



# Lovestruck Success

IGT iLottery Case Study 2024

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# Key Takeaways



- IGT’s Player Marketing team was excited to help the Georgia, Kentucky, and Rhode Island lotteries launch and create awareness of IGT’s new Love Fever instant game
- Engaging promotions leveraged seasonality, playing an important part of these successful lotteries’ marketing calendars
- With diverse marketing in multiple markets, Cupid pointed his arrow at players with a sweet spot for love and entertainment
- Promotions celebrated Valentine’s Day and showcased the many engaging facets of iLottery

## By the Numbers

**66.4%**

of all Rhode Island Lottery (RILOT) instant players wagered on Love Fever at least once during the month of February 2024

**199.5%**

ROI for Kentucky Lottery Love Fever Bouquet of Bucks promotion. From Feb 13-15, players who played Love Fever were entered for a chance to win Bonus Bucks. Fourteen players won \$100

**10.9%**

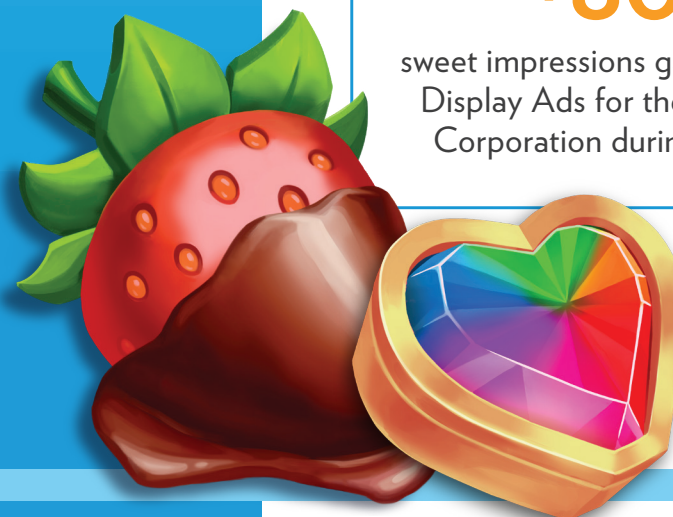
increase in player count for Kentucky Lottery. During the Bouquet of Bonus Bucks promotion period February 13-15, compared to the first days this game was live (February 7-12)

**+800K**

sweet impressions garnered via Google Display Ads for the Georgia Lottery Corporation during the promotion

**+26%**

increase in sales for Love Fever during overall Georgia Lottery promotion period



### Multijurisdictional Love Fever Game

IGT debuted a fun new instant, Love Fever, just in time for Valentine’s Day, full of love, surprises, and an array of prizes to warm players’ hearts.

IGT’s Love Fever game boasts a tumbler mechanic with an expanding board, sweet graphics, animations, wilds, instant wins, and multipliers. In the Love Fever instant game, players collect clusters of matching love-filled symbols to win prizes. Players may find that the expander symbol expands the grid, making way for even bigger clusters and bigger prizes. Players who reveal three bonus symbols can trigger the “Love-Struck Bonus,” with even more chances to get hearts racing and win rewards.

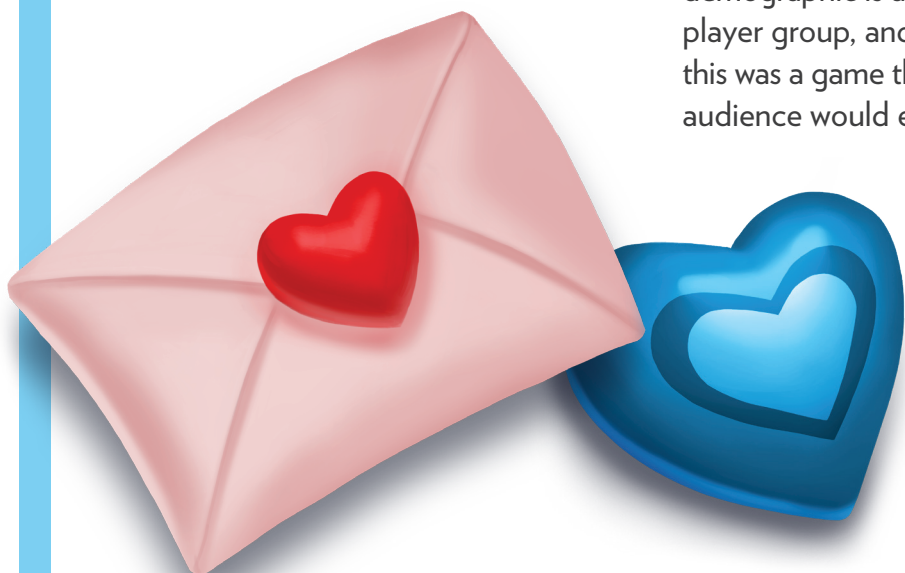
### Ladies’ Choice

The game met customer needs, at the right time. “We hadn’t previously offered a love-and-romance-themed game,” said IGT Game Studio Game Producer Georgina Sallis. “The female demographic is a major player group, and I felt this was a game that this audience would enjoy.”



### Cute Creative

Sallis had fun deciding what the engaging game symbols would be, like the lock and key, halo heart, and devil heart. “To determine a really clear visual hierarchy of value, where all the symbols are very lovely,” she recommended that the highest-value symbol should be the most luxurious and feature the most gold, and the lesser-value-ones could be cute items like the strawberry.



Passionate about Promotions



The Ocean State caught Love Fever with marketing leading to a positive performance. The new game launched February 1, experiencing the third-strongest Rhode Island first-game launch sales to date, and was ranked number two in gross player counts, including very strong first three days of sales.

More than 66% of all Rhode Island elnstants players wagered on Love Fever at least once during the month of February.

The Rhode Island lovefest never ended; 73.4% of players who tried the game during the standard New Game Alert launch promotion continued to wager on Love Fever even after the promotion concluded.



Just six days after the game launched, the Kentucky Lottery presented “A Bouquet of Bonus Bucks” promotion from February 13-15, centralized around Love Fever. Players in the Bluegrass State fell in love with the sweet promotion for the new elnstant game.



Many games tend to start decreasing in sales after the first seven days, but due to the Bouquet of Bonus Bucks campaign, Kentucky was able to increase sales.

From Feb 13-15, those who played Love Fever were entered for a chance to win Bonus Bucks. Fourteen players won \$100, for a return on investment of 199.5%.

There was a 1.3% increase in transactions, as this promotion allowed for every play to be counted as an entry into the drawing.



Valentine’s Day promotions were tailor-made for the Georgia Lottery’s female audience—the predominant player segment of the elnstant category (branded in Georgia as “Diggi Games”).

After the Love Fever Diggi game launched in late January, two promotions were offered in the Peach State.

The first opportunity ran from February 2-4; players who played the Love Fever game had the chance to be one of 200 people to receive a \$30 bonus credit.



On February 11, **L is for Lottery**: Play any Georgia lottery game online and be one of 100 players winning a \$40 bonus credit.

On February 12, **O Day is for Online**: Play both Mega Millions and Powerball and be one of 50 players winning a \$100 bonus credit.

On February 13, **V is for Variety AND Valentine**: Play Love Fever and one more Diggi game, and you could be one of 200 players to receive a \$20 credit. This effort engaged new and existing Diggi players to try new games.

On February 14, **E is for Education**: Get a 30% Valentine's deposit match. Featuring the E for Education reinforced awareness of the Georgia Lottery's mission to maximize revenues to specific educational initiatives such as Pre-K programs and HOPE (Helping Outstanding Pupils Educationally) scholarships.



The Georgia Lottery promoted these offerings via the Georgia Lottery mobile app and website, along with Facebook, Instagram, and Twitter. Google Display Ads for the Georgia promotion garnered over 800,000 sweet impressions.

Sales for Love Fever were up more than 26% during the promotion period. Plus, on Valentine's Day, players loved the 30% deposit match, which made February 14, 2024, the second-highest deposit day for the Georgia Lottery for the entire month.

### We've Got Their Number

As of March 2024, Love Fever was globally ranked third for the year of all IGT elstant games live in market, propelled by marketing to the female audience. IGT creatively leveraged content developed by our in-house game studio and offered lotteries marketing promotions for this consumer demographic. To date, through an attractive design and targeted marketing efforts, over 63% of players who have played Love Fever are women. The multi-faceted campaigns and tactical deployment of creative contributed to sweet success!



\*Bonus Money to be used online for Keno and elstants and cannot be withdrawn.

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