



ADD-ON ATTRACTIONS

Ideas to Engage Draw-Game Players & Retailers

Draw game add-ons like “Double Play” and “Plus” let players enjoy more of the games they love. What strategies can help boost player awareness and retailer support?

A program to promote a similar second chance add-on in Italy helped to increase play by 23% in the first month, providing some interesting ideas that other jurisdictions may adapt to their own communication plans.

In the United States, the game “Extra” is predominantly known as an instant-win add-on to terminal games. But in Italy, the all-caps **EXTRA** add-on is more akin to **Double Play**, the second chance game most recently introduced onto Powerball® by 13 U.S. states last August along with the launch of the third weekly draw.

Also known by names such as “Plus” and “Revanche,” this type of mechanic has been adopted in many parts of the world.

Just as the \$1 Double Play add-on game enters the

player’s same Powerball numbers into a secondary drawing for the chance to win additional prizes based on a brand new prize structure, the €1 EXTRA add-on game in Italy gives players’ numbers a second chance to win.

EXTRA has proved to be a hit with Italian players, now running on two of operator IGT Italy’s draw games: the daily game, MillionDAY, and the 5-minute monitor game 10eLotto.

Several of the B2C and B2B communication ideas in Italy to promote this second-chance game may provide potential models for adoption by other jurisdictions:

AWARENESS CHALLENGES

When the EXTRA add-on game launched on MillionDAY in March 2022, one of the key issues for the marketing team was **how to make players** aware that they could now enjoy a new second-chance option on the daily draw.

It is a challenge that operators commonly face. Because draw games and add-ons reside in the terminal and are not as visible at point-of-sale as scratch games, promoting them requires unique strategies.

The team in Italy had the additional challenge of a national advertising ban on games of chance, which went into effect during the year after the MillionDAY base game launched.

Necessity spurred creativity: The IGT Italy team drew on its operator knowledge and extensive B2C marketing experience to create an informative program aimed at fueling engagement and responsible

growth, in full compliance with Italy's law and regulations on advertising and promotion. The program was also shaped by specific player research they conducted prior to launching the add-on, to inform their launch approach.

INNOVATIVE PLAYER COMMUNICATIONS

The player communications plan included both **physical touchpoints** (playslip and point-of-purchase materials) and **digital touchpoints**, including IGT Italy's "My Lotteries" mobile app, the Lotto Italia website, and monitors running the 10eLotto fast-play game.

- **Playslip** IGT Italy **redesigned the main playslip** to highlight the new availability of the EXTRA add-on game and clearly convey the rules and cost (see figure). The playslip also called players' attention to a new, later daily draw time to accommodate player routines, which was launched along with

the add-on. A separate "multi-bets" playslip, which allows players to bet more than one combination, conveys the information in a similar fashion, along with the option to add EXTRA for each chance played.

- **Tear-Off Quick Picks** The IGT Italy marketing team designed and tested **special interactive posters** for distribution to 4,000 retail locations. The posters feature a series of Quick Pick playslips for the game, which are perforated, allowing players to conveniently remove one from the poster. A **QR code** is included for the retailer to scan when a player presents the ticket for purchase.
- **Motion Graphics** The team also designed an informational **motion-graphic leaflet** as well as **teaser shows** for the point-of-purchase monitors, 10eLotto monitors, the My Lotteries mobile app, and the Lotto Italia website.

MillionDAY **extra** **NOVITÀ**
— MillionDay —
LA SECONDA POSSIBILITÀ PER I TUOI NUMERI

IL MILIONE CHE VORREI

SCEGLI 5 NUMERI al costo di 1€

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55

extra **NOVITÀ**
Barrando la casella giochi 1€ su EXTRA MillionDay

5 NUMERI ESTRATTI DAI 50 RIMANENTI

Scegli da 6 a 9 numeri per giocare con i SISTEMI:

INTEGRALE Mette in gioco tutte le possibili combinazioni ottenibili con i numeri selezionati

RIDOTTO Mette in gioco un numero ridotto di combinazioni ottenibili con i numeri selezionati

INFO, COSTI GIOCATI E PREMI SUL RETRO

NUOVO ORARIO! ESTRAZIONE TUTTI I GIORNI ALLE 20:30!

QUANTI GIORNI VUOI GIOCAR? 2 3 5 7 10 20

SELLING PROPOSITION:
"A second chance for your numbers"

CHECK BOXES highlight the rules and the cost
"5 further numbers drawn from 50 remaining"

NEW DRAW TIME
every day at 8:30 p.m.

MillionDAY **extra** **NOVITÀ**
— MillionDay —

GIOCATA SINGOLA 1€

- Scegli 5 numeri fra 1 e 55 al costo di 1€
- Se vuoi giocare per più giorni barra una delle caselle nella sezione dedicata (fino a 20 giorni consecutivi)
- Per verificare se hai vinto, confronta i numeri che hai giocato con i 5 numeri che vengono estratti al MillionDay ogni sera alle 20:30! Puoi consultare le estrazioni su www.millionday.it, app My Lotteries e presso i punti vendita.

PREMI MILLIONDAY	
N. INDIVINATI	VINCI
5	1.000.000€
4	1.000€
3	50€
2	2€

I premi in tabella non sono cumulabili tra loro, si vince il premio massimo conseguito.

GIOCATA CON SISTEMI

Per aumentare le probabilità di vincita puoi scegliere da 6 a 9 numeri (compresi fra i 1 e 55) e giocare i sistemi.

- **SISTEMA INTEGRALE:** sviluppa tutte le possibili giocate singole di 5 numeri componibili con i numeri giocati. Individuando 5 numeri (tra i 1, 6, 7, 8 o 9 giocati), si realizza una vincita di almeno 1.000.000€.
- **SISTEMA RIDOTTO:** sviluppa una parte delle possibili giocate componibili con i numeri giocati. Individuando 5 numeri (tra i 1, 6, 7, 8 o 9 giocati), si realizza una vincita di almeno 1.000€. Ogni giocata singola che compone il sistema concorre al premio massimo di 1.000.000€.

GIOCATA SINGOLA	QUANTO NUMERI SELEZIONATI
SISTEMA INTEGRALE	6 7 8 9
SISTEMA RIDOTTO	6 21 56 126
SISTEMA RIDOTTO	2 3 5 10

* Ciascuna giocata singola ha il costo di 1€

COME SI GIOCA

Aggiungendo Extra MillionDay al costo di 1€ per ogni giocata singola partecipi ad un'ulteriore estrazione di 5 numeri, effettuata nello stesso concorso MillionDay per cui hai giocato.

I 5 numeri EXTRA MillionDay sono estratti dai 50 numeri rimanenti dopo l'estrazione dei 5 numeri MillionDay. Puoi aggiungere EXTRA MillionDay anche alla tua giocata sistemistica, al costo di 1€ per ogni giocata singola generata dal sistema.

La vincita indicata in tabella viene al netto delle ritenute di legge che vengono detrattate automaticamente all'atto del pagamento. Il giocatore è tenuto ad assicurare che lo scontrino (opzioni eventualmente tutte) dati della giocata. La presente scheda non ha valore di scontrino di giocata.

Controlla il tuo scontrino prima di giocare. In caso di errore, il tuo scontrino non sarà valido. In caso di errore, il tuo scontrino non sarà valido. In caso di errore, il tuo scontrino non sarà valido.

PREMI EXTRA MILLIONDAY

N. INDIVINATI	VINCI
5	100.000€
4	1.000€
3	100€
2	4€

I premi in tabella non sono cumulabili tra loro, si vince il premio massimo conseguito.

LOTTO 10€ ICD Gioca e Vincerai ogni Week Week

NEW DRAW TIME:
every day at 8:30 p.m.

RULES for MillionDAY EXTRA



1. Motion-Graphic Leaflet



2. 10e Lotto Monitor



3. Player POS Display



4. My Lotteries App and Lotto-Italia.it website

Digital Touchpoints

- **Banners** Included in the teaser campaign was a **countdown banner** designed for the mobile app (see figure), which highlighted the number of days remaining until the launch of the EXTRA add-on and reminded players that it was coming. The day of launch featured additional banners on the mobile app and the Lotto Italia website with a **dedicated landing page**.
- A digital campaign to engage retailers in training courses, highlighting the new aspects of MillionDAY and EXTRA
- Video training on the EXTRA option
- A special preview and reminder communication on the day before launch
- Launch-day communications
- Dedicated web pages with related news, FAQs, and a guide for sellers
- Shipment of more than 38,000 point-of-sale kits in waves to retailers across the sales network, with suggestions on how to display the materials. Top sellers received a special new playslip display, and all retailers received promotional posters, stickers, and newly redesigned playslips
- An online request form to receive an additional kit with the new point-of-sales materials dedicated to EXTRA MillionDAY

A SEPARATE PLAN TO ENGAGE RETAILERS

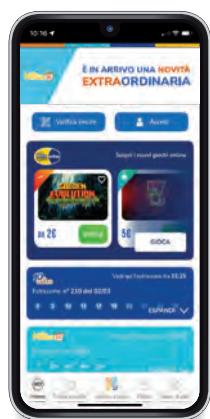
IGT Italy Store Improvement and Communications oversaw the retailer communications plan and notes that the team followed a **carefully paced schedule of B2B outreach**.

As with the player communications, the materials aimed at retailers clearly articulated the benefits of the new add-on game and conveyed the key changes multiple times to support awareness and understanding.

The retailer communications plan included:

- Focused emails and digital messages sent through the gaming terminals

BANNER: Countdown of the days left to launch



9th – 10th March

Countdown from 11th to 15th of March

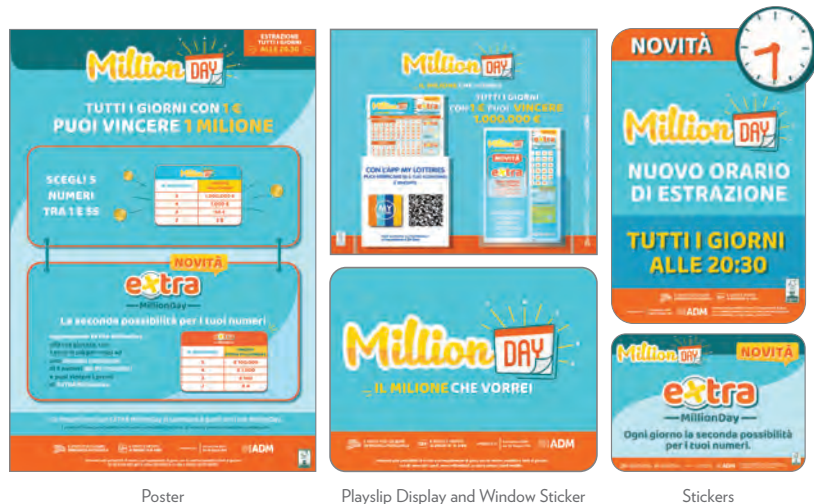


Mobile App – Teasing EXTRA

In the first month, the EXTRA add-on game was played at **97% of the retail locations**, and thanks to the postponement of the draw time, the total number of daily wagers placed after 7.00 p.m. was **three times higher** than in the week before launch.

The various communications earned a high open rate of 83%, five points above the average. Prior to the roll-out, the team also teased the launch of EXTRA with **a video celebrating the base game's 200 previous top-prize wins**, urging retailers to “stay tuned for something new.”

Complementing and reinforcing all the other communications were two full-page print **advertisements created for a retailer trade magazine**. One focused on the novelty of the EXTRA add-on with the message – “There’s always a second chance for your clients” – further encouraging retailers to let players know about the new EXTRA option and an “EXTRAordinary” new experience.



Poster

Playslip Display and Window Sticker

Stickers

EXTRA MillionDAY – Point-of-Sale Kit

EXTRAORDINARY RESULTS

It was a challenging time to launch the EXTRA add-on game in Italy – not only with an advertising ban but also pandemic-related restrictions that prevented people from lingering as they otherwise might at the point of sale.

Yet the thorough, double-barreled communications plan for EXTRA demonstrates the possibilities for success. The first month in which the EXTRA add-on game was available saw a **23% increase in sales** over the pre-launch, and thanks to the postponement of the draw time, the total number of daily wagers placed after

7.00 p.m. was three times higher than in the week before launch.

Even add-ons that have already launched successfully may have further room to grow. IGT offers strategies to help generate player interest and retailer awareness, such as IGT’s Double Play “Launch Box” – including retailer communications and training, newsletters, and other materials to promote this second-chance add-on game. ■



HOW IT WORKS

MillionDAY + New “EXTRA” Add-On

IGT Italy launched the hit draw game MillionDAY in February 2018 to fill a gap in the Italian draw-game portfolio between lottery games with weekly draws and faster-play games with multiple draws per day.

For a modest ticket price of €1, players of the MillionDAY base game choose five numbers out of 55 for a chance to win cash prizes – including the top prize of €1 million – in a five-number daily draw that was originally held at 7 p.m. The game can be purchased in both the retail and digital channels, on IGT Italy’s “My Lotteries” app, and on digital retailer sites.

Over the next two years, the operator introduced new ways to play the base game (i.e., multi-bets, system-bets) before successfully launching the second-chance add-on game called “EXTRA” in March 2022 and moving the daily draw time to 8:30 p.m., to provide more time to place bets.

Players can now purchase the EXTRA option for €1 over the base cost of €1 per bet, using the same five numbers played in MillionDAY. After the five numbers are drawn for MillionDAY, players participate in a second draw of a further five numbers from the remaining set of 50, providing them with an EXTRA chance to win.

Players who match at least two numbers or more in the EXTRA draw win dedicated prizes, with a prize structure independent from the base game.