

# A Refreshed Product Portfolio and Retailer Base Leads to Skyrocketing Instant Ticket Sales in Poland

Totalizator Sportowy and IGT worked together to leverage IGT's Six Pillars of Instant Ticket Success to rebrand and rebuild the Lottery's instant ticket product offering and retailer base in Poland, driving sales to heights TS had never previously seen

As the world's leading lottery supplier, the global leader in lottery management contracts, and the operator of the world's largest instants program – Gratta e Vinci, in Italy – IGT has accumulated a wide range of experience helping its customers grow their instant ticket businesses through the years. This work has allowed IGT to identify six key success factors for instant ticket sales growth.



One customer IGT worked with to implement growth strategies across some of these pillars is Totalizator Sportowy, the Lottery operator in Poland.

## Situation

In 2006, Totalizator Sportowy's (TS) instant ticket sales had fallen for the third consecutive year. Sales had been fairly consistent during the beginning of millennium, but in 2004, began to descend at a worrisome rate. By 2006, instant ticket sales had fallen to 56 million PLN, or 60% less than 2003 sales levels. As sales continued to drop sharply, TS partnered with IGT to institute a retailer development strategy to turn around that trend.

## The Strategy

TS worked with IGT to develop a plan to counter this sales decline. The first was a disciplined product strategy to develop new games

and play styles while also introducing higher price point games. In addition, TS and IGT developed a plan to breathe new life into the instant ticket retailer network through:

- Retailer expansion.
- Introduction of Lottery vending machines.
- Retailer optimization.
- Rebranding and redesign of point of sale area.

## Product Portfolio Modifications

TS worked with IGT to implement a range of initiatives to put a better product in the hands of its players. These initiatives included:

- Increasing price points strategically from 1 and 2 zloty games to 3, 5, 10 and 20 zloty games. This introduction was done strategically, as each price point introduction was established before another was introduced.
- Launching extended play games across multiple price points including 3, 5 and 10 zloty.
- Launching families of games including Win for Life, Cash, Multiplier, and Good Life.
- Increasing game launch cycles.
- Optimizing prize structures based on key industry metrics and differentiated payouts by price points.
- Optimizing game plans with varied themes and play mechanics.
- Improving the planning process by planning games early enough for regulatory approval and printing production logistics to create and maintain an 18-month rolling plan.

These initiatives were also implemented with logistical considerations such as adjustments to print quantities, to be certain of timely sell-through and inventory control. As these changes were made to the product and logistics, a tremendous amount of work was being done on the retailer side as well.