



la fleur's magazine

MAY/JUNE 2026

VOL. 33 NO. 3

THE NEW RETAIL PLAYBOOK

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More Play. More Chances. More Connection.

How Scratch Connect is Changing the Game

For more than five decades, the lottery experience has been defined by a simple, satisfying moment: buy a game, scratch to reveal and see if you've won. It's a ritual players around the world know and trust.

But today's consumers are shaped by digital entertainment and on-demand experiences. In 2026, they expect more.

The challenge isn't to replace what's become a \$113 billion consumer product category generating an estimated \$38 billion for good cause programs. It's to modernize it—enhancing the experience without disrupting what already works so well. That's exactly where *Scratch Connect* changes the game.

Scratch Connect was created around a simple idea by game innovation teams at Scientific Games: Extend the experience and enhance the fun. So scratch game innovators came together with digital lottery specialists.

How It Works

1. Physical game is purchased at retail.
2. QR code under the scratch area directs players to the dedicated microsite. No registration or login required.
3. Microsite provides access to digital game(s).
4. Digital game launches > pre-determined prize is revealed at end of game.
5. Physical game is still bearer instrument, driving players back to retail.

The Scratch Connect Concept

What begins as a traditional scratch game ticket doesn't end there. Instead, it opens the door to more play, deeper engagement and more chances to win—all through an easy, seamless mobile interaction.



"The concept isn't about pushing players into a digital platform or asking them to change their behavior. It's about rewarding the behavior they already have," explains Danielle Hodges, Senior Director, Global Product Innovation & Development for Scientific Games. "It's about rewarding the behavior players already engage in. The ticket remains the centerpiece—the bearer instrument, the trusted proof of play. But now, it does more."

Players are invited—not required—to extend their experience. With a quick scan of a QR code, they can unlock an

additional layer of entertainment. No app. No login. No friction. Just more fun.

And that "more" matters.

Scientific Games' national player research shows strong player appetite for extended experiences, especially when they offer added value and additional chances to win:

- 60% of players rated the added value of Scratch Connect as valuable or extremely valuable
- 69% said they were somewhat or extremely likely to scan the QR code and continue play



The Scratch Connect team (L to R) Ken Andrey, Danielle Hodges, Stephen Jones and Amy Warner, show how easy it is to click and keep playing.



Scratch Connect players responded that they feel like their purchase goes further. Whether through a bonus game, additional prize opportunities or simply more time spent playing, *Scratch Connect* enhances perceived value in a meaningful way.

“

Just as compelling is how intuitive the experience is. Simplicity drives engagement. When players instantly understand what to do—scan, play, win—they’re far more likely to participate

— Amy Warner, VP, Digital Business Development for Scientific Games.

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Connecting Retail to Digital—Intuitively

Clarity drives action. Scientific Games’ research found:

- 89% of players said the Scratch Connect logo was clear there is a digital feature in the game
- 92% said these games were easy to understand

That simplicity turns curiosity into participation.

But the impact goes beyond gameplay. By introducing digital prize opportunities alongside the physical ticket, lotteries can create a more consistent cadence of wins—especially smaller, more frequent rewards that sustain engagement and excitement.

And importantly, nothing in the core experience changes. Prizes remain redeemable at retail. The structure players trust stays intact. The digital layer enhances the retail game—it doesn’t replace it.

Scratch Connect also creates new pathways for player engagement. It opens the door to loyalty programs, promotions and future digital interactions—meeting players where they are and guiding them forward at their own pace.

“The *Scratch Connect* journey ends with a call-to-action that can drive players to a lottery’s loyalty club or iLottery program,” Warner explains. “In our launches, 40% of players who scanned the *Scratch Connect* QR code on the physical game clicked on the digital call-to-action.”

The Benefits of “More”

With *Scratch Connect*, “more” isn’t just a feature, it’s a strategy.

- More engagement drives stronger connections.
- More play extends session time.
- More chances to win increase excitement.
- And ultimately, more value builds long-term loyalty.



Early *Scratch Connect* game launches in several U.S. and international markets show this approach resonates. Players aren’t just trying the added experience—they’re embracing it. Because it’s intuitive. It’s seamless. And it enhances what they already enjoy.

The future of lottery isn’t about reinventing the core experience. It’s about enriching it, amplifying what already makes it fun and extending that feeling just a little further.

With *Scratch Connect*, that future is already here.

And it starts with something as simple as a scan.

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POWERING

RETAIL MODERNIZATION

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