



Localized Games:

Meeting Players Where They Live

IGT iLottery Case Study 2024

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Key Takeaways

- IGT helps lottery partners launch bespoke games and promotions that are meaningful in their local markets
- Localized content is relevant for players
- Locally themed games help reinforce a lottery's commitment to its jurisdiction
- Statewide pride strengthens consumers' loyalty to their lottery to assist in raising funds for good causes

By the Numbers

Top 5

percentage of sales and percentage of players for **Georgia Lottery Corporation's Atlanta Falcons Rise Up** iLottery "Diggi" game

32%

of players still playing five months after launch for **Rhode Island Lottery's 50 Years** omnichannel game

4TH

in player participation for **Kentucky Lottery Corporation's Bluegrass Bucks** game during its first week of launch



Georgia: Soaring Success

IGT scored with a crowd-pleasing Atlanta Falcons-themed game and promotion in Georgia.



The Georgia Lottery Corporation (GLC) launched the Atlanta Falcons Rise Up game in late August 2023, just in time for football season. Featuring a “multi-matchline” game mechanic and popular sports theme, Georgia gridiron fans could tackle the targets in the QB Targets Bonus round or reveal a jersey in the Pick Bonus for a chance to win.

Atlanta Falcons Rise Up performed like a pro, furthering the Georgia Lottery’s mission to maximize revenue for Georgia’s HOPE scholarship and Pre-K Programs.



Rhode Island: 50 Times the Excitement

IGT Puts Localized Game on the Map for Lotteries



Meanwhile in the Ocean state, IGT worked with the Rhode Island Lottery (RILOT) to celebrate its 50th anniversary in 2024.

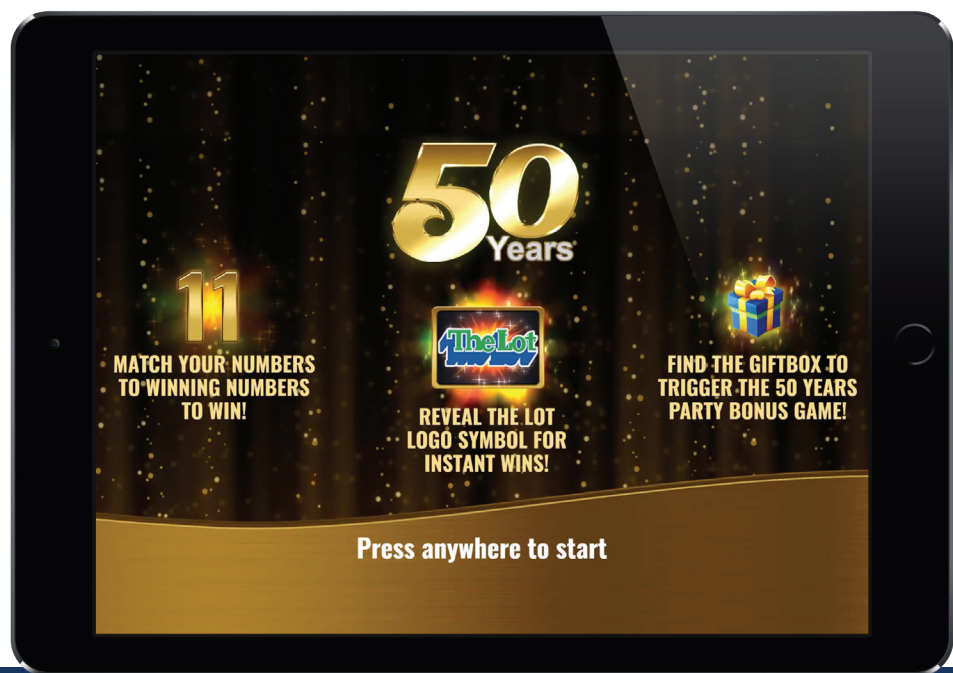
The 50 Years game was an omnichannel success, featuring an elegant online instant game and a complementary group of scratch tickets using the Lottery-designed 50th anniversary logo. The collaborative process between IGT’s instant studio, printed ticket designers, RI Player Marketing team, RI Instants Account team and RILOT resulted in a bespoke game and custom retail tickets all sparkling in gold, the traditional color for 50th anniversaries.



Plus, RILOT offered iLottery players golden promotions like the 50 Years Birthday Bonus with 50% deposit match up to \$50 on Tuesdays in May. There is also a year-long 50th Anniversary Second Chance opportunity in both online and retail channels. Player wagers on the 50 Years eInstant game and non-winning 50 Years scratch tickets entered on the website are eligible to participate in a drawing where five winners will be selected to play in a “pick ‘til you win” style game with guaranteed prizes ranging from \$10,000 to \$1,000,000.



The Rhode Island Lottery’s 50 Years game experienced the second highest in player spend after four months, and the Instant ticket game is seeing similar success, helping to support the state general fund, benefiting Rhode Island residents with support towards tax relief, education, public safety, law enforcement, and human services.



Kentucky: Bluegrass State of Mind

IGT created bespoke Bluegrass Bucks, displaying beautiful Kentucky-themed graphics. The eInstant game was released in April 2024 in honor of the Kentucky Lottery Corporation’s (KLC) 35th anniversary, coinciding with a variety of other KLC anniversary-themed promotions.

The KLC was eager to launch another progressive jackpot title to meet player demand, following the popularity of IGT titles like Reef Riches and Cleopatra Clusters.

“We collaborated with the IGT game team on Kentucky themes and motifs that would be recognizable to all Kentucky players,” said Laura Turner, IGT Senior Manager, Product Requirements. “The IGT Account Management team worked with KLC on ideas for relevant elements and winning symbols that were specific to Kentucky and KLC.”



Becka McFarland, Game Producer for IGT’s innovative eInstant studio, gives credit and high praise for the final product to the talented game squad, including artist Dave Hall, animator Michael Kowalyszyn, client engineer Paul Bennett, and Quality Assurance tester Suleman Musa.



The KLC logo is used on the load screen as a wild symbol, and there are numerous other clever custom elements. “There are 12 kinds of birds native to Kentucky depicted in the game from red-headed woodpeckers and coopers hawks to winter wrens in two different poses each,” said McFarland.

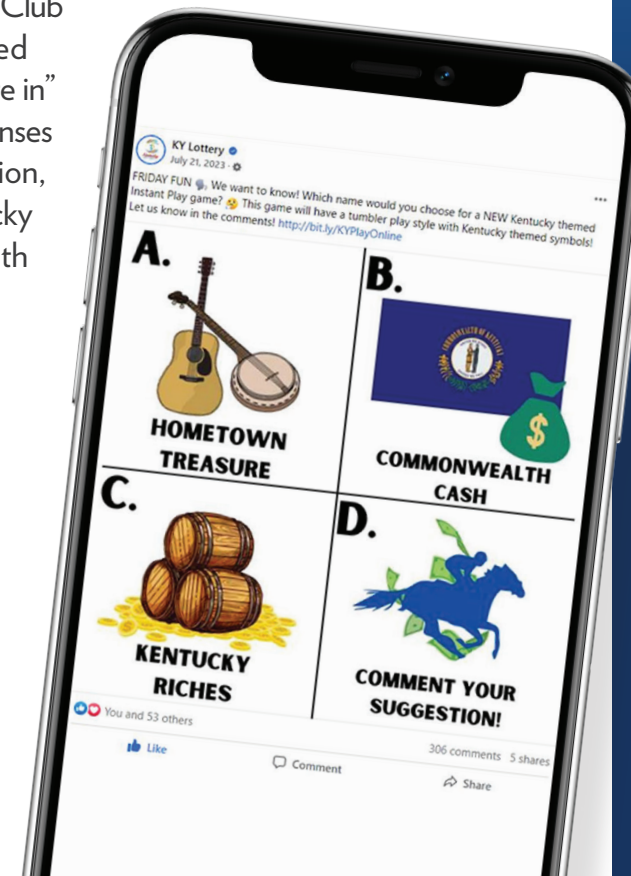
Other notable Kentucky motifs include horses, instruments associated with Bluegrass music, landmarks such as Fort Knox, and Kentucky’s state fish, the large-mouthed bass. The Cumberland Falls background reinforces the craftsmanship of the game and commemorates Kentucky’s state parks. The game audio provides a suitable, on-theme musical soundtrack.

The story behind the development of the final game title, Bluegrass Bucks, reinforces its local flavor. KLC polled its player base to gather feedback and ideas for potential names for the Kentucky-themed game.

First, on social media, KLC offered the public an opportunity to select the name they would like best – either one of three options created by the Lottery here, or to “write in” one of their own. In just one weekend, initial Facebook, Instagram, and X posts generated 227 responses.

The lottery then sent an email survey to KLC Fun Club members featuring the three lottery-developed options, along with the top player-generated “write in” response, Bluegrass Bucks. Over 2,100 poll responses were received, with the public’s write-in suggestion, Bluegrass Bucks, the winner, beating out Kentucky Riches, Hometown Treasure, and Commonwealth Cash. “The KLC team turned around the entire custom naming process in just over two weeks,” notes Greg Wood, Director, Market Research Strategies, Kentucky Lottery Corporation, “resulting in a name, and game, that iLottery players and Kentuckians could be proud of!”

Sharing in the popular progressive jackpot as part of its Hot Hits Jackpot, the Kentucky Lottery’s Bluegrass Bucks powerfully reinforces the unique offerings of the state, helping to fuel imagination and fund education for all Kentuckians.



IGT can help lotteries meet players where they are by developing thoughtful custom content that is relevant to their player base. Talk to your IGT representative about creating appealing, entertaining games that will be a homegrown success in your local market.