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BEJEWELLED™

PGRI Introduction: Casual games have captured the attention of hundreds of millions of consumers. These are entertaining, interactive games targeted to the masses with simple rules and are accessed on the Internet and often played on the mobile smartphone. Studies show that consumers are spending more and more of their leisure hours playing casual games. That is causing some to ask ... Why couldn't lottery create the next casual gaming phenomenon like Bejeweled or Plants vs. Zombies™? Part of the answer is that these casual games usually involve an element of skill or an outcome that is not totally random, and, in that respect, do not comply with the basic requirement of a lottery game. But that does not mean that lottery can't find ways to integrate at least some of the attributes of casual gaming that consumers find so appealing. Better yet, a lottery can license the casual game brands, translate the game into a lottery-compliant format, combine it with social networking, and carve out a place for itself in the expanding universe of casual gamers.

Bejeweled has been downloaded over 150 million times, making it the most popular puzzle game in the world. It's also proven to be a casual game that translates beautifully to lottery. GTECH has experienced incredible success by licensing the Bejeweled brand for its printed products.

Paul Jason, Public Gaming: *How did you know that Bejeweled would turn into such a great brand for lottery?*

Pat Schmidt: GTECH does extensive research before we partner with any brand because, once we acquire the brand license, we invest considerable resources to make sure the game succeeds at driving sales and net revenue for our customers. In fact, our business model is to invest heavily in a more focused portfolio of licensed brands.

First, the brand must have strong consumer appeal to qualify it as a potential fit to license for lottery. It is even better when the brand is directly related to entertainment, as opposed to just being a popular consumer product. It is especially powerful if the brand is not only entertainment-focused with broad consumer penetration, but is actually a game. Lottery is all about games and fun, so a game like Bejeweled with massive consumer appeal is a perfect fit for lottery. Our challenge is to take those game mechanics and translate them into a lottery program that includes more than just a scratch ticket. We strive to build a multi-faceted approach that integrates lottery with the consumer brand value, entertainment, social media, and gaming.

The casual gaming category, consisting of entertainment-focused gaming that is played over digital media, is one of the fastest-growing categories in the interactive gaming world. We knew we wanted to tap into the momentum and phenomenal popularity of casual games. But we wanted to select one that we could grow with – a brand with longevity and sustainability. The life-cycle for casual games can be fleeting. Just look at the struggles of the wildly popular Zynga games. Farmville-type games ruled just a few years ago and have already fallen out of favor with the consumer. Casual games come and go very quickly, with dozens of new brands introduced every day. Bejeweled is a phenomenally successful brand in the casual gaming space. It was launched 13 years ago and has demonstrated tremendous staying power. With 150 million downloads and counting, it has huge market penetration and brand awareness.

Then we study the demographics of the brand's consumers. With Bejeweled, for example, we ask who is playing the game and does that demographic align with the lottery player whom we want to attract. PopCap provided us with some very compelling demographic information that demonstrated the Bejeweled game is played by the core



lottery demographic as well as the very important younger and emerging player. To further understand the appeal of Bejeweled to the lottery player, GTECH surveyed 1,500 lottery players, segmenting them into core lottery players, casual lottery players, and non-players. We asked them if they are familiar with the Bejeweled brand, if they like and play Bejeweled, and if they would play if it was a scratch ticket. The results of this survey confirmed that everybody knows the Bejeweled brand, everybody likes the Bejeweled brand, and most people have played Bejeweled. Well over 50 % of both the core player group and the casual players said that they would play the game if it was a scratch game. And a quarter of the non-scratch players said that they would play Bejeweled if it was a scratch game. This is a brand that appeals to the core player and the casual player alike and will also pull in the non-players.

Bejeweled is also a very visually interesting game with lots of beautiful graphics that lend themselves to making great, attention-getting scratch games. Those were the key drivers that helped us make our decision to license the Bejeweled property.

And its owner, PopCap, is shrewdly developing a big stable of spin-off games to further extend the brand.

P. Schmidt: PopCap recognized very early on the power of the Bejeweled brand, and they worked very hard to develop the game into a brand, allowing for the sustained success over the past 13 years. PopCap has done a great job of taking not just Bejeweled, but all of their games and building them into brands with the use of Facebook, spin-off



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games, sequels, and robust licensing programs. They also recognized early on the power of Facebook to be a platform that could create a viral expansion of players. Bejeweled Blitz alone is now played over 100 million times every day on Facebook. Think about that! Plants vs. Zombies, also a GTECH licensed property, is another great example of PopCap's ability to integrate its games into the social space and add an interactive layer.

It is our intention to extend the demographic reach and life-cycle of the Bejeweled license for lotteries. As Bejeweled evolves, it's important for us to also evolve our printed product by incorporating new features and assets and creating new play styles and relevant promotions that are attractive to our core players and new players.

Then you have to turn it into a product that lottery can sell.

P. Schmidt: In order to capture the consumer appeal of Bejeweled for lottery players, our strategy has been to develop a variety of scratch game designs with multiple play mechanics and at multiple price points. We have also developed play-for-fun, interactive games specifically for lottery customers that incorporate leaderboards where lottery players can compete amongst each other for fun and bragging rights. Another major component to our offering is to provide comprehensive promotion development and execution. Some lotteries will elect to undertake event marketing campaigns, like Washington's Lottery did, while others choose a different approach. It is GTECH's goal to provide our customers with tailored support, specific for each lottery, to help create the most impactful marketing campaigns.

The implementation of Bejeweled would seem to create a platform for lotteries to utilize other PopCap brands to create additional instant ticket promotions.

P. Schmidt: GTECH has positioned Bejeweled as the lead-in game among the PopCap properties. It is certainly one of the most recognizable brands in their portfolio, and we see the value in leading with an entertaining Bejeweled program and following up with games like Plants vs. Zombies and Zuma®. Plants vs. Zombies has had great success in multiple jurisdictions and is PopCap's fastest-growing game franchise. In fact, the much anticipated Plants vs. Zombies 2 launched in mid-August and, within 2 weeks, was setting download records on the Apple App Store.

We have developed multiple scratch games and play-for-fun, interactive games for all three properties that really add value to a lottery program. The marketing strategies that we can implement with these brands are multi-channel, can promote sharing on social media platforms like Facebook, Twitter, and YouTube, and can lead to viral marketing. This provides our customers with an opportunity to engage players in non-traditional channels and make lottery products relevant to a wider consumer audience. These strategies support the ultimate goal of driving more players to retail to purchase tickets and increase lottery revenues. ♦

WASHINGTON'S LOTTERY DAZZLES WITH BEJEWELED®

Washington's Lottery kicked off 2013 with a \$5 Bejeweled® instant ticket, available exclusively from GTECH. The Lottery was excited to launch the award-winning, gem-matching game as an instant ticket. The player demographics for the brand both align well with the Lottery's core player and attract a new demographic. Bejeweled is a game that is played on multiple platforms, including Facebook, PC, MAC, smartphones, tablets, and gaming consoles and appeals to a very broad audience.

Bejeweled is part of Electronic Arts' portfolio of casual games under the PopCap® label. Located in Seattle, Washington, the PopCap team was excited to finally see Bejeweled instant tickets in their home state and were there to assist the Lottery with creating the buzz and excitement of their hugely successful and wildly popular casual game.

In order to showcase the brand in a way that would resonate with a new audience, Washington's Lottery and GTECH worked together to organize two interactive and fun events to drive awareness of Bejeweled and engage players.

The first Bejeweled event took place at the Tacoma Mall, the second at the Northwest Women's Show in Seattle. At the Tacoma event, the Lottery sold Bejeweled instant tickets at its kiosk and lit up the mall by giving away sparkling Bejeweled rings to all players. Anyone who purchased two \$5 Bejeweled tickets was automatically entered into a second-chance drawing hosted by the Lottery on-site. The fabulous prizes for the drawings included Bejeweled games for multiple platforms, including Nintendo DS, Xbox, and PC, and gift cards valued at \$500 to stores in the mall. In addition to the drawings, the event included a Bejeweled tournament, where players could compete for the high score and bragging rights. Hundreds of people joined in on the fun, and some very dedicated and talented Bejeweled enthusiasts competed.

"Public events really generate awareness of our licensed brands and their availability in the lottery category. The success we saw at the Tacoma Mall validates that interactive events are well received by players and add value to the lottery games. GTECH has a proven track record of designing and executing instant ticket promotions, and we are always happy to help our customers develop and implement promotional programs and events," said Pat Schmidt, Senior Director, Licensed Properties, GTECH.

The two Bejeweled events were invaluable to our customers. Washington's Lottery always likes to be a brand that is associated with fun and entertainment, and our players had a great time competing and playing Bejeweled. These kinds of events really resonate with players and attract people to our instant ticket. Further, this type of game gives us the opportunity to be relevant in the market and on-trend with popular culture. We achieve two goals - a game that is popular with our regular players and the added benefit of brand recognition with non-players who may decide to purchase a ticket based on their familiarity with the brand." said Gaylene Gray, Instant Ticket Product Manager, Washington's Lottery.

Bejeweled is a brand that easily lends itself to fun and engaging lottery promotions. After all, the core essence of the brand is, in fact, a game. The Bejeweled license is one of several PopCap games available in the Lottery category exclusively from GTECH. ♦