

IGT's Second Chance Platform Supports Unique Player Experiences



KEY TAKEAWAYS

- IGT's fully-customizable second chance platform supports lotteries using second chance programs to engage players beyond traditional game play.
- A wide variety of full-turnkey marketing programs are available for lotteries to bring second chance promotions to their players.
- IGT provides White Glove Service to support players throughout their money-can't-buy experience with the highest level of attention and detail.

SITUATION

Lotteries are constantly looking for opportunities to continue engaging their players beyond the game play itself. One of the most successful ways to do so has been through second chance programs, where lotteries can offer additional prizes to players who enter tickets into separate drawings.

Second chance programs can vary widely in size and scope. Some lotteries offer drawings on every scratch and draw game in their portfolio, holding game-specific or general drawings at regular intervals. Conversely, some lotteries tie drawings and promotions to individual games, tailoring prize packages towards that single game. Prizes can include cash, merchandise, or experiential based packages.

For the player, these programs add value to their purchase, giving them additional chances to win meaningful prizes. For lotteries, promotions can drive sales by incentivizing players to purchase additional tickets, and in return more chances to win. Lotteries can also learn about the players engaging in these programs, developing a profile for how players interact with different products and react to different marketing tactics.

SOLUTION & RESULTS

IGT's second chance capabilities are made up of three primary components: the back-end platform, the turnkey marketing programs that support it, and the immersive player experiences that give players uniquely attractive, once-in-a-lifetime prize packages.

The Platform

The IGT platform includes every component needed for a lottery to implement second chance offerings, from the player-facing technology to the sophisticated back-end infrastructure to support it. IGT can create customized web portals and microsites, and well-designed and easy-to-navigate pages that attract players and guide them through the entry process, with single sign-on capability to a Lottery's player's club. These pages can be optimized for desktop browsers and mobile apps alike.

On mobile platforms, we also support auto entry of tickets by scanning with a phone's camera via the app. Behind the scenes, the platform establishes eligible games offering second chance prizes, tracks player entries, opens up player communication channels, and supports a custom drawing schedule with drawings run by a certified random number generator. It's also possible to set responsible gaming limits, including the ability to custom set ticket entry limits on a daily, weekly, monthly, or lifetime basis.



The California Lottery's Second Chance portal is powered by IGT's platform

The complete IGT platform has been implemented in California, New Jersey, Oregon, Rhode Island, and Texas, while components of it, including custom microsites, have been used in 16 other jurisdictions.

IGT runs the Texas Lottery's Second Chance Luck Zone, where nearly 900,000 players have entered over 9.4 million tickets to date in 2019, averaging about 50,000 entries per day, with 85% of entries are made via the Lottery's mobile app. Promotions are run across select instant games, where non-winning tickets are eligible for entry. A recent multi-game promotion saw almost 900,000 entries for a single drawing. In 2019, the Lottery expects to run 67 total drawings, awarding more than 37,000 cash, merchandise, and experience based prizes.

In California, where IGT administers the Lottery's second chance program, over 5.5 million players have entered a second chance drawing since the program's inception, with 20,000 new players registering every month. Eligible games include non-winning scratch tickets, as well as Fantasy5 and SuperLotto Plus draw tickets. The Lottery holds several drawings each month for a variety of cash and events based prizes, with each drawing receiving several million entries.

Turnkey Marketing Programs

Beyond the infrastructure of these programs, IGT also provides full turnkey marketing solutions that allow lotteries to execute second chance promotions effectively and efficiently. These involve streamlining as much of the comprehensive experience itself to make it easier for the lottery to launch a promotion. For some licensed property games, this starts with a catalog of pre-approved artwork, customizable for a variety of price points and play styles. IGT provides a multi-channel marketing program, including pre-produced television and radio commercials, social media and digital ads, and a variety of retail point of sale materials, all customized to the requirements and specifications of a specific market.

IGT also supports the mechanics and logistics of the second chance program itself. This includes management of the drawing(s) via our second chance platform, winner communications, and fulfillment of prizes won. These prizes are traditionally cash awards, merchandise packs, or VIP, money-can't-buy experiences, often tied to a licensed brand.

The Player Experience

Several IGT second chance programs feature the chance for players to win all expense paid, vip trips. For these experiences, IGT provides its signature White Glove Service to lottery partners and their players. The players, having entered and won prizes offered by their lottery, are treated as VIPs from the moment they find out they're a winner through the culmination of their trip and even after they return home. IGT teams make the initial outreach to the players, book their travel and hotels, disperse any associated spending money, prepare custom experiences, tours, and receptions to ensure a once-in-a-lifetime trip, and prepare and process any related tax amount. Prior to the trip, IGT sets up closed social media pages for the winners to introduce themselves and talk about the upcoming experiences. If there is a prize giveaway component, IGT creates and holds an event for the winners to find out their additional prize.



As part of IGT's White Glove Service, our staff is on-site and available during the entire trip, and throughout the process, winners have a direct line to IGT staff to talk through any questions or concerns. IGT recognizes the responsibility we hold in this process; to the players, we represent their lottery, and we must do so in the best way possible. Our goal is for participants to tell their lottery how great their experience was and encourage the lottery to participate in more second chance programs in the future.

One of the large-scale second chance programs offered by IGT in recent years was tied to the Wheel of Fortune® brand. IGT has partnered with Wheel of Fortune to offer licensed instant games and related second chance programs since 2015. In 2016, 15 lotteries participated in a linked second chance program that sent 84 lottery winners on a VIP grand-prize trip to Los Angeles. IGT created custom TV and radio commercials featuring Pat Sajak and Vanna White, and produced more than 300,000 retail points of sale, as well as digital and social banners that created millions of hits on lottery pages. Winners spent five days in L.A. and experienced a guided Hollywood tour, a tour of Sony Studios, and a chance to be a contestant on a non-broadcast taping of Wheel Of Fortune with cash prizes of up to \$1,000,000. Each winner also received \$1,000 in spending money and had the chance to spin the Wheel to win a cash prize up to \$2,500. One winner said of the trip, "We say thank you from the bottom of our hearts for making this trip a once in a



lifetime memory for us!" IGT built on the success of this by offering a new Wheel of Fortune-themed linked program in 2019, called "Big Money Spin," where winners will spin the wheel with a chance to win up to \$1,000,000.

IGT's most recent linked program is built around the hit TV singing competition The Voice®. Forty lottery winners from ten lotteries spent three days in Las Vegas and two days in Los Angeles, where they had a chance to win up to \$1,000,000. Winners met 4 former contestants and got a private concert, as well as the chance to attend the live finale of The Voice. IGT handled all aspects of winner communication, booking travel, and planning events for the winners. Of the White Glove Service, one winner said, "From the first phone call and email to the last goodbye, the staff made the whole experience awesome. Their level of organization, cheerfulness and knowledge made everything go smoothly."

