

Karla Henriksen, Sr. Loyalty and Product Manager

Catalyst of

CONCEPT

Recognizing current market needs, the Arizona Lottery formulated a solution to facilitate digital gameplay for purchase, and establish a digital presence in the market.



Hurdles we

OVERCAME

Establishing a secure e-commerce platform required implementing age and Geolocation verification, integrating a payments provider, and addressing entry limitations to comply with responsible online gaming requirements.

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Our strategic

APPROACH

Digital games were strategically selected to resonate with the player. Frequent sweepstakes cash drawings were formulated to ensure equal play opportunities. Strategies were put in place to incentivize gameplay through tokens, and encourage token purchases.

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Development and

EXECUTION

Diligent testing enabled seamless integration into our existing Players Club loyalty platform with easily accessible dual path to entry.

Lucky Lounge Tour

Arizona Lottery

LUCKY LOUNGE

OVERVIEW



PLAY fun digital games



PURCHASE tokens

or

EXCHANGE points for tokens



REDEEM tokens for entries into drawings



WIN cash prizes up to $10,000

THE GAMES











Arizona Lottery

TOKENS AS

CURRENCY

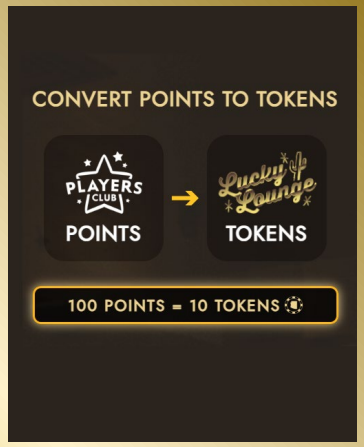
Tokens are the currency of Lucky Lounge. They can be used to play digital games and enter sweepstakes drawings for cash prizes.

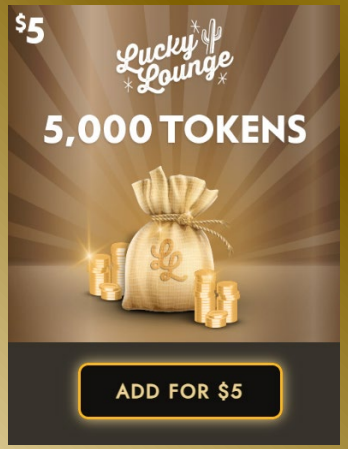


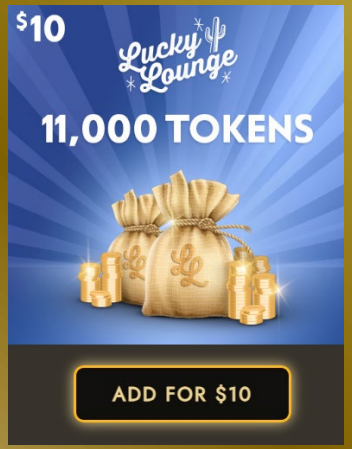
Arizona Lottery

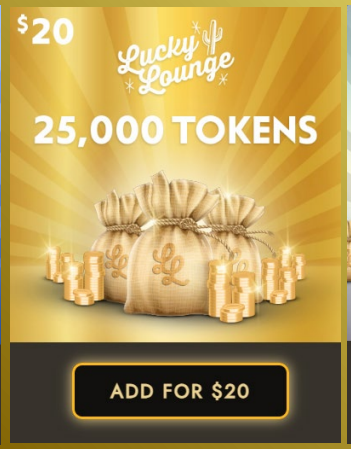
TOKENS FOR

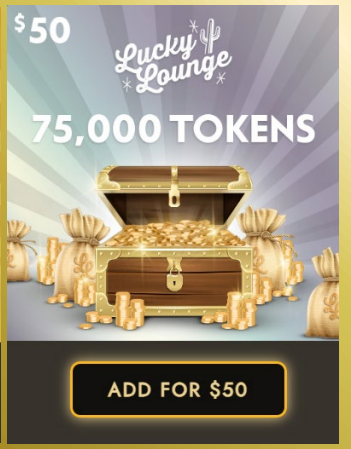
PURCHASE











Arizona Lottery

THE DRAWINGS



Weekly
drawings for a chance to win up to **$250**



Weekly
drawings for a chance to win up to **$500**



Bi-Weekly
drawings for a chance to win up to **$1,000**



Monthly
drawings for a chance to win up to **$5,000**



Quarterly
drawings for a chance to win up to **$10,000**

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RESULTS

202K
PLAYER BASE

196K
PLAYERS CLUB USERS

16M+
GAMEPLAYS

48M
TOKENS PURCHASED REPRESENTING +$25K IN SALES

20M
TOKENS EARNED FROM PLAYERS CLUB POINTS

64M
TOKENS REDEEMED FOR SWEEPSTAKES

Arizona Lottery

CROSS-PROMOTION FOR

GROWTH







Marketing

SUPPORT

Retailer Advertising

Digital Display Ads

Rich Media

Streaming Audio

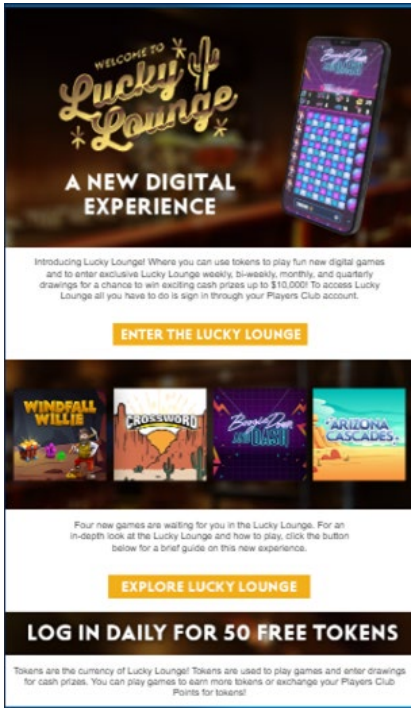
Paid Social

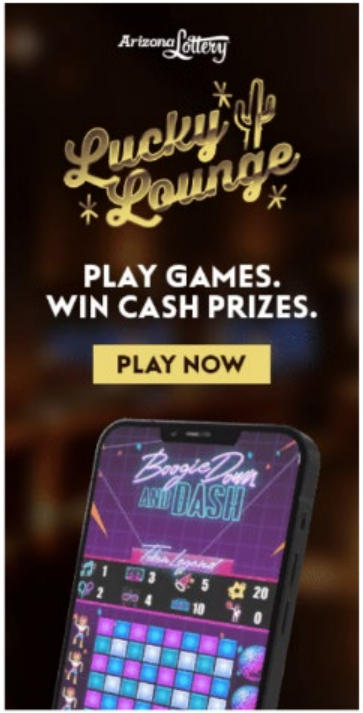
Email Marketing

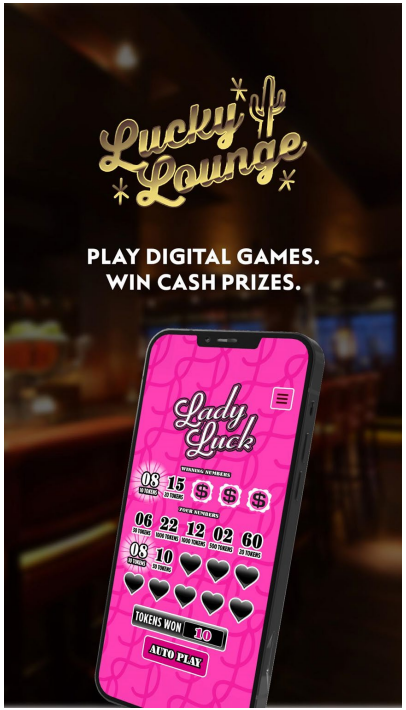
Segmentation Campaigns

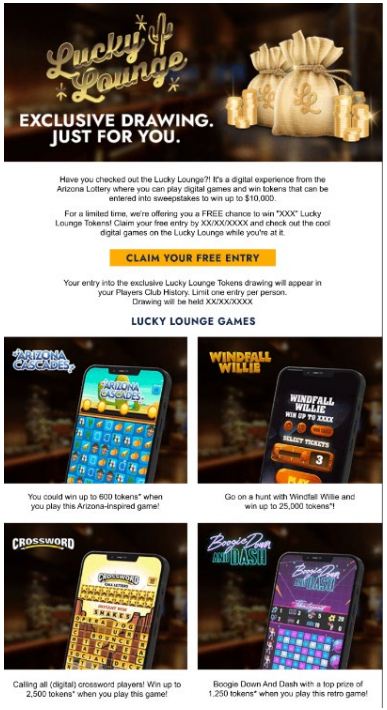
CAMPAIGN

CREATIVE










THANK YOU
Arizona Lottery