

# Using IGT's Six Pillars of Instant Success to Battle “Bintimidation” and Attract New Lottery Players

**Situation.** The Hoosier Lottery is the only lottery in the country that’s named after its people, not the state itself. Ironically, the Hoosier Lottery suffered from low recognition and relevance among some segments of Hoosiers.



Quarterly tracking research indicated:

- Less than half of Hoosiers felt the Lottery was “for people like me.”
- 32% said Lottery games “aren’t interesting to me.”
- 21% said the Lottery was “confusing.”

**Mission.** While scratch-off sales were up 13% year-over-year in early 2015, the gains were coming from higher-price-point games. We needed to attract new and lapsed players to reverse declines in the lower-priced games, to maintain overall profitability.

**Insight.** Research on light and lapsed players indicated they were intimidated by the retail experience and weren’t sure how to play. Many had no idea what was inside all of those plastic merchandising units. The increased number of bins at retail that had lifted sales among core players was actually overwhelming light and lapsed players.



**Strategy.** To overcome this “Bintimidation” effect, IGT leveraged its Six Pillars of Instant Success to design actionable strategies that would appeal to new players while maintaining the relationship with current players.

**Product Tactics.** IGT began by recalibrating the tempo of game launches. Easy \$1 and \$2 pop-culture-themed games were released on a quarterly basis to increase affinity with light and lapsed players. Two premium-price-point (\$10 to \$30) games and extended-play games were introduced each quarter for regular players.

**Advertising Tactics.** Instead of focusing on a single game in every



campaign, we created a branded category approach to the entire scratch-off portfolio. Our strategy created a connection between all of the games while providing more efficient TV production.

We transformed the great wall of plastic displays into a simplified series of intriguing windows. Each one led to an inviting portal that offered a quick escape, a thrilling adventure, an exciting way for a player to break up the day.

**Retail Tactics.** The transformation continued throughout the store as we engaged consumers at every point in their retail journey. We:

- Partnered with retail chains to introduce scratch-offs to their loyalty club members with mobile coupons and text-to-win offers.
- Positioned inviting and convenient two-bin towers near cash registers to attract the attention of light and lapsed players.
- Created awareness of games in unexpected locations such as the deli case and pet supply aisle.
- Introduced menu mats to increase visibility at those retailers that sold from under the counter.



**Results.** Within a year, our Six Pillars approach improved profitability, sales, and brand health like never before. By the end of calendar year 2015:

- Scratch-off sales climbed 17% year over year.
- Profitability, tracked by gross gaming yield, increased 22% with improved sales for all \$1, \$2 and \$5 games.
- Positive opinion of the Lottery increased by 10%.
- Perception of being “cool and innovative” increased 14%.
- The “for people like me” metric increased 13% year over year.

This is the first in a series of real-world stories of how our Six Pillars of Instant Success approach has assisted lotteries with attracting new players and improving bottom line profits. To learn more about our Six Pillars approach, visit us at [www.IGT.com/sixpillars](http://www.IGT.com/sixpillars).

