

FLEXIBLE GAME DESIGN DRAWS PLAYERS

Now launching in a fourth lottery, the new draw game Cash Pop™ lets players **strategize their wager** and **create their own experience** every time they play.



Between September and December 2019, the **New Jersey Lottery**, the **Georgia Lottery Corporation**, and the **National Lottery Control Board – Trinidad and Tobago** launched **Cash Pop™**, a new draw game from IGT designed to be easy to play and offer flexibility to operators and players.

As the **Kentucky Lottery** prepares to launch Cash Pop in the spring of 2020, **Francesco Parola**, IGT Vice President Global Lottery Game Development, discusses the initial launches and the player input that shaped the game design.

PGRI: Cash Pop’s unique features open up a new segment of draw-based games, and IGT has a patent pending on the mechanism for distributing prize values. How did your team arrive at the game design?

Francesco Parola: The development process used by IGT’s FutureGame Team starts with a diagnostic phase, where we map and analyze our customers’ game portfolios to identify any gaps. Through this process, we understood that the classic draw-based game portfolio lacked a very simple, fast-draw game based on just one number.

This type of game would be easy for players to understand, to play, and to check the results, and easy for a retailer to explain. Of course, it was important to find the unique mechanics and distribution of odds that would deliver a compelling top prize and overall level of winnability for players, and at the same time return a good level of profitability to lotteries for the causes they support.

We originally designed the game based around the number one: one number drawn, one unit of currency (one Dollar, Euro, Pound, etc.), one draw per day. And we created the first pay table delivering a prize of \$250 based on a field of 15 numbers.

However, that was only the starting point. When we tested the original idea along with several others, the reaction of our consumer panel from across the U.S. was loud and clear: The concept emerged as one of the top choices, but respondents said, “We would like to have more options for the game.”

IGT is always listening to the market and working to translate player needs into actionable innova-

tion, because we know that creating engaging player experiences is what drives results and value for our customers. With the respondents’ input, we continued to evolve and test the game further.

PGRI: What changes did you make?

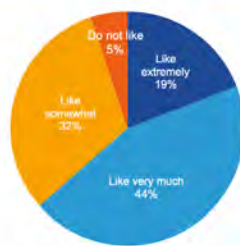
Francesco Parola: We expanded the original concept to allow players to play more than one number, to increase the odds of winning. We designed additional pay tables at two, five, and 10 dollars, which players can access if they want the chance to win more than \$250. We also designed a multiple-board play slip that lets players take advantage of all of the game’s possibilities.

Using all these dimensions, players can design the game that they like – this was the key element. And, in all three jurisdictions

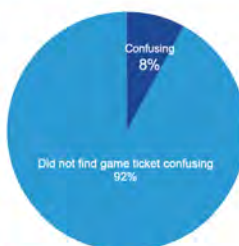


The New Jersey Lottery’s “How to Play” video for Cash Pop captures the fun, easy-to-play spirit of the game.

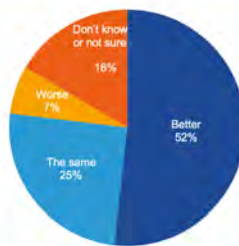
3,525 Respondents from 6 U.S. Lotteries Rated the Cash Pop™ Concept



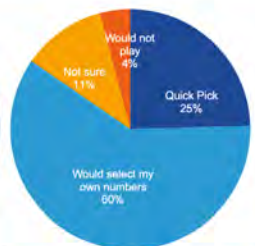
DO YOU LIKE THE TICKET DESIGN?



ANYTHING CONFUSING ABOUT THE TICKET?



BETTER OR WORSE?
(than other current games on sale or they play)



QUICK PICK VS. SELECT OWN NUMBERS

Insights from Player Research

IGT tested Cash Pop for the first time in 2017 as part of the company’s FutureGame research. At that point, Cash Pop emerged as one of the top choices among respondents. In 2018, IGT conducted more research specifically on Cash Pop in six U.S. jurisdictions where the game looked to be a good fit for the portfolio.

Among respondents:

52% said Cash Pop is “better than any other game currently on sale, or that I play, in my jurisdiction.”

51% stated that the availability of Cash Pop would “greatly/slightly increase my total spending.”

where Cash Pop has been introduced, the game was launched with a focus on these elements to attract new players and new demographics.

We thought about the best frequency of draws and concluded that each lottery should have the flexibility to initially choose the best draw frequency to suit its portfolio.

The New Jersey Lottery chose to hold a Cash Pop draw every 15 minutes. In Georgia, the Lottery chose a frequency of five draws per day, with each draw named for the time when it's held – for example, a Matinee at 1:00 p.m. And with digital play permitted in Georgia, IGT set up a specific section of the lottery app to enable players to have a complete interactive experience. In Trinidad and Tobago, where the game is called Money Grab, the Lottery opted for a fast game to suit its portfolio, with draws every three minutes.

PGRI: What are the results to date?

Francesco Parola: In a mature portfolio, the addition of even six to 10 cents

per cap is considered a good result for this industry (see sidebar, "Cash Pop Initial Results"). After three successful launches, the sales results are encouraging, and retailers and players are providing favorable comments. In New Jersey, where we are constantly tracking the game, we can see that player awareness is increasing week by week.

It's exciting that the Kentucky Lottery is launching Cash Pop as an interleaved game for Keno, which seems to be one of the best propositions for Cash Pop where allowed. We can't wait to see what the impact will be in their market. All of these results will help other lottery customers finalize the right pay table, the right target, and the right frequency of draws to secure the best and most sustainable results.

PGRI: With all the flexibility and choice available for operators and players, what's next for Cash Pop?

Francesco Parola: Cash Pop is a lottery game that we believe is like any other fast-moving consumer product.

"I'm in the driver's seat."

Player-Driven Game Innovation

IGT research found that the ability to customize the play experience of Cash Pop especially appealed to younger demographics, giving them a sense of being in control. Says Parola: "When we tested the game, players said things like, 'I'm in the driver's seat. I can decide how many numbers to pick, what price point I like best. I know my odds, I know my price, I know how many times I want to play.' The game is so flexible that players can choose what's best for them, and this supports responsible gaming."

Cash Pop Initial Results



New Jersey Lottery

Price Points
\$1, \$2, \$5, \$10

Draw Frequency
Every 15 Minutes

Top Prize
\$2,500

Launch Date
9/30/19

- Cash Pop generated weekly per capita sales of \$0.07 with minimal cannibalization to the existing portfolio.
- Most players (72%) picked one number per draw at the entry-level \$1 price point.
- Player-tracking research shows gradually increasing awareness and playership since the launch, and great playership and appeal in the youngest



Trinidad and Tobago Lottery

Price Points
TDD1, TDD2, TDD5, TDD10

Draw Frequency
Every 3 Minutes

Top Prize
TDD2,225

Launch Date
11/11/19

- Money Grab (the name chosen for Cash Pop) is performing to the Lottery's expectations, with initial results similar to other Cash Pop launches.



Georgia Lottery

Price Points
\$1, \$2, \$5

Draw Frequency
5 Draws Per Day

Top Prize
\$1,250

Launch Date
12/8/19

- Cash Pop generated weekly per capita sales of approximately \$0.10.
- The performance has been solid in brick and mortar stores, and very impressive in the digital channel, which is driving about 15% of total sales.



Kentucky Lottery

Price Points
\$1, \$2, \$5, \$10

Draw Frequency
Every 4 Minutes

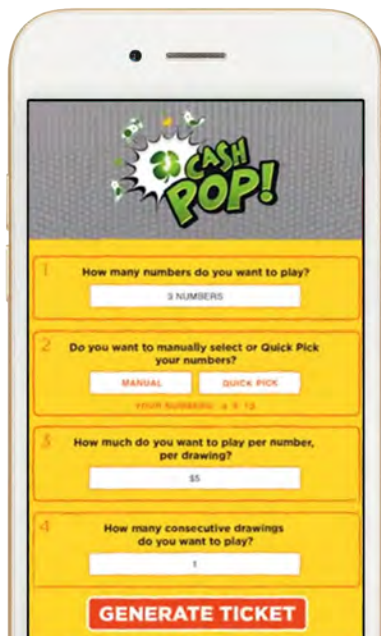
Top Prize
\$2,500

Launch Date

3/15/20

Cash Pop's Appeal

- 1. Easy to understand** The Lottery draws a single number from 1 to 15.
- 2. Extended play experience** Players receive a ticket with the numbers played and the randomly assigned prizes.
- 3. Flexible draw frequency** Lotteries choose the frequency of draws according to their needs.
- 4. Personalized strategy** Players can customize their play experience:



- Play more numbers to improve odds.
- Pick the price point, from \$1, \$2, \$5, or \$10 per number, with a higher designed payout for higher prices (range: 59% to 69%).
- Play consecutive draws to extend the experience.

FutureGame

To support an optimal experience for each individual player, IGT developed two play slips:

- A one-board play slip to offer a simplified and immediate experience. Players simply pick the number(s) (one or more), price point, and the number of draws.
- A multiple-board play slip, allowing players to customize the experience and their own strategy by simultaneously playing different boards. Each board can host more numbers (improving players' odds of winning), different price points (improving the prizes), and the number of draws (setting additional opportunities to win).



Francesco Parola, IGT Vice President Global Lottery Game Development (right) with members of IGT's FutureGame Team (left to right) **Sarah Simpkins**, Senior Director Draw-Based Game Portfolio Strategy, and **Brad Heathcote**, Senior Manager Game Development and Portfolio Management. IGT FutureGame research is led by **Gerard Caro**, Senior Director Marketing Insights (not pictured).

Today, all fast-moving consumer goods are constantly refreshed and repackaged. Nothing is forever, and one size doesn't fit all. We know we have to be prepared for the future with any game we test. We believe that any game with a strong proposition for the industry should be designed in a way that it can continually evolve in order to suit changing player preferences.

IGT and our lottery customers have just started to create awareness of a new segment of the portfolio with Cash Pop, so it's important that investment continues, to help improve the level of awareness. After analyzing

the results of the first adopters, we have already started looking at how the game should evolve, for example with more numbers or a different distribution of odds and prizes in order to fine-tune the product and sustain sales. ■

To learn more about Cash Pop™ please contact your IGT Account Manager.

