

Extending Scratch Entertainment with Digital Play

February 11, 2025



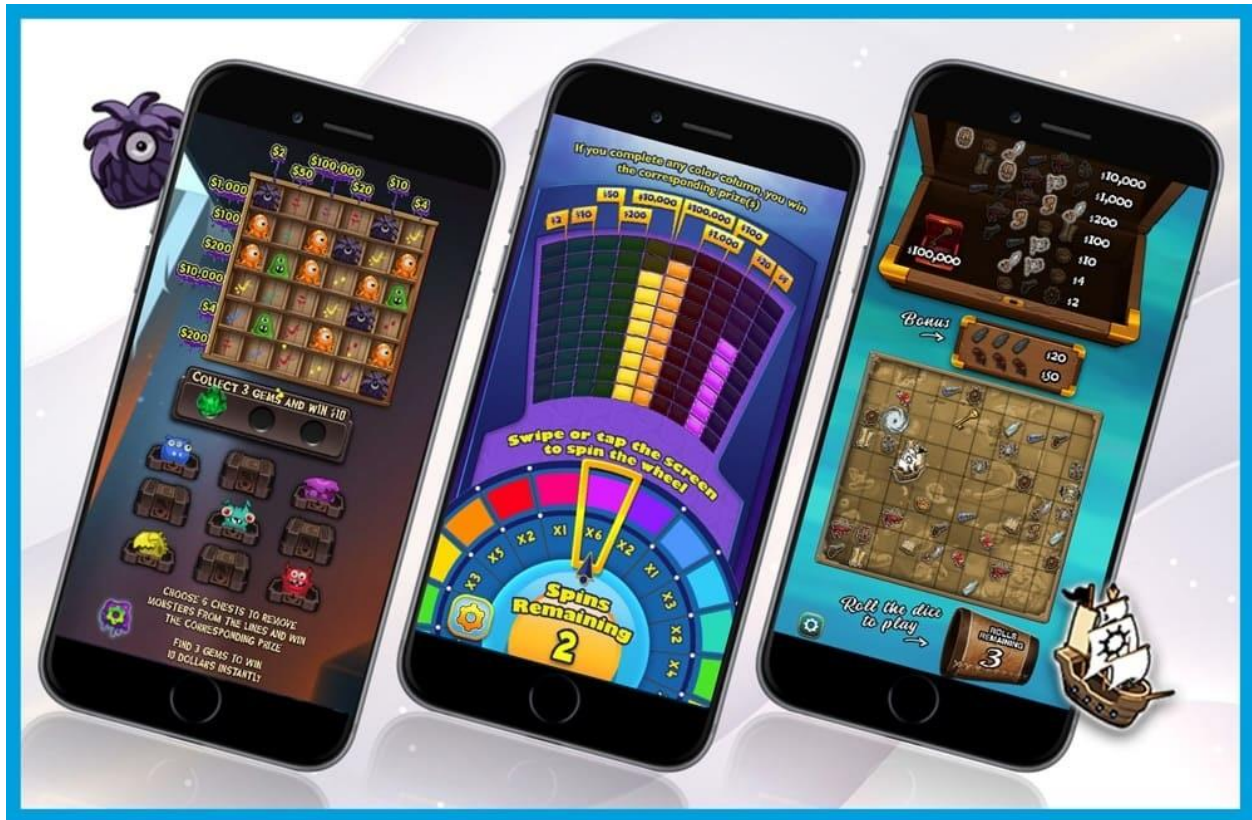
In the continuous quest to entertain players, Scientific Games has been innovating and testing new scratch games for more than 50 years. Scratch Connect is one of the latest products from the world’s largest lottery games company.

“Scratch Connect brings instant scratch game players online to connect digitally with a lottery’s brand,” shares Amy Bergette, senior vice president of digital solutions for Scientific Games, who has worked with lottery products for 30+ years. “The transition between a scratch ticket to a digital experience has never been easier.”



Developed to enhance and modernize the traditional scratch game experience regardless of whether games are sold online in the market, Scratch Connect adds entertainment value by extending the physical play experience to also include a digital play component. Scratch Connect can be added to an existing hybrid instant scratch game, or a custom dedicated game can be created.

Players simply scratch, scan their ticket with a mobile phone and continue the fun with a digital game played online. For players not already engaging with a lottery online, Scratch Connect serves as the perfect experience to introduce players to an omnichannel journey.



How It Works from Brick to Click

“You could call Scratch Connect an enhanced ticket checker but with added fun for the player,” explains Bergette. “It’s really a hybrid instant game that transitions the player from a game purchased at retail to digital game play.”

A quick mobile scan of the QR code on the scratch game purchased at retail directs the player to a microsite online. Upon entering the microsite, once the player’s age is confirmed, the player is directed to select a Scratch Connect digital game from a library of entertaining titles chosen by the lottery. A predetermined prize is revealed when the digital play ends.

Alternatively, the player can choose NOT to play the digital game and simply turn their ticket in at retail to redeem their prize. Retailers validate winning Scratch Connect tickets just as they would any other instant scratch game because the physical scratch ticket remains the bearer instrument.

“We chose a standard instant ticket size with a key number match play action that is intuitive and user-friendly for traditional scratch game players,” she adds.

Scientific Games tests every product before recommending it in a lottery partner’s portfolio. In the US, a major lottery conducted a research study with a Scratch Connect game to evaluate its

appeal as a way to connect retail and digital play, and to further engage players. The response was positive, and a pilot is in the works.



50 Game Titles, Marketing Package & More

Scientific Games has curated more than 50 titles for Scratch Connect digital games like 5X, 10X, 20X, 50X BLOWOUT, MINI MONSTERS and STATEWIDE PAYOUT, as well as sports-themed games, seasonal games like BOO-TIFUL BUCKS and a number of festive holiday games like CASHING THROUGH THE SNOW.

As with all new play concepts, Scientific Games advises educating players about how Scratch Connect works. With that in mind, the company provides each lottery with a customized Scratch Connect digital marketing package, including a website banner, social media and email graphics to create visibility.

“Scratch Connect is a great product that appeals to traditional and digital players alike. And because the instant ticket remains the bearer instrument, it’s a product most any lottery can offer, no matter the status of their online regulations,” says Bergette.

For more information on Scratch Connect, contact your SG representative or email: info@scientificgames.com

This article has also appeared in NASPL Insights Online, which serves the North American State and Provincial Lotteries Association members.

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