



# la fleur's magazine

Vol. 29 No. 6, July/August 2022

## The Hourglass Game

Texas Lottery has been considering a \$100 ticket for 15 years, but opted not to move forward with it until the market's needs met the perfect prize structure.

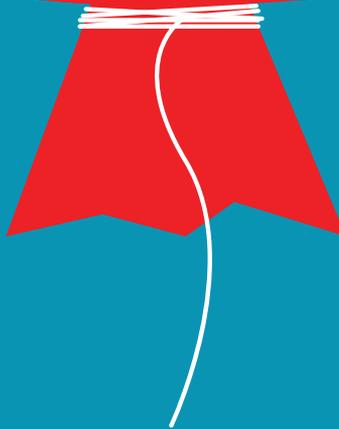
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## 2022 Best Instant Games Report

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# INFLATION

Will it blow up the industry?



# Report: Top 3 Licensed Brands

The top licensed brand report examines consumers' favorite licensed brands instant games each year. *La Fleur's Magazine* surveyed Alchemy3, IGT, Pollard Banknote and Scientific Games for their blockbuster games as measured by total fiscal 2022 sales. Below is *La Fleur's Magazine* FY22 Top 3 Licensed Brands Report by vendor:

## Alchemy3

At Alchemy3, the ability to extend branded game content reach to multiple sales channels proved a key factor for our customers in FY22, as reflected in the year's top brands:

Skee-Ball continued its domination as A3's top brand, with several lotteries choosing to launch second or even third versions of this nostalgic winner. And the ability to feature Skee-Ball across multiple sales channels proved to be a popular strategy, helping to elevate awareness and trial.

Arguably the most iconic arcade classic lottery game introduced to date, Space Invaders continues to deliver strong sales results for customers. The inclusion of additional sales channel applications will further enhance the popularity of this nostalgic juggernaut.

It may be ooky and kooky, but the Addams Family brand has delivered a familiar and inviting trial mechanism to customer lottery dispensers 13 times since its introduction. Supporting assets, including original music from the television series hit a sweet spot with customers and players. The brand's relevance will only increase with new production content dropping later in 2023.

## IGT

Timeless brands and varied second chance experiences deliver fun and player loyalty:

**Wheel of Fortune** This enduring brand continues to be a strong performer across jurisdictions, with a total retail value of \$1 billion+ from games launched in 34 jurisdictions globally. The brand remains a lottery staple thanks to unstoppable brand affinity, dazzling

ticket art, and engaging second chance promotions.

**Elvis™** One of IGT's newest brands is a rockin' success thanks to electrifying ticket art featuring a wide range of iconic imagery as well as exciting, turnkey second chance experiences. Three lotteries launched Elvis games in the latter half of 2021, amounting to \$40 million in retail value.

**IGT™ Slots** IGT's vast library of casino-game content translates easily into dynamic instant games that are instantly recognizable to lottery and casino players alike, including hits like Double Diamond™, Triple Double Diamond™, and Triple Fortune Dragon™. Twenty jurisdictions have launched various IGT Slots games to date and several now designate IGT slots as a core game in their portfolio, resulting in over \$650 million in retail sales.

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## Pollard Banknote

This past year saw numerous launches from Pollard Banknote's licensed game portfolio, as our top-selling properties, PAC-MAN™, Tetris®, Corvette®, and Silverado®, continue to boast strong brand appeal.

The enduring popularity of our retro arcade collection has led to several launches this year, with PAC-MAN™ and Tetris® continuing to be fan favorites among players. With 27 launches to date, including the brand's first-ever omnichannel program, PAC-MAN™ keeps players chomping at the bit with a multitude of touchpoints—scratch tickets, Fast Play, pull-tabs, and iLottery—at their fingertips. With a history of success, Tetris® once again leveled up this year with the first launch of a mini-family game which featured multiple price points and playstyles. The brand's nostalgic appeal, coupled with its upcoming 40th anniversary in 2024, makes it a strong addition to any instant ticket line-up.

Our vehicle category of licensed

brands has also proven exciting, with several new launches of Corvette® and Silverado®. Furthermore, we recently electrified our portfolio with the addition of the new Silverado® EV—the first-ever all-electric Silverado® truck!

PAC-MAN® & ©BANDAI NAMCO Entertainment Inc. ©Tetris® & © 1985-2022 Tetris Holding. General Motors Trademarks used under license to Pollard Banknote Limited.

## Scientific Games

Top performers in Scientific Games' broad portfolio of licensed brands continue to be MONOPOLY, LOTERIA and WILLY WONKA. And it's no surprise that their mass appeal makes them best sellers in the industry overall.

Reigning at No. 1, Hasbro's classic board game MONOPOLY resonates with lotteries and players alike. In fiscal year 2021-22, North American lotteries launched MONOPOLY games with a retail value of \$832 million+! MONOPOLY 'families' of games have become top-performers, with lotteries—including Maryland, Montana, Ohio, Oklahoma, and WCLC—launching families across multiple price points.

Authentic LOTERIA holds the No. 2 spot with expansion into larger price points. Featuring colorful, original Don Clemente images and traditional Latin American bingo-style play, LOTERIA is one of the industry's most 're-introduced' brands, with 150+ launches to date.

And the WILLY WONKA GOLDEN TICKET linked instant game is No. 3. SG will host 122 lottery trip winners in Las Vegas for an exciting second-chance opportunity to play the EVERLASTING MILLION CHALLENGE for a chance to win up to a LIFETIME prize of \$1 million a year!

EVERLASTING MILLION CHALLENGE™ is a trademark of Scientific Games, LLC. © 2022. All Rights Reserved. LOTERIATM/©: Licensed by Don Clemente, Inc. 2022. All Rights Reserved. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR.MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 1935, 2022 WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s22)

**SKEE-BALL**

PRIZE CHECK

1488-BALL BOARD

100 POINTS

20 POINTS

10 POINTS

PRIZE KEY

PRIZE	POINTS
\$1	10-99
\$5	100-249
\$10	250-399
\$20	400-549
\$50	550-699
\$100	700-849
\$200	850-999
\$300,000	1000

**TOP PRIZE \$30,000!**

**ELVIS**

ENTER FOR A CHANCE TO WIN AN EXCLUSIVE REISSUE GRACELAND EXPERIENCE!

**WIN UP TO \$25,000!**

**TETRIS**

WINNING NUMBERS

HOLD

NEXT

**WIN UP TO \$250,000!**

**MONOPOLY 20X**

YOU COULD MULTIPLY YOUR PRIZE UP TO 20X

**TOP PRIZE \$70,000!**

**THE ADDAMS FAMILY FORTUNE**

**WIN UP TO \$20,000!**

20 CHANCES TO WIN!

**DOUBLE DIAMOND**

**WIN UP TO \$200,000!**

**WIN UP TO 26 TIMES!**

**PAC-MAN**

**WIN UP TO 12 TIMES!**

**WIN UP TO \$30,000!**

**Golden Ticket**

EVERLASTING MILLION TOUGH-GUYE GIVING

**10 TOP PRIZES OF \$500,000!**

**SYMBOL WINS PRIZE AUTOMATICALLY!**

**SPACE INVADERS CASH INVASION**

**5X MULTIPLIER!**

**WIN UP TO \$40,000!**

**WHEEL OF FORTUNE**

**YOUR \$ NUMBERS**

**WIN UP TO \$50,000!**

**TEXAS EDITION**

**BUCKS & TRUCKS**

**\$100,000 TOP PRIZE!**

**LOTERIA**

**WIN UP TO \$30,000!**

# Inspire

*The Fun.*

We're always thinking about the player experience.  
Because it's not just a game.  
It's an instant of optimistic fun.





# THE TIME IS NOW

There are **50 Million** reasons your players will love the new Linked Game!



Contact your Scientific Games representative today for more details.