



la fleur's

FY23's Top Non-\$1 Instant Game Roundup

La Fleur's Magazine surveys North American lotteries each fiscal year for their top-selling non-\$1 instant ticket. Below is a roundup of lottery marketers who provided their insights on what made it the top-selling non-\$1 instant ticket in FY23.



Arizona Lottery

Name of non-\$1 game: *Set for Life*

Price of ticket: \$50

Avg. weekly sales (1st 12 wks): \$2,174,992

Avg. per capita weekly sales (1st 12 wks): \$0.29

Index: 138

Prize payout (as % of sales): 78.6%

Top prize: \$5,000,000

Arkansas Scholarship Lottery

Name of non-\$1 game: 200X

Price of ticket: \$20

Avg. weekly sales (1st 12 wks): \$1,754,353

Avg. per capita weekly sales (1st 12 wks): \$0.58

Index: 134

Prize payout (as % of sales): 79.7%

Top prize: \$500,000

“200X is a ticket that we’re really proud of. There are a lot of reasons that players gravitate towards this one; it has both fluorescent and metallic inks (green and silver respectively), so it is very bright and eye-catching. It has a design that looks crisp and clean, and we haven’t seen a multiplier design quite like this from any state yet. It was the biggest and most lucrative ticket in the multiplier family that we had in March, with opportunities for players to win one of five different multipliers in every play spot, with 200X being the largest of the five. We typically have good success with multiplier themes, and our players knew right away that this ticket had everything they could possibly want in a multiplier ticket.”

—Bob Coleman, Product Manager, Arkansas Scholarship Lottery





Atlantic Lottery Corporation (ALC)

Name of non-\$1 game: Set for Life

Price of ticket: \$4

Avg. weekly sales (1st 12 wks): \$528,869

Avg. per capita weekly sales (1st 12 wks): \$0.21

Index: NA

Prize payout (as % of sales): 67.0%

Top prize: \$1,000/wk/25 yrs

“Our \$4 *Set for Life* brand has very strong brand equity. It’s been on the market for many years and continues to be one of our most popular brands. Players like the unique selling proposition of being “*Set for Life* – \$1,000 a week x 25 years.”

—**Brigitte Porelle Bourque, Product Manager, ALC**

Colorado Lottery

Name of non-\$1 game: 500X Monopoly

Price of ticket: \$50

Avg. weekly sales (1st 12 wks): \$1,475,508

Avg. per capita weekly sales (1st 12 wks): \$0.27

Index: NA

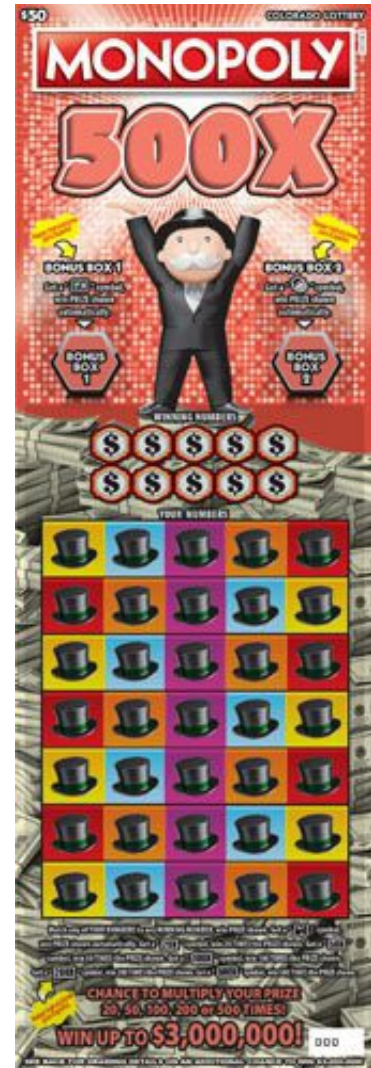
Prize payout (as % of sales): 80.0%

Top prize: \$3,000,000

“The success of the Colorado Lottery’s \$50 *500X Monopoly* scratch game was due to the fact that it incorporated pretty much all the top features/themes we offer in a scratch game. Our \$50 games are our best-selling games week-in, week-out, and games with a multiplier theme always resonate with our players. Then, when you add our strongest licensed property theme—Monopoly—to the mix, you end up with the top-selling game of the year. Sales for this game started extremely strong and have remained that way through the life of the game.

The \$50 *500X Monopoly* game was also part of a Monopoly family of games that received a full advertising campaign. For the most part, all the games in the Monopoly family were the best-selling games at their respective price points throughout the year. Due to the success of these games, the Colorado Lottery is planning to launch another Monopoly family in January.”

—Todd Greco, Scratch Product Manager, Colorado Lottery





Connecticut Lottery Corporation

Name of non-\$1 game: 200X 2nd Edition

Price of ticket: \$20

Avg. weekly sales (1st 12 wks): \$1,373,072

Avg. per capita weekly sales (1st 12 wks): \$0.38

Index: NA

Prize payout (as % of sales): 74.5%

Top prize: \$1,000,000

“200X has been the best performing \$20 game in CT history.”

—Carlos Rodriguez, Director of Lottery Games, Connecticut Lottery Corp.

D.C. Lottery

Name of non-\$1 game: Ultimate Riches

Price of ticket: \$30

Avg. weekly sales (1st 8 wks): \$137,475

Avg. per capita weekly sales (1st 12 wks): \$0.19

Index: 100

Prize payout (as % of sales): 79.0%

Top prize: \$1,000,000





Delaware Lottery

Name of non-\$1 game: More Serious Money
Price of ticket: \$30
Avg. weekly sales (1st 12 wks): \$382,450
Avg. per capita weekly sales (1st 12 wks): \$0.39
Index: 100
Prize payout (as % of sales): 79.0%
Top prize: \$300,000



Florida Lottery

Name of non-\$1 game: A Year For Life Spectacular
Price of ticket: \$50
Avg. weekly sales (1st 12 wks): \$26,828,863
Avg. per capita weekly sales (1st 12 wks): \$1.20
Index: 100
Prize payout (as % of sales): NA
Top prize: \$1M/yr/life

“The \$1,000,000 A YEAR FOR LIFE SPECTACULAR was Florida’s first Sparkle® Select ticket and features a minimum prize of \$100 and a life-changing top prize of \$1,000,000 a year for life with a guaranteed minimum 2-year payout. The game also features 234 prizes of \$1 million, giving it the best odds to become a millionaire in Florida scratch-off ticket history!”

—Diane Recoy, Senior Product Manager, Florida Lottery



Georgia Lottery Corporation

Name of non-\$1 game: Ultimate \$5 Million

Price of ticket: \$50

Avg. weekly sales (1st 12 wks): \$13,203,700

Avg. per capita weekly sales (1st 12 wks): \$1.21

Index: 100

Prize payout (as % of sales): 80.0%

Top prize: \$5,000,000

Illinois Lottery

Name of non-\$1 game: 200X Payout

Price of ticket: \$30

Avg. weekly sales (1st 12 wks):
\$2,811,827

Avg. per capita weekly sales (1st 12 wks): \$0.22

Index: 140

Prize payout (as % of sales): 79.0%

Top prize: \$150k/yr/20 yrs



“A few factors that may have increased player appeal and sales for 200X Payout:

- Anchor of our player-favorite multiplier family of games that launches in January most years
- Mixed in a robust money aspect to add to the appeal of the multiplier theme
- Provided a strong winning experience at \$200 prize level: ‘Loaded with \$200 Prizes!’
- December launch timing (strong market appetite for new \$30)
- Robust marketing support plan (i.e., Retail POS, OLV, Social, OOH, and CRM efforts).”

—Ryan Walters, Scratch Games Manager, Allwyn North America/Illinois Lottery



Iowa Lottery

Name of non-\$1 game: Lucky 7 Bonus

Price of ticket: \$20

Avg. weekly sales (1st 12 wks): \$462,400

Avg. per capita weekly sales (1st 12 wks): \$0.14

Index: 243

Prize payout (as % of sales): 67.0%

Top prize: \$250,000

Kentucky Lottery Corporation

Name of non-\$1 game: 500X

Price of ticket: \$50

Avg. weekly sales (1st 12 wks): \$3,383,796

Avg. per capita weekly sales (1st 12 wks): \$0.75

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Prize payout (as % of sales): 79.5%

Top prize: \$1,000,000



“The Kentucky Lottery did extensive research before launching the \$50 500X ticket, and that research paid off. We also conducted player focus groups, and the players made it clear it was what they wanted. In fact, they loved the 500X \$50 ticket. The payout is nearly 80%, so they love the highest payout on a scratch-off ticket in the history of the Kentucky Lottery. They love the fact that the lowest prize is \$75. Normally, the lowest prize on a scratch-off will be the price point—so you’d expect it to be \$50—but it is \$75. And, the game also launched with four \$1 million prizes. Retailers also made it clear they wanted the \$50 ticket. It was a team effort, and I’m proud of the work we did to make it the best game possible for players and retailers alike.”

—Mary Harville, President and CEO, Kentucky Lottery Corp.



Loto-Quebec

Name of non-\$1 game: Célébration 2023

Price of ticket: \$25

Avg. weekly sales (1st 12 wks): \$4,939,000

Avg. per capita weekly sales (1st 12 wks): \$0.56

Index: NA

Prize payout (as % of sales): 54.3%

Top prize: \$5,000,000

“The Celebration 2023 scratch ticket, which we take pleasure in offering ourselves and giving as a gift, is a must during the holiday season. What makes this ticket successful is the multitude of prizes offered, the draws every day during December, the merchandise prizes, and especially, the chance to become a millionaire live on television during a colorful gala. For more than 30 years now, the popularity of this ticket has not decreased, and sales are still growing.”

—Anne-Marie Voyer, Director of Products and Development, Loto-Quebec

Louisiana Lottery Corporation

Name of non-\$1 game: 100X
Price of ticket: \$20
Avg. weekly sales (1st 12 wks): \$1,411,743
Avg. per capita weekly sales (1st 12 wks): \$0.31
Index: NA
Prize payout (as % of sales): 73.0%
Top prize: \$500,000

“For years players and retailers alike had been asking for a \$20 scratch-off, and the Louisiana Lottery’s 100X game delivered with unique game features that made it a top seller. Our first-ever \$20 scratch-off, 100X, introduced top prizes of half a million dollars along with a special ‘scratch-my-back’ feature for additional winning opportunities. Many of our players had been expressing their desire to play scratch-offs at a higher price point for quite some time. Initially, operational constraints prevented us from offering such games. However, in 2020, the Louisiana legislature provided some relief from the Lottery’s percentage-of-sales transfer mandate, enabling us, at last, to meet this demand in May.

This \$20 game was a fresh addition to our already successful multiplier family of games, bringing higher prizes, better payouts, and improved overall odds of winning, which greatly appealed to players seeking that added value.”

—Susan Clayton, Director of Products, Louisiana Lottery Corp.





Maine Lottery

Name of non-\$1 game: Instant Millions

Price of ticket: \$30

Avg. weekly sales (1st 12 wks): \$1,436,000

Avg. per capita weekly sales (1st 12 wks): \$1.07

Index: 100

Prize payout (as % of sales): 78.5%

Top prize: \$1,000,000

Massachusetts Lottery

Name of non-\$1 game: Billion Dollar Extravaganza

Price of ticket: \$50

Avg. weekly sales (1st 12 wks): \$29,880,516

Avg. per capita weekly sales (1st 12 wks): \$4.28

Index: 100

Prize payout (as % of sales): 82.0%

Top prize: \$25,000,000

“As the Mass Lottery’s first \$50 ticket, it was essential that Billion Dollar Extravaganza present our customers with a value proposition beyond anything they’ve ever seen. With the biggest grand prizes, the highest payout percentage, the largest amount of total prize money, and the most second chance drawings ever offered in Mass Lottery history, this ticket did just that. Additionally, for the first time ever, we included three tiers of grand prizes, with three \$25,000,000 prizes, five \$2,000,000 prizes, and fifteen \$1,000,000 prizes. As if that wasn’t enough, Billion Dollar Extravaganza presented players with the best chance to win \$500 and \$1,000 prizes in Mass Lottery history, and all winning tickets totaled \$100 or more. Collectively, these factors made for an incredibly appealing ticket.”

—Edward Farley, Chief Marketing Officer, Massachusetts Lottery



Missouri Lottery

Name of non-\$1 game: \$3,000,000 Spectacular
Price of ticket: \$30
Avg. weekly sales (1st 12 wks): \$2,173,805
Avg. per capita weekly sales (1st 12 wks): \$0.35
Index: 254
Prize payout (as % of sales): 78.8%
Top prize: \$3,000,000

“The \$30 \$3,000,000 Spectacular game took advantage of being introduced leading into our highest perennial sales period. We produced the game using platinum foil paper, a very reflective-type foil that demands attention at retail. The game not only stood out at retail, but also offered many attractive game attributes, including more than \$100 million in prizes, \$3,000,000 top prizes, a 78.75% prize payout, three bonus plays, the chance to win up to 33 times, multiplier win features, and prizes focused in the \$100 – \$500 prize levels.”

—Bill Burton, Instant Product Manager, Missouri Lottery





Montana Lottery

Name of non-\$1 game: Montana \$1,000,000 Cash Blowout!

Price of ticket: \$10

Avg. weekly sales (1st 12 wks): \$466,400

Avg. per capita weekly sales (1st 12 wks): \$0.42

Index: 134

Prize payout (as % of sales): 75.0%

Top prize: \$100

“Montana launched our first \$1,000,000 Cash Blowout game in September 2016. Since that first launch, we have launched a total of eight of these games. Our initial print quantity for the first game was 140,000 tickets, which has now been increased to 200,000. Weekly pack activations on game one were 130 packs per week, as compared to our current game, which is activating over 210 packs per week, over a 65% increase. This game continues to be our strongest-performing base game. Over the last eight launches of this game, the only thing that has changed is the ticket art and the addition of value-added printing features. We believe the reasons for this being a great game for Montana are: the win frequency of the \$50 and \$100 prizes and that we have not really changed the game since it launched.”

—Jay Boughn, Instant Product Manager, Montana Lottery

New Hampshire Lottery

Name of non-\$1 game: \$100, \$250 or \$500

Price of ticket: \$25

Avg. weekly sales (1st 12 wks): \$1,124,179

Avg. per capita weekly sales (1st 12 wks): \$0.82

Index: 100

Prize payout (as % of sales): 79.85%

Top prize: \$500

“What made \$100, \$250 or \$500 our best-selling game (\$1 game or not!) in FY23? Oh, so many reasons!

Our players love the low, top-prize style games with no breakeven prizes.

Over the past few years, we have seen, like many lotteries, players move up the price point chain. We introduced this style game at the \$10 price point and found success, then the \$20 price and found success, and then this game. The results speak for themselves. We now keep this style of game rotating through each of the noted price points. In fact, we just re-ordered the \$25 highlighted here.

This game was designed with the holidays in mind, but also something that could be evergreen. It is printed on holographic paper, so it catches the eye a bit more and looks like a high-value ticket.

It was launched on 12/5, so it was able to make its way into holiday gifts. And, the gift-giver could give a \$25 ticket without the “worry” that they were giving a \$2 million prize (like our normal \$25 ticket) and missing out on it.”

—Kelley-Jaye Cleland, Chief Product & Program Officer, New Hampshire Lottery





New Jersey Lottery

Name of non-\$1 game: Ultimate \$1,000,000 Spectacular

Price of ticket: \$30

Avg. weekly sales (1st 12 wks): \$3,983,248

Avg. per capita weekly sales (1st 12 wks): \$0.43

Index: 111

Prize payout (as % of sales): 70.0%

Top prize: \$1,000,000

“As an extension of our ‘core’ Spectacular brand of games, we knew the \$30 Ultimate \$1,000,000 Spectacular would be popular with our player base. This new \$30 game had nine top prizes of \$1,000,000 in comparison to our typical \$30 games that have three top prizes of \$3,000,000. The larger number of top prizes really seemed to resonate with our players.”

—Foster Krupa, Senior Director Product Innovation,
Northstar New Jersey

New Mexico Lottery

Name of non-\$1 game: Super Cash Spectacular

Price of ticket: \$20

Avg. weekly sales (1st 12 wks):

\$238,627

Avg. per capita weekly sales (1st 12 wks): \$0.11

Index: 102

Prize payout (as % of sales): 69.0%

Top prize: \$25,000



New York Lottery

Name of non-\$1 game: Triple Red 777

Price of ticket: \$10

Avg. weekly sales (1st 12 wks): \$7,615,336

Avg. per capita weekly sales (1st 12 wks): \$0.38

Index: 172

Prize payout (as % of sales): 68.3%

Top prize: \$3,000,000

“Triple Red 777 featured a classic scratch-off ticket design, a strong numbers theme, an increasingly popular \$10 price point, and a great top prize of \$3,000,000. Combining all of that with a cool, integrated advertising campaign encouraging players to “Spark a Win” by playing the hottest ticket in town, TR777 had everything working in its favor.”

—Rich Oettinger, Director, Marketing & Sales, New York Lottery





North Carolina Education Lottery

Name of non-\$1 game: \$5,000,000 Ultimate

Price of ticket: \$30

Avg. weekly sales (1st 12 wks): \$8,671,425

Avg. per capita weekly sales (1st 12 wks): \$0.83

Index: 108

Prize payout (as % of sales): 78.0%

Top prize: \$5,000,000

“\$5,000,000 Ultimate continued a recent trend in North Carolina of high-performing, \$30 games. Players have gravitated to this price point in the past couple of years, and \$5,000,000 Ultimate proved to be one of their favorites. The game features four key components that have made it popular among players: \$5,000,000 top prize, good odds to win \$200 and \$500, eye-catching art, and a unique \$500 x 500 second chance promotion.”

—Randy Spielman, Deputy Executive Director, Product Development & Digital Gaming, NCEL

Ohio Lottery

Name of non-\$1 game: Billion
Price of ticket: \$50
Avg. weekly sales (1st 12 wks): \$11,365,308
Avg. per capita weekly sales (1st 12 wks): \$0.97
Index: 100
Prize payout (as % of sales): 83.0%
Top prize: \$1M/yr/life

“We pulled out all the stops for our first ever \$50 game, Billion. Being a new price point, we wanted to release a game with a very strong prize structure, POS, artwork, and callouts that would gain the attention of our players and retailers. We printed the ticket using Sparkle® Select. This game featured a minimum top prize of \$100 and the best odds to win \$500 in any game in the Ohio Lottery’s history. We had over 110 \$1 million prizes and top prizes of \$1 Million A Year for Life.

The game went on sale January 3, 2023. In December of 2022, we had our sales reps place ‘Coming Soon’ die-cut pieces on counters and self-service terminals. Two weeks before the game was released, we had all other POS placed in retail. All our POS was printed using holographic material. We had t-shirts printed as giveaways to retailers that were spotted wearing one of the Billion stickers we provided. We ran a six-week retailer promotion that awarded \$1,000 to 100 retailers, and for every 12 books that a retailer settled and had a validation of the Billion game, they received a free \$2 book of scratch-off tickets. At the same time, we ran a player promotion that awarded one winner \$50,000, five winners a book of the Billion game (\$1,500 value), and 50 winners of \$500 gift cards.

We look forward to our second \$50 game that will be released in January 2024 to celebrate the Ohio Lottery’s 50th Anniversary.”

—Ron Fornaro, Instant Ticket Product Manager, Ohio Lottery





Oklahoma Lottery

Name of non-\$1 game: Deluxe Gold

Price of ticket: \$100

Avg. weekly sales (1st 12 wks): \$628,175

Avg. per capita weekly sales (1st 12 wks): \$0.16

Index: NA

Prize payout (as % of sales): 80.1%

Top prize: \$5,000,000

“We were excited to offer the first-ever \$100 scratcher, Deluxe Gold, to our players and retailers after experiencing success with our first \$50 scratcher. So far, the ticket has been successful due to great design, a fully integrated marketing campaign, and the unique opportunity to try the first \$100 ticket in Oklahoma. Also, this ticket was positioned as a ‘limited edition’ offering, which helped to drive urgency among the player base.”

—Abby Morgan, Director, Marketing & Product Development, Oklahoma Lottery

Oregon Lottery

Name of non-\$1 game: Winter Bucks

Price of ticket: \$20

Avg. weekly sales (1st 12 wks): \$256,773

Avg. per capita weekly sales (1st 12 wks): \$0.06

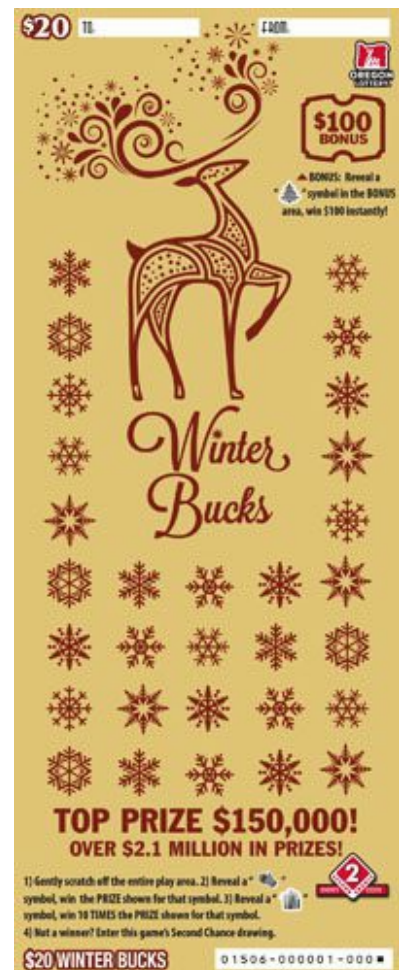
Index: 178

Prize payout (as % of sales): 74.5%

Top prize: \$150,000

“Winter Bucks performed well due to it being a holiday game and having marketing support. Similar to other jurisdictions, we are seeing that our \$20 price point is increasing in popularity among our customers, even without marketing support.”

—Tina Erickson, Lottery Products Portfolio Manager, Oregon Lottery



Pennsylvania Lottery

Name of non-\$1 game: We Wish You A Merry Million

Price of ticket: \$20

Avg. weekly sales (1st 12 wks): \$5,719,783

Avg. per capita weekly sales (1st 12 wks): \$0.44

Index: 113

Prize payout (as % of sales): 73.8%

Top prize: \$1,000,000

“PA Lottery players’ demand for higher-price-point games continues to grow and the holiday season sees the same shift upwards. And, holiday games, because of their limited season, have a dramatic and concentrated sales curve. The \$20 We Wish You a Merry Million game, alone, brought in over \$86 million during the 10-week holiday-themed sales timeframe that ends just around the New Year. PA Lottery’s holiday-themed games get a festive treatment with all the trimmings! Once again, all seven scratch-off games featured HD printing, and We Wish You a Merry Million featured gold Sparkle® Select in a star pattern.

Since \$1 – \$5 holiday games are typically given as gifts and purchased by more casual players, there is more prize structure emphasis on the churn prizes than a typical core game. However, the prize structure profile for our higher-price-point holiday games, such as the \$20 game, is much closer to a core game within its price point. Players expect elevated prizing despite the more whimsical and festive themes that are typically used around the holiday season.

PA Lottery developed 11 traditional holiday-themed games and seven holiday- and winter-themed, eInstant games in FY22-FY23 that were designed to work together and tee up omnichannel cross-promotions. In addition to that strategy, the rapid holiday sales are strengthened with a strong retail presence, an integrated advertising campaign, and promotions.

We conduct a very successful holiday second-chance drawing each year. In 2022, we featured the #sELFie Second-Chance Drawing with prizes up to \$100,000. Players were able to enter non-winning, holiday-themed scratch-off tickets that went on sale in October. In addition to the drawing, we promoted our custom “Elf” lens on Snapchat, wherein players could transport themselves to the North Pole and take an “Elf”-themed selfie.

It is worth noting that when accounting for total sales for games released during FY2223, beyond the first 12 weeks of sales measure, our \$50 Five Million Fabulous Fortune game is the top seller, bringing in over \$226 million.”



—Karla Sparks, Director of Products, Pennsylvania Lottery



South Carolina Education Lottery (SCEL)

Name of non-\$1 game: Fastest Road to \$2,000,000

Avg. weekly sales (1st 12 wks): \$8,447,615

Avg. per capita weekly sales (1st 12 wks): \$1.64

Index: 100

Prize payout: 78.7%

Top prize: \$2,000,000

“After much consideration and market demand, SCEL launched its first \$20 ticket, Fastest Road to \$2,000,000, on March 28, 2023. Like most higher-price-point launches into the market, it was met with high demand and players reacted positively to the new option. Additional facings were added at retail to support the new price-point launch and to help mitigate any cannibalization to the \$10 price point. Now that we have launched the \$20 price point, we will continue to launch \$20 games into the market.”

—Ammie Smith, Director, Product Development, SCEL

South Dakota Lottery

Name of non-\$1 game:

\$550,000 Jackpot

Price of ticket: \$30

Avg. weekly sales (1st 12 wks): \$158,123

Avg. per capita weekly sales (1st 12 wks): \$0.18

Index: 100

Prize payout (as % of sales): 75.0%

Top prize: \$550,000

“The \$550,000 Jackpot instant ticket introduced the \$30 price point to our players. Prior to its May 1 launch, the Lottery conducted research that indicated our players were interested in a higher price point. This key number match style instant ticket also features South Dakota’s largest instant ticket top prize of all time, along with more than \$9 million in total prizes.”

—Wade LaRoche, Director, Advertising & Public Relations, South Dakota Lottery



Washington's Lottery

Name of non-\$1 game: 40th Anniversary

Price of ticket: \$5

Avg. weekly sales (1st 12 wks): \$174,587

Avg. per capita weekly sales (1st 12 wks): \$0.02

Index: NA

Prize payout (as % of sales): 80.0%

Top prize: \$50,000

“Our 40th Anniversary game was successful because of the neon colors, fonts, and shapes that are a throwback to the ‘80s, and of course the 80% payout!”

—Gaylene Gray, Instant Product Manager,
Washington's Lottery

