

WILLY WONKA™ CHOCOLATE TOWER

A DELICIOUS
SECOND-CHANCE DIGITAL GAME

For those who haven't tasted *WILLY WONKA Chocolate Tower*, it's a Scrumdilyumptious digital lottery experience to rival some of the top social games available to players today.

What began as an innovation challenge to the Digital Content Studio at Scientific Games has come to life as a highly successful digital second-chance game that has been played more than one billion times by lottery players over the last year.

The *WILLY WONKA™ Chocolate Tower* was created to help lotteries to extend the play value of the multi-state instant linked game, *WILLY WONKA GOLDEN TICKET™*, which launched in March 2017 and has topped \$520 million in retail sales with 828 million tickets printed.

Thus far, eight of the 14 U.S. states participating in the instant game have added the digital game.

WILLY WONKA Chocolate Tower takes players on a chocolate-filled bonus second-chance opportunity to reveal entries into drawings for a chance to win trips to Las Vegas where the luckiest will take part in a *BILLION DOLLAR CHALLENGE™* for the opportunity to win cash prizes from \$1,000 up to \$1 billion.

BILLION DOLLAR CHALLENGE

"The *WILLY WONKA™* brand and theme has become one of the most popular slots on casino floors, so naturally I thought it would translate well to a lottery scratch-off ticket," said Michael Smith, Director of Gaming for the Arkansas Scholarship Lottery. "And we did not want to miss an opportunity to offer a linked game with a second-chance for a *BILLION DOLLAR CHALLENGE* for three lucky Arkansas Scholarship Lottery players. We felt a game like this was a fantastic opportunity to bring in new players."

Smith shared, "*WILLY WONKA GOLDEN TICKET* was one of the best-selling \$10 games in our history, which was a great way to start

off our fiscal year. Our Player's Club membership increased 115 percent when the game launched compared to the previous eight weeks. Arkansas players have entered nearly a half million tickets into the *BILLION DOLLAR CHALLENGE* second-chance drawing to date."



With *BILLION DOLLAR CHALLENGE* events in 2018 and 2019, it's the first time in the U.S. that lottery players have the opportunity to win up to \$1 billion on a second-chance offer.

"*WILLY WONKA Chocolate Tower* is a fantastic digital experience that encourages a player's interactive relationship with a lottery," said Amanda Saferin, Director of Product Marketing & Brand Integration for Scientific Games.

CHOCOLATE!

The game is simple, yet satisfies the craving for "chocolate" – or just one more chance to play and reveal *BILLION DOLLAR CHALLENGE* drawing entries. Players click on a chocolate bar from the "tower" of chocolate to remove it, and surrounding bars of chocolate in all different sizes then shift to fill the void. As chocolate bars are removed, they unwrap to reveal the player's number of entries into the *BILLION DOLLAR CHALLENGE* promotion. An *EVERLASTING GOBSTOPPER™* balances at the top of the tower, and the speed of the game increases as the player advances through levels. The game ends when the *GOBSTOPPER* falls off the tower.

"*WILLY WONKA Chocolate Tower* really enhances the player experience, and the fun nature of the licensed property makes it the perfect fit. This interactive game has resonated well with our players," said Michael Boardman, Director, Lottery Operations, Maine State Lottery. "We wanted to add even more value for our



players, and knew that offering a second-chance opportunity to enter the *BILLION DOLLAR CHALLENGE* promotion was definitely going to generate excitement.”

Boardman said retail sales of the printed *WILLY WONKA GOLDEN TICKET* instant game have been very good – it was the Maine State Lottery’s highest indexing \$10 game in 2017 – and the Lottery has decided to move forward with a second game.

DIGITAL ENGAGEMENT

The number of entries into the *BILLION DOLLAR CHALLENGE* promotion is pre-determined based on the *WILLY WONKA GOLDEN TICKET* instant game ticket entered online either manually or via scanning through the Lottery’s mobile app.

“Although the outcome is pre-determined, the game still engages players with an element of skill,” said Saferin.

“The Digital Content Studio’s game development team creatively worked chocolate bars into a unique play style called a ‘physics tower’. Not only does the game enhance the licensed property theme, it also demonstrates our game developers’ ability to continually come up with new ways to offer play styles that engage lottery players while staying within the parameters of a pre-determined reveal.”

it took about six weeks to build the digital game, followed by two weeks of QA. Before each state launches its game, QA takes place again.

WILLY WONKA Chocolate Tower was one of Scientific Games’ first digital lottery games with prizes – in this

case, second-chance entries into the *BILLION DOLLAR CHALLENGE* promotion – scattered throughout game play.

CREATIVE INNOVATION

“Players are really enjoying this game as you can see by the number of second-chance entries, and we are ecstatic about the way it’s all turned out,” said Will Reeves, Director of Creative & Game Design for Scientific Games’ Digital Content Studio, who designed the game and managed its development. “Yes, it’s a pre-determined game, but we explored beyond the digital interpretation of instant scratch tickets and came up with a very entertaining digital experience for players that extended the value of instant tickets purchased at retail.”

With more lotteries signing on to participate in the *WILLY WONKA GOLDEN TICKET* linked instant game, Scientific Games is readying for the first *BILLION DOLLAR CHALLENGE* event in Las Vegas in April 2018 and a second event in 2019 has been added.

The instant linked game won 2nd Place in the 2017 Global Gaming Awards for “Land-Based Product of the Year”. Most recently, the game was highly commended at the 2018 Gaming Intelligence Awards in the “Game of the Year” category at ICE in London, which spans all global gaming sectors.

Nothing is better than the thrill of playing a scratch and win instant game – especially when there’s a tower of chocolate waiting for you to extend your experience online.

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around the performance of our \$1 and \$2 games. Like most lotteries, we are seeing declines in these price points. These players helped shape some of our game designs for our upcoming business plan. Players were even asked to design their own Scratch-off game based on what was most important to them. And overwhelmingly, they told us that having multiple play areas or chances to win were key drivers, even at these price points.

But digital technology has expanded the range of options for how surveys and focus groups are conducted. The Hoosier Lottery's online panel of currently engaged players is leveraged for quick insights into a wide range of topics from game concept testing to responsible gaming awareness. The potential for online interaction to transform R & D is almost unlimited.

In addition to finding new ways to reach our players, we have made it easier for them to provide us that feedback by moving to device agnostic online survey tools that can be taken via mobile or on a computer.

How is the Hoosier Lottery applying some of the methods of Big Data to discern consumer/player trends and sharpen your messaging, product development, portfolio management, and marketing strategies?

S. Taylor: We monitor data constantly with a much higher level of precision and granularity. As a result, we know more about our players, the market reaction to new game concepts or promotions or messaging or POS merchandising ideas, game performance and effectiveness, retailer level performance, media performance, and so on.

As I shared at EL/WLA, our approach to data utilization is focused on first identifying barriers, gaps, and opportunities, and then determining the best way to gather insights and trends. And we recommend this as a starting block for anyone contemplating how to get on the big data bus.

This approach has allowed us to be focused, yet nimble, and to efficiently and effectively respond to the needs of the business. For example, through our media monitoring, we constantly adjust digital buys in-flight based on performance allowing us greater efficiency of our spend while reaching players who respond to our messages.

When there has been player or retailer confusion related to a product, we have quickly addressed it to ensure our

marketing and communication efforts helped overcome educational barriers.

This ability to adjust course so quickly is quite a quantum leap from how product and marketing launches used to be done. The model used to be that the cost of launching a new product was so high, and the ability to change course so restricted, that you did whatever amount of testing, incurred whatever amount of R & D costs, to minimize the risk of failure. And you had to work really far ahead. In the digital world, we have two things going on that completely change that picture. One, we have instant feedback that enables us to know how to adjust course. Two, the cost of modifying the messaging and even the product is manageable. In the old world,

“ Digital technology has expanded the range of options for how surveys and focus groups are conducted. ”

consumers would be surveyed to measure the impact of a TV or radio or billboard campaign long before a campaign launched. We are now able to be much more nimble with our product plan; we can more quickly make changes to our launch plans and messaging in response to market demand.

What are some of the trends in play-styles and general consumer behavior that are shaping your product and market planning going forward?

S. Taylor: The Hoosier Lottery is facing a juxtaposition of being a brick and mortar reliant business in a world where players are increasingly dependent on digital technology. For us, this means continuing to layer our marketing efforts with a strong retail foundation – and an equally strong digital base.

Consumers expect brands to communicate to them with personalized content. So we will continue to evolve by tailoring communication to players based on their preferences and behaviors identified across multiple channels – including our myLOTTERY loyalty database, website, and paid digital buys. These paid digital buys include an increase in spend on Mobile.

In terms of product development, we were the first in the world to launch the Now & Later category with the game Black Pearl. This new category brings together Scratch-off and Draw game experiences, on one ticket. Players are looking for added value and this game was a response to the

opportunity to create more value for our players. Now and Later gives players the chance to experience both sides of our portfolio, with an instant portion on one side that feels like a traditional Scratch-off experience and a Draw portion on the other side of the ticket. Players scratch to reveal their draw numbers and can choose when they would like to enter our nightly Black Pearl Draw, based on their Draw numbers. (Sarah: could I bother you to add a couple more sentences about Black Pearl and how it works. To my mind, combining the player experience of Scratch-offs and draw games is a powerful concept and I want our readers to understand it. Is it an “instant-reveal” of a draw? How does that work? Had the draw already taken place?)

What are some of the most promising games or initiatives that you are launching over the next 12 months?

S. Taylor: We are in the final stages of our fiscal year planning. But I can say that I am excited about partnering with the property “The Voice” in the fall. Attracting light/lapsed and new players is always on our minds given our mature brand. I'm excited to bring this property forward and offer players a great Scratch-off game with a really fun 2nd Chance opportunity – a chance to see the finale of The Voice. Connecting with contemporary Pop culture is key to being relevant to the modern consumer. It always has been, of course, but it will be even more true for the next generation of consumers!

We have also had a lot of success optimizing our Scratch-off portfolio with the introduction of exciting prize structures that offer many cashable at retail winning experiences for our players. I expect that we'll continue to launch additional games like these across multiple price points. Examples include our Cash Blowout and Winfall games which have quickly become core games within our portfolio. These games offer strong mid-tier prize structures with winning experiences that players can bring back to their retailers to cash. This gets our retailers buzzing about these games with players and sales of these games have remained consistent. So much so that we've launched them across multiple price points, most recently as a \$30 game. ■