

# LOTTERY LOVE: ALWAYS IN SEASON

Georgia, Kentucky, and Rhode Island Lotteries Catch Love Fever



IGT's popular Love Fever game is full of love, surprises, and an array of prizes to warm players' hearts.

IGT debuted a fun new instant, Love Fever, in February 2024, full of love, surprises, and an array of prizes to warm players' hearts year-round.

Love Fever boasts a tumbler mechanic with an expanding board, sweet graphics, animations, wilds, instant wins, and multipliers. In the 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.

IGT's Love Fever game successfully anticipated player preferences. "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

IGT's Player Marketing team was excited to help the Georgia, Kentucky, and Rhode Island Lotteries launch, market, and create awareness for IGT's new Love Fever instant game to new and returning players. Fun promotions showcasing many engaging facets of iLottery leveraged seasonality, playing an important part of these successful Lotteries' marketing calendars.

## RHODE ISLAND

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 with new higher payouts, 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 promotion continued to wager on Love Fever even after the promotion concluded.

## KENTUCKY

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.

Sales of new games typically decrease 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 every play to be counted as an entry into the drawing.

## GEORGIA

Love and romance 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 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: 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.

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

## Players Embrace Love Fever

As of March 2024, Love Fever was globally ranked third for the year of all IGT elnstant games live in market, propelled by marketing to the female audience.

IGT creatively leveraged content developed by its in-house game studio and offered lotteries marketing promotions for this consumer demographic. To date, over 63% of players who have played Love Fever are women, who responded to the game’s attractive design and targeted marketing efforts.

## In Love, with Love Fever

Cross-promotional campaigns and tactical deployment of creative contribute to sweet success with Love Fever. With love and romance always popular themes, Love Fever can be offered by lotteries all year long!



**BE OUR VALENTINE? LOVE**  
FEBRUARY 11-14<sup>TH</sup>

**L ...is for lottery**  
Feb. 11: Play any lottery game **ONLINE** for a chance to be **1** of **100** players winning **\$40!**

**O ...is for online**  
Feb. 12: Play **Mega Millions** and **Powerball ONLINE** for a chance to be **1** of **50** players winning **\$100!**

**V ...is for Valentine**  
Feb. 13: Play **Love Fever** and at least **1** other Diggi Game **TODAY** for a chance to be among **200** players to win **20!**

**E ...is for education**  
Feb. 14: Deposit today to receive a **30% match!**

Clever, multifaceted marketing efforts support the Love Fever elnstant.