

# PGRI PUBLIC GAMING

SEPTEMBER/OCTOBER 2023

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# Taking the *Scratch Experience* to the Next Level

## Six U.S. Lotteries Launch New 3-D Holographic-like Dimension Games from Scientific Games

The next phase of Scientific Games' global instant scratch game production expansion officially went live earlier this year at the company's global headquarters in Atlanta. The new technology is producing *Dimension* games with a three-dimensional holographic-like effect. Six U.S. lotteries have upped the scratch experience, taking it to the next level for their players with the new product.



*Danielle Hodges*

"*Dimension* is part of our long-term game innovation expansion plan. We've invested in research and production technology so our customers can offer new, exciting instant game entertainment experiences to drive sustainable revenues for their good cause programs," explains Danielle Hodges, Director of Global Instant Product Innovation and Development for Scientific Games.

The company's global innovation teams adopt trends from inside and outside the industry, exploring what's next, using analytics and testing with player research groups to produce strategically enhanced games.

Developed by innovation teams at Scientific Games' UK instant game production facility, *Dimension* technology was inspired by the latest trends in printing for higher-end consumer packaged goods. A number of innovative European lotteries were the first to launch the 3D games with success – including one game that broke sales records – and the company expanded its investment to bring *Dimension* to the U.S.

### Science-based Innovation

The new technology produces holographic-like patterns on scratch games, including *Cracked Ice* and *Stella* (stars). *Spheric Lens* is the newest pattern that creates depth and movement at different angle refractions with spherical circles that simultaneously appear above and below the game graphics. Additional patterns are currently under development.

In September 2022, Scientific Games conducted a national survey of scratch players to gauge interest in strategic enhancements like *Dimension*. The findings? On a seven-point scale, 79% of players rated *Dimension* games 5+ for purchase intent. Purchase intent requires an action (a purchase to be made) versus another survey question such as product appeal.

Following the player research and product testing, the company's designers, printing technologists, product managers and market analysts, worked to perfect *Dimension* game samples. U.S. lotteries attending the World Lottery Summit in October 2022 got a first glimpse at the new games.

"Interest in *Dimension* games was immediate. By spring 2023, the first U.S. games were designed and scheduled for production," shares Hodges. "In Europe, games featuring *Dimension* vary across price points, while our first U.S. games are primarily positioned at the \$10 and higher price point."

Here's a look at the very first *Dimension* games to go to market in the U.S., as other lotteries plan for upcoming families of games, holiday and special occasion games.



# Lucky 13

## COLORADO LOTTERY

The *Lucky 13* concept goes back to the early days of the Colorado Lottery. However, in 2009 the Lottery introduced a 13-themed \$10 game that featured a prize structure with a minimum prize of \$13. Every prize level included the number 3, which was unlike any previous \$10 prize structure. The game was very successful, but Colorado Lottery Product Manager Todd Greco says it got lost in the mix.

Flash forward to 2023, the Lottery decided to reintroduce that prize structure in a new \$10 game.

The game was part of a group of number-themed games being launched at the same time, and one way to draw attention to this game was by adding a completely different look to the concept compared to all other games on sale at the time of launch.

"The number 13 theme, the color green which is very popular with players, and the *Dimension* printing technique made this game very noticeable," Greco shares. "The \$10 price point has become the Colorado Lottery's most popular category, and there are a lot of games offered at that [price point]. Adding the *Dimension* printing feature helped *Lucky 13* stand out among all the other \$10 games, and helped players notice the other features of the game, like the unique prize structure."

*Lucky 13* featured the *Cracked Ice* *Dimension* pattern.

"The *Dimension* pattern along with the color green is a great combination. Looking at the ticket is almost mesmerizing, as you really think you are looking into the depths of the ticket," explains Greco.



*Dimension Cracked Ice pattern*



*Dimension Stella pattern*

# 777

## COLORADO LOTTERY

The Colorado Lottery has used 7s theme games throughout its 40-year history. Greco says players like games with the number 7 included in the theme as they believe it's lucky.

In late June the Lottery launched 777 at the \$20 price point enhanced with *Dimension's* Stella pattern. Designed to appeal to players who are drawn to lucky number themes, 777 was part of a group of number-themed games, all offering unique features – ranging from non-traditional prize structures to unique new printing techniques. It was the first time the Colorado Lottery featured just the number 7 in a game's name.

"Games that feature unique printing techniques like *Sparkle* or fluorescent and metallic inks stand out among the other games in the dispensers. And while players are used to seeing those features, the Colorado Lottery is always looking to add other 'dimensions' to the look and feel of our games," he explains.

"We needed a \$20 game to replenish inventory at that price point. However, like most lotteries, players in Colorado are gravitating towards higher price points. We thought adding this new printing technology to one of our \$20 games would do just that."

The 777 game launched in both a deep red and a rich blue with a \$1 million top prize.

"This game has everything going for it. Red tickets always stand out in the dispensers, the number 7 is a popular number theme and then adding a new printing feature like *Dimension* was the icing on the cake," says Greco.

## Ultimate Da\$h MAINE STATE LOTTERY



Dimension Cracked Ice pattern

Since 2011, lotteries have offered *Warehouse Dash*, a second-chance promotion where players enter their non-winning instant or draw game tickets into a second-chance drawing for the opportunity to participate in a *Warehouse Dash*. The red-carpet event is managed entirely by Scientific Games and can be tied to a themed instant game or offered as a stand-alone event.

A unique, once-in-a-lifetime winner experience for players, the *Warehouse Dash* extends the instant game experience. Winners are flown to Chicago for 90 seconds of total shopping fantasy where they dash through a warehouse and fill their shopping cart with as much merchandise as possible. Awarding six to 50

winners, the promotion can be scaled to meet the unique needs of the lottery's budget, players and brand.

The Maine Lottery's strategy is to have a diverse offering at each price point in its portfolio. The \$10 price point has been growing and more \$10 games are being added.

"We've offered the *Warehouse Dash* as a prize in our loyalty program in the past but never as a stand-alone game. Players who participated loved the overall experience of the *Dash* including being treated like VIPs and having control over what prizes they could get," says Mickey Boardman, Interim Director of the Maine Bureau of Alcoholic Beverages and Lottery Operations. "We posted a video of the dash event on social media and the feedback was tremendous. The big question was, 'How can I do that?'. *Ultimate Da\$h* will provide them with that opportunity."

The Lottery's team added *Dimension's Cracked Ice* pattern to the game design because they knew that special enhancements add value to the player experience.

"It was important to provide something that would make this game stand out without taking away from the other games. The *Warehouse Dash* component along with a chance to win \$1,000,000 fits well at the \$10 price point which allowed the prizes in the game to be substantial enough that it still appeals to players who may not be interested in the *Dash*."

Featuring graphics of a warehouse filled with merchandise awaiting winners, *Ultimate Da\$h* launched in late July.

"The ticket design really captures the excitement of the game by featuring the experience of a *Warehouse Dash* combined with a chance to win \$1,000,000," says Boardman. "The addition of the *Dimensions* [enhancement] brings the ticket to the next level by creating a unique look that will stand out in the marketplace."

## \$250,000 Riches

### NEW MEXICO LOTTERY

The first in the U.S. to launch a *Dimension* game was the New Mexico Lottery. Since launching in May, the *\$250,000 Riches* game – a first for the game concept as well – is the Lottery's top-selling instant game each week.

"Statutory payout constraints limit our ability to grow to the higher price points that are trending in the industry. In fact, we reintroduced the \$20 price point in 2022 after years out of market. With little room to boost payout, we search for other ways to differentiate the \$20s and that often involves *Strategic Product Enhancements* from Scientific Games," says Karla Wilkinson, Director of Gaming Products for the New Mexico Lottery. "We happened across international tickets printed with *Dimension* and were immediately captivated by the unique three-dimensional look.

We knew we wanted to use *Dimension*, and we even knew that we wanted to be first in the U.S. to do so." A \$20 game was coming up, so the Lottery decided to enhance it with *Dimension*. The 3D *Spheres* pattern and combination of black and gold make the game look every bit as rich as the prizes.

"We were drawn to the *Spheres* pattern – it was extraordinary. The depth and three-dimensional effect give an optical illusion that the pattern is actually coming out of the ticket," shares Wilkinson. "We chose a solid title font, selected strong money-themed symbols for the play area, and left the rest of the ticket black – all to maximize the *Dimension* effect. The result was the *\$250,000 Riches* game a truly striking and unique offering, providing something special for players and retailers."



Dimension Spheres pattern



Dimension Cracked Ice pattern

## \$1,000,000 Riches

### SOUTH CAROLINA EDUCATION LOTTERY

The \$10 price point is by far the most profitable price point for the South Carolina Education Lottery, which makes it a good place for the Lottery to invest in its portfolio. A \$10 game with an elevated top prize of \$1 million has always been a staple in the SCEL's portfolio. Because it's been a staple for so many years, the Lottery's product team is always looking for ways to differentiate it, and *Dimension* offered an excellent opportunity to make it pop at retail.

"We were drawn to this innovative print feature because of the subtle, but eye-catching layer of dimension it gives to tickets, as well as the variety of designs it offers. We chose the *Spheres* design for our \$1,000,000 *Riches* game to give it a classic, royal feel," shares Ammie Smith, Product Development Director the SCEL.

Scientific Games presented *Dimension* product samples to the team, and they liked them so much they opted to bring one of the designs to life almost exactly as presented. *\$1,000,000 Riches* launched in late August.

"Our \$10 million-dollar top prize games are some of our most popular, and we wanted to make sure we offered a ticket that would stand out in our dispensers – the 3D effect of *Dimension* does just that!" Smith adds. "We are confident that our players will be drawn to this ticket design. We look forward to utilizing even more of the *Dimension* designs on future games."

## Waves of Cash

### MASSACHUSETTS LOTTERY

"We are always looking to add variety to our portfolio of instant tickets and *Dimension* offers a unique visual appeal that exudes something special," says Tom Aiello, Instant Ticket Product Manager for the Massachusetts Lottery.

The Lottery's new Executive Director Mark William Bracken learned about *Dimension* games at the World Lottery Summit in Vancouver. He mentioned to Aiello that he'd like to offer their players a game with a 'fish-bowl' look using *Dimension*.

Inspired, the team returned from the conference and designed the game with the *Spheres* pattern. The \$5 price point, which typically includes more than 10 strong games and attracts a wide range of Massachusetts players, made for a good introduction point. The game launched in early August.

"We created a new game titled *Waves of Cash*, which features an underwater scene brought to life with bubbles utilizing the *Dimension Spheres* pattern, exhibiting a sense of movement. With exciting color combinations and two prominent bonus spots that extend the bubble imagery, this ticket is exceptionally alluring," shares Aiello.



Dimension Spheres pattern



Dimension Spheres pattern

## Ultimate Da\$h

### NEW HAMPSHIRE LOTTERY

The New Hampshire Lottery, as part of the *Warehouse Dash* second-chance promotion with the Tri-State Lotteries (Maine, New Hampshire and Vermont), is launching an *Ultimate Da\$h* scratch game featuring *Dimension*. The winners' event will take place in 2024.

"The lotteries that launched the very first *Dimension* products in the U.S. should be so proud of these innovative games. Our team has been excited to see the creative implementations come to life on real games, so much so that we've already began exploring new patterns and combinations of other printing techniques," shares Hodges. "Scientific Games is always looking to add more value to our partners' brands. We're continuing to invest in unique technology that allows us to create the best games to maximize proceeds for our customer's beneficiaries."

For more information on *Dimension* games, contact your Scientific Games representative.

