

THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

# INSIGHTS

SEPTEMBER/OCTOBER 2022



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## To the NASPL MEMBERSHIP

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ince January 2021, I've had the distinct privilege to serve as NASPL president. It is now my honor to pass the gavel, as the outgoing president does each year.

Thank you for entrusting me to serve during one of the most challenging times we've faced in modern history.

I am incredibly proud of how our industry worked together, turned challenges into opportunities, and produced monumental results for our beneficiaries. We have achieved many milestones, including total lottery sales in the U.S. and Canada surpassing the \$100 billion mark for the first time in FY21.

I want to express my deepest appreciation to NASPL Executive Director David Gale and team, our NASPL executive board, and each of you, our NASPL members, for championing me throughout my entire term. I also want to thank you for what you do each day to support and advance our industry.

We are mindful of the ongoing challenges we face and remain committed to upholding our responsibilities to ensure that our industry and the important beneficiary programs that we fund continue to thrive.

Thank you again for making my time as NASPL president so special and memorable. I'm excited to see what the future holds.

Please join me in welcoming our incoming NASPL President Sarah Taylor. Sarah has worked tirelessly as Executive Director of the Hoosier Lottery and in leadership roles within our industry for many years. Her leadership will be an asset to the organization.

Sending my best,

**Gretchen Corbin**

President and CEO,  
Georgia Lottery Corporation  
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# Keno Makes a Splash in Wyoming

One of the smallest lotteries in the country has a big new game. Keno has come to WyoLotto!

The game launched across the state on September 18, providing players with an exciting new opportunity to play an entertaining game with frequent drawings. After all, the Wyoming Lottery is limited by legislation to only draw games – no instant games are allowed. Until the launch of Keno, daily draw games were the extent of the portfolio: Powerball, Mega Millions, Lucky for Life, 2by2 and the local Cowboy Draw. In contrast, Keno games are drawn every four minutes. “This is why Keno is so important to the Wyoming Lottery,” explained Chief Executive Officer Jon Clontz. “It is a fast-paced game that can be enjoyed socially and offered the opportunity to round out our portfolio by adding a different type of play!”

Not only does the game provide new choices for players, it opens up new types of retail establishments for WyoLotto and expands the lottery presence in many existing retailers. The latter include lottery-licensed locations like liquor stores that have bar areas. In those cases, Keno monitors and additional lottery terminals were added in their social spaces. “The benefit is that these current retailers are already familiar with all our other products and requirements.”

New retailers for the Lottery include those run by fraternal

organizations, such as Moose Lodge and American Legion. “Keno is a perfect fit and has allowed expansion into these types of social establishments.” WyoLotto calls social venues “hang and play” locations for Keno.

That’s in contrast to “grab and go” traditional lottery retailers, all of which also offer the new game. At rollout, all retailers received new playslips, how-to-play brochures, pad toppers for the point of sale, Keno t-shirts and buttons, and “KENO IS PLAYED HERE” decals. Only locations with social areas will receive the Keno monitors, and that is determined through site visits and working with retailers.

Because Keno offers an entirely new revenue stream, Clontz looks forward to the additional proceeds WyoLotto will be sending to cities, towns and counties throughout the state. It’s also an important new revenue source for the selling retailers, especially those new to lottery who are attracted by the game.

The current goal with Keno is to focus on recruiting and training more retailers to help increase revenue in the traditional way lottery tickets are sold, with clerks or employees punching out each purchase. Clontz knows that self-service options would “increase the convenience for our players and clerks/bartenders and increase revenue for Wyoming cities, towns and counties,” so that is a possible path for continued growth in the future.

Since its launch in 2014, WyoLotto has raised more than \$26 million for those beneficiaries. At the Keno launch event, Clontz was joined by Board of Directors Chairman Jim Willox, who is also excited about the new game – and the history. “Wyoming has benefited in so many ways from the establishment of WyoLotto,” he said. “We are so proud of the millions of dollars going to our cities, towns and counties. And, we are also very proud of the \$113 million paid to winners and the \$14.5 million to retailers.” ■



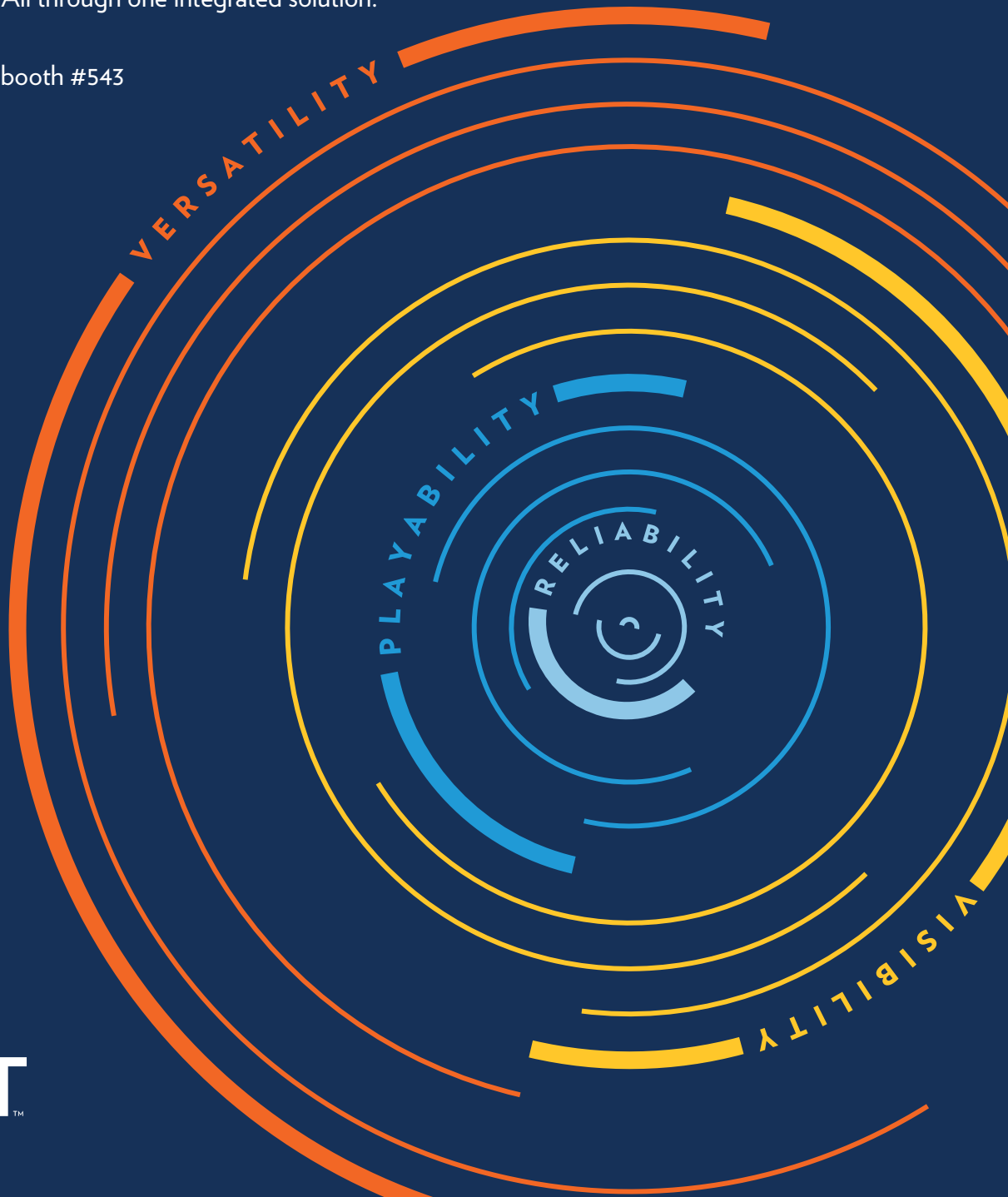


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# Diane Geary

Sales Manager,  
Connecticut Lottery





**B**ased on recent developments, the 50-year-old Connecticut Lottery has a lot of new tricks up its proverbial sleeves. In just the past two years, it launched Fast Play (during a pandemic), developed sports betting, began preparing for a major system conversion with a new vendor, and is building an iLottery program. All of those efforts are part of Sales Manager Diane Geary’s world, and she is thriving at the new challenges.

“Diane is an integral part of the CLC team and does a fantastic job of managing the Sales Department,” said Pete Donahue, Senior Director of Marketing & Sales. “She consistently delivers on all projects and keeps her department on track. Diane always rises to the occasion for any challenge thrown her way. She quickly rallies her team and works collaboratively with them to propose and implement actionable solutions.”

Geary joined the Connecticut Lottery as a sales rep in 2002, and has worked with both the sales and marketing departments. She was promoted to a supervisory position in 2016, and then to her current role as Sales Manager in 2020. She manages the 44 employees in the department, and has been extra busy over the past year with everything going on.

Through it all, communication with retailers is vital. Yet those communication methods have changed, and that often presents a whole new set of challenges. Simply stated, gone are paper presentations, replaced by iPads. “Retailers are accepting new messaging systems and adapting to now getting some information from our website,” Geary explained. “Even with our own staff, it’s a challenge to introduce new methods and get people used to a new way of doing things internally. But it’s really exciting to move forward and implement new practices.”



**“She consistently delivers on all projects and keeps her department on track. Diane always rises to the occasion for any challenge thrown her way.”**

**- Pete Donahue**

And there’s more to come – a lot more. Connecticut will be launching iLottery in 2023. “While this is certainly a huge initiative and an additional way to speak to consumers, we will remain committed to the foundation of our business – our brick-and-mortar retailers. We will be focused on ways to cross-promote, drive sales in-store and integrate iLottery play.” There is also an exciting pilot test of digital menu boards, an enhanced website and a new online second-chance drawing platform – all new tools to improve the player experience. “We are expanding our digital footprint with an eye to laying the groundwork for the new relationship with our players.”

Geary may be a 20-year Lottery veteran, but equally important to her is that she has been with David, the love of her life, for all those 20 years.



“He’s been a wonderful support to me in my career, and the relationship came with a wonderful gift – I have two beautiful stepdaughters, Natasha and Lindsey, who are now grown.” The family, including 4-year-old granddaughter Elsie, enjoys participating in fife and drum activities around New England. The parades and musters help preserve colonial music and the spirit of local militias during the revolutionary time. “It’s a great community of people and it’s really very interesting.”

Traveling is another pastime, and everyone is happy to resume that activity after the hiatus due to the pandemic. North Carolina is a favorite destination, and there have been extended family vacations in the past to Arizona and Hawaii. Closer to home, Geary loves to cook, and she and David enjoy hiking the local trails.

She has a degree in communications from Bradley University.

**What’s the best way to cultivate an optimal relationship between a lottery and its retailers?**

It all happens through our sales team! They interact with our retailers every day, with the phone calls our inside sales reps make and the bi-weekly in-store visits of our field sales reps. It all builds trust and a strong partnership, providing important information to help retailers promote and sell our products. We had to be creative with new procedures during the pandemic, but still maintained regular communications. The relationship has never been more important than it is now, as we are preparing for a gaming system conversion next spring with a new vendor. Since June, our field reps have been conducting site surveys with our retailers, examining available space in every retail location and planning for the installation of the new equipment. After all, retailers will have to accommodate at least

two different lottery terminals in their space until the conversion is complete. The reps have been extremely successful at negotiating and communicating about the project because of the bond that they have developed with retailers. Retailers know that they can trust their reps, that they have their best interests in mind, and that they are working to make this transition seamless. I don’t think we could have gotten through this project without relying on that great working relationship.

**How have changes in the retail industry impacted lottery operations over the years?**

Our network of retailers continues to be strong, and consumers clearly identify grocery and convenience stores as destinations for lottery products. That said, consumer shopping behaviors have changed drastically in recent years. Consumers buy more online and visit a smaller range of stores. It seems like they are no longer willing to jump from store to store to find what they need. They do research on their own at home, and may end up buying online. That said, consumers appear

# Solving the in-lane puzzle



To implement in-lane lottery sales you need commitment from the lottery, the central coming system vendor, the retailer, and the cash register vendor.

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**People always want good customer service, so it's worth trying to provide the best in-store experience possible.**

to be staying loyal to a few stores that they visit. We have found that people still trust their neighborhood convenience stores, and our sales through those stores are steady. People always want good customer service, so it's worth trying to provide the best in-store experience possible.

I am also seeing a pattern with the stores consumers still actually visit – they are spending more money in those stores. That's a potential opportunity we are trying to focus on: How do we capture their attention and their dollars in the stores? For our grocery retailers, we are looking at what the industry is doing with in-lane sales. And in the past year, we've been testing digital menu boards as a way to capture players' attention at retail. The feedback has been wonderful. It brings us beyond that traditional in-store paper POS to a more interactive experience about our brand in a fresh new way.

#### **Is there anything you wish the Connecticut Lottery, or lotteries in general, could do differently?**

There are a couple of things we've started here that I think are really exciting and important going forward. As part of our 50th anniversary celebration, we started to engage more with the public and our retailers. We've been doing retailer popup events to both promote the retailers and engage with consumers. We give away promotional items such as t-shirts and also hand out newly-developed coupons so that players can make an immediate lottery purchase during the event. It has been a long time since we've done these types of retailer events, and I expect that we can continue with them. We were doing Keno parties before the pandemic, and I'd like to see us do those again as well. We need to step up our efforts with player engagement and help bring business to our

retailers. Anything that we can do to help promote lottery as a fun form of entertainment is always good, and we can also showcase the revenue that we provide to the state.

It's also really important to help players manage their winnings. We recently introduced Wise Winnings, an initiative that gives free financial advice to our winners, whether they've won \$600 or \$600 million. A brochure about the program is given to every winner of \$600 or more. Wise Winnings helps winners find, and meet with, a trained credit union financial counselor to create an individualized plan for their money. We've teamed up with Credit Unions Building Financial Independence, an organization which focuses on helping people build and maintain financial independence; it is the charitable arm of the Credit Union League of Connecticut. It's a really exciting initiative!



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**What do you enjoy most about working at the Connecticut Lottery?**

It's going to sound cheesy, but I really love the people I work with. Before coming to the Lottery, I was a remote worker for 15 years, and never went to a corporate office. It is so refreshing here to see people face to face, especially when everyone is so supportive. The collaboration is great, and there's such a wealth of knowledge. You can just walk up to someone and ask – everyone here is willing to help. We promote this as an advantage with all new hires in the sales department. This is factored into training and we provide an orientation for sales personnel to shadow people in other departments. We want everyone in sales to make connections with other departments

and employees right away, so they always know there are resources available and where to find them. Another good thing about working here is that everything changes so fast. No two days are the same, and it's been a great environment for growth, excitement and expansion. And if you happen to have a bad day, then something great or interesting always happens the next day!

**What's one of your fondest memories?**

A favorite story is one that combines a sense of fun and good humor by employees with the holiday spirit of giving. Every holiday season, CLC holds a very memorable Pot-Luck Party for employees. The purpose is to celebrate the season



with coworkers and to recognize the conclusion of our “Give a Child a Toy, Not a Ticket” campaign. The campaign promotes our responsible gambling efforts by spreading the message during the holidays that lottery tickets are not suitable gifts for children. Instead, we encourage toy donations to Connecticut Children’s Hospital in order to stock their toy closet. CLC helps to organize toy donation drop-off spots at retailer locations and then arranges the pickups. The toys are brought back to our building where we view a mountain of donations and unveil the number collected at our Holiday Pot-Luck. Representatives from CT Children’s Hospital along with a family whose child received treatment at the hospital join us at our party. Often a parent or child will talk about the wonderful care they received and how a toy from the closet made an impact on easing stress and discomfort. It is a moving and gratifying day. Our employees really get into the spirit of this event by dressing up and participating in an ugly sweater contest. A few years ago, we even found the Elf on the Shelf! ■

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# Insights From Unclaimed Prizes

By Herb Delehanty  
Delehanty Consulting

“Anyone can sell winning tickets; the challenge in our business is to sell non-winning tickets.”

– Owen Hickey  
September 1985

**L**ottery players play more if they win more; therefore, a non-winning experience is not good for sales. Games are designed to maximize the quantity of winning experiences consistent with the overall prize strategy and profitability of a game. All games are designed by balancing the higher prizes necessary to attract players with the frequency of winning. If two games are identical in all other aspects, the one that has more winners will be the more successful game.

## Winner Versus Non-Winner

A winner is not someone who purchased a ticket that is a winner. A winner is someone who purchased a winning ticket and then recognizes the ticket is a winner. If the player does not recognize the ticket is a winner, the player has a losing experience and the ticket goes unclaimed.

The percentage of unclaimed prizes in lottery games can vary from less than 1% in a daily numbers game, to 4% in a well-designed, sold-out instant game, to 28% in Powerball or Mega Millions for drawings with extremely high jackpots. Based on the premise that more winners will translate to a more successful game, increasing player recognition of winning tickets should improve game performance.

An objective analysis of unclaimed prizes can provide insight into how well players recognize different methods of winning prizes. The analysis can also shed light on

how much money generated by huge jackpots comes from casual players who only enter the games when the jackpots are huge.

## Why Tickets Are Not Claimed

After a player has bought a lottery ticket, there may or may not be a difference between an uncashed winning ticket and a non-winning ticket. A winning ticket may not be cashed for several reasons:

- The ticket was never sold (applies only in the case of pre-printed tickets, such as instant games).
- The ticket gets lost, forgotten or damaged, and/or the time allowed to cash the ticket has expired.
- From the player's perspective, the effort to cash the ticket exceeds the value of the prize. The percentage of tickets not claimed will skew toward lower prizes.
- The player does not recognize the ticket is a winner.

The composition of unclaimed prizes for each of these reasons can vary by game and by the size of the prize. Some games are easier to play than others, so the prize recognition will be higher. A player who recognizes a ticket is a \$1,000 winner is more likely to safeguard the ticket and cash it sooner than a ticket that is a \$10 winner. A player is more likely to throw away a \$2 winner than a \$5 winner because the prize is not worth the effort and time to cash it.



## Prize Recognition – Jackpot-Driven Games

All NASPL member lotteries offer at least one game where large jackpots are the dominant sales drivers. These games typically contribute most of the prize money to the jackpot and experience much higher sales after the jackpot surpasses a certain level. The rate at which prizes in these games go unclaimed is significantly higher than most other lottery games.

Table 1 shows the percentage of prizes that were unclaimed for six lotteries for the \$632.6 million Powerball jackpot drawing held January 5, 2022. The percentage of unclaimed winning tickets for this drawing varied from 23% for Lottery 1 to 29% for Lottery 5. The average for the six lotteries was 26.5%.

This game provides two methods of winning a \$7 prize. A player must either match three of the five numbers or match two of the five numbers plus the Powerball. Of the four reasons discussed above why winning tickets are not cashed, the only reason that is not consistent for the \$7 prize for this drawing is the player not recognizing the ticket was a winner. The players claimed more \$7 prizes that were won by matching two numbers plus the Powerball than those won by matching three numbers. The only lottery where the claiming rate was close between the two methods was Lottery 6 – 21% versus 23%.

This analysis should provide useful information to all the lotteries. It appears that more players are cognizant of the fact that matching the Powerball results in a winning ticket than they are of how many numbers you must match to win.

The difference between claiming rates for normal jackpots and extremely large jackpots can provide additional insights. Table 2 contains the percentage of prizes that were unclaimed for the same six lotteries for the Powerball drawing held January 19, 2022. The jackpot had rolled for two weeks and was less than \$100 million.

Whereas unclaimed prizes for the 3-of-5 and 2-of-5 plus the Powerball tiers ranged from 23% to 29% and from 15% to 21%, respectively, for the January 5 drawing, those rates decreased dramatically for the January 19 drawing. The rates for 3-of-5 were 7% to 16% and the rates for 2-of-5 plus the Powerball were 7% to 15%. The overall rate for unclaimed prizes dropped from nearly 27% to under 12%.

Approximately five-and-a-half times as many plays were registered for the January 5 draw compared to the January 19 draw. The players in the January 19 draw were core players – players who are in the game without regard to the jackpot. It makes sense that these players would have better product knowledge and would be more likely to recognize winning tickets. That said, some core players in several of the lotteries

**Table 1**  
Unclaimed Prizes With a \$632.6 Million Jackpot

		Lottery 1	Lottery 2	Lottery 3	Lottery 4	Lottery 5	Lottery 6
5/5+PB		0%	0%	0%	0%	0%	0%
5/5	\$1,000,000	0%	0%	0%	0%	0%	0%
4/5+PB	\$50,000	0%	0%	0%	33%	0%	0%
4/5	\$100	9%	25%	11%	12%	11%	7%
3/5+PB	\$100	6%	17%	13%	13%	15%	13%
3/5	\$7	24%	24%	25%	26%	29%	23%
2/5+PB	\$7	15%	19%	20%	21%	21%	21%
1/5+PB	\$4	22%	24%	26%	26%	27%	24%
0/5+PB	\$4	24%	26%	28%	29%	30%	26%
<b>Total</b>		<b>23%</b>	<b>25%</b>	<b>27%</b>	<b>28%</b>	<b>29%</b>	<b>25%</b>
	<b>Won</b>	<b>450,590</b>		<b>Unclaimed</b>	<b>119,345</b>	<b>26.5%</b>	

**Table 2**  
Unclaimed Prizes With a Small Jackpot

Method	Prize	Lottery 1	Lottery 2	Lottery 3	Lottery 4	Lottery 5	Lottery 6
5/5+PB	Jackpot	0%	0%	0%	0%	0%	0%
5/5	\$1,000,000	0%	0%	0%	0%	0%	0%
4/5+PB	\$50,000	0%	0%	0%	0%	0%	0%
4/5	\$100	0%	0%	25%	18%	0%	0%
3/5+PB	\$100	0%	27%	0%	0%	0%	15%
3/5	\$7	14%	16%	15%	16%	16%	7%
2/5+PB	\$7	8%	15%	8%	11%	8%	7%
1/5+PB	\$4	10%	12%	11%	13%	13%	7%
0/5+PB	\$4	11%	13%	12%	14%	15%	7%
<b>Total</b>		<b>11%</b>	<b>13%</b>	<b>11%</b>	<b>14%</b>	<b>14%</b>	<b>7%</b>
	<b>Won</b>	<b>81,298</b>		<b>Unclaimed</b>	<b>9,544</b>	<b>11.7%</b>	

do not recognize matching 3-of-5 as a winning ticket. Additional education for core players may increase the winning experiences for the game.

The drastic increase in the rate of unclaimed prizes is evidence that considerable sales are coming from an influx of new players during high jackpots. These new players are less familiar with the game and, consequently, less likely to recognize winning tickets. These new players provide two opportunities for lotteries. First, lotteries can seize the opportunity to cross-merchandise other games that may be of interest to these casual or infrequent players. Second, lotteries can simplify the message regarding how to win: any play that includes matching the Powerball wins, and any play that matches three or more numbers wins. If the players understand these two concepts, they will recognize all winning tickets as winners of some prize.

### Prize Recognition – Instant Games

For instant games, with a full complement of data defining each unclaimed prize category, a lottery may gain insight into the effectiveness of a game's prize structure, ticket layout, graphics, fonts, color variations, game play, and symbols. Poor choices in any of these elements can result in some players not recognizing they have a winning ticket.

This discussion centers around “Method of Win” (MOW), which is the method, or combination of methods, used to win a prize.

For example, in a game with multipliers and an auto-win, there could be five Methods of Win that all result in a \$100 prize:

- A. \$20 5X - Match a winning number with a \$20 spot and find a 5X multiplier
- B. \$20x5 - Match one or more winning numbers with five \$20 spots
- C. \$50+(\$20x2)+\$10 - Match one or more winning numbers with four spots that sum to \$100
- D. \$100 - Match a winning number with \$100 spot
- E. Autowin symbol - Uncover a specific symbol that automatically pays \$100

When creating game specifications, a lottery should define each relevant MOW in the prize structure. The prize structure should include the quantity of prizes for each MOW that is included in the game. After the game is produced and the final prize structure is complete, the ticket printer must provide the lottery with a validation file that includes prizes by MOW. In turn, the lottery's gaming system must be able to account for prizes by MOW.

**Table 3**  
 Unclaimed Prizes by Description of Win  
 Match "Your Numbers to Winning Numbers" Game  
 \$5 Price Point with 2X, 5X, and Autowin Features

Tier/ Kind	Method of Win	Prize	In Game	Unclaimed	% Claimed	% Unclaimed	% Adjusted Unclaimed
1	\$5	\$5	878,330	101,221	88.5%	11.5%	4.3%
2	\$5x2	\$10	263,551	22,682	91.4%	8.6%	1.4%
3	\$5(2X)		263,499	23,151	91.2%	8.8%	1.6%
4	\$10	\$15	263,546	27,941	89.4%	10.6%	3.4%
5	\$5x3		87,833	7,120	91.9%	8.1%	0.9%
6	\$10+\$5		87,833	7,298	91.7%	8.3%	1.1%
7	\$5(2X)+\$5		87,833	7,140	91.9%	8.1%	1.0%
8	\$15	\$20	87,833	9,171	89.6%	10.4%	3.2%
9	\$10+\$5(2X)		43,919	3,464	92.1%	7.9%	0.7%
10	\$15+\$5		21,977	1,817	91.7%	8.3%	1.1%
11	\$10x2		21,937	1,801	91.8%	8.2%	1.0%
12	\$20	\$50	43,867	4,468	89.8%	10.2%	3.0%
13	\$10(5X)		8,757	679	92.2%	7.8%	0.6%
14	(\$20x2)+\$10		8,761	673	92.3%	7.7%	0.5%
15	\$20+\$15+\$10+\$5		8,833	666	92.5%	7.5%	0.3%
16	\$20+\$10(2X)+\$5(2X)		8,786	710	91.9%	8.1%	1.0%
17	\$50 Moneybag		4,055	389	90.4%	9.6%	2.4%
18	\$50	\$100	4,755	478	89.9%	10.1%	3.0%
19	\$20(5X)		4,688	355	92.4%	7.6%	0.4%
20	\$20x5		4,558	339	92.6%	7.4%	0.2%
21	\$50x2		4,709	374	92.1%	7.9%	0.7%
22	\$10(5X)+\$20(2X)+\$10		4,669	337	92.8%	7.2%	0.0%
23	\$50+(\$20x2)+\$10		4,712	343	92.7%	7.3%	0.1%
24	\$100 Moneybag		1,998	185	90.7%	9.3%	2.1%
25	\$100	\$500	2,744	278	89.9%	10.1%	2.9%
26	\$100(5X)		597	46	92.3%	7.7%	0.6%
27	\$100x5		580	45	92.2%	7.8%	0.6%
28	(100x3)+50w2X+20w5X		670	60	91.0%	9.0%	1.8%
29	\$500		592	59	90.0%	10.0%	2.8%

Meaningful insight from the analysis of unclaimed prizes begins with making some assumptions about why winning tickets do not get claimed; these are cited earlier. Generally speaking, the percentage of tickets not claimed may skew toward the lower prizes because players may be more protective of tickets they have recognized as winners.

Table 3 provides sufficient data to perform an analysis of player prize recognition in a sample game; this game can be won 36 different ways. For analysis purposes, the

table only includes the Methods of Win associated with at least 500 prizes in the game. This ensures that the percentage of unclaimed prizes associated with each MOW is statistically significant.

The percentage of prizes that have not been claimed in this game vary from 7.2% for the \$100 prize in Tier 22 to 11.5% for the \$5 prize in Tier 1. Winning tickets are not claimed for one of the reasons mentioned earlier.

Other than the \$5 prize level, every prize level in the game can be won by at least three methods. In this game,

players win a particular prize if their number matches a winning number or if they uncover a “money bag.” Also, if a “2X” or “5X” appears on their ticket, they win double or quintuple any prize that they win.

For example, the game shown in Table 3 was designed with three methods of winning \$10 on a ticket. A player can win \$10 on a single ticket by winning two \$5 prizes (Tier 2), winning one \$5 prize with a “2X” (Tier 3), or winning a single \$10 prize (Tier 4). The game contained over 263,000 winners for each of these methods.

Whereas 10.6% of the tickets that won the \$10 prize by having a single prize of \$10 went unclaimed, 8.8% or less of the tickets that won using either of the other two methods went unclaimed. Given that \$10 prizes are distributed evenly throughout the game, the percentage of these tickets that were not sold will be proportional to the total tickets in the game that were not sold.

The highest percentage of claimed prizes in Table 3 is 92.8% for Tier 22. Assuming 92.8% of tickets have been sold, the percentage of tickets not claimed because they were not sold would be 7.2%. Subtracting 7.2% to adjust for the minimum number of tickets not sold in Tiers 2, 3 and 4, the magnitude of the difference between Tier 4 and Tiers 2 and 3 becomes concerning. The adjusted percentage of unclaimed prizes in Tier 4 is 3.4%, compared to 1.4% and 1.6% for Tiers 2 and 3, respectively. With this adjustment, the rate that prizes are not claimed in Tier 4 is more than double the rate for either of Tier 2 or Tier 3.

As noted earlier, there are three remaining reasons that these tickets have not been claimed besides them not being sold. Reason B is that winners are lost, forgotten or damaged; no logical reason exists for players to lose more tickets with one winning methodology than another. Reason C is that players would not cash the ticket because the prize was not worth the effort; however, all three tiers result in a \$10 prize. Hence, the variance between the three tiers is primarily attributable to players’ ability to recognize the prizes.

If this is true, then there must a reason players would recognize one winning methodology over another. In the case of the \$10 winning methodologies, a plausible explanation is readily apparent. With Tier 4, there is only one winning play on the ticket, but with Tiers 2 and 3, the player has two opportunities to recognize that the ticket is a winner. If the player recognizes either of the two wins, the player is likely to claim the prize; the player does not have to realize both prizes exist. If this explanation has merit, one

would expect that for tickets resulting in total prizes of a specific amount, tickets with more than one winning play would be more likely to be claimed than tickets with only one winning play.

As shown in Table 3, in each of the methodologies where the player wins by matching a single-dollar amount, the adjusted unclaimed rate is 2.8% or higher. This compares to less than 1.0% for almost all other methods. The other outliers were the two methods of winning that involve the player finding a single money bag; these methods had adjusted unclaimed rates of 2.1% or higher. The nine methods that involve winning only once on a ticket all have higher unclaimed rates than the twenty methods that include two or more wins. The frequency of prizes being recognized and claimed in this game could be increased by reducing the relative quantity of winning tickets with single wins. Another possibility would be to change the physical characteristics of the single win to increase the probability that players recognize the win.

The analysis of over a hundred instant games from numerous lotteries has revealed a number of areas that lotteries should be mindful of when designing games:

- **Bonus spots.** Although meant to be an easy win, bonus spots frequently have higher rates of unclaimed prizes. In most cases, these bonus spots are outside a border that defines the standard play area, are close in shading or color with the surrounding area, look like an advertisement for a feature, or do not include an obvious call to action.
- **Font similarities.** Games designed where the font, font size and font color for “Winning Numbers” and “Your Numbers” are the same can have lower prize recognition if the game has a large quantity of numbers on the play area.
- **Multiple game plays on a ticket.** The additional play areas in some games had lower rates of prize recognition. This was particularly true when the additional play area was significantly smaller than the main play area.
- **Background and foreground colors.** Although not tested empirically, the greater the contrast between the background the play area was printed on and the foreground with the ticket graphics, the better the prize recognition.

- **Words signaling a loser.** Lotteries occasionally use terms such as “Sorry” or “Better Luck Next Time” to let players know they did not win on a particular play area or bonus spot. These may be interpreted as applying to the entire ticket.

## In Conclusion

There is one critical aspect of all this: Data cannot be analyzed if it's not available. Claim data should include counts and amounts for wins and claims. For draw games, this data should be available for every method of win and for every draw. Additionally, if a draw game has a special feature, such as Powerball's Power Play, which may be attributable to a certain category of players, then that claim data should be isolated. If the player chooses how to play a draw game, such as Keno or daily numbers, claim data should be captured for each choice.

For instant games, data must be captured for each method of win. This includes segregating wins on any unique feature. For example, if a player can win \$100 in the main play area, a bonus spot, or on the back of the ticket, each of these should be captured and reported separately. Ensuring game performance is properly analyzed requires that the game specification define prizes so the required prize and claim data can be captured.

Prizes are placed in games to give players winning experiences to keep them playing. A winning ticket that is purchased by a player, but not recognized as a winner, is essentially a non-winning ticket. If the requisite data is available, the analysis of unclaimed prizes can provide useful information. Analyzed objectively, unclaimed prizes can provide actionable insight that can be used to improve game design, marketing and performance. ■



**Delehanty Consulting LLC**  
Security, Integrity, and Performance

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**WORLD LOTTERY  
SUMMIT 2022  
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**Wednesday**

**October 19**

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# Big Plans in British Columbia

The British Columbia Lottery Corp., host of the World Lottery Summit, has some exciting plans in store for its lottery operations.

By Patricia McQueen



Founded in 1985, the British Columbia Lottery Corp. provides entertaining gambling and lottery products while returning revenue to the provincial government to support communities, programs and services. Since its inception, BCLC has generated more than \$26 billion in net income for the province, \$1.3 billion alone in the fiscal year ending March 31, 2022. About half of that FY22 revenue (\$667 million) came from brick-and-mortar casinos and gaming centers, while traditional lottery operations (which includes sports betting, brick-and-mortar retail sales of lottery draw-based games and lottery instant tickets) accounted for \$354 million and eGaming (all of BCLC's product offerings for play online) generated \$293 million. Revenues from lottery and eGaming set new records for these channels; B.C. casinos and gaming centers were still closed due to the pandemic in the first quarter of the fiscal year. For the purposes of this article, all dollar figures are expressed as Canadian dollars.

"Despite navigating the uncertainty and challenges of the ongoing COVID-19 pandemic, we were proud to deliver \$1.3 billion in net income to the province of British Columbia to help support healthcare, education and community programs," said Peter ter Weeme, BCLC's Chief Social Purpose Officer and Vice President, Player Experience.

His title is important, as it indicates a shift in BCLC's focus from being an organization whose mission was always to conduct and manage gambling in a socially responsible manner for the benefit of British Columbians, to a social purpose organization whose driving force is now

**"Our ambition is to have the healthiest players in the world."**

**- Peter ter Weeme**

to generate win-wins for the greater good. "Our social purpose asks us to consider how we might create additional value for employees, partners, communities and our players." Every decision is now made with the intention of positively contributing to the progress of society, from the people and the province to the communities and the planet.

Social purpose comes into play across all aspects of the organization, including programs that support diversity and inclusion, environmental sustainability and player health. In 2021, BCLC launched a new Diversity, Inclusion and Belonging policy which supports the values of respect, integrity and community and reaffirms its commitments to equity, inclusion and anti-racism. A new sustainable procurement policy works to improve the sustainability of BCLC's products, operations and supply chain with the ultimate goal of reducing greenhouse gas emissions and transitioning to a low carbon economy.

Importantly, BCLC's social purpose includes measures to encourage healthy play in an environment where no one is harmed from the gambling products offered. "Our ambition is to have the healthiest players in the world," said ter Weeme. "To get there,

we're focused on delivering a higher standard of care and support by offering evidence-based programs that encourage healthy play and improve the safety of our products, environments and service for our players. We know that the sustainability of our business is directly linked to the well-being of our players, and that's just one reason why we place the well-being of our players at the center of our business strategies."

**GameSense**

Integral to player health has been GameSense, a positive-play program designed to assist players in making informed choices about gambling. Introduced by BCLC in 2009, GameSense has been adopted by 11 jurisdictions around the world and even by private casino operator MGM Resorts International. While GameSense may have broader application in a casino gaming environment, lottery organizations have also adopted the concept.



## Lottery Variety

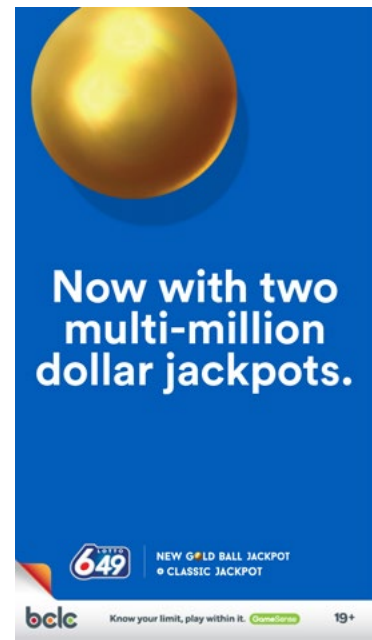
BCLC, of course, offers both casino and lottery products, and among the latter, the game mix is quite varied. There are three national lotto games, Lotto Max, Lotto 6/49 and Daily Grand; they are managed by ILC, the Interprovincial Lottery Corp. They are joined by a number of B.C.-only games: BC/49, Poker Lotto, BC 50/50, the monitor games Keno and Pacific Hold’Em Poker, and sports betting. Extra is an optional add-on product for the national games and BC/49. Scratch & Win tickets include an extensive lineup of B.C.-only games, plus very successful national games; price points range from \$1 to \$30. All of these products are available at roughly 3,500 retail locations throughout the province; BCLC also offers Pull Tabs at bar and hospitality locations. It should be noted that sports betting received a welcome boost last year with the legalization of single-event wagering across Canada.

Lotto Max has been the country’s flagship lotto game since its debut in 2009, with its unique “Maxmillions” structure that starts generating \$1 million Maxmillions prizes once the

jackpot hits \$50 million; the jackpot is capped at \$70 million. The \$5 ticket price gets three sets of numbers for each drawing, held Tuesday and Friday nights.

Canada’s innovative lotto strategy continues with the relaunch of the \$3 Lotto 6/49 on September 11. The twice-weekly drawings now offer two lotto jackpots: a “Classic Draw” with a \$5 million jackpot, and a “Gold Ball Draw” that offers a guaranteed prize in each drawing of either \$1 million or a rolling jackpot that begins at \$10 million and can grow to \$68 million. It’s an elimination-style draw, with 29 white balls and one gold ball. If a white ball is drawn, the guaranteed prize winner receives \$1 million. The winning white ball is removed from the pool after each drawing and \$2 million is added to the Gold Ball Jackpot from its base of \$10 million. If a white ball has been drawn for 29 consecutive drawings, only the gold ball will remain, so a \$68 million Gold Ball Jackpot will be won on the last draw of the sequence.

“The Gold Ball Jackpot can roll to \$68 million, which isn’t so big compared to U.S. standards, but it’s very lucrative for Canadian lottery



players,” said Heather Black, BCLC’s Senior Manager of Lottery Products. She noted that the Canadian lotteries developed a lot of fun marketing campaigns for the launch, such as various teaser campaigns, gold ball billboards and bus wraps.





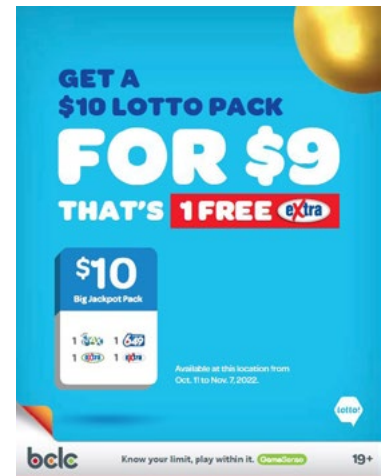
Across Canada, lotto games have long been the dominant products, but instant games have been coming on strong. In British Columbia, Scratch & Win sales have grown 65% over the past 10 years, due in no small part to the success of national games in the category. They are now a big part of the Scratch & Win portfolio and allow BCLC to offer higher price points with higher prizes. “We would never be able to do our own \$30 game with a \$3 million top prize,” explained Black. These national games have also brought in new demographics, such as younger male players who were not really playing lottery before the big Scratch & Win games came to market.

Typically with a national scratch game, there will be between six and 12 top prizes across the country per ticket run. Lower-tier prizes on these games are calculated by jurisdiction to ensure that each Canadian lottery has both the possibility of a big prize and the excitement of good prizes at lower levels. “Some of those prizes are extremely lucrative – on a \$30 ticket, there are a lot of \$100 prizes. Winnability of these products in our own regions is really important,” emphasized Black.

Not only do the national games – draw and instant – provide opportunities to offer large prizes, they have other benefits for all Canadian lotteries. “Beyond just the games themselves, we also get efficiencies in purchasing media and working together on advertising production. So it’s really lucrative from a player perspective but also from a business perspective.”

### iLottery

In addition to its retail products, BCLC has the luxury of offering a robust line of online games, from a suite of casino games to lottery draw



games, sports betting and iInstants. After all, the organization was a North American pioneer in iLottery; along with Atlantic Lottery, BCLC was the first to launch an online gambling website 2004. Today, lottery products sold via PlayNow.com or the Lotto! mobile app make up about 15% of BCLC’s total sales of those products. “We’re seeing continual growth in the sales of our lottery products through PlayNow.com,” noted Black. “Consumers want convenience, and they are making lots of purchases online now; lottery really isn’t an exception to that.” The platform got a big boost recently, when a \$31 million Lotto Max jackpot was won in July by a player who had set up a subscription on PlayNow just a few months earlier.

In addition to simply providing product availability where consumers want it, iLottery is an important part of the effort to attract new players. Existing players continue to purchase lottery where they shop at retail, but potential new players are not necessarily going into those same locations. The online platform is also a critical component for understanding players and providing them with the extra

value they crave. “All of our play at retail is completely anonymous, and we see so much value in knowing and understanding our players.”

That said, Black noted that BCLC is working on an initiative that will help create known play at retail over the coming years. In the meantime, iLottery gives the organization a chance to introduce players to other products. Maybe they initially sign up for a Lotto Max subscription, and then perhaps BCLC can introduce them to eInstants, or other products in PlayNow. “It’s such a great way to bring players into the entire online portfolio.”



BCLC’s PlayNow.com also provides opportunities to cross-market different products. “One of the things that’s really important is that we have recognized that players are more valuable to us if they are playing in multiple channels.” Over the past several years, there have been a few products sold across different channels. For example, maybe there’s a Scratch & Win game at retail, an eInstant game online and a slot game at a casino, all with the same brand and theme. “Those are really cool opportunities to start with the scratch ticket and add offers to play the related products.” So far, these efforts have focused on taking brick-and-mortar lottery players into

PlayNow or even a casino, but BCLC is working on opportunities to make multi-channel play work in other directions as well.

### **Exciting New Research**

Learning more about players was an important outcome of a recent national player segmentation study, one that helped to identify consumer “needs states.” It’s a different approach than lotteries often take, relying less on demographics, income and play patterns, and more on attitudes and psychographics. “We really wanted to understand who our players and our non-players actually are, as individuals,” said Black. The research was done by ILC in partnership with Ipsos. While a major goal was to build a first-ever portfolio management strategy for ILC, the trickle-down findings for all the Canadian lotteries have been incredibly valuable. “This was a really fascinating piece of work, because not only did it help us understand what makes these people tick, it also helped us understand what needs states they are looking to fulfill when they make an entertainment purchase.”

Canada’s lotteries all understand that they are competing in the entertainment space, so the insight into what players are looking for was eye-opening. For BCLC, the research showed that most of organization’s lottery games are satisfying the same needs states, no matter what efforts are made to differentiate the products. “It made us understand that if we just keep launching the same kinds of games, we don’t have any chance of getting a bigger slice of that entertainment pie. That was a really powerful discovery,” emphasized Black.

Now, BCLC understands players in a different way, and that lotteries have to satisfy consumer needs in order to truly grow the lottery business. “This has really formulated a lot of the ways in which we are now approaching our portfolio. We can’t just keep squeezing the juice out of the same lemons; what we need is to get new citrus fruit. We need to develop products that satisfy different needs states for both our players and non-players.”

The research is helping BCLC create a holistic strategy for lottery across all channels, from retail to PlayNow.com to the Lotto! app, positioning games to fulfill the needs states of consumers looking for entertainment. Not surprisingly, the research confirmed that the national games do help fulfill some of those needs states, providing excitement and enthusiasm. “That’s why national games are so important to us.”

As for everything else, BCLC is taking a “get-grow-keep” approach. What players they want to get, what players represent responsible growth opportunities, and who are the ones they simply want to keep.

One example of a desirable “get” segment is the “compassionate go-getter” – people who are confident and compassionate, and for whom hard work equals success. They are not currently well represented among lottery players, so they present an opportunity. Their barriers to playing lottery are twofold: they think lottery is unwinnable, and lottery isn’t available in many places they shop. One of the needs states identified with compassionate go-getters is self-empowerment: feeling good about yourself while having personal connections with others, and having a balanced life.



**“The next few years are going to be significant for BC in terms of how we show up in the retail space.”**

**- Heather Black**

Through focus groups, BCLC has come to understand that the self-empowerment needs state includes the idea of giving back to their community and the desire to be “in the know.” To address those needs, there are a couple of new Scratch & Win products on the drawing board for FY24 and beyond that will hopefully address this under-represented group of potential players. One is a product that would address the “giving back to the community” desire by perhaps adding an element where part of the proceeds can go to a charity of the winner’s choice. Just what that looks like is still a work in progress, given that the province receives all BCLC proceeds, which ties in to BCLC’s role as a social purpose organization. “We are just looking at ways we can help players – and winners – feel like they are directly helping contribute to the community,” said Black.

The other potential new product borrows an idea from Loto-Québec: a “party pack” that can be played with friends. “We now realize how important this aspect is to the self-empowerment needs state – being social and feeling connected to your friendship group.”

These are just two examples of how BCLC is starting to look at product development, and even marketing messages, in a completely different way.

### **Growth Potential**

The new focus on addressing what players – and non-players – really want is just part of ongoing efforts to keep lottery growth strong well into the future. Considerable potential also lies in modernizing the retail experience.

For example, simply making a change in the way scratch tickets are presented in stores could have dramatic impacts. Rather than the big vertical bins so visible in American stores, BCLC and other Canadian lotteries have historically used what they call “silent sellers” – a horizontal tray that sits near the cash register. “One of the things that may be limiting us in Canada is that we just don’t have as much of a footprint in the retail environment,” said Black. She pointed out success other Canadian lotteries have had using vertical merchandisers for larger tickets, proving the idea that visibility works.

Therefore, a new way to present scratch tickets at retail is part of

a multi-year project BCLC has dubbed “FRED” – future retail experience design. “We’ve looked at overcoming player pain points, and we’ve helped to design new equipment for the retail space.” A small pilot is on the agenda to look at things like scratch merchandising and digital player-activated kiosks in the retail environment.

Elsewhere on the retail front, BCLC was a North American pioneer in what has become known as “in-lane sales” – the ability of customers to purchase selected lottery tickets while paying for groceries in the checkout lanes. Called Lotto Express, the program debuted in several chain stores some 10 years ago, with enhancements over the years. More recently, a lottery option through self-checkout lanes was added to London Drugs locations in the province. BCLC continues to make strides with these innovations.

The biggest project coming up is a completely new technology infrastructure, to launch next spring after years in development. Working with Intralot, the project includes a complete lottery retail transformation: replacing all 3,500 current lottery terminals, providing new displays at retail and other lottery locations, and implementing new lottery, sports gaming and financial systems. “We’re excited to complete a multi-year transformation program in 2023 that will support BCLC in delivering relevant content and functionality to current and future players,” said Ter Weeme. “It’s a lot more visual than what we’ve had,” added Black. “The next few years are going to be significant for BC in terms of how we show up in the retail space.” ■



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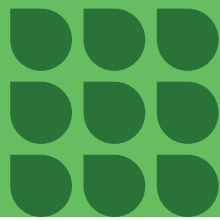
# World Lottery Summit 2022 **NASPL Awards Entries**

The annual NASPL Awards honor the most creative, innovative and inspiring work produced across the North American lottery industry, with the prestigious Batchy, Hickey and Buddy Roogow Innovation Awards. And this year we're excited to introduce the first NASPL Futures Award, celebrating our members' forward-thinking initiatives in environmental sustainability.



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**Scratch This**  
MOZART / DIGIMEDIA

**Loto-Québec**  
**Le 10 – Birthday**  
Loto-Québec

**Louisiana Lottery**  
**Gem Family of Games**  
Louisiana Lottery

**Maine Lottery**  
**Holiday Instant Tickets – Carols**  
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**New Hampshire Lottery**  
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**New Jersey Lottery**  
**Precious Metals Scratch-Offs – Spigot**  
New Jersey Lottery / PureRED

**New Mexico Lottery**  
**'Tis the Season for Holiday Scratchers**  
New Mexico Lottery

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Cactus

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**HVI Regional Platform – Suspense Starts Before You Scratch**  
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**South Dakota Lottery**  
**Driver of the Month**  
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**Texas Lottery**  
**Power X**  
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**Virginia Lottery**  
**Everyday Wins – September**  
Yebo

**Washington's Lottery**  
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Washington's Lottery / Wunderman Thompson

**Western Canada Lottery Corp.**  
**Crossword**  
McCann Canada

**Wisconsin Lottery**  
**Holiday Fun for Everyone**  
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## Television Advertising Lotto and Daily Numbers Games

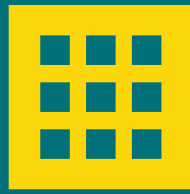
**Arkansas Scholarship Lottery**  
**Powerball – It's Monday!**  
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**CASH POP – One-Number Wonder**  
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**Georgia Lottery**  
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**Powerball – 30th Birthday**  
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**Don't Give Up Your Daydream**  
O'Keefe Reinhard & Paul



**Kentucky Lottery**  
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 Fahlgren Mortine

**Ontario Lottery and Gaming**  
**Lotto 6/49 Winners – Alarm Clock**  
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**South Dakota Lottery**  
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**North Carolina Education Lottery**  
**Keno – Thrills on the Couch**  
 North Carolina Education Lottery

**Ohio Lottery**  
**Ken-O (KENO) – That’ll Fly**  
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**West Virginia Lottery**  
**Ca\$h Pop**  
 West Virginia Lottery / The Manahan Group

**Television Advertising**  
**Fast Play and Specialty Games**

**Idaho Lottery**  
**Cabela’s Nice Bucks InstaPlay**  
 CLM Northwest

**Kansas Lottery**  
**Holiday Millionaire Raffle – Something Wants In**  
 JNA Advertising

**Maryland Lottery**  
**Alien Fun**  
 GKV

**Michigan Lottery**  
**iLottery – We All Win Great Games**  
 SMZ

**Montana Lottery**  
**Montana Millionaire**  
 The Wendt Agency

**North Carolina Education Lottery**  
**Fast Play – Speed of Light**  
 Cactus

**Ontario Lottery and Gaming**  
**OLG.ca Live Casino – It’s On**  
 Publicis Canada

**Western Canada Lottery Corp.**  
**New Sport Select**  
 Phoenix Group

**Television Advertising**  
**Corporate/Beneficiary**

**Colorado Lottery**  
**Road Trip**  
 Cactus

**Connecticut Lottery**  
**50th Anniversary – Winners**  
 Decker

**Florida Lottery**  
**It’s Your Ticket**  
 PPK

**Georgia Lottery**  
**Go Dawgs – UGA Championship**  
 BBDO Atlanta

**Kentucky Lottery**  
**Frankie Bandy**  
 Carroll Hellige

**Lotería Electrónica**  
**Giving Back**  
 MOZART / DIGIMEDIA



# WHEEL OF FORTUNE

## MEGA MONEY MAKER!



America's Game<sup>®</sup>, the time-tested, proven brand for lotteries is BACK! Give your players a new and improved player experience with VIP trips to L.A. and a chance to win millions on the set of Wheel of Fortune.

Ask your IGT account representative for more information on our newest program, Mega Money Maker, today!

Visit us at WLS in Booth #543!



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**Michigan Lottery**  
50th Anniversary  
SMZ

**New Hampshire Lottery**  
Where the Money Goes  
GYK Antler

**North Carolina Education Lottery**  
Supporting Dreams – Scholarships  
North Carolina Education Lottery

**Ohio Lottery**  
First Date – Origami 2.0  
Marcus Thomas LLC

**Ontario Lottery and Gaming**  
OLG Good – Confetti  
FCB Canada Toronto

**South Carolina Education Lottery**  
20th Anniversary – Elevate Education  
Chernoff Newman

**Tennessee Education Lottery**  
Educat Origami  
Buntin Group

**Texas Lottery**  
Thanks to Texas Veterans  
Texas Lottery

**Washington's Lottery**  
Series of Fortunate Events  
Washington's Lottery / Wunderman Thompson

**West Virginia Lottery**  
Proceeds – Truth Be Told  
West Virginia Lottery / The Manahan Group

**Television Advertising**  
Coordinated Campaign

**Arizona Lottery**  
Better Together  
OH Partners

**Arkansas Scholarship Lottery**  
Play. Scratch. Win.  
CJRW / Arkansas Scholarship Lottery

**California Lottery**  
Scratchers Brand Coordinated Campaign  
David&Goliath / Media. Monks / Time Advertising

**Florida Lottery**  
X THE CASH Scratch-Offs – MOST XTREME  
PPK

**Hoosier Lottery**  
Holiday Campaign  
The Buntin Group

**Idaho Lottery**  
Powerball – Trap Door Kitchen and Trap Door Living Room  
CLM Northwest

**Illinois Lottery**  
Anyone Could Win in an Instant  
O'Keefe Reinhard & Paul

**Kansas Lottery**  
Jackpot and Draw Games – Book of Luck  
JNA Advertising

**Kentucky Lottery**  
Luck Is on a Roll  
Bandy Carroll Hellige

**Loto-Québec**  
Lotto 6/49 – Neighbors, Thermometre and Baseball  
Loto-Québec

**Louisiana Lottery**  
Shake It Up  
Louisiana Lottery

**Maryland Lottery**  
Home Run Riches – What Would You?  
GKV

**Minnesota Lottery**  
I'MN – Laundry and Knitting  
Periscope

**Nebraska Lottery**  
Odometer  
Smith Kroeger

**New Hampshire Lottery**  
Are You Game? – iLottery and Scratch  
GYK Antler

**New Mexico Lottery**  
HGTV's My Lottery Dream Home  
New Mexico Lottery

**New York Lottery**  
Multi-Winner  
New York Lottery / McCann New York

**North Carolina Education Lottery**  
First Tuesday – Remix and New Look  
North Carolina Education Lottery

**Oklahoma Lottery**  
Winning Is Just the Beginning  
Saxum

**Ontario Lottery and Gaming**  
OLG PROLINE+ Launch Campaign  
The Hive Inc.

**Pennsylvania Lottery**  
SO Gus  
9Rooftops

**South Carolina Education Lottery**  
Cash Pop – The Light of the Party  
Chernoff Newman

**South Dakota Lottery**  
Lucky for Life TV Series  
Lawrence & Schiller

**Tennessee Education Lottery**  
Another Chance  
Buntin Group

**Texas Lottery**  
Dreams – 30th Anniversary  
Texas Lottery

**Virginia Lottery**  
Everyday Wins Campaign  
Yebo







**Washington's Lottery**  
**Department of Imagination – Imaginations Unite**  
 Washington's Lottery / Wunderman Thompson

**West Virginia Lottery**  
**Ca\$h Squad**  
 West Virginia Lottery / The Manahan Group

**Wisconsin Lottery**  
**Dynamic Poster Scratch Donuts – Hit FOG, X Times the Money, Candy Blast**  
 Wisconsin Lottery / Hoffman York / Hiebing

## Radio Advertising Instant Games

**Arizona Lottery**  
**Go Grand – Meditation**  
 OH Partners

**California Lottery**  
**Scratchers Brand – Questions**  
 David&Goliath

**Colorado Lottery**  
**Fomoomoolah PSA**  
 Cactus

**Connecticut Lottery**  
**Win for Life – Win Day**  
 Decker

**Florida Lottery**  
**X THE CASH Scratch-Offs – MOST XTREME**  
 PPK

**Georgia Lottery**  
**Who's It Scratcher**  
 BBDO Atlanta

**Hoosier Lottery**  
**Hot 7s**  
 The Buntin Group

**Idaho Lottery**  
**Frenzy Scratch Family – Club Frenzy**  
 CLM Northwest

**Kansas Lottery**  
**Perfect Gift Instant Ticket – Resist the Regift**  
 JNA Advertising

**Louisiana Lottery**  
**Horse Track**  
 Louisiana Lottery

**Maine Lottery**  
**Holiday Instant Tickets – Secret Santa**  
 Fuseideas

**Maryland Lottery**  
**Good Luck Charm**  
 GKV

**Michigan Lottery**  
**Holiday Winter**  
 SMZ

**Minnesota Lottery**  
**The Perfect Jingle**  
 Periscope

**Missouri Lottery**  
**\$50 Millionaire Blowout Scratchers – With Prizes This Big**  
 Barkley

**Nebraska Lottery**  
**Great Plays**  
 Smith Kroeger

**New Hampshire Lottery**  
**2021 Holiday**  
 GYK Antler

**New Jersey Lottery**  
**Precious Metals Scratch-Offs – Vault**  
 New Jersey Lottery / PureRED

**New Mexico Lottery**  
**Black Ice Scratchers**  
 New Mexico Lottery

**New York Lottery**  
**Sizzlin' Bacon**  
 New York Lottery / McCann New York

**North Carolina Education Lottery**  
**Winners Club – Roll Call**  
 Cactus

**South Dakota Lottery**  
**Subtle Reminder – Holiday**  
 Lawrence & Schiller

**Tennessee Education Lottery**  
**Ghost Stories**  
 Buntin Group

**Texas Lottery**  
**Frenzy**  
 Third Ear

**Virginia Lottery**  
**Everyday Wins – Rollover**  
 Yebo

**Washington's Lottery**  
**Kraken – Time to Rise**  
 Washington's Lottery / Wunderman Thompson

**Wisconsin Lottery**  
**Holidays Are Here**  
 Wisconsin Lottery / Hiebing

## Radio Advertising Lotto and Daily Numbers Games

**Arkansas Scholarship Lottery**  
**Powerball – Get Psyched for Monday!**  
 CJRW / Arkansas Scholarship Lottery

**Colorado Lottery**  
**Equations**  
 Cactus

**Florida Lottery**  
**CASH POP – One-Number Wonder**  
 PPK

**Georgia Lottery**  
**Powerball – Moolah Mondays**  
 BBDO Atlanta

**Hoosier Lottery**  
**Powerball Enhancements**  
 The Buntin Group

**Maryland Lottery**  
**Starting 5**  
 GKV

**Nebraska Lottery**  
**Airplane Banner**  
 Smith Kroeger

**New Jersey Lottery**  
**Pick 4-Tet**  
 New Jersey Lottery / PureRED



# Intralot Orion

**The next-generation Sports Betting platform  
for a truly connected player experience.**

INTRALOT presents Orion, its most advanced, feature-rich and versatile Sports Betting platform. A true omni-channel solution designed to empower the modern operator with cost-efficient and fast go-to-market capabilities.

[intralot.com](http://intralot.com)

Certified by WLA for its Responsible Gaming program, INTRALOT is committed to the principles of responsible gaming incorporating them at its best-in-class product solutions and global operations.

**intralot**

# Batchy Awards

**New Mexico Lottery**  
Pick 3 Plus \$500 Bonus  
New Mexico Lottery

**New York Lottery**  
Numbers  
New York Lottery /  
McCann New York

**South Carolina**  
**Education Lottery**  
Cash Pop – Game Play  
Chernoff Newman

**Tennessee Education**  
**Lottery**  
Flattened Screen TV  
Buntin Group

**Virginia Lottery**  
Cash Pop – Tattoo  
Yebo

**South Carolina**  
**Education Lottery**  
20th Anniversary –  
Scholarships  
Chernoff Newman

**Tennessee Education**  
**Lottery**  
In an Instant  
Buntin Group

**Washington’s Lottery**  
Series of Fortunate  
Events  
Washington’s Lottery /  
Wunderman Thompson

**West Virginia Lottery**  
Proceeds – Truth Be  
Told  
West Virginia Lottery /  
The Manahan Group

**Kansas Lottery**  
Jackpot and Draw  
Games – Book of Luck  
JNA Advertising

**Louisiana Lottery**  
Shake It Up and  
Crawfish  
Louisiana Lottery

**Maryland Lottery**  
Home Run Riches – What  
Would You?  
GKV

**New Jersey Lottery**  
Scratch-Offs Division  
New Jersey Lottery /  
PureRED

**New York Lottery**  
Multiplier  
New York Lottery /  
McCann New York

**North Carolina**  
**Education Lottery**  
Supporting Dreams  
– Pre-K, Workers,  
Scholarships and  
Construction  
North Carolina Education  
Lottery

**Ontario Lottery and**  
**Gaming**  
Lotto Max – Chef  
Max, Hall of Dreams,  
Hypnotize, and Trivia  
FCB Canada Toronto

**South Carolina**  
**Education Lottery**  
Cash Pop – The Light of  
the Party  
Chernoff Newman

**Virginia Lottery**  
Cash Pop Campaign  
Yebo

**West Virginia Lottery**  
Ca\$h Squad  
West Virginia Lottery /  
The Manahan Group

**Print Advertising**  
Retailer Signage /  
Merchandising

**Arizona Lottery**  
Go Grand Point of Sale  
OH Partners

**California Lottery**  
Scratchers Brand POS –  
A Little Play Can Make  
Your Day  
Alcone

**Colorado Lottery**  
Holiday Scratch  
Cactus

**Florida Lottery**  
Reveal a World of  
Excitement  
PPK

**Georgia Lottery**  
Icy Hot Static Cling  
BBDO Atlanta

**Hoosier Lottery**  
Hot 7s Family Retailer  
Signage  
IGT Indiana / The Buntin  
Group

**Idaho Lottery**  
Wooh! You Rather  
Coasters  
Idaho Lottery

**Maryland Lottery**  
Mega 7s Poster  
GKV

**Radio Advertising**  
Corporate /  
Beneficiary

**Radio Advertising**  
Coordinated  
Campaign

**Arizona Lottery**  
Better Together  
OH Partners

**Arkansas Scholarship**  
**Lottery**  
University of Central  
Arkansas Beneficiary  
Sports Radio  
CJRW / Arkansas  
Scholarship Lottery

**Lotería Electrónica**  
Giving Back  
MOZART / DIGIMEDIA

**Michigan Lottery**  
50th Anniversary  
SMZ

**Arkansas Scholarship**  
**Lottery**  
Play. Scratch. Win.  
CJRW / Arkansas  
Scholarship Lottery

**Delaware Lottery**  
More Ways to Win  
OneMagnify

**Hoosier Lottery**  
Holiday Campaign  
The Buntin Group

**Idaho Lottery**  
Beat the Heat Scratch  
Game – 103 Degrees  
and Weather Forecast  
CLM Northwest

# BUCKET LIST

Dream Destinations  
Once-in-a-Lifetime Trips

## WHAT'S YOUR BUCKET LIST?

Atlas Experiences will craft a second-chance promotion for any bucket list!

Bucket List

WIN UP TO \$50,000

ENTER AND WIN A TRIP TO NAPA VALLEY

WINNING NUMBERS

YOUR NUMBERS

This promotional graphic features a circular logo with the text 'Bucket List' and a white airplane silhouette. Below the logo, it states 'WIN UP TO \$50,000'. A banner below that says 'ENTER AND WIN A TRIP TO NAPA VALLEY'. At the bottom, it says 'WINNING NUMBERS' and 'YOUR NUMBERS' with illustrations of grapevines and clusters of grapes.

\$

Bucket List

WIN UP TO \$50,000

ENTER AND WIN A TRIP TO IRELAND

WINNING NUMBERS

This promotional graphic features a circular logo with the text 'Bucket List' and a white airplane silhouette. Below the logo, it states 'WIN UP TO \$50,000'. A green banner below that says 'ENTER AND WIN A TRIP TO IRELAND'. At the bottom, it says 'WINNING NUMBERS' and shows five circular icons of the Irish flag.

Bucket List

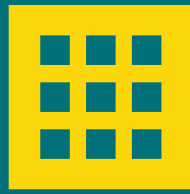
WIN UP TO \$50,000

ENTER AND WIN A TRIP TO HAWAII

WINNING NUMBER

YOUR NUMBER

This promotional graphic features a circular logo with the text 'Bucket List' and a white airplane silhouette. Below the logo, it states 'WIN UP TO \$50,000'. An orange banner below that says 'ENTER AND WIN A TRIP TO HAWAII'. At the bottom, it says 'WINNING NUMBER' and 'YOUR NUMBER' with illustrations of yellow hibiscus flowers.



**Missouri Lottery**  
**Flip Flops & Mountaintops Holiday Escape Promotion**  
 Barkley

**Nebraska Lottery**  
**Take Cover Wobbler**  
 Smith Kroeger

**New Hampshire Lottery**  
**Holiday Garland Die-Cut**  
 GYK Antler

**New Mexico Lottery**  
**HGTV's My Lottery Dream Home – David Bromstad Standee**  
 New Mexico Lottery

**New York Lottery**  
**Lucky Dog Point of Sale**  
 New York Lottery / McCann New York

**Ohio Lottery**  
**Single Sheet QR-Based How-To Play – All Draw Games**  
 Fahlgren Mortine

**Pennsylvania Lottery**  
**Powerball Double Play Point of Sale**  
 9Rooftops

**South Carolina Education Lottery**  
**The Big Spin Ticket Topper**  
 South Carolina Education Lottery

**South Dakota Lottery**  
**Winner Awareness Cooler Cling**  
 Lawrence & Schiller

**Tennessee Education Lottery**  
**Jumbo Bucks Premium Suite**  
 Buntin Group

**Texas Lottery**  
**Power X Mini Billboard**  
 Third Ear

**Virginia Lottery**  
**Cash Pop Teaser Playcenter Insert**  
 Yebo

**Print Advertising**  
**Out of Home (Includes Digital)**

**Arizona Lottery**  
**Fast Play**  
 OH Partners

**Connecticut Lottery**  
**2nd Chance – Rush Hour**  
 Decker

**Delaware Lottery**  
**A Big Win Is Calling**  
 OneMagnify

**Florida Lottery**  
**Reveal a World of Excitement**  
 PPK

**Hoosier Lottery**  
**Holiday Outdoor**  
 IGT Indiana / The Buntin Group

**Idaho Lottery**  
**Frenzy Scratch – Club Frenzy Billboard**  
 CLM Northwest

**Lotería Electrónica**  
**3D Jackpot Powerball**  
 MOZART / DIGIMEDIA

**Louisiana Lottery**  
**Gem – Get Your Shine On**  
 Louisiana Lottery

**Maryland Lottery**  
**Powerball – Dancing Man Liveboard**  
 GKV

**New Jersey Lottery**  
**101 Days of Summer – Eyes on the Prizes**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Lucky Dog**  
 New York Lottery / McCann New York

**Pennsylvania Lottery**  
**Father's Day – Make Dad's Day**  
 9Rooftops

**South Carolina Education Lottery**  
**Cash Pop – The Light of the Party**  
 South Carolina Education Lottery

**Texas Lottery**  
**Power X Out of Home**  
 Third Ear

**Virginia Lottery**  
**Cash Pop Digital Billboard**  
 Yebo

**Washington's Lottery**  
**Kraken – Time to Rise**  
 Washington's Lottery / Wunderman Thompson

**Print Advertising**  
**Traditional Media Print Ad**

**Arizona Lottery**  
**Holiday**  
 OH Partners

**California Lottery**  
**Lunar New Year 2022**  
 Time Advertising

**Delaware Lottery**  
**Hobbies Deserve More Time**  
 OneMagnify

**Louisiana Lottery**  
**Stacked**  
 Louisiana Lottery

**New Jersey Lottery**  
**Cash4Life FSI – Office Guy**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Daily Draw Games**  
 New York Lottery / McCann New York

**Pennsylvania Lottery**  
**Holiday**  
 9Rooftops

**Texas Lottery**  
**Cozy Cash**  
 Texas Lottery

# carousel

A division of  
**Somerville**



lottery excitement at every turn

**RESEARCH  
DESIGN &  
DEVELOPMENT**

**IN-HOUSE  
MANUFACTURING  
& PRICING**

**UNPARALLELED  
RETAIL  
SUPPORT**



**Contact us today**

 [carousellottery.com](https://carousellottery.com)

 [hello@carousellottery.com](mailto:hello@carousellottery.com)



## Print Advertising Corporate/ Beneficiary

**Colorado Lottery**  
**Rockies**  
Cactus

**Hoosier Lottery**  
**WTMG Government  
Tunnel Signage**  
IGT Indiana

**Idaho Lottery**  
**Do Good – Thanks a  
Billion Fan**  
Idaho Lottery

**Lotería Electrónica**  
**Giving Back Newspaper  
Spread**  
MOZART / DIGIMEDIA

**Louisiana Lottery**  
**BR Visitor's Guide**  
Louisiana Lottery

**Missouri Lottery**  
**Play It Forward – Rural  
Missouri**  
Missouri Lottery

**Nebraska Lottery**  
**Universe**  
Smith Kroeger

**Pennsylvania Lottery**  
**Monitor Games Retailer  
Recruitment**  
9Rooftops

**South Carolina  
Education Lottery**  
**FY23 Beneficiary**  
South Carolina Education  
Lottery

**Virginia Lottery**  
**Win for Education**  
Virginia Lottery

## Print Advertising Coordinated Campaign

**California Lottery**  
**Scratchers Brand Out of  
Home – A Little Play Can  
Make Your Day**  
David&Goliath /  
Media.Monks

**Colorado Lottery**  
**Holiday Scratch**  
Cactus

**Connecticut Lottery**  
**50th Anniversary Point  
of Sale**  
Decker

**Delaware Lottery**  
**Enjoy Summer Even  
More**  
OneMagnify

**Georgia Lottery**  
**College Jumbotron  
Videos**  
BBDO

**Hoosier Lottery**  
**Holiday Point of Sale**  
IGT Indiana / The Buntin  
Group

**Idaho Lottery**  
**Do Good Campaign**  
Idaho Lottery

**Lotería Electrónica**  
**LotoCash Newspaper  
Insert**  
MOZART / DIGIMEDIA

**Louisiana Lottery**  
**Holiday**  
Louisiana Lottery

**Missouri Lottery**  
**Powerball – Monday  
Draw and Double Play  
Launch and Promotion**  
Missouri Lottery

**New Jersey Lottery**  
**101 Days of Summer –  
Eyes on the Prizes**  
New Jersey Lottery /  
PureRED

**New York Lottery**  
**Lucky Dog**  
New York Lottery /  
McCann New York

**North Carolina  
Education Lottery**  
**Supporting Dreams –  
Pre-K, Construction,  
Workers and  
Scholarships**  
North Carolina Education  
Lottery

**Pennsylvania Lottery**  
**Lottery Love**  
9Rooftops

**South Carolina  
Education Lottery**  
**Cash Pop**  
South Carolina Education  
Lottery

**South Dakota Lottery**  
**Holiday Instant Ticket  
Campaign**  
Lawrence & Schiller

**Tennessee Education  
Lottery**  
**Powerball Double Play**  
Buntin Group

**Texas Lottery**  
**Cozy Cash**  
Texas Lottery

**Washington's Lottery**  
**Kraken – Time to Rise**  
Washington's Lottery /  
Wunderman Thompson

## Digital Media Instant Games

**California Lottery**  
**Scratchers Brand  
Scratchmaker Quiz**  
California Lottery /  
Alcone / ICF Next

**Connecticut Lottery**  
**200X – Mathlete  
Carousel**  
Decker

**Florida Lottery**  
**WEEK FOR LIFE Wellness  
Series**  
PPK

**Georgia Lottery**  
**\$50,000 Extravaganza  
Virtual Scratcher**  
Georgia Lottery

**Hoosier Lottery**  
**Hot 7s and 2nd Chance  
Meltdown**  
IGT Indiana / Laughlin  
Constable

**Idaho Lottery**  
**Beat the Heat Social  
Animation**  
Mitchell Palmer

**Maryland Lottery**  
**Ravens Scratch-Off  
Launch**  
GKV





Reaching 40% of American adults, GSTV engages **104 million** unique monthly viewers with full sight, sound, and motion video across tens of thousands of fuel retailers.



**8**

**GSTV viewers buy an average of 8 lottery tickets each month**

**+31%**

increase in reported lottery sales after running ads with GSTV

**62%**

of GSTV viewers will head into the c-store today

**29%**

of GSTV viewers purchase Powerball and/or Mega Millions lottery tickets



# Batchy Awards

**Massachusetts Lottery**  
**Spring Flowers**  
 Massachusetts Lottery

**Missouri Lottery**  
**\$50 Millionaire Blowout Scratchers – With Prizes This Big**  
 Barkley

**New Jersey Lottery**  
**Multiplier Scratch-Offs – Let the Good Times Multiply Digital Banners**  
 New Jersey Lottery / PureRED

**New Mexico Lottery**  
**Social Media Halloween Promotion**  
 New Mexico Lottery

**New York Lottery**  
**Daily Doggo Photo Challenge**  
 New York Lottery / McCann New York

**North Carolina Education Lottery**  
**Whose Wooo Is Whose? Promotion**  
 Cactus

**Pennsylvania Lottery**  
**\$50 Five Million Dollar Money Maker Scratch-Off Digital Banners**  
 9Rooftops

**South Dakota Lottery**  
**Holiday Gamification Unit**  
 Lawrence & Schiller

**Texas Lottery**  
**Dreams – 30th Anniversary**  
 Texas Lottery

**Virginia Lottery**  
**Print 'n Play X the Money – How to Play**  
 Virginia Lottery

**Washington's Lottery**  
**Seahawks – Bring It In**  
 Washington's Lottery / Wunderman Thompson

**Digital Media**  
**All Draw Games**

**Arkansas Scholarship Lottery**  
**Walmart Digital Campaign**  
 CJRW / Arkansas Scholarship Lottery

**California Lottery**  
**Powerball Third Draw**  
 Media.Monks / California Lottery

**Delaware Lottery**  
**Lotto America Game Changes**  
 OneMagnify

**Georgia Lottery**  
**Cash Match Social**  
 Georgia Lottery / Aquimo

**Hoosier Lottery**  
**Powerball – Double Play and Monday Drawing**  
 IGT Indiana / Laughlin Constable

**Idaho Lottery**  
**I'm a Powerball Player Social Video**  
 CLM Northwest

**Maryland Lottery**  
**Powerball – Too Fun**  
 GKV

**Massachusetts Lottery**  
**Hit 50!**  
 Massachusetts Lottery

**New Jersey Lottery**  
**Fast Play – Jack Grows Social Media Video**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Numbers**  
 New York Lottery / McCann New York

**South Carolina Education Lottery**  
**Jackpot Awareness – Powerball**  
 Chernoff Newman

**South Dakota Lottery**  
**Dynamic Rich Media Ad**  
 Lawrence & Schiller

**Texas Lottery**  
**Daily Dreams**  
 Texas Lottery

**Washington's Lottery**  
**Powerball Double Play**  
 Washington's Lottery / Wunderman Thompson

**Digital Media**  
**Corporate/Beneficiary**

**California Lottery**  
**Lottery Contributions to Schools Interactive Online Tracker**  
 California Lottery / ICF Next

**Hoosier Lottery**  
**Pacers Community Impact Award and Ticket Giveaway Promotion**  
 IGT Indiana / Laughlin Constable

**Idaho Lottery**  
**Bucks for Books Video**  
 CLM Northwest

**Minnesota Lottery**  
**Drone Bee**  
 Periscope

**Ontario Lottery and Gaming**  
**Collecting for the Community Program**  
 The T1 Agency

**Pennsylvania Lottery**  
**Monitor Games Retailer Recruitment**  
 9Rooftops

**Texas Lottery**  
**30 Years of Winning – 30th Anniversary Documentary**  
 Texas Lottery

**Washington's Lottery**  
**Series of Fortunate Events**  
 Washington's Lottery / Wunderman Thompson

# Gain Attention & Boost Sales

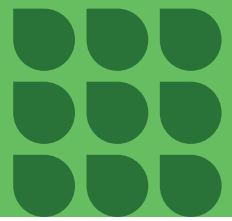
Custom designed products to help you sell more!



Jackpot Signs • Logo Signs • Playstations • POS • Premiums



**CM** GLOBAL



**Digital Media**  
Digital Media Advertising Not Fitting Another Category

**Arizona Lottery**  
Million Dollar Giveaway – Scratch Away Rich Media  
OH Partners

**Arkansas Scholarship Lottery**  
5-Buck Bundle Social Media Influencer Campaign  
CJRW / Arkansas Scholarship Lottery

**Delaware Lottery**  
5 Weeks of Winners  
OneMagnify

**Georgia Lottery**  
Digital Menuboards  
BBDO Atlanta / Carmanah

**Hoosier Lottery**  
Hoo Knew? Trivia  
IGT Indiana / Laughlin Constable

**Kansas Lottery**  
Virtual Vault Party  
JNA Advertising

**Kentucky Lottery**  
iLottery Influencer Campaign  
The Buntin Group

**Massachusetts Lottery**  
Double Your Luck  
Massachusetts Lottery

**Ohio Lottery**  
Pop-Up Game Show Interactive Video – Progressive EZPLAY  
Marcus Thomas LLC

**Ontario Lottery and Gaming**  
OLG Game Plan  
Corus / So.Da

**Pennsylvania Lottery**  
Halloween Social  
9Rooftops

**South Dakota Lottery**  
Instant and Lotto Social Videos  
Lawrence & Schiller

**Tennessee Education Lottery**  
Cash Spooktacular  
Buntin Group

**Virginia Lottery**  
CTV iLottery  
Virginia Lottery

**Western Canada Lottery Corp.**  
Lotto Spot Application  
McCann Canada

**Wisconsin Lottery**  
Scratch the Attendance  
Wisconsin Lottery / Hiebing

**Digital Media**  
Coordinated Campaign

**Arizona Lottery**  
Holiday Tickets Digital Display  
OH Partners

**California Lottery**  
Scratchers Brand California Dreamin' Campaign  
Media.Monks / Alcone / California Lottery

**Connecticut Lottery**  
2nd Chance Coordinated Digital Campaign  
Decker

**Delaware Lottery**  
Fall 2021 Football Wagering  
OneMagnify

**Georgia Lottery**  
Diggi Day Dream  
BBDO Atlanta

**Hoosier Lottery**  
2021 Holiday Gifting Campaign  
IGT Indiana / Laughlin Constable

**Idaho Lottery**  
Beat the Heat Digital Campaign  
Mitchell Palmer

**Illinois Lottery**  
Every Number Is a Story  
Camelot IL

**Kentucky Lottery**  
Lottery Feeling Dance Video  
The Buntin Group

**Loto-Québec**  
Lotto Max 700 – Differences  
Loto-Québec

**Maryland Lottery**  
Ravens Scratch-Off Campaign  
GKV

**Massachusetts Lottery**  
Holiday Word\$  
Massachusetts Lottery

**Nebraska Lottery**  
Nebraska Pick 5 Facebook Campaign  
Smith Kroeger

**New Jersey Lottery**  
Multiplier Scratch-Offs – Let the Good Times Multiply Social Ads  
New Jersey Lottery / PureRED

**New Mexico Lottery**  
HGTV's My Lottery Dream Home  
New Mexico Lottery

**New York Lottery**  
Lucky Dog Collect 'n Win Social  
New York Lottery / McCann New York

**North Carolina Education Lottery**  
Holiday Giveaway  
North Carolina Education Lottery

# ROI... that's a sure winner!



*Our LED Modular Scratch-Off Lottery Dispensing System is taking convenience, functionality, and your sales to the next level.*

**Visit US at WLS 2022 Booth #408**



## GET IN TOUCH

For additional information and to set up a test evaluation in your region, call Randy Zaller at 908.591.8685 or email [rzaller@hspop.com](mailto:rzaller@hspop.com).



*Advertised in NASPL & Endorsed by WV Lottery*  
*"During a seven month, eleven-location test we saw a 30.1% increase in these locations compared to our state growth of 15.4%" stated Colleen Sergent, WV Vendor specialist.*





**Ontario Lottery and Gaming**  
**OLG.ca Online Casino Theme Campaign – Spread the Thrill**  
 Publicis Canada

**Pennsylvania Lottery**  
**Lottery Love**  
 9Rooftops

**South Dakota Lottery**  
**Winner Awareness Digital Ads**  
 Lawrence & Schiller

**Texas Lottery**  
**Dreams – 30th Anniversary**  
 Texas Lottery

**Washington’s Lottery**  
**Kraken – Time to Rise**  
 Washington’s Lottery / Wunderman Thompson

**Western Canada Lottery Corp.**  
**Lotto Spot Winners Campaign**  
 Western Canada Lottery Corp.

**Special Category**  
 Original Music for Television, Radio, Digital Media or Promotional Event

**Arizona Lottery**  
**Better Together – Chris Rogers, Jon Rauhouse, Bob Giammarco**  
 OH Partners

**California Lottery**  
**Scratchers Brand – Sweaters**  
 David&Goliath

**Florida Lottery**  
**Holiday Scratch-Offs – So Much Gift!**  
 PPK

**Georgia Lottery**  
**Daily Draw Music**  
 Georgia Lottery

**Kansas Lottery**  
**Powerball Mondays**  
 JNA Advertising

**Lotería Electrónica**  
**Giving Back**  
 MOZART / DIGIMEDIA

**Maryland Lottery**  
**Show Me Boy Band**  
 GKV

**Massachusetts Lottery**  
**Everyone’s a Winner**  
 Massachusetts Lottery

**Minnesota Lottery**  
**The Perfect Jingle**  
 Periscope

**New Jersey Lottery**  
**Pick 4-Tet**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Numbers**  
 New York Lottery / McCann New York

**North Carolina Education Lottery**  
**Mr. First Tuesday – Remix**  
 North Carolina Education Lottery

**Ohio Lottery**  
**The Tinsel Song**  
 Marcus Thomas LLC

**Ontario Lottery and Gaming**  
**OLG Lotto Max – Dream Drop**  
 FCB Canada Toronto

**Pennsylvania Lottery**  
**Turning Heads**  
 9Rooftops

**South Carolina Education Lottery**  
**Cash Pop – Original Score**  
 Chernoff Newman

**Texas Lottery**  
**Cozy Cash**  
 Texas Lottery

**Virginia Lottery**  
**Everyday Wins 2022**  
 Yebo

**West Virginia Lottery**  
**1 in 15 – Ca\$h Pop**  
 West Virginia Lottery / The Manahan Group

**Wisconsin Lottery**  
**Holidays Are Here**  
 Wisconsin Lottery / Hiebing

**Special Category**  
 Use of Humor – Radio

**Arizona Lottery**  
**\$50 500X Scratchers**  
 OH Partners

**California Lottery**  
**Scratchers Brand – The Night Before**  
 David&Goliath

**Colorado Lottery**  
**Fomoomoolah PSA**  
 Cactus

**Connecticut Lottery**  
**2nd Chance – Beard**  
 Decker

**Florida Lottery**  
**X THE CASH Scratch-Offs – MOST XTREME**  
 PPK

**Georgia Lottery**  
**Powerball Moolah Mondays**  
 BBDO Atlanta

**Idaho Lottery**  
**Cabela’s Nice Bucks**  
 CLM Northwest

**Louisiana Lottery**  
**Holiday**  
 Louisiana Lottery

**Maryland Lottery**  
**Holiday Scratch-Offs on Your Mind**  
 GKV

**Michigan Lottery**  
**It’s the Cash**  
 SMZ

**Minnesota Lottery**  
**I’MN – Nebraska**  
 Periscope

**Missouri Lottery**  
**\$50 Millionaire Blowout Scratchers – With Prizes This Big**  
 Barkley

# SECURE YOUR SALES



## TRANSPARENT BUT SECURE



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CORPORATION

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GROUP with  
*Premier Integrity*

Advanced Transaction  
Security  
MUSL Compliance  
Game Verification  
Fraud Detection  
RNG Audit



**Nebraska Lottery**  
**Yuletide Romance Channel**  
 Smith Kroeger

**New Jersey Lottery**  
**101 Days of Summer – All Cooped Up**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Sizzlin’ Bacon**  
 New York Lottery / McCann New York

**North Carolina Education Lottery**  
**Winners Club – Roll Call**  
 Cactus

**Tennessee Education Lottery**  
**Suffering From Bad Gift Giving**  
 Buntin Group

**Texas Lottery**  
**Frenzy**  
 Third Ear

**Washington’s Lottery**  
**Kraken – Time to Rise**  
 Washington’s Lottery / Wunderman Thompson

**West Virginia Lottery**  
**Ca\$h Squad Scratch**  
 West Virginia Lottery / The Manahan Group

**Special Category**  
**Use of Humor – Television**

**California Lottery**  
**Scratchers Brand – Bubble Wrap**  
 David&Goliath

**Colorado Lottery**  
**Fomoomoolah**  
 Cactus

**Connecticut Lottery**  
**2nd Chance – Mocha-Angelo**  
 Decker

**Delaware Lottery**  
**Give a Ticket, Get a Smile**  
 OneMagnify / JTWO

**Florida Lottery**  
**X THE CASH Scratch-Offs – MOST XTREME**  
 PPK

**Georgia Lottery**  
**Falcons Remodel**  
 BBDO Atlanta

**Idaho Lottery**  
**Frenzy Scratch Family – Club Frenzy**  
 CLM Northwest

**Illinois Lottery**  
**Anyone Could Win in an Instant – Boot**  
 O’Keefe Reinhard & Paul

**Kansas Lottery**  
**Perfect Gift Instant Ticket – Resist the Regift**  
 JNA Advertising

**Kentucky Lottery**  
**Kentucky’s Got Talent Bandy**  
 Carroll Hellige

**Lotería Electrónica**  
**Fastest Winner**  
 MOZART / DIGIMEDIA

**Loto-Québec**  
**Holiday Collection – Horse**  
 Loto-Québec

**Minnesota Lottery**  
**The Perfect Gift**  
 Periscope

**Nebraska Lottery**  
**Mailbox**  
 Smith Kroeger

**New Hampshire Lottery**  
**Granite State Premier**  
 GYK Antler

**New Jersey Lottery**  
**Quick Draw – Bear Walks Into a Bar**  
 New Jersey Lottery / PureRED

**New York Lottery**  
**Road Dogs**  
 New York Lottery / McCann New York

**North Carolina Education Lottery**  
**Couples Counseling – Carolina Jackpot**  
 Cactus

**Ohio Lottery**  
**Mad Science – \$500K Cash**  
 AfterMath

**Ontario Lottery and Gaming**  
**HVI Regional Platform – Suspense Starts Before You Scratch**  
 FCB Canada Toronto

**Pennsylvania Lottery**  
**Mud Games**  
 9Rooftops

**South Dakota Lottery**  
**Driver of the Month**  
 Lawrence & Schiller

**Tennessee Education Lottery**  
**Knick Knacks**  
 Buntin Group

**Texas Lottery**  
**Power X**  
 Texas Lottery

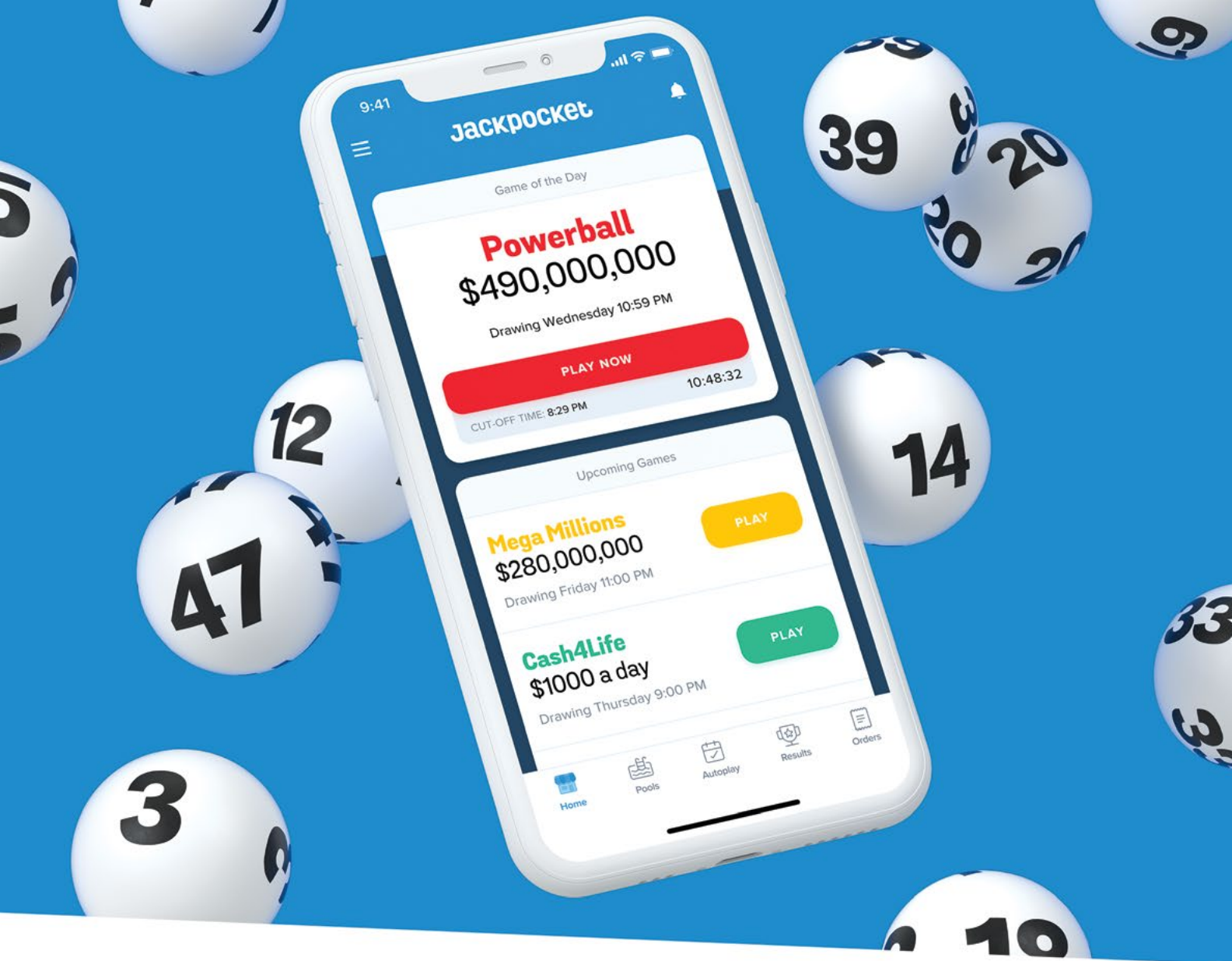
**Washington’s Lottery**  
**Kraken – Time to Rise**  
 Washington’s Lottery / Wunderman Thompson

**West Virginia Lottery**  
**Ca\$h Squad Scratch**  
 West Virginia Lottery / The Manahan Group

**Western Canada Lottery Corp.**  
**Crossword**  
 McCann Canada

**Wisconsin Lottery**  
**Packers Backers**  
 Wisconsin Lottery / Hiebing





## What Jackpocket users are saying



**Easy to setup. Easy to use!**

*I just feel my luck is better here!  
LOL because when I have a  
hunch to play I just play!*



**GRINS FROM EAR TO EAR**

*I love the convenience, the ease,  
and the security of purchasing  
state lottery tickets through a  
very user-friendly app.*



**It's Magical**

*Best idea for busy people. Now  
I can play at my convenience.  
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Minnesota • Montana • New Hampshire • Ohio • Oregon • Washington, D.C.

# Jackpocket



## Special Category

Use of Humor –  
Digital Media

### Connecticut Lottery

**200X – Mathlete  
Carousel**

Decker

### Idaho Lottery

**Frenzy Social – Play,  
Win, Party**

CLM Northwest

### Kentucky Lottery

**Lottery Feeling Dance  
Video**

The Buntin Group

### Lotería Electrónica

**Dreams Come True**

MOZART / DIGIMEDIA

### Maryland Lottery

**Skee-Ball Scratch-Off  
Google Search**

GKV

### Massachusetts Lottery

**Spring Flowers**

Massachusetts Lottery

### Missouri Lottery

**\$50 Millionaire Blowout  
Scratchers – With Prizes  
This Big**

Barkley

### New York Lottery

**Numbers**

New York Lottery /  
McCann New York

### North Carolina

**Education Lottery  
Deja Whoo! – Barber  
and Mimes**

Cactus

### Pennsylvania Lottery

**Turning Heads**

9Rooftops

### Texas Lottery

**Power X**

Texas Lottery

### Washington's Lottery

**Kraken – Time to Rise**

Washington's Lottery /  
Wunderman Thompson

### Wisconsin Lottery

**Scratch the  
Attendance**

Wisconsin Lottery /  
Hiebing

## Special Category

Use of  
Cinematography

### California Lottery

**Scratchers Brand –  
Bubble Wrap**

David&Goliath

### Colorado Lottery

**Bank Run**

Cactus

### Georgia Lottery

**KENO – Lost Treasure**

BBDO Atlanta

### Lotería Electrónica

**Dreams Come True**

MOZART / DIGIMEDIA

### Maryland Lottery

**Lucky – Good Luck  
Charm**

GKV

### Massachusetts Lottery

**The Scent of Winning**

Massachusetts Lottery

### New York Lottery

**Early Riser**

New York Lottery /  
McCann New York

### North Carolina

**Education Lottery**

**Corvette**

North Carolina Education  
Lottery

### Ohio Lottery

**Better Together – \$20**

**Merry and Bright Holiday  
Game**

Marcus Thomas LLC

### Ontario Lottery and

**Gaming**

**Lotto Max – Dream**

**Drop**

FCB Canada Toronto

### Pennsylvania Lottery

**Lottery Love Omnibus**

9Rooftops

### South Carolina

**Education Lottery**

**Front Line Workers –  
Kennedy**

Chernoff Newman

### Texas Lottery

**Power X**

Texas Lottery

## Special Category

Corporate/  
Beneficiary Video

### Colorado Lottery

**Rocky Mountain Public  
Media**

Cactus

### Idaho Lottery

**Bucks for Books**

CLM Northwest

### Kentucky Lottery

**Beneficiary Building  
Mural**

Bandy Carroll Helligie

### Lotería Electrónica

**Giving Back**

MOZART / DIGIMEDIA

### Massachusetts Lottery

**50 Years – Employee  
Virtual Event**

Massachusetts Lottery

### Ontario Lottery and

**Gaming**

**OLG Good – Confetti**

FCB Canada Toronto

### Texas Lottery

**30 Years of Winning  
– 30th Anniversary  
Documentary**

Texas Lottery

### Virginia Lottery

**Back to School**

Virginia Lottery

### Washington's Lottery

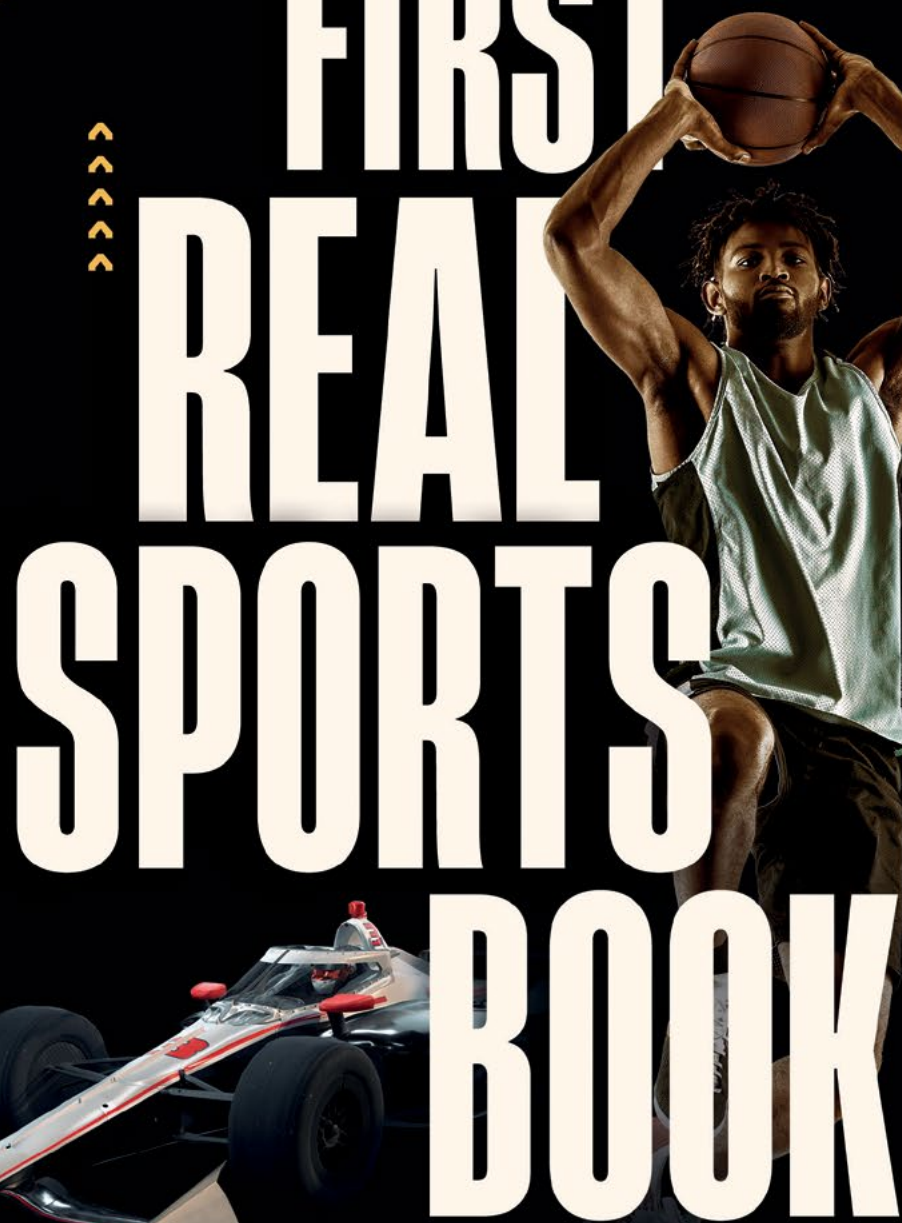
**Series of Fortunate  
Events**

Washington's Lottery /  
Wunderman Thompson

**GOLDEN RACE**  
BEYOND VIRTUALS

^^  
^^  
^^  
^^

# FIRST REAL SPORTS BOOK



WITH VIRTUAL OUTCOME

OMNICHANNEL PLATFORM > TOP-REVENUE VIRTUAL SPORTS  
REALISTIC ODDS > PLAYER ENGAGEMENT FEATURES



## Special Category

Television  
Campaign Under  
\$25k (USD)

### Idaho Lottery

Lottery Love – Love  
Actually  
CLM Northwest

### Kansas Lottery

PlayOn – Future of Tech  
Giveaway  
JNA Advertising

### Lotería Electrónica

Pump It Up  
MOZART / DIGIMEDIA

### Louisiana Lottery Saints

Louisiana Lottery

### Maryland Lottery Home Run Riches – What Would You?

GKV

### Massachusetts Lottery Spring Flowers

Massachusetts Lottery

### New Mexico Lottery 'Tis the Season for Holiday Scratchers

New Mexico Lottery

### Ohio Lottery

Discover Ohio – Limited-  
Time EZPLAY Game  
Marcus Thomas LLC

### Tennessee Education Lottery

In an Instant  
Buntin Group

### Texas Lottery

Lotería  
Texas Lottery

### West Virginia Lottery

Holiday Animated  
West Virginia Lottery /  
The Manahan Group

## Corporate Communications Employee/Player Newsletter

### Hoosier Lottery

January 2022 Corporate  
Social Responsibility  
Newsletter  
IGT Indiana

### Kentucky Lottery FuelEd

Kentucky Lottery

### Maryland Lottery Maryland Lottery and Gaming Gazette – October 2021

GKV

### New York Lottery

Bacon Promotion  
New York Lottery /  
McCann New York

### Texas Lottery

Team News Employee  
Newsletter – Summer  
2021  
Texas Lottery

### Virginia Lottery LottoLand Lately – September

Virginia Lottery

### Western Canada Lottery Corp.

Rich Content  
Western Canada Lottery  
Corp.

## Corporate Communications Retailer Newsletter

### Delaware Lottery

Ticket Talk – Issue 69  
OneMagnify

### Hoosier Lottery December 2021 Retailer Playbook

IGT Indiana

### Kentucky Lottery The Quarter

Bandy Carroll Hellige

### Louisiana Lottery Exchange – July/August

Louisiana Lottery

### Maryland Lottery

Retailer Report –  
April-June 2022  
GKV

### Missouri Lottery

Retailer Connection –  
November 2021  
Missouri Lottery

### New Jersey Lottery Retailer Focus – January 2022

New Jersey Lottery

### New York Lottery Holiday IGS Incentive

New York Lottery /  
McCann New York

### Ontario Lottery and Gaming

LottoPost – Sept 2021  
Rain43

### Pennsylvania Lottery Spring Sales Maker

9Rooftops

### South Carolina Education Lottery Selling Points – January 2022

South Carolina Education  
Lottery

### Texas Lottery Round Up Retailer Newsletter – October 2021

Texas Lottery

### Virginia Lottery November Playbook

Virginia Lottery

### Western Canada Lottery Corp. LottoLine Special Edition

Western Canada Lottery  
Corp.

## Corporate Communications Annual Report

### Delaware Lottery Seeing the Big Picture – 2019 Annual Report

OneMagnify

### Hoosier Lottery FY21 Corporate Social Responsibility Report

IGT Indiana

# IMG

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**Idaho Lottery**  
**FY21 Annual Report**  
 Idaho Lottery

**Illinois Lottery**  
**Annual Responsible Gaming Report**  
 Illinois Lottery

**Kentucky Lottery**  
**FY21 Annual Report**  
 Kentucky Lottery

**Maryland Lottery**  
**Annual Comprehensive Financial Report**  
 GKV

**Missouri Lottery**  
**FY21 Annual Report**  
 Missouri Lottery

**New Jersey Lottery**  
**FY 2020 Annual Report**  
 New Jersey Lottery

**North Carolina Education Lottery**  
**Annual Report – In 15 Years**  
 North Carolina Education Lottery

**Texas Lottery**  
**Annual Report**  
 Texas Lottery

**Virginia Lottery**  
**FY21 Year in Review**  
 Virginia Lottery

**West Virginia Lottery**  
**FY21 Annual Report**  
 West Virginia Lottery /  
 The Manahan Group

**Responsible Gambling Communications**  
 Print

**Hoosier Lottery**  
**2022 Problem Gambling Awareness Month Retail**  
 Laughlin Constable

**Missouri Lottery**  
**Missouri Alliance to Curb Problem Gambling Annual Report**  
 Missouri Lottery

**New Jersey Lottery**  
**Juggler/Balance**  
 New Jersey Lottery

**New York Lottery**  
**Responsible Gifting Is Always a Bright Idea**  
 New York Lottery /  
 McCann New York

**Ontario Lottery and Gaming**  
**OLG PlaySmart – My PlayBreak Brochure**  
 FCB Canada Toronto

**Texas Lottery**  
**Know When**  
 Texas Lottery

**Virginia Lottery**  
**Play Responsibly Brochure**  
 Virginia Lottery

**Wisconsin Lottery**  
**On Your Mind X-Ray**  
 Wisconsin Lottery /  
 Hiebing

**Responsible Gambling Communications**  
 Digital Media

**Hoosier Lottery**  
**Positive Play Videos and Social**  
 IGT Indiana / Laughlin Constable

**Loto-Québec**  
**Pat the Decipherer Answers Your Questions!**  
 Loto-Québec

**New York Lottery**  
**Responsible Gifting Is Always a Bright Idea Social**  
 New York Lottery /  
 McCann New York

**Ohio Lottery**  
**Not for Kids Campaign**  
 Fahlgren Mortine

**Ontario Lottery and Gaming**  
**OLG PlaySmart Ask the Experts Campaign – Mechanic and Dentist**  
 FCB Canada Toronto

**Western Canada Lottery Corp.**  
**Lotto Spot Responsible Gambling**  
 Western Canada Lottery Corp.

**Responsible Gambling Communications**  
 Coordinated Campaign

**Hoosier Lottery**  
**Gift Responsibly Campaign**  
 IGT Indiana / Laughlin Constable

**Illinois Lottery**  
**Set a Limit. Stick to It. PGAM 2022 Campaign**  
 Illinois Lottery

**Loto-Québec**  
**Play Locally, Play Legally, Play Securely**  
 Loto-Québec

**New York Lottery**  
**2022 Responsible Play PSA + PGAM Campaign**  
 New York Lottery /  
 McCann New York

**Ohio Lottery**  
**Keep It Fun Ohio**  
 Fahlgren Mortine

**Ontario Lottery and Gaming**  
**OLG PlaySmart PROLINE+ Sports Betting Campaign – POOLS Bet In-Store and PROLINE Bet In-Store**  
 FCB Canada Toronto /  
 Nurun / Brooks Creative House

**South Dakota Lottery**  
**Responsible Gambling Outdoor and Digital Ads**  
 Lawrence & Schiller



When it comes to testing and compliance, GLI's expertise and unparalleled range of comprehensive lottery services do more than keep your projects moving ahead of pace. Our experience in global certification, regulatory consulting, and cybersecurity takes things to the next level of success, every step of the way.

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**GLI**® ILLUMINATING  
YOUR PATH  
TO GREATNESS

NASPL 2022

# Batchy Awards

**Texas Lottery**  
**Know When**  
Texas Lottery

## Multicultural Advertising

**Arizona Lottery**  
**Million Dollar Giveaway**  
OH Partners

**Arkansas Scholarship Lottery**  
**Juega. Raspa. Gana. (Play. Scratch. Win.)**  
CJRW / Arkansas Scholarship Lottery

**California Lottery**  
**Scratchers Brand – Air Band**  
David&Goliath / Media.Monks

**Lotería Electrónica Giving Back**  
MOZART / DIGIMEDIA

**New York Lottery Numbers**  
New York Lottery / McCann New York

**Ontario Lottery and Gaming**  
**Lunar New Year 2022 Integrated Campaign**  
Balmoral Multicultural Marketing

**South Carolina Education Lottery**  
**Beneficiary Print FY22 – El Informador**  
South Carolina Education Lottery

**Texas Lottery Loteria**  
Texas Lottery

NASPL 2022

# Hickey Awards

## Live Special Events Promotion

**Arizona Lottery**  
**40th Anniversary Scratchers**  
OH Partners

**Georgia Lottery**  
**Hawks Tiny Home Match Game**  
Georgia Lottery / Aquimo

**Hoosier Lottery**  
**Indiana State Fair Town and Truck Giveaway Activation**  
IGT Indiana

**Idaho Lottery**  
**Thanks a Billion Tour**  
Idaho Lottery

**Minnesota Lottery**  
**The Perfect Parking Spot**  
Periscope

**Missouri Lottery**  
**Kansas City BBQ Festival Promoting Cash4Life**  
Missouri Lottery

**New Jersey Lottery**  
**NY Giants Fantasy Football Experience**  
New Jersey Lottery

**New Mexico Lottery**  
**Anniversary Party**  
New Mexico Lottery

**New York Lottery**  
**Mets Bullpen Jackpot Promotion**  
New York Lottery / McCann New York

**Texas Lottery**  
**Luck Happens Live**  
Texas Lottery / Third Ear

**West Virginia Lottery**  
**1 in 15 – Ca\$h Pop Vault Tour**  
West Virginia Lottery

**Western Canada Lottery Corp.**  
**Spin-a-Palooza Alberta**  
McCann Canada / Bamboo Shoots

## Digital Special Events Promotion

**Delaware Lottery**  
**5 Weeks of Winners**  
OneMagnify

**Georgia Lottery**  
**12 Days of Merry Money**  
Georgia Lottery

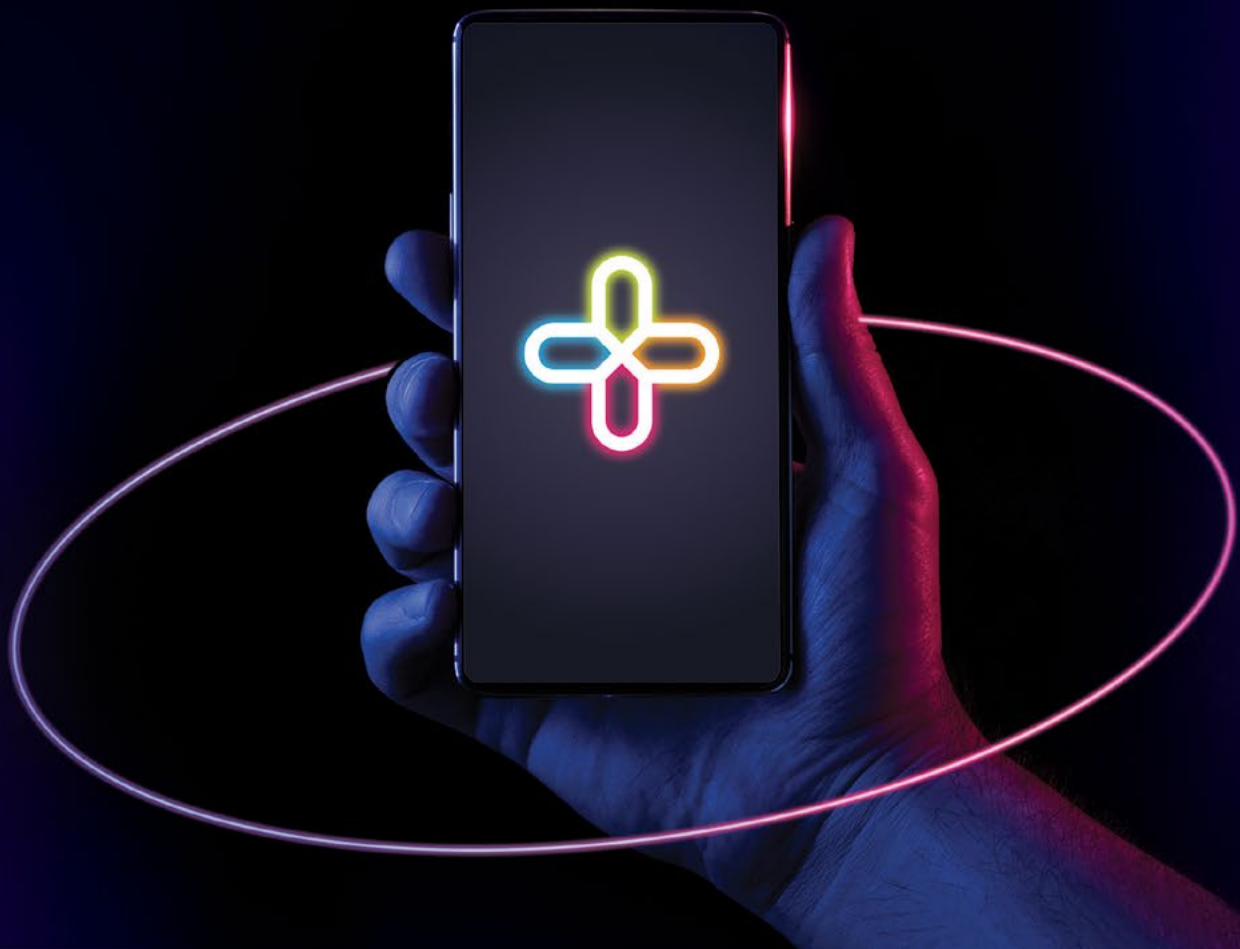


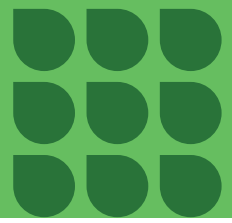


## PAYMENTS TRANSFORMED

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More data and insight about your players for you.

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**Hoosier Lottery**  
**myLOTTERY Shamrock Search**  
 IGT Indiana / Laughlin Constable

**Kansas Lottery**  
**Virtual Vault Party**  
 JNA Advertising

**Lotería Electrónica**  
**Lucky the Elf**  
 MOZART / DIGIMEDIA

**Massachusetts Lottery**  
**Holiday Word\$**  
 Massachusetts Lottery

**Missouri Lottery**  
**Scratch-Off Surprise Livestream Giveaway**  
 Missouri Lottery

**Ohio Lottery**  
**Very Merry Game Show FB Live Event**  
 Marcus Thomas LLC

**Pennsylvania Lottery**  
**50th Anniversary Promotion**  
 9Rooftops

**West Virginia Lottery**  
**Lottery Talk**  
 West Virginia Lottery

## Potpourri Promotion

**Arizona Lottery**  
**Save Our Saguaro – Players Club Loyalty Drawing With Four Peaks and National Forest Foundation**  
 OH Partners

**Georgia Lottery**  
**Cash Pop Tiny Home Giveaway**  
 BBDO Atlanta

**Hoosier Lottery**  
**Imagine That – myLOTTERY Indianapolis Colts Season Ticket VIP Giveaway**  
 IGT Indiana / Laughlin Constable

**Idaho Lottery**  
**Beat the Heat Promotion**  
 Idaho Lottery

**Kentucky Lottery**  
**Mascot Bowl**  
 Kentucky Lottery

**Maine Lottery**  
**Big Country Cash Tri-State Campaign and Second Chance Promotion – Partnership of Maine Lottery, New Hampshire Lottery and Vermont Lottery**  
 Fuseideas (Maine Lottery and Vermont Lottery) / GYK Antler (New Hampshire Lottery)

**Minnesota Lottery**  
**Drone Bee**  
 Periscope

**New York Lottery**  
**Bacon Promotion**  
 New York Lottery / McCann New York

**Ohio Lottery**  
**Vax-2-School**  
 Marcus Thomas LLC

**Ontario Lottery and Gaming**  
**Lotto Max – Dream Drop**  
 FCB Canada Toronto

**South Carolina Education Lottery**  
**Happy Pawlidays**  
 South Carolina Education Lottery

**Texas Lottery**  
**30th Anniversary**  
 Texas Lottery

**Washington’s Lottery**  
**Seahawks – Bring It In**  
 Washington’s Lottery / Wunderman Thompson

**West Virginia Lottery**  
**Bobble, Baby, Bobble**  
 West Virginia Lottery

## Website, Microsite or App

**Georgia Lottery**  
**Cash Pop Microsite**  
 BBDO Atlanta

**Hoosier Lottery**  
**Lottery Lodge**  
 IGT Indiana / Laughlin Constable

**Idaho Lottery**  
**VIP Club Website**  
 Brandmovers

**Kentucky Lottery**  
**Winner Wonderland**  
 Kentucky Lottery

**Lotería Electrónica**  
**New & Fresh Digital Platform**  
 MOZART / DIGIMEDIA

**Missouri Lottery**  
**Corporate Social Responsibility Web Pages**  
 Missouri Lottery

**New Mexico Lottery**  
**HGTV’s My Lottery Dream Home Collect ‘N Win Entry Site**  
 New Mexico Lottery

**New York Lottery**  
**Lucky Dog Microsite**  
 New York Lottery / McCann New York

**Texas Lottery**  
**Mobile App**  
 Texas Lottery

**Western Canada Lottery Corp.**  
**Sport Select**  
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## Best New Instant Game

**California Lottery**  
**Scratchers Brand – Year of Fortune**  
California Lottery

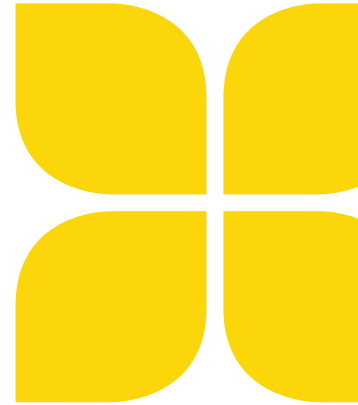
**Loto-Québec**  
**Loto-o-Suivant**  
Loto-Québec

**Massachusetts Lottery**  
**Jumbo Bucks**  
Massachusetts Lottery

**New Mexico Lottery**  
**HGTV's My Lottery Dream Home Scratchers**  
New Mexico Lottery

**New York Lottery**  
**Lucky Dog**  
New York Lottery / McCann New York

**Texas Lottery**  
**Gem 7s**  
Texas Lottery



The new **NASPL Futures Award** was created to recognize outstanding innovations with an eye on the future. For 2022, the award will honor the best eco-friendly initiative in the areas of new products, game design, lottery operations and conservation programs.

## NASPL Futures Award

**Arizona Lottery**  
**National Forrest Foundation Cactus Nursery Gives Back Sponsorship**  
OH Partners

**Colorado Lottery**  
**Steamboat ReTree Event**  
Cactus

**Hoosier Lottery**  
**Scratch-Off and E-Instants Environmental Lifecycle Assessment**  
IGT Indiana

**Loto-Québec**  
**Tickets Made From 100% Recycled Fibres**  
Loto-Québec

**Massachusetts Lottery**  
**Mobile Cashing App**  
Massachusetts Lottery

**Minnesota Lottery**  
**Drone Bee**  
Periscope

**Ohio Lottery**  
**Mobile Cashing**  
Marcus Thomas LLC

# Thank you! Awards Judges

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Managing Director  
Third Ear

**Adam Cicco**  
Creative Director  
9Rooftops

**Andrew Leeper**  
Brand Strategy Coordinator  
Texas Lottery

**Beth Lloyd**  
Retail Marketing Program  
Manager  
Oregon Lottery

**Chris Ebel**  
Group Creative Director  
Laughlin Constable

**Dana Survello**  
Marketing Project Manager  
Virginia Lottery

**Erica Huss**  
Vice President of  
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**Rhonda Zimmerman**  
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**Joe King**  
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Games  
British Columbia Lottery  
Corporation

**Tiffany Graham**  
Business Operations  
Analyst  
Oregon Lottery



Executive Q&A

# Opening Up a World of Opportunity

IGT executives discuss how the company’s new OMNIA™ solution gives lotteries the power to address current and future business needs and unlock growth potential on their own terms.



**Jay Gendron**  
Chief Operating  
Officer Global Lottery



**Wendy Montgomery**  
Senior Vice President  
Marketing, Communications,  
and Sustainability

**How is IGT working to help customers address their business priorities?**

**Gendron:** Customers have told us clearly what matters to them. They’re managing regulatory challenges and competition with other forms of entertainment. They want to implement mobile/digital and cashless solutions, navigate changing retail environments, and attract new and younger-adult demographics.

Beyond those broad categories, lotteries have a host of specific needs requiring solutions that are adaptable to their unique situation and market.

Everyone has seen that digital experiences are raising the bar for consumer-product businesses of all kinds. At a minimum, consumers expect personalized content recommendations, consistent product supply, and seamless cross-channel experiences. Meeting these expectations is the industry’s biggest challenge – and also the biggest opportunity.

One of the innovations we’re most excited to share at WLS in October is IGT’s OMNIA™, which we conceived as the industry’s first true omnichannel solution. It enables lotteries to address many of these challenges no

matter where they are on the digital spectrum, so they can continue to grow responsibly and generate sustainable revenue for the good causes they serve.



**What is OMNIA and how does it enable those benefits?**

**Gendron:** Simply stated, OMNIA is the integration of IGT’s retail lottery solution, Aurora, and our iLottery solution. It bridges the two to offer lottery operators all the functionality they need to run their business now and into the future.

One of the major advantages we built into this comprehensive and modular solution is that it gives lotteries the means to digitize the retail experience – what we call Connected Play – whether they’re offering iLottery or not. OMNIA enables players to use mobile devices at retail, thereby facilitating new contactless, paperless, and cashless experiences. And as players purchase tickets, play games,

and redeem prizes at retail, OMNIA makes the data visible and actionable in ways that will dramatically improve operators’ abilities to market, launch, and enhance their games. It enables hyper-personalized communications and promotions, for example. And more insights about players supports more informed play, to advance responsible gaming goals.

OMNIA represents a transformational step in the evolution of lottery systems. Building upon decades of IGT’s development and deployment of proven, high-performance, reliable systems, OMNIA encapsulates the full breadth of lessons learned and customer inputs from our support of the world’s leading, most innovative lotteries.

At WLS, attendees can get a deep dive on the many aspects of OMNIA and how they can apply elements of the solution to improve different points of the lottery continuum.

**How does OMNIA relate to other solutions that digitize activities at retail?**

**Gendron:** Today, through IGT’s mobile app offerings, we are already providing customers with some of the

means to digitize the retail experience. To give just a few examples, we can supply digital playslips for players to use at retail, and IGT's My Tickets allows retail players to scan paper tickets and store digital representations of those tickets. This digitization lets lotteries track, organize, and notify players about their wagers. Players can also choose to save digital playslips as favorites or generate codes for purchasing again at retail.

Through OMNIA, we're enhancing the Connected Play functionality and providing players with more convenience via light registration. This will enable cashless experiences such as Scan & Redeem, to redeem tickets through their mobile app to their eWallet, to pay at retail through their eWallet, to get digital tickets instead of paper and save them to their app. And through light registration, a lottery will now get a single-player view of those activities at retail. Having a digital record of retail transactions in the player account also provides players with transparency on their spend that isn't possible with anonymous cash purchases.

OMNIA also provides the full capabilities a lottery will need when they are ready to migrate to the iLottery channel – and to better transition players into that channel.

### **What new products, games, or other innovations will help lotteries stay relevant?**

**Gendron:** Competition is everywhere, and we recognize it within and beyond the lottery business in terms of activities vying for consumers' screen time and discretionary entertainment spending. We see innovation in content and distribution as one of the keys to helping lotteries grow sales and stay competitive in the future.

IGT's Cash Pop™ draw game continues to launch in new jurisdictions and attract players because they stay entertained by the different ways they can “strategize” when wagering,



versus a traditional lotto game. Players can control their odds by choosing how many numbers to play, improve their payout by selecting a higher price point, or even guarantee a winning experience by playing all 15 numbers. And they typically have multiple chances to do this per day with more frequent draws than most other games in the portfolio.

In the instants category, our Infinity Instants™ games offer remarkable possibilities for new game mechanics and other ways to attract new players and enhance the play experience.

IGT has also significantly increased our investment in iLottery innovation. We have expanded eInstant play into racing mechanics, layered play mechanics, and casual content. All of these innovations have contributed to our industry-leading portfolio diversity. Progressive jackpot games have proven to be strong performers in the lottery industry for decades and more recently for eInstants. Here, we have launched both individual and linked progressive jackpot games and have a multi-level progressive game in development. We look to continue to grow that product through multi-lottery progressives and multi-channel progressives.

### **What are you doing to support sustainability and to enable lotteries to do the same through the products and services you provide?**

**Montgomery:** IGT made a commitment more than a decade ago, together with employees, to lead in sustainability excellence and make sustainability an everyday priority.

In the 15 years that IGT has been formally reporting on our efforts, the definition of sustainability has evolved significantly, and we continue to evolve with it in terms of the environmental, social and governance (ESG) practices in our daily operations.

We are an industry leader in sustainability, with high ratings from several ESG rating agencies, and have worked over the past year to create a sustainability plan that maps our future and includes targets and goals for our four sustainability priorities: valuing and protecting our people, advancing responsibility, supporting our communities, and fostering sustainable operations. We are also actively developing a carbon neutrality plan as a result of the commitment that IGT made to the Science Based Targets Initiative in 2021 to reduce greenhouse gas emissions.

In our most recent [sustainability report](#), released in July, we report on the wide breadth of sustainability topics that are considered material to our business and future. In addition to details on how IGT participates in nine of the 17 United Nations Sustainable Development Goals, which range from fighting hunger to clean water, the report highlights how we advanced our sustainability initiatives during 2021 through the release of our first Human Rights Policy, IGT's global Responsible Gaming policy, and the prioritization of Diversity & Inclusion objectives.

We also work closely with our customers to support their sustainability efforts, providing responsible gaming features as well as guidance and opportunities to align with their desired sustainable practices or outcomes – for example, by offering FSC paper for instant tickets, cashless payment options, and Connected Play features, as Jay described. Attendees at WLS are invited to stop by our booth to learn more about these and participate in a new tree-planting initiative that IGT has sponsored with the organization Treedom. ■



Executive Q&A

# Ten Minutes with Steve Beason

President, Digital & Sports  
Scientific Games

**W**hen Scientific Games’ Lottery Group became an independent organization following its sale to Brookfield earlier this year, the company’s digital and sports business shifted significantly to a 100% lottery focus.

With the re-ignition of game studio resources and gaming platform innovation – and more funding for R&D – industry tech veteran Steve Beason returned to Scientific Games to provide strategic leadership in the expanding digital lottery and sports channels.

**There’s a lot of excitement around what’s happening at Scientific Games right now, but many don’t realize that the digital lottery and lottery sports betting business remained with SG Lottery following the sale. What does the business footprint currently look like?**

Yes, there’s a lot of energy and a 100% focus on the lottery ecosystem. Right now, we have more than 30 digital lottery and lottery sports customers globally, including the record-breaking Pennsylvania iLottery program which topped \$1 billion in sales in less than two years. We’re running sports betting programs in the U.S., Canada and Europe, including the world’s largest government-sponsored sports betting market in Turkey.


But if you think about it, Scientific Games was an early pioneer in digital and sports. We’ve been providing internet-based solutions to lotteries since 2001. We launched the first online lottery game in the U.S. in 2004, and the first lottery sports betting program in the U.S. in 2009. We have many industry “firsts” in player loyalty mobile apps and second-chance play. We’ve done a good deal of work in Europe and Canada, where the acceptance of digital play is well ahead of the U.S.

**Can you give us a snapshot of Scientific Games’ digital products and talent?**

Our teams bring a wealth of knowledge to lotteries just getting started in digital and sports. We clearly understand the role of digital and sports in a lottery’s overall portfolio. We have a vested interest in keeping the entire portfolio healthy.

SG has continued to advance player account management with a convenient, one-wallet experience across multiple gaming entertainment channels. We have six active player loyalty programs with 1.5 million members, and we’ve deployed 22 mobile apps. We’ve also continued to evolve our digital services and game distribution platforms. Our digital game designers in the U.S. and Europe are





arguably some of the best and most experienced. And we are actively expanding our digital game studios and partnerships with third-party content creators.

### **What are your thoughts on digital content and where it's headed?**

eInstant games have come a long way and they'll continue to advance. We're adding wow with our huge portfolio of licensed brands, many of which are already familiar to players from their favorite retail games. SG uses an aggregator model when it comes to content. The aggregator model allows us to offer a broad portfolio to suit a lottery's needs and launch iLottery anywhere in the world.

And like all things at Scientific Games, every digital program we develop is backed by decades of data analytics and consumer insights. We have been optimizing lottery retail for years, and we know how digital fits into the entire ecosystem – as we've proven with the retailer affiliate program in Pennsylvania.

We are committed to managing the lottery portfolio as a whole and keeping all channels healthy. It's possible to responsibly grow retail and online play with the right approach to portfolio management.

### **After working most of your career in lottery tech and innovation, you spent the last few years in the iGaming sector. Why did you make the decision to return to lottery and Scientific Games?**

Yes, I was at Inspired Entertainment and focused on virtual sports and iGaming.

SG has always led with innovation. I watched what the company was doing with digital lottery and sports. I liked what they were doing with CRM. I also noticed there was real innovation happening with retail instant games and SGEP [Scientific Games Enhanced Partnership]. I believe that this same portfolio management approach can be applied to digital and sports.

Fifty years in and this company never stops innovating new ways to create, manage or play instants to drive performance and good cause funding. They're doing very cool work with progressive jackpots and licensed branded lottery games that excites me. And with R&D resources opening up following the sale to Brookfield, I believe SG can bring real innovation to digital and sports as these take off in more and more lottery markets.

The company's Government Affairs and Account Management teams have the knowledge and expertise to guide digital lottery and sports betting launches in any jurisdiction, domestic or international.

Overall, Scientific Games impressed me. The company purchased Sideplay, a leading eInstant game studio based in Europe. And the teams developed a new RGS system. Their content aggregator model is right on. This model is used in iGaming, and it is iLottery's way forward.

### **How will your iGaming experience impact the company's digital and sports road maps?**

iGaming is a more mature sector than iLottery. So I have a unique and much broader perspective of what lotteries can achieve in the digital space. It's much more than bringing in an iLottery platform or PAM and all the games that one provider offers. With a more strategic view of launching iLottery, they must be able to offer best-in-class third-party content to their players – not just games from one company. And that's SG's go-forward strategy.

Because I've worked in both sectors, I understand the difference between an iLottery and iCasino game. You know what I mean? It's not the same kind of product. From a legislative standpoint, this is important.

### **What advice would you give to legislators and lotteries taking a good look at sports betting?**

Lotteries have strong, broad retail networks already set up, and ideally their retail network is already optimized. Lotteries also bring to the table something other licensed sports betting operators don't. Of course, that is their mission to generate good cause funding. Whether it's going to the elderly, college scholarships or parks and rec, good cause funding is vital for states.

To launch sports betting without cannibalizing lottery or other existing game entertainment revenue, it's going to take managing the entire portfolio – lottery, digital and sports – the right way. That's where Scientific Game excels.

A successful sports program has to offer products for both retail and online betting. Parlay betting is smaller-level betting at retail with retailer commissions covered. Head-to-head betting is better for online, but there is a lower return to the lottery. The entire ecosystem must be clearly understood and managed holistically. Security and the one wallet, single interface through a proven PAM system are also crucial to success. There is no better way to do it than working with a trusted lottery provider. The gold standards for security, compliance and integrity are woven into business operations.

Lastly, lotteries are used to running high-level, highly responsible gaming programs. It's very important to offer responsible gaming functions with sports betting where players can set limits and have cool-off period, etc. The lottery and Scientific Games will always have responsible gaming top of mind at all times. ■

# Continuing the Growth



The North American lottery industry experienced unprecedented recent growth due to the unique environment created by the pandemic. Those circumstances may never repeat themselves, so for now the focus has to be on how to maintain growth going forward in a changed world.

Many want simply a “digital” solution, often meaning iLottery. However, success in the digital realm isn’t defined only by sales through online and mobile channels. There are other ways to reach players using digital tools, and lotteries are tackling what they can, how they can. And there are other options and strategies that combine tried and true sales methods with a modern flare.

To get some ideas, we asked our associate members the following question:

**What has the most potential to grow sales, and more importantly bottom-line revenue to beneficiaries, for North American lotteries?**



# intralot

As technology has adapted to post-pandemic demands, so has the way we all work and play. But perhaps nothing has changed as much as the way we buy. The shift in buying is driven not only by technology advances and pandemic adaptations, but also by the influence of a young demographic, resulting in the demand for greater and specific options for what and how consumers purchase. In addition to options for convenience and expediency, consumers also expect a more personalized experience, a way to find and buy what they need without category or channel boundaries.

What answers today's consumer demands is the multi-device, omnichannel approach. Lotteries and retailers who realize the importance of this approach adapt their business models to connect the two worlds – physical and digital – and offer consumers a convenient and seamless experience. Omnichannel joins the online and retail environments to connect with customers effectively and easily at every touchpoint of their buying process.

Lottery and other digital games are impacted significantly by these changes in consumer behaviors. Players seek an immediate, expedient and often “touchless” experience; they want the option to use mobile devices to purchase lottery tickets even as they are in-store shopping. Providing this touchless experience benefits not only consumers, but lotteries and retailers as well. Lotteries that provide digital solutions can collect data on trends of player participation, gaming options and spending habits, and utilize artificial intelligence (AI) capabilities to enact successful predictive analysis and data-driven decisions. This ability to understand player preferences and predict selections relates directly to customer retention, and is the foundation for loyalty or player's club programs that reward customers for continued business.

Success for both lotteries and retailers is based on the flexibility and allure of omnichannel purchasing, and the ability to engage customer loyalty by offering personalized shopping and gaming experiences. Customers have come to expect the benefits of this approach and lotteries will only benefit by providing the complete solution.

**What answers today's consumer demands is the multi-device, omnichannel approach.**



**The world is moving to self-checkout – 70% of sales are self-service at some retailers. Lottery products must be sold no differently.** 

Two areas are key: a cohesive view of the game portfolio and the overall lottery ecosystem. There is huge opportunity to optimize both of those to drive retail and digital sales, even for high-performing lotteries. More and more, our work is expanding to provide our customers with products and services that connect games, technology and analytics to engage and entertain the most players, the most effectively. It requires a lottery’s investment but can deliver great return.

A strong instant game management program tailored for each customer can produce double-digit growth. That same portfolio management approach can be applied to draw games, digital and sports. The entire ecosystem must be cohesive to manage player engagement holistically. iLottery programs can be managed using the same approach. The use of data analytics is vital for success.

If the portfolio is optimized, game innovation is key to growth. This may mean new digital products, such as iLottery. Or bridging the gap between retail and digital with digital extensions and familiar licensed brands. For retail games, it may mean new price points, new themes or new play actions.

Growing the instant games category depends upon effective distribution of the product. It’s important to meet consumers where they are. And with traditional retailers threatening to “clear the counter” or cut labor costs, it’s important that lotteries protect their retailer base with solutions to the challenges of selling scratch products. The world is moving to self-checkout – 70% of sales are self-service at some retailers. Lottery products must be sold no differently.

Growth can also be driven by aligning and embedding lottery within a retailer’s business and managing lottery as a category like other traffic-driving products in the store. This takes investment in retailer intelligence, advanced self-service terminals, inventory management software, CRM, and loyalty platforms.

Consumers expect a personal experience with their favorite brands and products. Lotteries can connect with their players and build loyalty through professionally managed CRM and next generation loyalty programs. This is crucial for lottery to remain relevant with players.

Lotteries must continue to invest in and modernize the category for the benefit of all stakeholders, which goes beyond beneficiaries to players and retailers who ultimately enable the good causes. Striving to be as data-driven as possible and investing in research will inform long-range business strategy, product innovation and technology solutions that maximizes growth potential holistically across retail, digital and sports.

**- Pat McHugh, Chief Executive Officer, Scientific Games**

We are convinced that innovation drives lottery growth and revenues to beneficiaries. Our priority is to offer customers the most advanced solutions to evolve content, distribution and the player experience. With regard to the different game verticals:

- Instant games today represent almost 70% of U.S. sales. Industry innovation in this area has been substantial, and there is still significant room for further differentiating the portfolio, investing in more varied and dynamic winning experiences (non-break-even games, two-tier-prize games, extended play games), leveraging big data and machine learning to optimize the stock at retailers (we focus on space-to-target, rather than space-to-sales) and offering more value to players through printing innovations.
- In multi-state jackpot games, some growth-driving innovations under consideration include introducing \$5 games and merging consortia for win-for-life games.
- A few jurisdictions have dramatically improved the profitability of their in-state lotto games by upgrading the price to \$2 and offering an embedded multiplier. The majority of in-state lotto games are still at \$1, and price change represents an opportunity in most of those states.
- New games also offer opportunities for growth, as shown by several successful game introductions recently executed at retail, on digital, or on both channels.

Other great opportunities for innovation within the distribution channel:

- Leveraging mobile phones and other digital tools to enhance the in-store player experience. Digitizing the retail journey not only reduces friction and makes lottery more relevant for consumers, it delivers player-level retail-purchase data, allowing for in-depth analysis and understanding of the behaviors to enhance personalized marketing efforts and inform new ways to build player relationships. This is possible both in jurisdictions with iLottery and in retail-only jurisdictions.
- iLottery sales and gross gaming revenues are more than three times what they were pre-pandemic, and still growing. iLottery also offers the opportunity to enhance player convenience (e.g., through eSubscriptions) and to introduce additional new exciting games.

Lastly, lottery systems can support lottery development by being modular, open to third parties, and easier to integrate. The recent progress with in-lane offerings clearly highlights the potential for expanding the accessibility of lottery and recruiting additional retail trade styles.

- **Stefano Monterosso, Senior Vice President Lottery Product & Sales Development**



**We are convinced that innovation drives lottery growth and revenues to beneficiaries.**



By far, the biggest opportunity to grow sales the fastest is by implementing Print on Receipt (POR) sales. Retailers are under tremendous pressure. Labor, shrink and the on-line poaching of sales from Amazon and others, is killing retailers' volume. This plus high-cost labor is eating up their profits. Grocery stores cannot keep their cages open, and this is where lottery currently sells most of its product. If lotteries don't act SOON, these factors will greatly reduce their sales in big box grocery stores, thus reducing funds for good causes. On the flip side, the addition of self-checkout (SCO) will greatly increase lottery sales by reaching virtually 100% of potential customers. SCO is the fastest growing retail channel in both the c-store and grocery sectors, and it eliminates labor costs and most shrink as the products are not dispensed until they are paid for. This is the best way to increase funds for good causes.



Instant tickets accounted for 60% of lottery sales in North America in FY2021. Implementing new retail strategies for these games provides the most immediate opportunity for growth. By engaging players where, when and how they want to play, retail innovations can drive incremental sales in two ways: First, by attracting increased attention at traditional retailers through in-store merchandising; and second,

by expanding the retail network into non-traditional outlets.

Traditional venues can improve instant ticket sales by employing more creative ways to appeal to consumers at the point of purchase. For example, adding cost-effective enhancements to existing on-counter dispensers using color, lights and branding, or merging on-counter displays with dynamic digital capabilities, are two ways to encourage sales.

Non-traditional retailers present especially exciting avenues for growth. Vending machines designed specifically for bars and lounges – where space is at a premium – are a creative option to promote lottery products in new retail environments. Alternatively, introducing in-lane solutions within big box stores, discount outlets, and multi-lane retail environments let consumers purchase lottery products alongside other items at the register without requiring cashiers to treat them any differently.

As we move into a new era focused on offering consumer-centric lottery experiences, driving sales that grow beneficiary revenues means ensuring players' shopping preferences are met with an equal measure of understanding and innovation. Optimizing traditional retail environments with economical upgrades and providing more convenient places to purchase lottery products is a twofold approach that puts players first and maximizes lottery contributions to good causes.



Approximately 95% of North American lottery purchases are made at brick-and-mortar retail. Advertising to consumers at retail

therefore offers the most potential for sales growth. Across all categories of lottery products, increasing awareness amongst potential and light/lapsed players is critical. Lottery must be visible at retail to compete with other high margin, fast-moving consumer packaged goods. Jackpot awareness at the point-of-sale (POS), for example, is a proven and essential element of successful in-lane lottery programs.

Communicating with consumers in a way that compels them to play means getting the right message to the right place at the right time. Digital signage at retail increases player engagement, typically increasing sales of highlighted lottery products by 3% to 7%. Digital signage is highly effective at stimulating impulse purchases, making it particularly effective at POS. The right digital signage software provides lottery marketers with centralized and automated control of targeted messaging, which enables continuous improvement in player engagement. Paper POS costs are reduced, as is reliance on retailers for POS placement and game education.

Leveraging retail network scale with real-time, targeted advertising enables lotteries to grow incremental sales and increase returns to good causes.



Digital content has the biggest upside for North American lotteries. The flexibility a lottery has with a digital platform is unparalleled. Offering products in retail takes time because you have to accommodate every store with training and print materials along with the game itself.

These barriers significantly limit how many games a lottery can realistically launch and handcuffs innovation.

On a digital platform, lotteries can offer new content on a weekly or even daily basis. Do we take it to daily game launches? That's probably too often, but with any increase in cadence, and a technology platform that allows for games to be developed and offered in a fraction of the time as retail, digital content will allow lotteries to grow market share even in the face of mounting competition.

## Jackpocket

North American lotteries face unique challenges in growing sales and revenue. Each locality works hard to serve their existing lottery-loving audiences and attract new players. Obstacles to growth, such as rising fuel costs, may vary depending on the population and region of individual lotteries, but a critical avenue for growing sales is to offer customers a viable digital distribution channel. By leveraging digital lottery courier services, states can broaden access without spending additional resources, all while adhering to current lottery regulations and unlocking incremental revenue to beneficiaries.

Putting lottery terminals in the palm of a customer's hand isn't just about making tickets easier to obtain. By extending play to the convenience of a personal device, North American lotteries can enjoy fresh opportunities to bring in previously unreached customer segments and create new ways to keep lottery players engaged. From notifying players about rising jackpots and recent winners to sharing new games and promotions, digital channels

engage in daily, active dialogue with players, keeping longtime lottery customers entertained and introducing new, younger consumers to the lottery too.

When North American lotteries embrace digital lottery courier services, everybody benefits. At no cost to the states, lotteries can serve more customers, while letting couriers take on the operations cost, marketing spend, and outside brand partnerships that create these new opportunities to delight players. It's a win-win – customers have more ways to play and lotteries generate more sales and revenue for states.



A significant factor for achieving your lottery's sales and revenue goals year over year is the ability to maintain your lottery brand relevance in this rapidly changing world. The most successful consumer brands understand the importance of maintaining and nurturing relevance with their customers. The strategies they employ to this end can be easily adapted to fit into the lottery landscape:

- First, ensure you're actively **LISTENING** to customers, both consumers and retailers. Both constituencies are critical to ongoing success, and their input provides valuable insight. Open-minded review of feedback can lead to adjustments that will have lasting impact on customer perception.
- Review your **MISSION STATEMENT** regularly and test its tenets against your day-to-day operations. Your story needs

to reflect your values in a way customers can relate to, and if it reflects the Lottery's values, you will be reinforcing your relevance with customers.

- **PUSH YOUR BOUNDARIES.** Status quo operation is safe but if you're not willing to color outside the lines now and then, and allow yourself to try something really new, you'll risk eroding your relevance, especially as younger demos become more aware of your brand and a new generation of retailers line up behind the counters where your products are sold.
- Remain **CUSTOMER CENTRIC**, with focus on both player and retailer groups. This should be a natural product of listening as mentioned above. Take great care to ensure both groups are engaged and happy with the lottery's brand, and you're much more likely to remain relevant.



As lotteries continue to build player loyalty and diversify sales channels, it is pivotal to continue to expand value across multi-channel purchases. Over the years lotteries have continued to explore creative routes to add value to instant ticket and draw game purchases. Multi-channel promotional strategies will be crucial to have diverse and consistent player experiences for instant, draw, iGaming, eInstants, sports betting, Fast Play and more.

A singular promotion with all the key elements necessary to excite, engage and reward players will

drive sales and more importantly bottom-line growth for beneficiaries. Executing promotional strategies across all channels will generate larger reach and will ensure the player experience is seamless with a singular promotion.

These strategies create the opportunity to maximize the financial and time investments in promotions to a full portfolio; that will drive the ROI in its entirety. Growth will vary by lottery based on their portfolio and the ability to layer promotions that excite, engage and reward players. It all contributes to long-term growth and drives player loyalty.



Innovation through omnichannel experiences, marketing efficiency, and data-led decision making will help lotteries drive responsible growth over time.

**Omnichannel experiences.**

Digital and retail should be seen as complementary channels, with retail sales growing in parallel with new digital experiences and revenue streams. An omnichannel view, working within legislative guardrails, will offer players digital play experiences across all channels. For example, offering draw-based Fast Play games for sale online and with a digital play experience in retail (known as “Scan-N-Play”) has driven significant player and sales growth for the Illinois Lottery.

**Marketing efficiency.** By getting marketing dollars to work smarter, lotteries are able to significantly reduce spend without impacting top-line results.

A strategic shift to programmatic media, improved media targeting, and advanced AI models will produce

a higher return on investment of marketing dollars – supporting the retail estate through dynamic allocation of spend and better understanding of the performance of marketing assets.

**Data-led decision making.**

Leveraging available player and sales data to generate actionable insights will drive incremental growth across retail and digital channels. Digital growth in particular requires targeting players based on typical behavior, and the use of machine-learning models to predict player behavior. Manual and automated communication flows can then be created for player segments based on play habits, subscription status, wallet status, location and communication history.

**Responsible gaming.** An ambitious lottery growth strategy should also put equal focus on creating a responsible gaming environment that is incorporated across all areas of the business.



In the past, a number of lotteries have signed a service contract with just one vendor – making that vendor a one stop shop for all current and future product offerings. However, with a plethora of new products coming onto the market, this contractual mold needs to be broken. Each lottery should form new relationships with the companies that provide the best in class of each product offering. These new product innovations will transform our industry and provide significant bottom-line revenue increases to beneficiaries.



Now is the perfect opportunity for North American lotteries to fully embrace iLottery, as consumer demand has exploded for sports betting, iGaming and iLottery since U.S. legislation prohibiting states from legalizing sports gambling was overturned in 2018. While lotteries have benefited, along with the exposure provided by iGaming and sports betting, they need to stay competitive and offer players new ways to consume their products to lock in their piece of this ever-growing pie. This is especially critical given the key function lotteries play by supporting community and educational needs. Lotteries should capitalize on the momentum and recognize the potential of iLottery to be an extremely strong revenue producer in a virtually untapped market. Only eight lotteries offer eInstant iLottery games, despite consumer demand continuing to grow. Currently it’s estimated that iLottery has just 5% of the near \$100 billion lottery market.

Contrary to early fears, iLottery hasn’t cannibalized retail lottery. In fact, research shows that retail sales grow quicker in states with iLottery. Furthermore, research and results have shown that even the seemingly at-odds channels of iGaming, sports betting, iLottery, and physical casinos can co-exist, and even find ways to drive traffic to each other. Perhaps the next horizon for lotteries is to incorporate social aspects within their products to expand the player experiences desired by a diverse audience. Networked monitor games such as keno, bingo and virtual sports are a potential excellent revenue generator that lotteries can offer, especially with multi-player gaming experiences to add a social component.





Lotteries continue to have a strong in-store presence, but there is always room for improvement to help increase sales. Retail environments are cluttered, and it takes considerable effort for any products to stand out. Shoppers want to know what is happening in the retail space, especially what's new and exciting in the ordinarily-congested counter area. Today's instant ticket presentations don't have to be like they were only a few years ago. Omnichannel solutions will help increase sales through the traditional in-store experience while shoppers interact with state-of-the-art ticket dispensing systems.

For example, illumination entices the lottery customer with a WOW factor, utilizing bright LED lighting to attract both existing and new players. Even better, modern systems can include custom mes-

saging on the display itself, perhaps by using an embedded video screen. The lottery and even specific stores can provide messaging that highlights current promotions, additional chances to win, and jackpot awareness. The display can show QR codes linked to specific web pages and/or retail-specific offers. For example, there could be links to online digital games via different devices that would allow additional chances to win, all the while promoting new sales in the retail environment.

- **Michael Luberto , President**



At a macro level, future lottery revenue growth will come from strengthened relationships with players. Player relationships tell us what games to make, where and how to sell them and how to service them.

Building those relationships will require a deeper understanding of what players need and what they value, and being able to act upon those needs through experiences at all touch points, from the web, mobile apps, loyalty programs, advertising, email, SMS and whatever comes next.

And at the core of this is the requirement that lotteries collect and leverage first-party data. In a world of heightened interest in privacy, and a demand for personalized engagement, nothing happens without first-party data.

At a micro level, sales will come as we continue to engage more and more with players where they are – on their smartphones – with games, with loyalty, with mobile cashing. It's time to focus more on what the players want and need and less upon what structures only benefit the lottery and its current operational constraints.

- **Chris Abate, VP, Marketing Solutions**

**What has the most potential to grow sales, and more importantly bottom-line revenue to beneficiaries, for North American lotteries?**

## NEOPOLLARD INTERACTIVE

Since 2018, 36 states and the District of Columbia legalized sports betting, with live markets generating \$3.04 billion at the halfway mark through 2022, up 63.9% over the same time period last year. Similarly, iGaming is active in six states and has grown by 43.5% to \$2.42 billion in the first half of 2022. As these forms of gaming continue expanding around the lottery industry, the most lucrative form of gaming to enhance beneficiary funding remains untapped. iLottery is the next critical step as the journey towards modernization continues, and it will contribute 100% of net proceeds to good causes.

Since iLottery launched in the U.S. in 2012, state-run lotteries have operated secure online lottery programs. With more than a decade of operational experience, lotteries have proven that iLottery is a complementary product to traditional lottery sales. Across our iLottery states, lotteries saw average retail lottery sales growth of 33%, as compared to the national industry average of 20%. Further, a recent study by Spectrum Gaming Group, “The Future of iLottery,” indicated that iLottery broadens playership and delivers incremental revenue, demonstrating that it is the most sustainable and impactful strategy to increase bottom-line revenue to beneficiaries.

Besides the need for states to pass enabling legislation to authorize iLottery across most of the U.S., recent Leger research indicates that player awareness of iLottery is low, but the interest level is high. This is a key insight into unlocking the next wave of funding for lottery beneficiaries.

## SCA PROMOTIONS

Our Risk. Your Reward.

We’ve been saying it for years, and it’s no secret to the industry, that the next big frontier for growth is mobile sales. So far, only 13 states have enacted laws which allow for sales over the internet or via mobile devices. Lottery courier services have filled the void in some states by introducing players to an experience similar to iLottery, where the order for the ticket is placed on behalf of the player using the courier’s mobile app. In one example that was shared during the recent directors’ roundtable, approximately 20% of a non-iLottery-state’s Mega Millions’ tickets were purchased via a mobile device through courier services.

Unless lotteries can meet players where they ARE, they run the risk of losing market share and stagnating contributions for beneficiaries. However, once states are allowed to sell tickets online, they need to be ready to match the sophistication of iGaming and sports betting operators with programs designed to engage and retain these newfound players.

## SMARTPLAY INTERNATIONAL, INC

What we are seeing from our perspective is the interest around non-traditional games such as wheels, puck drop games and other game-show style mechanics. These games are not new, but today lotteries are taking a more strategic approach – incorporating them into scratch card concepts and grand prize chances – and using them to drive engagement and revenue. For example, recent “Big Spin” projects by OLG, South Carolina and

Michigan – among others – are attracting new players and meeting or beating sales records.

Outside North America, we are seeing game concepts that utilize both mechanical and digital elements to create even greater impact while keeping development costs down. And with streaming content, lotteries are not burdened with time and cost constraints of traditional broadcasting, which allows for more creativity.

## Szrek Solutions

One way that lotteries can grow sales and optimize bottom-line revenues is through introducing automated draw systems. They allow for frequent draw games, like Cash Pop, which has been gaining popularity in North America, and other frequent draw games and new game types. Automated draw systems also come with lower costs of operation, increasing bottom-line revenue, while guaranteeing draw continuity under all conditions.

We have always been a strong advocate of automated draw systems. The use of automated systems eliminates the need for staff to perform draws, simplifies operations and lowers costs. And furthermore, it opens up the opportunity within the lottery to easily add draws for new games and introduce new types of games. It allows for easy distribution of draw results and sharing of creative draw animations on social media, answering to current and new players’ demands. All this while ensuring security and integrity – if best practices are adopted. ■

NASPL would like to thank all of our **Associate Members** for their continuing support.



## Scientific Games

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### **Relentless innovation. Legendary performance. And unwavering security. All built on a foundation of trusted partnerships.**

Headquartered in Atlanta, USA, Scientific Games is a global leader in retail and digital products, technology and services that drive profits for government-sponsored lottery and sports betting programs. With 130 lottery customers in 50 countries, we responsibly propel the industry ever forward and elevate play every day.

From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we care about the details that drive profits for lottery beneficiary programs.

Our worldwide team of 3,000 employees on five continents know what people like to play today. And with the power of our data analytics, we can predict what they'll want to play tomorrow.

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

Scientific Games is the world's largest creator, producer and manager of lottery instant games and a leading provider of lottery technology. But the best part? We're just getting started. We are the partner of choice for the growing iLottery and lottery sports betting markets. Because when it comes to digital, trust is everything.

The lottery experience is always one of excitement. But we're endlessly innovating, always evolving and firmly committed to responsible gaming. So that the future of lottery funding shines bright.

It's a future of stability and inspiration. The strength of security paired with the thrill of the new. It's the future of Scientific Games. Since 1973, we're the driver of today's favorite lottery games and most advanced technologies, and sustainability for tomorrow.

#### **Our proven portfolio of lottery products, technology and services includes:**

- Retail instant, draw and Fast Play games
- Digital and iLottery games
- 2nd chance games and promotions
- Winners events
- Licensed brands
- Player loyalty programs
- Mobile apps
- CRM
- Enterprise gaming platforms
- Sports betting
- Retail solutions
- Payment solutions
- Consumer analytics and insights
- Business and retailer intelligence
- Managed services

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### **A global leader in lottery and gaming, IGT is uniquely positioned to deliver unrivaled gaming experiences that engage players and drive growth.**

To support player-driven innovation and growth for our customers, we leverage a substantial investment in player insights, a wealth of premium content, operator experience, and leading-edge technology. Our Global Lottery, Global Gaming, and Digital & Betting organizations respectively support four key business segments:

**Lottery** – IGT’s pioneering and award-winning solutions encompass all aspects of the lottery business, including iLottery. We are the trusted source of fully integrated product roadmaps and advanced solutions to accelerate the convergence of retail and digital. We continually refine and optimize our systems and tailor distinctive game content to help our customers strengthen their relationships with the players they serve.

**Gaming** – We deliver dynamic games, systems, gaming machines, and other growth-driving innovations to gaming venues around the world. IGT’s distinctive systems solutions give operators the control and flexibility they need to optimize their gaming floors, offer cashless gaming, and manage robust loyalty programs.

**Digital** – IGT PlayDigital is dedicated to delivering growth-driving solutions that advance digital play across the global iGaming sector. From content and systems technologies to critical support services, our PlayCasino portfolio is integrated, modular, and flexible.

**Sports Betting** – The IGT PlaySports solutions portfolio was created specifically to meet the needs of North American casino and lottery operators. The proven, award-winning platform is versatile and annually processes billions of dollars in wagers through retail, mobile, and self-service technology.

IGT’s commitment to responsible gaming is woven into the fabric of our product development, services, programs, and policies. IGT was the first lottery vendor to receive the WLA’s Responsible Gaming Standards for Associate Members, covering IGT’s lottery and digital operations, and was the first gaming vendor in the world to achieve responsible gaming accreditation from the Global Gambling Guidance Group (G4) for both its gaming and digital operations. IGT was also the first U.S. industry supplier to receive G4 responsible gaming accreditation for its sports betting operations.

IGT is a member of the United Nations Global Compact network to align strategies and operations with universal principles related to human rights, labor, the environment, and anti-corruption. We also support the United Nations’ Sustainable Development Goals (SDGs).

IGT is dedicated to creating a fair and inclusive culture that values unity, diversity, and belonging in our people, players, customers, and communities. We received a perfect score on the Human Rights Campaign Foundation’s 2022 Corporate Equality Index, earning us the “Best Place to Work for LGBTQ+ Equality” designation. IGT was one of 325 companies across 50 industries selected for the 2020 Bloomberg Gender-Equality Index (GEI).

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 The logo for intralot features the word "intralot" in a bold, lowercase, sans-serif font. The letters are dark blue with a white outline. Below the text is a thick, horizontal orange brushstroke that tapers at both ends, extending from the left side of the word towards the right.

Sokratis Kokkalis, Chief Executive Officer, INTRALOT  
 Chris Sfatos, Group Deputy Chief Executive Officer, INTRALOT  
 Nikos Nikolakopoulos, Group Deputy Chief Executive Officer, INTRALOT  
 Fotis Konstantellos, Group Deputy Chief Executive Officer, INTRALOT  
 Chryssa Amanatidou, Group Corporate Affairs Director, INTRALOT  
 Byron Boothe, Chief Executive Officer, INTRALOT, Inc.

**Year of inception:** Greece (Parent Company) 1992; United States 2002

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INTRALOT, a publicly listed company established in 1992, is a leading gaming solutions supplier and operator active in 41 regulated jurisdictions worldwide. With a global workforce of approximately 1,800 employees in 2021, the company is committed to redefine innovation and quality of services in the lottery and gaming sector. Based on its strategic approach “Driving Lottery Digital Transformation,” INTRALOT introduces business innovation driven by digital technology across all touchpoints with the player, to drive the digital transformation of lottery and sports betting operators around the world and to support them in raising funds for good causes.

Committed to its corporate strategy of sustainable leadership, INTRALOT continues to fulfill its promise to customers and communities for sustainable growth by further deploying strategic and transparent ESG principles, practices, and standards within its operations. As a member of the United Nations Global Compact, INTRALOT reaffirms its support of the Ten Principles in the areas of human rights, labor, environment and anti-corruption. In addition, the company is an active proponent of the principles of responsible gaming, being awarded with the prestigious WLA Responsible Gaming Framework Certificate.

Being a Level I Associate Member of NASPL and an Associate Member of the major lottery and gaming associations around the world, INTRALOT contributes decisively to the industry’s future developments.

INTRALOT has an established presence in the USA market through its subsidiary, INTRALOT, Inc., employing more than 613 employees, and has secured 16 contracts – three of which are sports betting – in 13 jurisdictions nationwide to provide online systems and services, warehousing and distribution of instant tickets, and VLT/COAM monitoring. Currently, INTRALOT, Inc. has contracts with lotteries in Arkansas, DC, Georgia, Idaho, Illinois, Louisiana, Massachusetts, Montana, New Hampshire, New Mexico, Ohio, Vermont and Wyoming.

## Abacus Solutions International Group

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### **Fully managed service offering that includes:**

- Lottery in-lane, self-checkout, self-scan and self-serve
- Instant ticket sales and validation through our gateway
- E-commerce and mobile solutions including eInstants
- Abacus games portfolio, including Bill Paid™
- Retailer loyalty solutions, follow-on promotions and second chance draws
- Dedicated management portal: control and monitoring of all services

Abacus brings the lottery to where the consumer is – Lottery Everywhere.

Abacus is the gateway at the heart of connecting consumers, retailers and lotteries. As a NASPL API gateway provider, we support in-lane sales, lottery self-checkout and lottery expansion to retailers without the need for installing dedicated lottery terminals.

Abacus believes the future of lottery lies in integrating into the existing retailer and consumer infrastructures by providing a highly secure transaction gateway that enables all parties to work together and create mutual growth. The Abacus Fusion Platform sits at the heart of connecting consumers, retailers and lotteries, with the Abacus team managing integration from start to finish. We believe in building long-term relationships by working together to develop new and innovative solutions. By using cutting-edge technology, created by forward thinking industry experts, the Abacus gateway enables lotteries and retailers to respond to the ever-changing consumer market with speed, agility, reliability and integrity. Abacus has built close working relationships with leading retail vendors that support big box grocery and drug retail chains with global partnerships with all the leading retail vendors including Toshiba, Fujitsu, GK Software, NCR, LOC Software and many more.

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Pollard Banknote delivers a full suite of industry-leading print, retail, and digital products and services to lotteries worldwide. As the lottery partner of choice, we empower our clients by delivering strategic recommendations and innovative tools that support responsible growth and increase proceeds for good causes.

Our expert team of lottery specialists focuses on three key dimensions for success: **outstanding games** that excite loyal players and attract new ones, **retail excellence** through effective in-store strategies and retail network expansion, and **digital innovation** that enables a fully integrated experience. Our unwavering commitment to innovation across these areas has resulted in exponential growth and a global family of companies spanning 16 locations, with over 2,000 employees collaborating across seven countries.

Pollard Banknote supports our clients' business objectives with comprehensive marketing strategies and related services that drive lottery performance by creating engaging player experiences, while our revenue-driving games push the boundaries with captivating designs, unique playstyles, and exciting licensed brands that maximize entertainment value.

Our retail products include best-in-class in-lane solutions and instant ticket merchandising, dispensing, and POS display options from our Schafer Retail Solutions + portfolio. With responsible gaming at the core, Pollard Digital Solutions encompasses an extensive range of world-class digital products spanning mobile application development; Space Between™ games; player engagement, including 2nd chance and loyalty platforms; iLottery; and other lottery-specific systems and services. The brand also offers a full suite of lottery management and optimization tools, including warehousing and distribution platforms and services. Our Pollard Charitable Games Group provides pull-tab tickets, bingo paper, ticket vending machines, and electronic games and devices to charitable and other gaming markets in North America.

With a range of innovative solutions and products supported by unparalleled expertise and experience covering all aspects of lottery, Pollard Banknote continues to be the premier partner for lotteries worldwide and a driving force in the industry.





## **Carmanah Signs, a Division of STRATACACHE**

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**Year of inception:** 1993

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Carmanah Signs is the Lottery & Gaming Division of STRATACACHE, the leading provider of intelligent digital media and in-store marketing technology. Serving 55+ lottery customers on four continents, Carmanah Signs has over 200,000 networked sign installations at lottery retailers worldwide.

The company offers a variety of products and services that are designed to optimize the lottery retail experience and increase sales. Carmanah's offerings include digital signage content management and distribution software, media player and display hardware, interactive touch tablets, jackpot and gaming signs, and a complete suite of digital sign services including network hosting, network monitoring, content creation and scheduling, and specialized field services.

## **EQL Games**

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**Year of inception:** 2014

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Best known for a series of live sports lottery games, EQL Games has evolved into a full-service content and technology supplier for the lottery industry both domestically and internationally. Our "tech debt free" technology allows for EQL Games to introduce new products into the marketplace with speed never before seen in lottery.

Our robust catalog of live sports games includes multi-game products, in-game wagering, and jackpot games. EQL is developing a series of games based on video clips from popular television shows and live results games based on top awards shows. Our original products also include quick and instant draw products that bring the immediacy of scratch tickets to the draw category.

EQL Games has also launched the U.S. lottery industry's first content aggregator designed specifically to bring content from the top game developers in the digital gaming industry. This will begin in 2023 when game studio Present Creative introduces eInstant products through the Michigan Lottery's digital platform courtesy of EQL's remote gaming server technology.



## InComm

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**Year of inception:** 1992

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### Primary products and services:

- Extensive retail distribution in convenience stores, big box, chain drug, grocery, specialty and general merchandise locations
- Extensive prepaid product portfolio
  - Financial services
  - Toll and transit
  - Digital downloads
  - Lottery and gaming
  - Music and entertainment
  - Loyalty/promotions
  - Healthcare
  - Wireless/long distance
  - Bill pay
- Interactive gaming and lottery solutions

Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 500,000 points of retail distribution. Whether those consumers are activating prepaid products, paying bills, enjoying realtime discounts through a membership card, purchasing digital goods in-store or adding funds to an online account, InComm is there to provide unique gift-giving opportunities, cater to on-the-go shoppers, deliver added value through loyalty programs and serve cash-based consumers.

With 386 patents, InComm is headquartered in Atlanta with a global presence in more than 30 countries in North and South America, Europe and the Asia-Pacific region.



## Jackpocket

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 Michelle Wong, Vice President of Marketing

**Year of inception:** 2013

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### Primary products and services:

- **Ticket Orders:** Age-verified and geo-located players use Jackpocket's secure platform to place orders for official state lottery games.
- **Ticket Scans:** With Jackpocket's proprietary ticket-scanning technology, players can view a scan of their lottery ticket right in the app. They also receive a confirmation email with their ticket serial number.
- **Autoplay:** Players can set up automatic orders using Quick Picks or their favorite numbers, so they never miss a drawing.
- **Lottery Pools:** Players can create private groups with friends or join thousands of other players in Jackpocket's Powerball and Mega Millions pools.
- **Responsible Gaming:** Safeguards such as daily deposit and spend limits, self-exclusion, and in-app access to problem gambling resources promote responsible play.

Jackpocket is a technology company helping to modernize and grow state lotteries. Our mission is to create a more convenient, fun, and responsible way to play. As a no-cost, no-integration, turnkey platform, Jackpocket offers a secure way to order official state lottery tickets, including Powerball, Mega Millions and more. By helping today's players participate in the lottery from the convenience of their smartphones, we also help state lotteries drive incremental revenue to fund essential state programs. Through the Jackpocket app, players can order tickets for their favorite games, check lottery results, join lottery pools with other Jackpocket players, and turn on Autoplay so they never miss a drawing. Jackpocket is the first third-party lottery service to receive responsible gambling certification from the NCPG's Internet Responsible Gambling Compliance Assessment Program. As the first registered lottery courier service in New Jersey and in New York, the company also became the first lottery courier to be formally licensed in a U.S. jurisdiction.

**Lottery customers:** Arkansas, Colorado, Idaho, Minnesota, Montana, New Hampshire, New Jersey, New Mexico, New York, Ohio, Oregon, Texas, Washington D.C



## Alchemy3, LLC

860 Warsaw Rd. Suite 200  
Roswell, GA 30075  
Phone (770) 442-6993  
[www.alchemy3.com](http://www.alchemy3.com)

Paul Guziel, Chief Executive Officer  
Jeffrey Schweig, President

**Year of inception:** 2007

**Contact:** Jeffrey Schweig, (770) 442-6993, [js@alchemy3.com](mailto:js@alchemy3.com)

### Primary products and services:

- Instant and draw game promotional executions
- Strategic business and marketing planning
- Integrated marketing programs
- National campaigns
- Premium branded games
- Digital solutions
- Loyalty programs
- Second chance drawing services

Established in 2007 as an authenticated NASPL vendor, Alchemy3 is a recognized leader in the gaming industry, delivering highly successful integrated marketing programs, national promotions, and loyalty solutions to lottery clients across North America. The founders of Alchemy3 have participated in the birth of branded games in the industry and played a major role in the success of specialty lottery services, developing more than \$2 billion worth of lottery games to date. The Alchemy3 team owns years of experience developing strong relationships with lotteries via their unique mix of strategic vision and tactical moxie.

**Lottery customers:** Alchemy3 provides marketing services to all North American state and provincial lotteries.



## Atlas Experiences, LLC

55 Park Square, Suite 207  
Roswell, GA 30075  
Phone (404) 308-2225  
[www.atlasexperiences.com](http://www.atlasexperiences.com)  
[www.facebook.com/atlasexperiences](https://www.facebook.com/atlasexperiences)

Derek Gwaltney, Founder and Chief Executive Officer

**Year of inception:** 2019

**Contact:** Jazzmina Redondo, Marketing Manager,  
(520) 427-4287, [jr@atlasexperiences.com](mailto:jr@atlasexperiences.com)

### Primary products and services:

- Promotional programs
- Second-chance prize packages
- Multi-state linked programs
- Incentive travel programs
- Custom once-in-a-lifetime experiences
- Private concert sourcing and production
- Club Med - Your Rewards Your Way individual prizes
- Lucky Pik Digital Game Show (custom creative and fully produced)
- Augmented reality promotional elements
- Turnkey event planning, sourcing and execution
- Winner support, communications and services

Atlas Experiences is a marketing promotional company specializing in once-in-a-lifetime promotional prizes, incentive travel, exclusive events, and custom promotions. We focus on crafting custom second-chance promotion strategies that create the excitement that drives consumer engagement. Delivering turnkey services to include promotion design, marketing strategies, destination sourcing, hotel contracting, travel logistics, event support staff, onsite logistics, social creative content, private concerts, custom merchandise, and guest services. Atlas Experiences integrates innovations that engages consumers and rewards loyalty to your brand, organization, and players with unforgettable moments.

**Lottery customers:** Arizona, Florida, Indiana, Iowa, Kansas, Kentucky, Maine, Minnesota, Missouri, Nebraska, North Carolina, Ohio, South Carolina, Texas, Vermont, Virginia, Wisconsin



## Camelot North America

200 West Jackson Boulevard  
Suite 1100  
Chicago, IL 60606  
[www.camelotillinois.com](http://www.camelotillinois.com)

Wayne Pickup, Chief Executive Officer  
Keith Horton, General Manager and General Counsel  
Andrew Lang, Chief Financial Officer  
Emilia Mazur, VP Corporate Affairs  
Tina Wolf, VP Products and Promotions  
Kelsey Young, VP Strategy  
Marisa Zimmerman, VP Marketing

**Year of inception:** 1994

**Contact:** Emilia Mazur, VP Corporate Affairs, [emilia.mazur@camelotillinois.com](mailto:emilia.mazur@camelotillinois.com)

Camelot North America engages as the operating partner with state governments to deliver superior outcomes for their lottery assets, focused on growing net returns from lottery operations. Camelot North America is the private manager of the Illinois Lottery, achieving record results for the State of Illinois in terms of sales, digital growth, and net income returned to the Common School Fund; and the operating partner for the Arkansas Scholarship Lottery, implementing strategies resulting in record instant ticket sales and net income returned to the scholarship fund.

We optimize a range of commercial playbooks around actionable data, analytics and insights to grow net returns of lottery operations.

Camelot North America is owned by the Ontario Teachers' Pension Plan and is part of the Camelot Group of companies.

## Carousel Somerville Merchandising Inc.

5760 Finch Avenue East  
Toronto, ON M1B 5J9  
Canada  
Phone (416) 754-7228  
[www.carouselottery.com](http://www.carouselottery.com)  
[www.somerville.ca](http://www.somerville.ca)

Bob Muzyka, President and General Manager

**Year of inception:** 1942

**Contact:**

Cheryl Muzyka, Account Director - Lottery, (416) 754-7228 ext. 107, [cmuzyka@somerville.ca](mailto:cmuzyka@somerville.ca)

Carousel is our new global lottery division, specializing in bringing lottery excitement to retail stores. We offer existing and custom design solutions supported by in-house manufacturing and 85 years of experience in retail.

Somerville is an award-winning designer and manufacturer of retail fixtures, displays, signage and environments. Offering a full suite of services from design, engineering and production through to installation and construction management, we partner with our clients to provide best in class service and products to support their products and brands at retail.

**Lottery customers:**

Atlantic Lottery, British Columbia Lottery Corp., Ontario Lottery & Gaming



## CM Global

1201 North Fourth St.  
Watertown, WI 53098  
Phone (920) 567-0333  
[www.CMGlobal.com](http://www.CMGlobal.com)

Andy Weber, President and Chief Operating Officer  
Ed Cahoon, Vice President of Sales

**Year of inception:** 2001

**Contact:** Andy Weber, (920) 567-0363, AWeber@CMGlobal.com

### Primary products and services:

- Signs
  - Illuminated, non-illuminated, jackpot signs
- Displays
  - Literature holders, kiosks, merchandising tools, scratch dispenser headers, traditional and illuminated
- Scratch ticket dispensers
  - Any size, illuminated or non-illuminated
- Graphics and design work
  - Logos, literature, store design
- Sales promotions and premiums
  - Scratchers, pens/pencils, custom premiums

CM Global is a creative, cost-effective supplier for all of your lottery marketing needs. We work with some of the largest retailers, consumer goods companies and lotteries in the U.S., supplying on-time solutions to marketing problems. We are headquartered in the heartland (Wisconsin) with regional offices across the country. We offer in-house design and engineering, product management, warehousing and fulfillment, and spectacular sales and customer service. And we have many years of lottery-specific experience; we can add value to any program. We look forward to working with you!



Delehanty Consulting LLC  
Security, Integrity, and Performance

## Delehanty Consulting LLC

742 Basswood Ave  
Verona, WI 53593  
Phone (608) 832-1751  
[www.delehantyconsulting.com](http://www.delehantyconsulting.com)

Herb Delehanty, Principal

**Year of inception:** 2003

**Contact:** Herb Delehanty, [herb@delehantyconsulting.com](mailto:herb@delehantyconsulting.com)

### Primary products and services:

- Performance evaluations and reviews
- Performance consulting
- Best practice studies
- Gaming system procurement and implementation
- Risk assessments and security evaluations
- Advertising and marketing audits
- System acceptance testing
- Lottery workshops and seminars

Delehanty Consulting LLC was created to assist lotteries in enhancing their security, integrity and performance. Our consultants collectively have over 100 years of lottery experience from engagements with more than 45 lotteries on five continents. Our experience covers a broad spectrum of disciplines. We are the industry leader in providing independent lottery consulting services. You can trust us with your unique lottery requirements.

Delehanty Consulting LLC is the only lottery consulting company that is 100 percent independent of all lottery service providers. We do not work for gaming system or lottery ticket providers.



## Elsym Consulting, Inc.

665 Molly Lane, Suite 130  
 Woodstock, GA 30189  
 Phone (770) 590-7400  
[www.elsym.com](http://www.elsym.com)

### UK Office

Moor Building  
 Tolpits Lane, Watford  
 Hertfordshire, UK WD18 9RN  
 Phone +44 (0) 1923 425324

Len Simonis, Chief Executive Officer and Founder  
 Brad Parker, Vice President of Product Development  
 Ken Wyman, Vice President of U.S. Lottery Services  
 Andy Millard, Vice President Europe and Africa Services

**Contact:** Brad Parker, [brad.parker@elsym.com](mailto:brad.parker@elsym.com), (678) 564-5063

**Year of inception:** 1988

### Primary products and services:

- Internal control systems – worldwide auditing of all forms of lottery gaming and channels
- Sports betting control system
- Multi-jurisdictional game control software (think software for MUSL)
- 1099-NEC, W2G, 1042-S and 5754 US tax form processing
- INSIGHT+/GMS game reporting and back-end data warehousing

Since 1988, Elsym Consulting has provided software services to audit computer-generated transactions, including customized lottery internal control systems. Elsym is dedicated to providing the highest level of customer service and fulfilling customers' individual requirements with integrity and timely performance – in the most cost-effective manner.

Elsym Consulting, Inc. is ISO 9001:2015 certified, 27001:2013 certified and WLA Security Standard:2020 certified.

**Lottery customers:** Our current customers include 45-plus lotteries worldwide.

We Create Certainty



## Gameology

1200 High Ridge Road  
 Stamford, CT 06905  
 Phone (203) 504-8832  
[www.gameology.net](http://www.gameology.net)

Rick Perrone, Founder/CEO

**Year of incorporation:** 2004 (as Tournament One Corp.)

**Contact:** Rick Perrone, [Rick@gameology.net](mailto:Rick@gameology.net)

### Primary products and services:

- Design and development of mobile apps/iLottery games (sports, seasonal, pop culture, branded, casino-style themes)
- Monitor/MP game design, development and integration (including keno, bingo and racing); experience working with community-oriented organizations including fraternal and veterans
- Technology and patents: play by play, broadcaster, hybrid skill/chance games
- Custom development: player convenience apps, social gaming, second chance games
- Remote game server (RGS) development

Gameology, formerly Tournament One Corp., was founded by Rick Perrone, a 20+ year cable TV executive charged with bringing a steady supply of highly engaging content to a rapidly expanding and changing market. As a pioneer in the online gaming world, Rick understood from his background the importance of creating compelling content to attract and retain players.

Gameology designs, develops and licenses digital games, and the patented technologies to run them, for U.S. lotteries, with multiple games generating over \$1,000,000 per month. Our games offer innovative yet intuitive gameplay mechanics, advanced mathematical modeling, state-of-the-art graphics, exciting bonus features and multi-level progressive jackpots, themes for every demographic, and customized games. Our titles are available for online/mobile play, touch screen kiosks, large monitor game networks, slots, VLTs and ITVMs. We hold five patents, with more pending. Our mission, using our trademarked Gameology process, is simple: To offer the best games to provide maximum value to our customers, so they can provide maximum value to theirs, while increasing their revenue stream.



## Gaming Laboratories International (GLI)

600 Airport Road  
Lakewood, NJ 08701  
Phone (732) 942-3999  
[gaminglabs.com](http://gaminglabs.com)

James R. Maida, President and Chief Executive Officer  
Paul J. Magno, Executive Vice President

**Year of inception:** 1989

### Contacts:

Patrick Costaregni, Account Executive, (701) 241-9262,  
[pat.costaregni@bulletproofsi.com](mailto:pat.costaregni@bulletproofsi.com)  
Kevin Mullally, Sr. VP, Government Relations and General  
Counsel, (702) 914-2220, [k.mullally@gaminglabs.com](mailto:k.mullally@gaminglabs.com)  
Angela Wong, Vice President of Global Lottery Solutions,  
(702) 914-2220, [an.wong@gaminglabs.com](mailto:an.wong@gaminglabs.com)

### Primary products and services:

Regulatory compliance; technical compliance; end-to-end testing; full lifecycle compliance; cybersecurity consultation and defense; iLottery testing; instant and scratch lottery ticket testing; network risk assessments; physical and information security audits; project management; responsible gaming audits; RFP consulting; RNG analysis; sports betting, testing, and consulting; user acceptance testing (UAT); VLT testing.

Gaming Laboratories International, LLC (GLI), is committed to delivering the highest quality land-based, lottery and iGaming testing and assessment services around the world. GLI provides suppliers, operators, and regulators with expert guidance for navigating the future of gaming and ensuring gaming innovations meet regulatory standards with confidence. Since 1989, GLI has certified nearly two million items and has tested equipment for more than 480 jurisdictions.

GLI has a global network of laboratory locations across six continents, with U.S. and international accreditations for compliance with ISO/IEC standards for technical competence in the gaming, wagering and lottery industries. GLI was named "Best Laboratory" in the SAGSE Europe, LatAm, and USA Awards 2020, "Best Test Lab in the Baltics," and "Best Test Lab in the Nordics" in the Baltic and Scandinavian Gaming Awards 2020.

GLI is an associate member of NASPL, the World Lottery Association, European Lotteries Association, and CIBELAE.



## GoldenRace

Vella Buildings, Triq Indri Psaila  
Tal-Handaq, Qormi QRM 4000  
Malta  
Phone +34 952 124098  
[goldenrace.com](http://goldenrace.com)

Martin Wachter, Founder and Chief Executive Officer  
Rene Wachter, Chief Operating Officer  
George Vonapartis, Regional Director, North America

**Year of inception:** 2006

**Contact:** George Vonapartis, +30 6945 295191, (902) 579-4483,  
[gvonapartis@goldenrace.com](mailto:gvonapartis@goldenrace.com)

### Primary products and services:

- Virtual Sports - 3D sports: Virtual soccer, with Football Single, more than 20 leagues and tournaments (including World Cup and Euro Champions); 3D horse racing and trotting races. HD pre-recorded sports: Real Fighting, 3x3 basketball and races (Grand Prix Indianapolis 60, motorbikes, dogs, horses, dirt track, speedway and karts).
- Virtual Number Games - Spin2Win Royale American, Keno Deluxe and Perfect6.
- Crash Games - Meteoroid.

GoldenRace is a leading developer and provider of award-winning virtual sports and profitable betting solutions for retail and online operators. The company offers a complete betting experience with an extensive ever-growing suite of virtual games available 24x7 and a completely customizable all-in-one betting solution. In addition, our portfolio has been prepared to cover the needs of the three main industry branches: sports betting, casino and lottery. Because games can be delivered in three different ways, we are able to target the sports betting audience, and also casino and lottery players.

GoldenRace's innovative and realistic virtual sports quickly attract and engage players with numerous features that maximize retention. The system is reliable, scalable, intuitive and very easy to set up and manage, providing operators instant control of the odds, limits and payouts.

Licensed under various regulatory bodies around the world, GoldenRace has partnered with numerous market leaders and experiences excellent year-by-year growth globally. Currently, the company processes more than 25 million bets daily in more than 60,000 shops and 500 online integrations worldwide.



**GSTV**

1201 Woodward Ave  
 Detroit, MI 48226  
 Phone (313) 580-0600  
[gstv.com](http://gstv.com)  
[gstv.com/lottery](http://gstv.com/lottery)

Sean McCaffrey, President and Chief Executive Officer

**Year of inception:** 2007

**Contact:** Nick Yacobucci, Account Executive, Nick.Yacobucci@gstv.com

**Primary products and services:**

- National full sight, sound and motion video network
- Flexible, data-driven targeting opportunities
- Creative strategy and content solutions services via in-house creative agency

GSTV is a data-driven, national video network, engaging consumers with full sight, sound and motion video. Reaching more than one in three adults 18+ at an essential waypoint on their consumer journey – and steps from the convenience store.

GSTV drives immediate action and creates lasting brand impressions, delivering measurable results for the world’s largest advertisers. After fueling, 62% of viewers are headed into the c-store, and one in three will purchase a lottery ticket today.

GSTV’s convenience and fuel partners include leading retailers like 7-Eleven, Arco, BP, Circle K, Chevron, Exxon-Mobil, Gulf, KwikTrip, Marathon, Phillips 66, Speedway and Sunoco.

**Lottery customers:** Proven success with over 20 state lotteries leveraging GSTV to increase ticket sales.

**Henschel Steinau, Inc.**

50 Commerce Drive  
 Allendale, NJ 07401  
 Phone (201) 760-4100  
[www.hspop.com](http://www.hspop.com)

Michael Luberto, President  
 Randy Zaller, Account Executive  
 Patty Pellegrin, Marketing Director  
 Dorothy Kida, Account Executive

**Year of inception:** 1959

**Contact:** Randy Zaller, (908) 591-8685, rzaller@hspop.com

**Primary products and services:**

LED-lit modular scratch-off ticket system; modular dispensing system; universal counter solutions for multiple store layouts; multi-material solutions provider; permanent and semi-permanent display programs; category management systems; product launch experts; and promotional display campaigns.

Henschel-Steinau, Inc. is a premier in-store merchandising solutions provider for retail marketing solutions and custom displays. We are the industry leaders in point of sale and modular display systems. Our client mix is equally divided between Fortune 500 consumer products companies and national retail chains.

The Henschel team creates innovative promotional marketing solutions that excite customers and drive sales, offering a complete range of integrated services that includes market research, award-winning design, manufacturing resources, project management and sales support. In a virtually unlimited range of product categories, our experienced team of merchandising experts work in close partnership with clients to develop dedicated trade programs that build brands, make bottom lines grow and become success stories of tomorrow.

As a result of our ongoing commitment to retail knowledge and excellence, HS has won hundreds of industry awards for design, marketing and manufacturing excellence, and is today recognized as one of the world’s leading agencies for retail shelf systems as well as custom point-of-purchase advertising. Our corporate headquarters is located in Allendale, N.J., with regional production capabilities in the Eastern region, Midwest and Asia.

**Lottery customers:** Indiana, West Virginia





## Inspired Entertainment, Inc.

250 West 57th Street,  
New York, NY 10107  
Phone (646) 565-3861  
[www.inseinc.com](http://www.inseinc.com)

Lorne Weil, Executive Chairman  
Brooks Pierce, President and Chief Operating Officer

**Contact:** Contact our employees by email at  
[firstname.lastname@inseinc.com](mailto:firstname.lastname@inseinc.com)

Inspired offers an expanding portfolio of content, technology, hardware and services for regulated gaming, betting, lottery, social and leisure operators across land-based and mobile channels around the world. Inspired's products appeal to a wide variety of players, creating new opportunities for operators to grow their revenue. We operate in approximately 35 jurisdictions worldwide, supplying gaming systems with associated terminals and content for approximately 50,000 gaming machines located in betting shops, pubs, gaming halls and other route operations; virtual sports products through more than 32,000 retail venues and various online websites; digital games for 170+ websites; and a variety of amusement entertainment solutions with a total installed base of more than 16,000 terminals.

**Virtuals** – Inspired pioneered the field of virtual sports: created ground-breaking virtual basketball game that uses the latest in motion capture technology to create a new level of realism, delivering an experience, not just a game; remains the only provider of virtual football and able to leverage brand, image, persona and likenesses of the NFLA members commercially and worldwide in virtual football games; developed the first ever women's soccer game; and recently signed a multi-year contract with the Major League Baseball Players Alumni Association (MLBPAA) for the worldwide commercial use of the names, brands, images, personas and likenesses of MLBPAA members and other legendary players such as Babe Ruth, Cecil Fielder and Mickey Mantle.

**Gaming** – Inspired's gaming products deliver a winning combination of innovative technology, hardware and content, with a product portfolio that offers player-proven features, high-performing multi-games and G2S and server-based compliant games. Inspired's wide variety of premium games provide unparalleled experience and entertaining themes for almost every playing need, from time-on-device to greater volatility.

**Interactive** – Inspired offers a diverse portfolio of high-performing HTML5 games, currently available on over 170 websites. Our games include branded content, omnichannel slots, casino titles, leading table and number games, scratch cards and a suite of award-winning Virtuals games.



## Instant Win Gaming

3 Old Street Yard, 5th Floor  
London EC1Y 8AF  
United Kingdom  
Phone +44 20 7920 7145  
[www.instantwingaming.com](http://www.instantwingaming.com)

Rhydian Fisher, Chief Executive Officer  
Simon Bucknall, Chief Operating Officer  
Jason Lisiecki, Vice President, North America  
Mike Lightman, Sales & Marketing

**Year of inception:** 2001

**Contact:** Emma Palmer, Senior Operations Officer,  
[emma.palmer@instantwingaming.com](mailto:emma.palmer@instantwingaming.com)

### Primary products and services:

- InstantGames – Digital eInstant and instant win games
- InstantRGS – Lottery optimized remote game server
- InstantJackpots – Single and multi-game jackpots engine
- InstantPulse – eInstant visuals that update automatically at pre-set moments
- InstantReplay – Second chance promotions engine
- InstantData – Business intelligence and data platform

IWG is a world leader in supplying digital eInstant and instant win games to WLA and NASPL-member lotteries. It has 20 years' experience of making top selling, high quality games, and the strategic know how to make them work.

Each year, IWG develops more than 300 new InstantGames for our global base of lottery customers. Our games consistently perform at the highest level, engaging and retaining players while driving superior sales results. We have the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of eInstant development and portfolio management. The Company's InstantRGS delivers its content in multiple regulated jurisdictions from data centers in the United States, Canada, United Kingdom and Gibraltar. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's eInstant and/or instant win program.

**Lottery customers:** Atlantic Lotteries, British Columbia, District of Columbia, Georgia, Kentucky, Michigan, New Hampshire, Ontario, Pennsylvania, Québec, Virginia, and other lotteries around the world.



## Marcus Thomas LLC

4781 Richmond Road  
 Cleveland, OH 44128  
 Phone (216) 292-4700  
[www.marcusthomasllc.com](http://www.marcusthomasllc.com)  
[www.mtlc.com/lotterytech](http://www.mtlc.com/lotterytech)

Nancy Hill, Chief Executive Officer  
 Chris Abate, Vice President, Lottery Solutions

**Year of inception:** 1937

**Contact:** Chris Abate (216) 970-3753, [CAbate@mtllc.com](mailto:CAbate@mtllc.com)

### Primary products and services:

- Advertising creative and production services
- Digital marketing strategy and execution
- Specialized lottery marketing solutions
- AdaptEP™ intelligent marketing platform
- Mobile cashing
- Loyalty and player club development and service
- Retailer acquisition and management
- Media planning/buying, including programmatic
- Analytics and performance optimization
- Salesforce, marketing automation consulting and service
- Marketing automation, email and SMS campaigns
- Experience design and testing
- Research and strategic planning
- Public relations and social media

Marcus Thomas LLC, with nearly 300 employees in its offices in Cleveland and Cincinnati, Ohio; Buenos Aires, Argentina; and Santiago, Chile, is among America's leading independent full-service advertising agencies, with a long history of award-winning lottery advertising. Our Lottery Solutions team is a recognized leader in lottery marketing technology, including an industry-first mobile cashing solution and its powerful AdaptEP™ intelligent marketing platform, which manages web and mobile experiences and collects and leverages player data from all game types to create a central player record to optimize operations and performance of marketing and advertising investments.

**Lottery customers:** Georgia, New Hampshire, Ohio, Virginia, INTRALOT, Mega Millions Consortium, NPI



## Neopollard Interactive LLC

920 N. Fairview Avenue  
 Lansing, MI 48912  
[www.neopollard.com](http://www.neopollard.com)  
[www.linkedin.com/company/neopollard-interactive](http://www.linkedin.com/company/neopollard-interactive)

Doug Pollard, Co-Chief Executive Officer  
 Moti Malul, Co-Chief Executive Officer

**Year of inception:** 2014

### Contacts:

Doug Pollard, (204) 474-2323, [doug.pollard@neopollard.com](mailto:doug.pollard@neopollard.com)  
 Moti Malul, (734) 353-4275, [moti.malul@neopollard.com](mailto:moti.malul@neopollard.com)

Neopollard Interactive LLC (NPI) is an award-winning iLottery supplier. As the only partner solely focused on iLottery, NPI serves 69% of U.S. lotteries in terms of wagers, and is the proven partner of choice to generate incremental revenue for good causes through the online channel. NPI offers cutting-edge technology, its Power Suite of iLottery services, and game content.

**Technology:** NPI's iLottery technology delivers secure solutions for its highly regulated lottery partners. NPI's platform, NeoSphere, provides a centralized PAM to manage a single view of the digital player. NPI also provides the industry's only MUSL-certified Interactive Central Gaming System, NeoDraw, in addition to its game management platform, NeoPlay, and business intelligence solution, NeoCube.

### Power Suite: NPI's player-centric managed services include:

- Player Operations – 24/7/365 player support center, power concierge desk, regulatory compliance, payout and risk operations and gaming system operations.
- Ignite Player Marketing – NPI's in-house iLottery marketing agency focused on player insights and intelligence, player acquisition, player experience optimization, player rewards, retention marketing and creative studio.
- Player Portfolio – Product planning and portfolio management to attract, retain and engage iLottery players.

**Game Studio:** With over 150+ titles, NPI's in-house studio produces compelling digital game content.

Jointly owned by Pollard Banknote Limited and NeoGames S.A., NPI's exclusive iLottery focus is market-tested to power the most profitable iLottery programs in North America.



## SCA Promotions

3030 LBJ Freeway, 3rd Floor  
Dallas, TX 75234  
Phone (888) 860-3752

[www.scapromotions.com/lotterysolutions](http://www.scapromotions.com/lotterysolutions)

Robert Hamman, Chief Executive Officer

**Year of inception:** 1986

**Contact:** Jackie Walker, Director, Business Development,  
(214) 860-3752, [jackie.walker@scapromo.com](mailto:jackie.walker@scapromo.com)

### Primary products and services:

- Prize indemnity and risk transfer services
- Player acquisition incentives
- Second chance promotions and prize coverage
- Jackpot prize guarantee
- Retailer incentive bonus coverage
- Combination concentration coverage
- Sports betting and iLottery promotions and player engagement

SCA is the industry leader in promotional risk management since 1986. Similar to hole-in-one insurance, prize indemnification has been used by lotteries and vendors for the past 20 years to offer large 2nd chance prizes that drive player engagement and sales. In addition, SCA's budget and risk management tools help operation teams smooth prize payout volatility and manage financial risk.

Prize indemnity was used by the New Mexico Lottery to afford a first-ever chance to win \$1,000,000 in their My Lottery Dream Home instant ticket 2nd chance game. And the Texas Lottery took advantage of SCA's risk transfer agreement to eliminate financial risk associated with their \$1 million retailer bonus program.

Our team of account managers, actuaries, and underwriters bring together a unique skillset to assist lotteries to create engaging player promotions and increase sales through creative use of our prize indemnification services. At SCA... Our Risk is Your Reward.

### Lottery customers:

New Mexico, Texas, Scientific Games, Jackpocket, Alchemy3



## Smartplay International

1550 Bridgeboro Road  
Edgewater Park, NJ 08010  
Phone (609) 880-1860

[www.smartplay.com](http://www.smartplay.com)

Thomas Markert, President  
Darrell Smith, Vice President, Sales and Marketing

**Year of inception:** 1993

### Contacts:

Thomas Markert, [tom@smartplay.com](mailto:tom@smartplay.com)  
Darrell Smith, [darrell.smith@smartplay.com](mailto:darrell.smith@smartplay.com)  
Mariana Mokritski, Client Relations Manager,  
[mariana@smartplay.com](mailto:mariana@smartplay.com)

Smartplay International, Inc., is the world's leading provider of random draw systems. We design, manufacture, and service mechanical lottery drawing machines, digital draw systems (RNG) and custom live studio games. Founded in 1993, Smartplay has served over 450 customers in 126 countries across lottery, gaming, trade show and media industries.

In 2003, Smartplay introduced the Origin(R) Digital Drawing System which is used by 33 jurisdictions including MUSL for conducting lottery and raffle drawings. We have also developed technologies for automating the lottery drawing process as well as distributing results via traditional broadcast, online and social media.

**Lottery customers:** We actively service over 200 lotteries in 85 countries.



## Spectra Systems Corporation

40 Westminster St., 2nd Floor  
 Providence, RI 02903  
 Phone (401) 274-4700  
[www.spsy.com](http://www.spsy.com)

Nabil Lawandy, Chief Executive Officer  
 Brian McLain, Chief Financial Officer  
 Sam Hofer, Director ICS Operations

**Year of inception:** 1996

**Contact:** Sam Hofer, (778) 789-4232, [shofer@spsy.com](mailto:shofer@spsy.com)

### Primary products and services:

- ICS (internal control systems) for monitoring and auditing all forms of lottery – traditional draw games, instants, iLottery interactive, mobile and pari-mutuel gaming.
- Sports betting internal controls and reconciliation for regulators.
- Electronic RNG draw monitoring and auditing.
- Dashboard portal for at-a-glance game and draw status across all games.
- Central gaming system independent, our ICS interface supports all major gaming vendors.
- ICS operations are ISO/IEC 27001:2013 certified.

Spectra Systems is an established world leader in providing technology for securing transactions, from gaming to banknotes and brand protection. Spectra's Premier internal control system is the industry's most advanced ICS offering for realtime protection and is the leading supplier of realtime auditing, fraud control and risk management systems to government-sanctioned gaming operators. Prior to the strategic acquisition of the ICS business for regulated gaming markets, the company penetrated the currency and document security markets through a series of supply and licensing agreements with governmental, institutional and corporate partners.

**Lottery customers:** Spectra Systems serves over 20 lottery jurisdictions across the U.S. and worldwide; currently deployed in North America, the Caribbean, Europe and Asia. Premier Integrity systems monitor and audit more than \$25 billion in annual sales for lotteries and pari-mutuel organizations.

## Szrek2Solutions

### Szrek2Solutions

Corporate Headquarters  
 60 Spencer Avenue  
 East Greenwich, RI 02818  
[www.szrek.com](http://www.szrek.com)

Irena Szrek, President and CEO, [irena@szrek.com](mailto:irena@szrek.com)  
 Helena Pereira, Vice President and Global Point of Contact,  
 (401) 692-2530, [helena@szrek.com](mailto:helena@szrek.com)

Szrek2Solutions is the lottery industry's leading supplier of random number generators (RNG) and electronic draw systems with provable integrity and independent verification of random numbers and draw processes. Since 2003, Szrek RNG systems have generated and verified the integrity of billions of random numbers, providing full transparency into all RNG processes.

Szrek's RNG solution with audit verification is patented in the U.S. and internationally. It is deployed for leading lotteries and vendors including IGT, Scientific Games, Arkansas Scholarship Lottery, Florida Lottery, Iowa Lottery, ITHUBA Holdings (South Africa), Loterie Nationale (Luxemburg), ONCE (Spanish Lottery for the Blind), Sisal SpA (Italy), Texas Lottery, and Totalizator Sportowy (Poland).

Szrek's scalable and flexible product architecture supports standalone offline systems, online automated systems, and multi-tenant systems that serve multiple users. All systems offer capability for remote operation and independent verification, and systems are customizable to specific client needs.

Szrek's Trusted Draw™ and Trusted Audit™ systems safeguard customers from RNG failures and fraud, ensuring continuity and security. Szrek's RNG technology was independently attested for providing proof of integrity and meeting industry best standards. ([Bulletproof Executive Summary](#))

South Africa's unexpected Powerball Draw of December 2020 demonstrated how verifiable numbers are essential to maintaining player trust (see [Expect the Unexpected](#)). Szrek advocates for best practice lottery security standards, with RNG outcomes that are auditable, provable, and reproducible. See [various informational materials](#).

When I Play I Trust



# NASPL and Lottery Industry Schedule of Events

## 2022 SCHEDULE

### October 16-20, 2022

World Lottery Summit  
Vancouver Convention Center  
Vancouver, BC  
Hosted by BCLC  
[worldlotterysummit.com](http://worldlotterysummit.com)

### December 2022

NCPG/McGill University  
Gift Responsibly Campaign

## 2023 SCHEDULE

### March 2023

NCPG Problem Gambling  
Awareness Month

### April 23-27, 2023

NASPL Lottery  
Leadership Institute  
Hyatt Regency Cleveland Arcade  
Cleveland, OH  
Hosted by the Ohio Lottery

### July 17-20, 2023

NASPL Professional  
Development Seminar  
Denver, CO  
Hosted by the Colorado Lottery

### October 30 - November 2, 2023

NASPL Annual Conference  
Milwaukee, WI  
Hosted by the Wisconsin Lottery

### December 2023

NCPG/McGill University  
Gift Responsibly Campaign

## 2024 SCHEDULE

### March 2024

NCPG Problem Gambling  
Awareness Month

### April 2024

NASPL Lottery  
Leadership Institute  
Dates to be Determined

### July 22-24, 2024

NASPL Professional  
Development Seminar  
Omaha, NE  
Hosted by the Nebraska Lottery

### September 9-12, 2024

NASPL Annual Conference  
Kansas City, MO  
Hosted by the Missouri Lottery

### December 2024

NCPG/McGill University  
Gift Responsibly Campaign



**October 30 - November 2, 2023**  
**Milwaukee, WI**

Hosted by the Wisconsin Lottery

**More information coming soon.**