

6 Big Performers

MEGA GAMES OF 2023

In search of the science inside

With 2023 wrapped, it's a time of reflection, commitment to new resolutions and innovative ways to make 2024 an even better year. At Scientific Games, that means deep diving into data searching for the *why* inside top-performing games.

We asked Rob Thompson, Director of Business Intelligence & Analytics at Scientific Games, who's been studying data for 20+ years, to identify the "mega games" of 2023 – the instant game blockbusters that drove sales beyond

what lottery product managers planned, or ever imagined.

"Poring over graphs and charts for our customers' scratch games, it is easy to forget that behind every number is a player. I can tell a game's story using data and identify the products that emerged as mega games in 2023," said Thompson, always keen to share his passion for the science of lottery play.

And for the company's global customers, the data is a blueprint for innovation in the coming year.



Rob Thompson
Director of Business Intelligence & Analytics
SCIENTIFIC GAMES

South Carolina Education Lottery – FASTEST ROAD TO \$2,000,000

Launched 3/28/2023
Timing is everything. SCEL experienced tremendous growth with \$10 games and made a purposeful decision to build upon that success by launching its first \$20 game. The Lottery's product team went big with a fantastic green game that expresses a strong value in its name. As part of the planning, they enhanced the game with gold *LuxShimmer Ink* to boost its success. *Fastest Road to \$2,000,000's* name is a monster callout for the best chance to win \$2 million in SCEL history! This game's screaming hot weekly per capita sales

(\$1.43) made it the Lottery's No. 2 game of 2023 by the first 16 weeks of sales.

"South Carolina carefully planned our approach to the product positioning of the first \$20 game. We limit the use of callouts in South Carolina so including the callout 'Best Chance Ever to Win \$2,000,000 in SC Lottery History' really stood out to our players, especially since top prizes in South Carolina are not annuitized," said **Ammie Smith, Director of Product Development for the South Carolina Education Lottery.**



Massachusetts Lottery – BILLION DOLLAR EXTRAVAGANZA

Launched 2/7/2023
Yes, it's Massachusetts but... The *Billion Dollar Extravaganza* game has the highest per capita sales (\$3.93) in the first 16 weeks of sales of any game the Lottery has launched in the last 10 years – and maybe of all time! It's an absolute category champion at the relatively new \$50 price point. After concept versions on a dozen different papers, Scientific Games produced this blockbuster game on holographic stock featuring gold *Premium Metallic Ink*, a callout touting over \$1 billion in total prizes (the highest of any game in the Mass Lottery's history) and three bonus boxes. This is how it's done.

"It was imperative that our first \$50 game present our players with a value proposition that exceeded anything they've ever seen, so we filled this ticket with superlatives: the biggest grand prize, the highest payout percentage, the largest amount of total prize money, and the most Second Chance Drawings ever offered in Mass Lottery history," said **Mark William Bracken, Executive Director of the Massachusetts State Lottery.**

"Visually, the ticket exudes prestige, with regal gold and blue colors on holographic paper that reveals dollar signs in multiple sizes and colors. Player response was overwhelming, with weekly per capita sales at levels the industry has never seen before. The ticket almost single-handedly turned a year-over-year decrease in instant sales to a 3.3% increase in the category by fiscal year's end."

From a launch standpoint, since the Mass. Lottery hadn't introduced a new price point in more than eight years, the product team analyzed initial allocations of their \$30 games to be sure that the first \$50 game was allocated properly. Having the opportunity to review performance in states that already launched \$50 games also allowed the team to take the best practices of the most successful game at the time (Florida Lottery's *500X THE CASH*), build upon those best practices and apply them to their market. Mass. also offered a second chance promotion featuring 10 drawings where players could win up to \$50,000.



Maine Lottery – \$50 or \$100

Launched 5/4/2023
Ten-dollar games are the SCEL's specialty, and the list of top-performing \$10 games is usually dominated by South Carolina. But this blowout game from the Maine Lottery is notable for several reasons. First, it has the highest weekly per capita in the Maine Lottery's portfolio for 2023 (excluding \$30 games). Second,

Maine supercharged this unassuming game by launching it in a vibrant purple with *Fluorescent Ink*. Continuing to contribute to the Maine portfolio, it is currently on sale in yellow and green colorway and retains the effective callouts, prize structure and money/wealth theme.

Added a few years ago to enhance the \$10 price point category, this blowout game has become a core game in the Lottery's instant product portfolio. Different than other \$10

games, the \$50 or \$100 game features a money theme and provides players with the exclusive opportunity to win one of two prizes. Though the odds are a bit higher than standard \$10 games, the value proposition for this loyal group of players is well worth it. So much so that Maine also carries a version of this at the \$25 price point to differentiate value to high price point players. The Lottery has been very satisfied with how this uniquely prized game performs in its market.

"The success of the game has proven that indeed there is a market for a game with substantially higher odds if the prizes are substantial enough. We took a chance based on feedback from our players and it has worked out extremely well," said **Mickey Boardman, Acting Director, Bureau of Alcoholic Beverages & Lottery Operations.** "The higher price point appears to be appropriate for this type of game and we are so pleased we are offering a similar game at the \$25 price point."

"We wanted to ensure the game would stand out at retail so decided to go with a bright fluorescent yellow and a font that allowed the two prize tiers to really stand out a retail. In addition to the top prize, we also focused on the callout so players would be clear about what the prizes were," Boardman added.



Connecticut Lottery – X

Launched 2/28/2023

The “X” multiplier concept is popular with many lotteries but especially with Connecticut Lottery payers.

The Lottery’s edgy \$5 X game has delivered an awesome performance against its peers in the industry with sales indexing 67% higher than other \$5 games. The multi-level multiplier on this lower price point product provides the excitement usually seen across multiple price points all in one powerful game. It is the Connecticut Lottery’s highest-performing game by weekly per capita sales in the \$1 to \$5 price point categories. A simple four-number key match with several compelling multiplier spots (ranging from 2x to 20x) and a bright game design with green, orange and pink *Fluorescent Ink* helped this game

perform. The vibrant colors fit well in the portfolio and brought players’ attention to the game.

“Multipliers are always incredibly popular with our players, so we make sure to consistently include them in our product mix. We loved the look of this game and simplicity in name and design,” said **Carlos Rodriguez, Director of Games for the Connecticut Lottery.**

“X was a strong performer. This game was over 75% sold in just 13 weeks, generating nearly \$7.7 million in sales in that period. X’s speed of sale – what we refer to as velocity – was a standout at both the six-week and the 13-week marks, with a total of more than \$8 million in sales,” shared Rodriguez.



“The success of these scratch games speaks to the value of reading the market properly and creating the right mix of variation in an instant scratch portfolio. This is the way to create value for the beneficiaries of a lottery and Scientific Games is proud to be a partner that supports growing that value across the industry.”

– Rob Thompson, Scientific Games

New Mexico Lottery – \$5,000 ORO

Launched 4/4/2023, reorder launched 8/7/2023

Earlier this year, the New Mexico Lottery launched an inventive four-member family of games with a nod to the state’s culture and rich history of gold. \$5,000 ORO, the \$2 game, would go on to win the coveted North American State and Provincial Lotteries Association’s 2023 Best New Game award. Branded ORO – which means gold in Spanish – all the games were designed using a precious metals theme with the gold and twinkle *Sparkle Select* patterns on blue. Across the family, the \$2 game was a stand-out. The two-number match game gives players extra value with a \$1,000,000 second-chance win opportunity. It was the best-selling New Mexico Lottery game in the \$1 to \$5 price point category by per capita sales, performing 52% higher than other \$2 games. The entire family, which includes an extended play game, has performed very well for the Lottery.

“Families of games are important for New Mexico Lottery players because they provide a cohesive look, an advertising campaign featuring multiple price points and an opportunity to appeal to many different players with different play styles, price points and top prizes,” said **Karla Wilkinson, Director of Gaming Products, for the New Mexico Lottery.**

“We were thrilled with the game’s performance. The \$2 and \$5 price points sold out in just eight weeks.

Sparkle Select on \$5,000 ORO made it stand out among the other \$2 games. Typically, \$2 games are an introductory price point for players,” Wilkinson shared. “The \$2 ORO scratcher also received the most entries into the second-chance promotion, which supports that it was an entry point for new and infrequent players.

Wilkinson said that the success of the ORO family was a perfect blend of game appeal (look), prizes, a second-chance promotion and a comprehensive ad campaign.



Missouri Lottery – Lots of \$50s

Launched 7/25/23

Loaded games create quite a bit of excitement with players, as do all specialty prize structures when they are used judiciously in a portfolio. The Missouri Lottery’s *Lots of \$50s* game makes the 2023 top-performers list with very strong weekly per capita performance in the \$1 category.

This game achieved the highest weekly per capita of \$1 games launched by the Lottery in 2023. It’s become a core game in the market, thanks to a successful strategy.

“The \$50-themed games are top-sellers in our \$1 price point category, so we strive to offer the theme consistently in our \$1 game mix. Players loved the *Lots of \$50s* game with its distinct play area, clear highlighted callouts, contrasting colors and prize offerings,” said **Bill Burton, Instant Products Manager for the Missouri Lottery.** “The *Lots of \$50s* unique prize structure aligned with the game name and callouts, allotting 33% of the prize fund to the \$50 prize level.”

Burton shared, “In fact, *Lots of \$50s* is our highest-selling \$1 game in the past two years. We’ll definitely continue to use the game’s successful attributes in future game development.”



Congratulations to these lotteries for a job well done. These games reflect the innovative decisions made by product managers to learn what their players prefer in a scratch game entertainment experience.