

The Florida Lottery and IGT: Expanding Its Brand and Portfolio with Wheel of Fortune



As one of the most progressive lotteries in the U.S., the Florida Lottery proactively adopts the latest techniques and content to grow revenue. The result of this attentiveness is a 79% increase in instant game sales since 2010. Much of this impressive growth has been fueled by designing a portfolio of games that appeal not only to the Lottery's core players, but to new players as well.

The Lottery recognized that opportunity in IGT's Wheel of Fortune, a well-established, highly equitable brand that "crosses the bridge" between money-theme and niche. The Lottery was confident this game would increase exposure for its mission of funding education through a statewide local media integration that promote the Lottery's brand and its contributions. Wheel of Fortune offered the perfect opportunity to incorporate IGT's Six Pillars of Success strategy of continuous planning, monitoring, and adjusting to evolving market needs.

IGT believes that a deep understanding of players, a balanced approach to game portfolio planning, and leveraging tools and technology across the value chain are critical to sustainable revenue growth. From insights to innovation, IGT has identified six fundamental factors that drive lottery revenue.

When lotteries holistically leverage each of the Six Pillars of Success, as Florida does, synergies develop and growth accelerates. An integrated approach to strategic planning maximizes each stage of the supply chain that will produce responsible growth and sustainable profitability.

The Florida Lottery launched IGT's Wheel of Fortune instant game on April 6, 2016, leveraging the strength of the iconic game-show brand. In keeping with the Lottery's desire to appeal to all market segments, the Wheel of Fortune brand is synonymous with fun, entertainment, winning, and money – and enjoys nearly 100% brand recognition while popular among all age groups. The instant game was launched at a \$5 price point, overall odds of 1:4.04, a prize payout of 70.5%, and a \$250,000 top prize.

The Florida Lottery unveiled the Wheel of Fortune instant game with true Hollywood excitement by hosting a Wheel of Fortune launch event with a guest appearance by Vanna White. Thousands of fans lined up to meet Vanna and be the first to buy the \$5 Wheel of Fortune games before they officially went on sale to the public.



Subsequently, the game was also supported with a comprehensive media program that aired during the Wheel of Fortune TV show throughout the state of Florida. The program included show opening and closing segments filmed especially for the Florida Lottery by Pat Sajak and Vanna White, a graphic of the ticket and the Florida Lottery logo that ran during the show's content, and commercials and promotional spots highlighting the Florida Lottery's contributions to education. In all, the turnkey program provided nine minutes of Florida Lottery exposure throughout the week broadcast exclusively to Florida media markets.

The popularity of the Wheel of Fortune brand helped propel the game at retail. The Lottery achieved 95% penetration in 48 hours at 13,000 of its retail locations. IGT also supported the game with turnkey point-of-sale materials to create additional in-store excitement and visibility.

The Wheel of Fortune game enjoyed full digital support with banners, website content, and a second-chance program that included a dedicated website with Play-for-Fun games. The highly successful second-chance program garnered more than 12,000 unique entrants each week totaling more than 400,000 entries to date. More than 50,000 Play-for-Fun games were played in first three weeks after launch.



Florida Lottery Results

IGT's Wheel of Fortune instant game and Six Pillars of Success strategy has been highly effective for the Florida Lottery. The game experienced the highest weekly sales by any \$5 game in the Lottery's history, with more than \$6.1 million in sales during its first week and more than \$7 million in weekly sales

Week	Standard Index	Sell Through
3	168	35%
6	163	65%
12	153	99%

over the next two weeks. After the launch of Wheel of Fortune, \$5 games outperformed the Lottery's \$25 games. By the end of its first six weeks, the game had earned \$39.1 million in sales, generating \$7.8M in profits to education. After just 12 weeks in the market, it achieved \$58.6M in sales, and 99% of the game had been sold. Brisk sales, continued demand, and good planning on the Lottery's part resulted in a re-order, ensuring no lapse in sales.

This is the third 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.

