Scheduled release for **June 2024**

Spotlight on: The Perfect Pick

Priced at $1–10 per play

Picks	10	9	8	7	6	5	4	3	2	1
Match	**Prize Multiplier** Win stake multiplied by X									
10 N	100,000									
0 N	10									
1 N										3.5
0 Numbers	1	1								
Overall Odds	**4.38**	**4.55**	**4.92**	**6.76**	**10.11**	**3.81**	**5.53**	**9.62**	**2.78**	**5.00**
Prize Payout	**67.4%**	**67.2%**	**68.2%**	**67.8%**	**67.3%**	**67.8%**	**67.2%**	**68.8%**	**68.8%**	**70.0%**



Scheduled release for **September 2024**

Spotlight on: In Between

Priced at $1 per play

THE LOTTERY



THE PLAYER

Win up to **$10,000**

Scheduled release for **end of 2024 / early 2025**

Spotlight on: Hidden Treasures



guitar.politics.leotard

Scheduled release for **end of 2024 / early 2025**

If we can help with your portfolio,
reach out to us

intralot

Get in touch with our team today

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info@intralot.com



Want to find out more today?
Come find me later to chat

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