

On-Pack Printing Works for Major Global Brands – Why Not Lotteries?

How IGI Europrint Can Help Lotteries Promote their Product Portfolio

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The concept of increasing sales by extending a brand to appeal to a wider audience is nothing new. What is new is the way in which this is accomplished. The printing of unique, variable game data directly on product packaging is taking brands such as Coca-Cola®, Pepsi®, Snickers®, McDonalds®, and Kellogg's® to a whole new level

of interactive marketing and the results are impressive. Best of all, this "on-pack printing" process provides companies with an avenue for cross promotions that are interactive and entertaining – something consumers eat up.

Take, for example, the iPod® craze. It seems you can't go anywhere these days without seeing an iPod. At the gym, walking down the street, and in many store-fronts, the iPod is everywhere. IGI Europrint, a GTECH® subsidiary, was hired by UK-based snack food manufacturer Walkers® to help with a promotional idea that takes advantage of the iPod's popularity. The promotion was called, Every 5 Minutes Win an iPod Mini and every day for a month, an iPod Mini was given away by Walkers Crisps every five minutes.

Here's how it was done: IGI Europrint (Interactive Games International) supplied over one billion bags of chips with unique alpha codes, and individual consumers could use the Internet or their cell phones to check if their code was a winner. Over 250,000 entries were received each day. At the end of the month, more than 8,000 iPods were won by Walkers Crisps consumers. This fun and attention-grabbing promotion helped Walkers Crisps increase sales on one of its core products.

The process to execute promotions such as the Walkers Crisps effort is based on the concept of "unique data," which is a string of letters and numbers that form a code. These codes are then printed directly onto packaging via an ink jet imaging printer.

It's important to note that before ink jet printing capabilities, companies used to print pure static instant win/lose promotions, which didn't offer much entertainment value. Consumers would receive a "Sorry, you are not a winner" message or "You have won a prize." Today, each product has a different code printed on it and the consumer is involved in unveiling that code via their cell phone with an SMS (Short Message Service; a.k.a. instant message) or the Internet to determine the message.

For over 25 years, IGI Europrint has delivered innovative promotional games, contests, and sweepstakes in a variety of media formats, and each promotion is meticulously designed to match the sales and marketing goals of the customer. The company's niche and expertise is based on a combination of games, creativity, sophisticated computer software and advanced mathematics, together with a state-of-the-art printing knowledge.

IGI Europrint has worked to perfect unique data printing for promotional purposes. In 2001, MasterFoods® was the first company to print unique data on the inside of its wrappers with their Hit the Code, Win the Load promotion. IGI Europrint supplied 750 million unique codes and managed the operation across many of MasterFoods' brands. We also incorporated 250,000 instant-win messages into the data. Consumers who purchased a MasterFoods product with the coded promotional packaging could then log onto the product's website and use the code as an entry to play promotional games or collect points.

The MasterFoods project enabled IGI Europrint to formulate sophisticated mathematical techniques to produce uncrackable codes and instant-win messages across many of their brands. In fact, MasterFoods has used the concept in over 20 countries where IGI Europrint created the unique data, project managed the wrapper printing, and created the databases for SMS and Internet digital partners.

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And now, back to our question: If on-pack printing works for major global brands, why not lotteries? Progressive lotteries, such as Camelot, operator of the United Kingdom's National Lottery, have been exploring options that offer players incentives to purchase multiple tickets from the same game with more opportunities to win. IGI Europrint has worked with Camelot extensively by providing online solutions for more than a dozen different projects—boosting sales for both online and instant products. One of these successes was the Lucky 3 game. IGI Europrint brought together the Mail Newspapers and the UK National Lottery to produce an exciting game promotion that increased the circulation of newspapers and the sale of lottery products.

From the beginning, the Lucky 3 promotion was designed to generate interest and awareness of three of the UK National Lottery brands, specifically Lotto, Daily Play, and Euro Millions. Millions of promotional game cards containing three numbers were inserted into the newspapers. Players could check the num-



out if they have won a prize. The concept can be added to online games as well as instant tickets to give players more entertainment for their dollar.

In 1994, Europrint formed IGI (Interactive Games International) to break into the mediums of broadcast television and teamed up with GTECH to explore this area. Since 1996, GTECH and IGI Europrint together have launched more than 10 television lottery games around the world and have generated over \$1 billion in game sales. Viewers buy interactive game tickets from their lottery retailer that are linked to popular television shows and play along at home. At-home players use information generated in the show for the chance to win prizes. Barbados, Germany, Lithuania, Slovakia, Ireland, and Estonia are some of the countries that use these games, which are positioned to provide extended play value against a televised draw and can be part of an hour, 30-minute, or even a 5-minute short break program.

The player's gaming experience is enhanced by GTECH and IGI Europrint's "Fast Track" software, which tracks the number of winners and calculates the amount won in each prize class in

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bers in the paper to win up to £200,000. They could also check to see if their numbers were drawn in any of the three lottery games promoted on the card. The promotion increased circulation of newspapers and the sale of lottery products. Over a four week period, 24 million play cards were distributed in newspapers with an overall claim rate of 35%, which means over 8.5 million players tuned into the lottery drawings.

IGI Europrint is also working with other lotteries on a promotional game called "Crack the Safe." A set of six, two digit numbers is printed on a lottery ticket. The player goes to the "Crack the Safe" website for an extra chance to win. Using the code printed



on the lottery ticket, the player clicks and drags the dial on the safe around to the desired number. Once all numbers have been entered, the player tries to unlock the safe. When the door opens, the player finds

real time. In addition, the status of all cards is displayed on television as each ball is drawn showing the number of players close to winning. This further heightens the excitement for all players at home, especially those close to winning the jackpot.

Promotions have always been an important ingredient to successful lottery marketing efforts. The team at IGI Europrint understands the lottery marketplace and offers the complete lifecycle of sales promotion service, including creativity, mathematical expertise, game content, and print and production knowledge. But perhaps IGI Europrint's true value lies in their ability to deliver creative solutions to a diverse set of challenges, no matter what the industry. Since 2001, IGI Europrint has provided over nine billion codes across 100 projects for global brands in the food sector. We have successfully applied this expertise to the lottery industry with proven, demonstrative results from a program specifically tailored to each lottery's unique needs. On-pack printing clearly works for major global brands, and lotteries can successfully use it to increase revenues for good causes as well. ♦