

Animal Instinct

Making Next-Level eInstant a Roaring Success

From the pig that provides the model for the ubiquitous piggy bank, to the dramatic elephant in an exotic jungle setting, animal characters and motifs are always popular favorites.

Lotteries have recently experienced roaring success with the games Lucky Coins and Elephant King Jackpots, two creative new eInstant from IGT

Animal Tamers

It takes a talented village to create successful animal-themed games like these, including a producer; production artist; game artist; animator; game designer; prize structure mathematician; prototype engineer; client engineer; Game Logic Engine (GLE) engineer; audio designer; and QA engineer — all collaborating to develop the best experience for players.

The game producer has an eye on the project from start to completion. As part of the development process, designated team members develop a theme, mechanic, and roadmap, and pitch it to the IGT content and studio directors. With approval from creative leadership, the team works on the concept, flow, artwork, development and play testing of the game, and quality assurance.

featuring animals, which offer opportunities for increasing player engagement, responsibly.

The first 30 days of sales for IGT's Lucky Coins and Elephant King Jackpots surpassed the first 30 days of sales for any other eInstant title launched this year, and by a significant margin — roughly 106%.

“We’re trying to keep the player experience the most important part of these titles. We’ve increased the amount that we play test, test the data, the mechanic, the whole presentation all the way through to make sure everything ties together for the best game for the player.”

Helena Hodgson, IGT Game Producer

Becka McFarland, Content Product Manager, IGT, notes that the team working on Lucky Coins and Elephant King Jackpots included personnel with diverse career experience which proves helpful when considering novel ways to look at iLottery mechanics and innovative ways to play.

“It’s amazing to be part of IGT’s eInstant Game Studio, which is populated by a dedicated, driven, and talented team relentlessly focused on game quality and player experience. We listened to player feedback to create Lucky Coins and Elephant King Jackpots, our high-performing new eInstant titles that deliver an enhanced gaming opportunity for players.”

Becka McFarland, IGT Content Product Manager

“We aim to provide memorable, winning products for the players through unique game mechanics, including the math models that are the foundation of the games.”

Luke Geraghty, IGT Game Design Manager/Game Designer

Lucky Coins

Lucky Coins achieved a sales milestone of \$1 million in a single day for one U.S. lottery. It's no wonder, when players enjoy diving into the dazzling world of Lucky Coins, where players match three or more adjacent symbols to win.

The Lucky Coins game mechanic includes a “symbol capture feature” – the piggy bank that comes alive with coins. This fun main character, brought to life by IGT’s artists, is tied into the core tumbler mechanic. When a player sees the adorable piggy bank symbol, they can begin collecting coin prizes. Lively game features also revolve around the pig. Bonus Star symbols are revealed to players for free turns with increasing prizes.

Lucky Coins was the first non-bespoke game from IGT that launched with the brand-new enhanced player interface. This interface creates a next-level entertainment experience and provides critical game speed optimization through RGS platform upgrades.

Elephant King Jackpots

Elephant King Jackpots, featuring a dramatic group of jungle animals, achieved the best-ever eInstant launch for the first lottery to launch it in the U.S. The total for the first 30 days of sales was 145% higher than any other 2024 eInstant game launch, with 38% more average daily players than any other eInstant game in the same period.

As a popular IGT brand, Elephant King Jackpots offered a terrific opportunity for adaptation in the iLottery world. As an eInstant, the upscale design, bright graphics, full screen animations, exciting presentation, realistic jungle sound effects, and premium package with tumbler mechanic all help underscore it as a premium game – not to mention its high jackpot starting value. When players hear the thunderous stomps of the elephant, excitement is sure to follow. Players watch for the prize disk symbol to provide instant wins, free turns, and even jackpots. When the free turns bonus is triggered, high symbol pays can be doubled and wins, extra turns, and jackpots may increase. Plus, Elephant King Jackpots is a shared progressive with IGT eInstants Diamond Blast Jackpots and Wolf Ridge Jackpots, all feeding into the same jackpot pool.



The IGT eInstant Games Studio designed and applied advanced mechanics with engaging game play, new game features, and rewarding bonus games for Lucky Coins and Elephant King Jackpots.

Top Performers

iLottery is a tremendous growth opportunity across the global lottery industry, and it's exciting to see how IGT's new games are resonating with customers and players alike.

The performance of Lucky Coins and Elephant King Jackpots shows how lotteries can benefit from games developed with a focus on player preferences.

Lotteries can check out Lucky Coins and Elephant King Jackpots on the [IGT iLottery Showcase](#) where both are highlighted as “Top Performers.”



Talk to your IGT Account Manager to learn how you can add innovative top performers like Elephant King Jackpots and Lucky Coins to your iLottery offerings.

