Wisconsin Lottery's Fast Play

WI Dept of Revenue | Wisconsin Lottery
La Fleur's Austin Conference | December 6, 2023

Overview

- Goals
- Product Details
- Marketing and Creative Strategy
- Results and Sales Update

Goals

- Introduce a brand-new style of lotto product for Wisconsin Lottery players
- Launch with a variety of price points, play styles, and prize payouts to give players maximum flexibility and maintain profitability
- Plan and execute a comprehensive retailer education program and marketing campaign
- Meet or exceed initial sales estimates

Product Details

- One Progressive Jackpot that starts at $10,000
- All games contribute 10% of sales to the Jackpot
- Share of Jackpot increases with price point



Product Details













Product Details

Game Name	5X	10X®	20X	50X	Cash Stash	Platinum Payout
Price Point	$1	$2	$5	$10	$2	$10
Payout	59.0%	62.0%	64.5%	70.0%	62.0%	70.0%
Share of Jackpot	10%	20%	50%	100%	20%	100%
Play Style	Key Number Match	Key Number Match	Key Number Match	Key Number Match	Extended Play	Key Number Match, Extended Bonus
Features	2X and 5X Multipliers	2X, 5X, and 10X Multipliers	2X, 5X, 10X, and 20X Multipliers	2X, 5X, 10X, 20X, and 50X Multipliers	Double Pattern	$50 Bonus

Marketing and Creative Strategy

- Comprehensive strategy which included a variety of elements
  - TV Spot
  - POS Digital Display
  - Retailer Short-Term Incentive
  - Radio Remotes
  - Limited Time Offer


$83,524

POS Digital Display







Retailer Short-Term Incentive

- Sales Bureau offered two retailer Short-Term Incentives
  - First: Retailers earned Fast Play t-shirts by answering questions from a quiz correctly after a presentation about the Fast Play games from their Field Marketing Representative
    - February – March, during normal FMR visits
    - Help educate retailers about the product prior to the launch
  - Second: Retailers earned additional Fast Play t-shirts for locations with the greatest increase in sales for the second two weeks of the incentive period as compared to the first two weeks of the incentive period
    - April 23 – May 20, first four weeks after Fast Play launch
    - Help keep focus on Fast Play games at retail

Radio Remotes

- Wisconsin Lottery Special Events Team radio remotes
- Lottery staff educated players and retailers about the games and gave away prizes



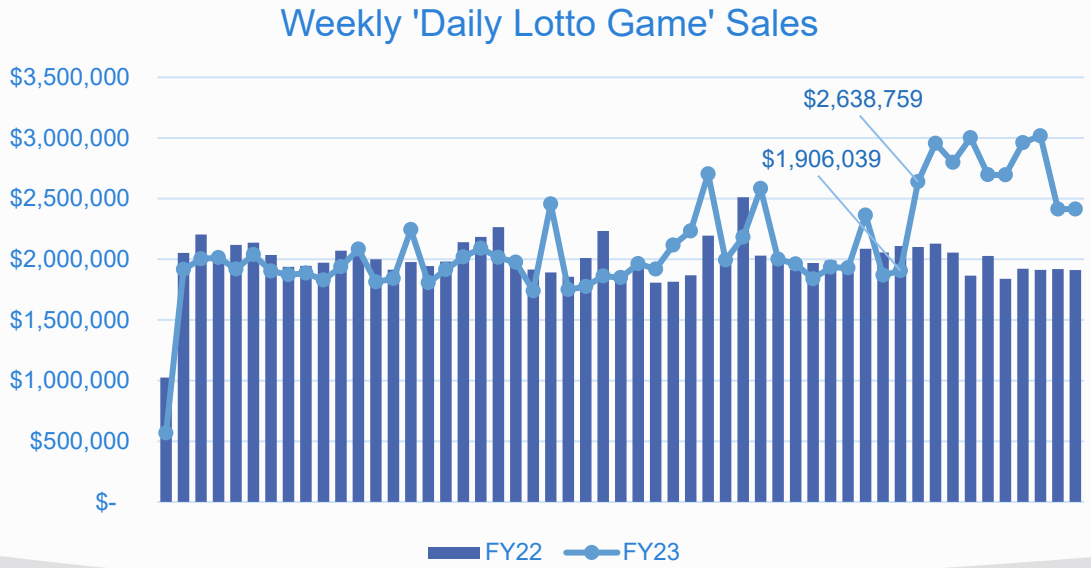


Limited Time Offer

- June Limited Time Offer on Badger 5
- Badger 5 players had a 1 in 5 chance of getting a Fast Play 5X Bonus Ticket
- Goals:
  - Bring awareness to Fast Play games by getting tickets into the hands of our players
  - Create positive experiences with Fast Play for players with winning bonus tickets
- Results:
  - 454,904 bonus tickets produced

Initial Results

- Initial sales exceeded forecasts
- Daily Lotto sales increased by $732,720, or 27.76% in the first week after launch and strong sales continued in the following weeks



Fast Play Update

- Total Fast Play sales to date: $16.7 Million
- FY23 Sales (April 23 – June 30): $7.2 Million
- FY24 Forecast: $30.0 Million
- FY24 Sales TD: $9.4 Million

- 17 Jackpot Wins
- Each game has had multiple jackpot winners
- 8 of the 17 were one of the $10 games

Thank you!

Any questions?



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