

# Amplifying a Cultural Phenomenon with IGT's Six Pillars of Success

IGT leveraged the hottest trend – bacon – to attract new players, increase profits and become a part of a pop culture conversation.

**Situation.** In FY15, the Hoosier Lottery experienced significant growth in higher-price-point Scratch-offs; however, the \$2 price point saw a year-over-year decline.

To reverse this trend, starting in February 2015, IGT, working on behalf of the Hoosier Lottery, began to place more focus on this entry-level price point to increase participation of light and lapsed Hoosier Lottery players. To appeal to these segments, the communication

focused on the functional benefits of playing lottery as well as connecting with these players emotionally.

Based upon this strategy, in the cold month of February, we launched Some Like it Hot. In April, to appeal to very passionate groups of Hoosiers, we launched two Scratch-offs designed to appeal to the pet lovers of Indiana: \$2 Cats vs. Dogs and Dogs vs. Cats. To continue the successful strategy into the summer, IGT looked at trends across the nation and Indiana. Hoosiers, like most Americans, really like bacon. Specifically:

- 53% of Hoosiers have eaten bacon in the last year.
- 67% of Hoosiers have bought bacon in the last 6 months.
- Bacon sales in U.S. have reached record-breaking amounts of \$4B.

To leverage this trend, we developed the \$2 “Bringin’ Home the Bacon” game and launched it on June 2, 2015.

**Objectives.** With a sales goal of \$3 million for FY15, IGT designed the game to emotionally connect with lapsed and new players, in particular, bacon lovers and foodies.

**Product Strategy.** To appeal to the desired segments (lapsed and new players), the ticket was designed at the entry-level \$2 price point with fun, whimsical graphics to encourage impulse purchase. To connect with the bacon lovers of Indiana, annuity prizes were added to the game prize structure to give five lucky Hoosiers a 20-year supply of bacon (\$250 annual value). To make the concept more enticing and unique, a bacon scent and “did you know” area featured ten pork-based trivia questions.

The Pork Council of Indiana was invited to participate to further connect the people of Indiana with the Hoosier Lottery and the

good causes the Lottery supports. The partnership with the Indiana Pork Council is the first paid sponsorship of a Hoosier Lottery Scratch-off ticket. The Indiana Pork Council paid the Hoosier Lottery to partner in this program, which included the use of their logo, provision of one year of bacon promotional prizes, events support including bacon sampling and use of the national Pork event trailer.

The prize structure was developed in conjunction with IGT's Instant division to deliver more winning experiences than our average \$2 game, with overall odds of 1 in 4.29 and a payout of 64.2%. Additionally, a second chance promotion was added to the prize structure for more chances to win cash and the coveted Bacon for 20 Years prize.



**Messaging Strategy.** IGT, together with its marketing partners, developed a messaging proposition designed to appeal to those Hoosiers who are not current players by leveraging their love of bacon. The key message of the campaign was “No fakin.’ Win bacon for 20 years!”



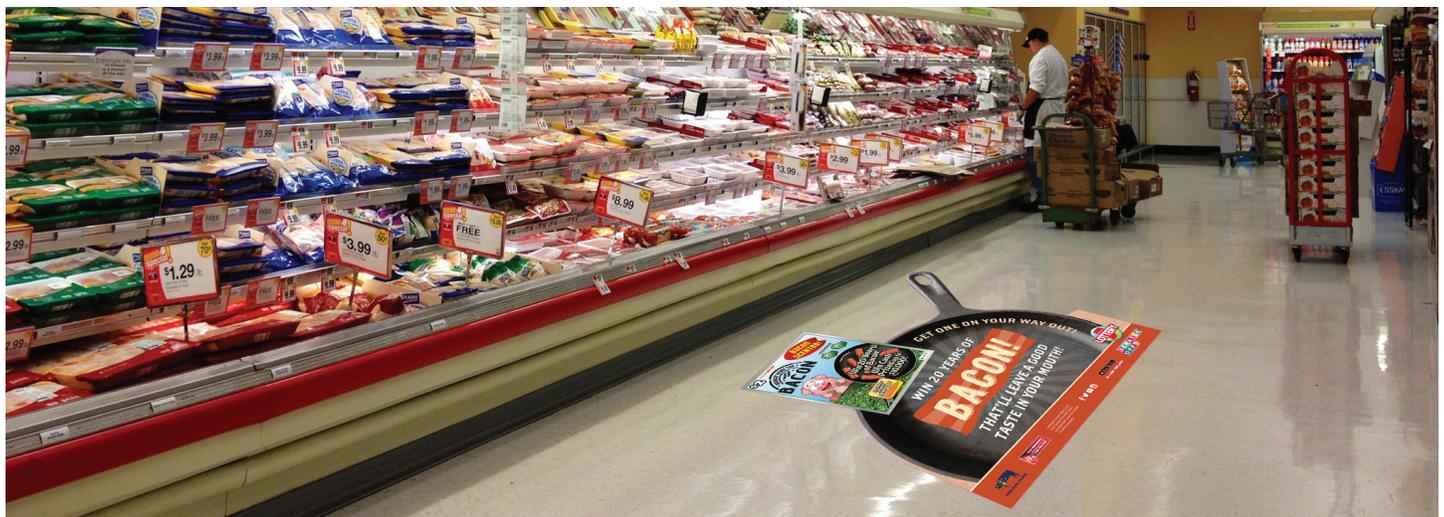
**Advertising Tactics.** To connect to the many bacon lovers across the state, “Bringin’ Home the Bacon” received omnichannel marketing support, including:

- TV, radio and billboard advertising supporting the “20 years of bacon” message.
- TV sponsorship with the Food Network.
- Sponsorship of Kevin Bacon and The Bacon Brothers band at a local bacon festival.
- Promotions at retailers and events across the state, including several events with the Pork Council event trailer with bacon sampling.

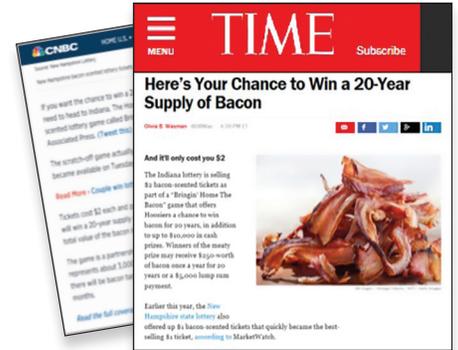


**Retail Tactics.** IGT executed a full retail merchandising strategy based upon its five-step Zone Impact Plan. The point of sale signage spoke to current as well as non-players and featured the top prize as well as messages about the bacon annuity. Other tactics included:

- Placement in a two-bin tower designed to be placed outside of the normal Scratch-off display.
- Floor graphics placed in front of bacon coolers inside of grocery stores.
- Pump toppers and icebox wraps designed to pull bacon lovers into stores to purchase the game.
- An incentive program designed to make certain that retailers deliver prominent product placement in order to drive impulse purchases.



**Results.** During the month of June, the Scratch-off category experienced a 13% year-over-year validation-based sales increase and experienced week-over-week growth during a traditionally low sales period. The game significantly exceeded our goals, with \$5 million in net sales delivered in the first four weeks of sales (June 2 through June 30). With a marketing investment of \$281,000 and prize expenses of \$3.2 million, the effort provided a 43% return on investment.



Additionally, the Hoosier Lottery saw a huge return in earned media through the public relations plan implemented for “Bringin’ Home the Bacon.” The ticket theme and a unique top prize attracted incredible attention across the country, garnering the Hoosier Lottery 421 media hits with a value of \$9,563,109. Media hits stretched from coast to coast in the U. S., into Canada and even to the United Kingdom. The ticket gained immediate attention from Fox News, *Good Morning America* and *Jimmy Kimmel Live*.

According to IPSOS Brand Tracking, the “Bringin’ Home the Bacon” efforts also had a positive impact on the following metrics:

- Overall opinion of the Lottery up 6 points Year Over Year (YOY).
- “For people like me” up 13 points YOY.
- “Cool and innovative” up 14 points YOY.
- Scratch participation up 12 points YOY.

