

# Using IGT's Six Pillars of Instant Success to Re-engage the Current Playerbase

The New Jersey Lottery and IGT leverage the popularity of poker to increase affinity and re-engage the current playerbase.

**Situation.** A highly successful organization with the third-highest per-capita instant game sales in the United States, the New Jersey Lottery knew that, to maintain their sales momentum, they needed to revitalize their relationship with current players.



Quantitative research amongst players conducted in early 2014 showed that affinity levels were flattening. The critical “for people like me” brand health metric had peaked at 44%. Qualitative research indicated that they were playing less because they were missing positive winning experiences and didn’t feel a sense of control when playing. Most of the players were not aware of the current VIP Club and thought the second chance drawings should be emphasized as a major benefit of the club.

With a tight marketing budget, the New Jersey Lottery team strategically leveraged each of IGT’s Six Pillars of Instant Success to overcome their challenge.

**Insights.** To rejuvenate the relationship with its players, the New Jersey Lottery utilized insights garnered from recent segmentation studies to focus on the gaming enthusiast group called “Galvanized Gamers” and launched the \$5 World Series of Poker® ticket.



Representing 20% of the playerbase and 18% of total Lottery spend, the Galvanized Gamer segment was an important group that needed to be nurtured. Thirsting for excitement and entertainment and over-indexing for casino gambling, the World Series of Poker® brand would be highly recognizable and attractive to them. For more than forty years, the World Series of Poker® has been the most trusted name in the game of poker. It is the longest-running, largest, richest and most prestigious gaming event in the world, dating back 42 years to 1970, and having paid more than \$1.4 billion in total prize money to date.

**Product Strategy.** The game was strategically launched at the \$5 price point to align with insights acquired through the segmentation study. Approximately 6 million World Series of Poker® tickets were printed with approximately 67% of the gross receipts going to prizes. On the average, better than 1 in 5 won a prize.



retailers, the marketing staff designed a comprehensive point of sale program. Recent retail research indicated that product visibility was critical for instant lottery game sales. Among those who decided to purchase a Lottery ticket after entering the store, seeing instant games on display was most commonly cited as prompting the purchase.

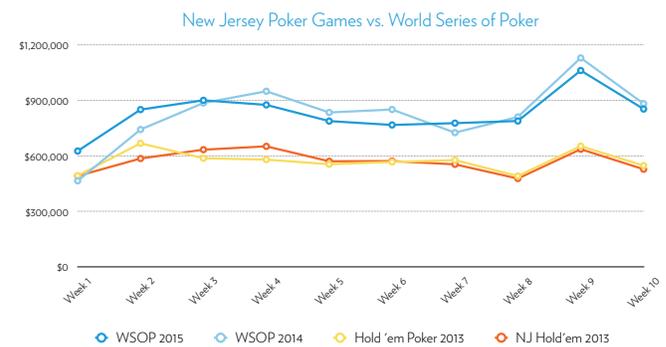
Heavy and Light Players said that the most important Lottery materials are the Scratch-off/Instant game displays on the counter, the Lottery ticket checker, and the digital ESMM monitors.

The retail program included disruptive signage showing the game’s playstyle as well as creating awareness of the second chance program. Dangers were used to call attention to the new game within the Lottery’s instant ticket vending machines and Geminis. The game was also supported at the counter on the ESMM show.

**Interactive Tactics.** To increase engagement levels amongst the technology-savvy Galvanized Gamer segment and overcome the “no one ever wins” barrier, players could enter non-winning World Series of Poker® instant tickets for a chance to win a VIP trip to Atlantic City.

The Lottery conducted five second chance drawings to select a total of 50 VIP trip winners. Each drawing awarded one Grand Prize Trip to Las Vegas, six Second Prize Trips to Atlantic City and ten merchandise prize packs. The VIP trips included two-night deluxe hotel accommodations for two at Bally’s Atlantic City, \$250 food & beverage credit, \$250 spending money, \$250 travel allowance and a \$1,500 gaming voucher that could be used within the casino.

**Results.** Originally launched in August 2014, The World Series of Poker® game was so successful that the New Jersey Lottery re-introduced it in December 2015. With little mass media or marketing investment, the concept outperformed other recent Poker games such as Hold ‘em Poker and New Jersey Hold ‘em, both released in 2013. The 2015 game attained an index of 118 and average weekly sales of \$8.2 million in the first 10 weeks and contributed to a year-over-year sales increase of 13.27% from 2014 to 2015.



**Promotion & Retail Tactics.** Knowing that the most efficient way to reach current players is through the Lottery’s network of over 7,000

