

Fort Knox™ Multi-Level Progressives

CAMPAIGN LAUNCH
MARKETING KIT



Introduction

Fort Knox™ Multi-Level Progressives

IGT crafted marketing materials to specifically support your promotions – to **attract, guide and engage** your players to experience Fort Knox™ MLPs on your floors

Use this document as a guide and follow the easy steps for a successful launch.

Note: Fort Knox™ MLP and Fort Knox™ Marketing Materials are now available for PeakSlant32™ and PeakDual27™ cabinets.



Your marketing kits in 3 simple steps



Download your marketing material on [here](#).



Attract & engage your players

Use your digital marketing kits to attract and engage your players online



Guide & engage your players

Use the marketing material to guide and engage your players on your floor

1. Download your Marketing Kit



Download your assets

- Standard marketing package
 - Logos
 - Background images
 - Machine images
 - Screenshots
 - Product literatures
 - Social media assets
- Social media teaser promo toolkit
 - Teaser animation
 - Static images
- Staff training video
- Website banner
- Direct email marketing asset
- Video for LCD TV screen for in club promotion



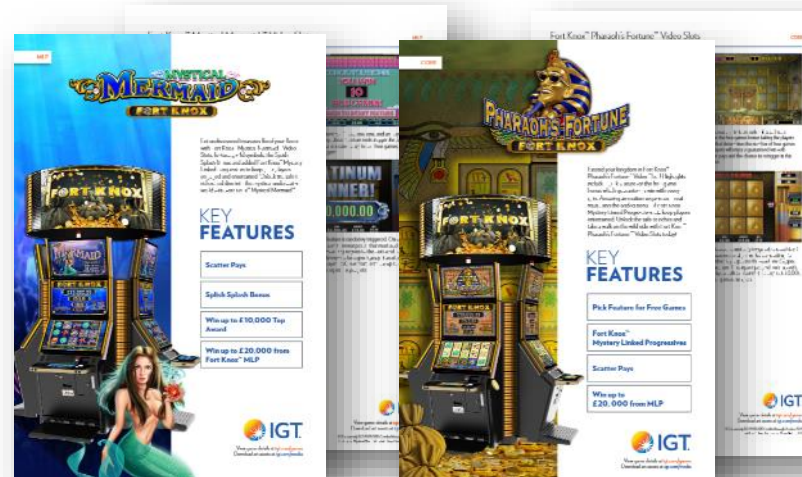
Social Media Toolkit



Website Banner



Email Communications



Product Literatures



Video: Internal Training



Video: LCD TV Screen

1. Download your Marketing Kit



On-site Material Examples

We can create game themed materials according to your needs and upon request.

- Posters
- Rollup banners
- Wobblers
- Ceiling hangers
- Drink coasters
- LCD TV screen image & video for in club promotion



LCD TV screen image & video



Ceiling Hanger



Posters



Drink Coaster



Wobblers



Roller Banners

2. Create Awareness & Attract your players




Online Promotion

- Use the assets in your Social Toolkit to promote the game through your channels to create awareness and attract customers to your floor
- Post your marketing images to your preferred promotional platform (Facebook, YouTube, Twitter, email marketing, website)

Genting Casino UK
14 mins

Something BIG is coming soon!

Your favourite games, your favourite vaults and your favourite wins are coming your way with new graphics. Available soo, so stay tuned...




Like Comment Share

Genting Casino UK
14 mins

Your favourite Multi-Level Progressives theme is back and better than ever with updated visuals! Fort Knox™ Multi-Level Progressives bring back your favourite games and favourite wins with new graphics!


Available soon!



Like Comment Share

The Rank Group plc
14 mins

Fort Knox™ Multi-Level Progressives bring back your favourite games such as Fort Knox™ Mystical Mermaid™, Fort Knox™ Pharaoh's Fortunes™, Fort Knox™ Cleopatra™ and Fort Knox™ West Journey™ with updated visuals, thrilling bonus action and big wins! With more games coming soon!



Like Comment Share

Social media teaser posts to attract players

2. Create Awareness & Attract your players

Emailing Campaigns/Newsletters



Online Promotion

- Send themed emails to your existing customer database
- Web banners to use on your website

Newsletter suggested copy

Your favourite Multi-Level Progressives theme is back and better than ever with updated visuals!

Fort Knox™ Multi-Level Progressives bring back your favourite games such as Fort Knox™ Mystical Mermaid™, Fort Knox™ Pharaoh's Fortunes™, Fort Knox™ Cleopatra™ and Fort Knox™ West Journey Treasure Hunt™ with more games coming soon!

Available [Date] at our [Casino Name]!

Image



Web Banners



2. Create Awareness & Attract your players



Communication Plans

- We can support and coordinate communication plans aimed to attract your players to your floor
- Co-branded social media posts on the IGT streams (SEO) to increase player awareness
- Paid Social Media Campaign (SEM) with targeted audience to support the launch (pre-during-post)



IGT Gaming

14 mins

The remastered Fort Knox™ Multi-Level Progressives will soon be available at **[Casino Name]** on **[Date]**!

Fort Knox™ Multi-Level Progressives is back and better than ever! It includes your favourite games, your favourite wins with updated visuals!

Make sure to pass by your local **[Casino Name]** and unlock the safe to riches!

[#IGTSlots](#) [#IGTGaming](#) [#Remastered](#) [#ComingSoon](#)



👍 Like

💬 Comment

➦ Share

3. Guide & engage your players



Ceiling Hanger

On-Floor Promotions Example

LCD TV screen image & video

- Themed decoration: machine wobblers, roller banners, drink coasters
- Promotional activities on floor: ceiling hangers, LCD TV screen promotion, posters



Posters



Drink Coaster



Wobblers



Roller Banners

Pre-launch: Social media assets






Teaser animation



Social Media static images

Fort Knox™ MLP: Generic Social Media Assets & Suggested Copy

Channel	Copy	Visual
<p>Facebook/LinkedIn Teaser video</p>	<p>Something BIG is coming soon!</p> <p>Your favourite games, your favourite vaults and your favourite wins are coming your way with new graphics. Available soon at [Casino Name], so stay tuned...</p>	
<p>Facebook/LinkedIn Image</p>	<p>Your favourite Multi-Level Progressives theme is back and better than ever with updated visuals! Fort Knox™ Multi-Level Progressives bring back your favourite games and favourite wins with new graphics!</p> <p>Available soon at [Casino Name]!</p>	
<p>Facebook/LinkedIn Image</p>	<p>Fort Knox™ Multi-Level Progressives bring back your favourite games such as Fort Knox™ Mystical Mermaid™, Fort Knox™ Pharaoh's Fortunes™, Fort Knox™ Cleopatra™ and Fort Knox™ West Journey™ with updated visuals, thrilling bonus action and big wins! With more games coming soon!</p> <p>Available soon at [Casino Name]!</p>	

Fort Knox™ MLP: Game Specific Social Media Assets & Suggested Copy

Channel	Copy	Visual
Facebook/Linkedin Image	<p>Unlock the safe to riches and dive into the mystical underwater world with Fort Knox™ Mystical Mermaid™ video slots. More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	
Facebook/Linkedin Image	<p>Take a walk on the wild side with Fort Knox™ Pharaoh's Fortune™ video slots and enjoy your favourite game with updated graphics! More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	
Facebook/Linkedin Image	<p>Gear up for a thrilling adventure and bring legendary pay-outs to life with Fort Knox™ West Journey Treasure Hunt™ video slots and enjoy your favourite wins with updated graphics! More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	
Facebook/Linkedin Image	<p>Unveil the wonders of Ancient Egypt and decipher the secret combination unlocking the hidden treasures of Fort Knox™ Cleopatra™ Video Slots! More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	
Facebook/Linkedin Image	<p>Let the princess go wild and double your luck with Fort Knox™ Mystical Princess™ Video Slots! More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	
Facebook/Linkedin Image	<p>Let the pixies guide you through the wonders of their enchanted kingdom with Fort Knox™ Pixies of the Forest™ Video Slots! More games coming soon!</p> <p>Available soon at [Casino Name]!</p>	

Thank you!

For any question on the marketing kit,
please contact: Casey.Huang@igt.com

