

INSTANT GAMES

ARE

Hog Heaven

IN

Arkansas



With record sales and host site of NASPL 2019, life just doesn't get any better in Little Rock



Arkansas
Scholarship Lottery

Welcome to Arkansas.

In case you were wondering, Little Rock gets its name from a small rock formation on the south bank of the Arkansas River. The natural landmark was an early trading post, then grew to a bustling river port and railway hub, and ultimately became state capital and epicenter of everything big happening in the state of three million.

So what's hot in Little Rock? Southern charm, the River Market District, Razorback Football, lots of nearby outdoor adventures—and the Arkansas Scholarship Lottery, which just wrapped a record year of sales driven by instant games.

Since launching in 2009, the Lottery has provided more than \$803 million for more than 542,300 scholarships to Arkansas students at 47 colleges, universities and technical schools in the state, more than \$2.9 billion in prizes to players, about \$255 million in retailer commissions and more than \$127 million state and federal tax revenue.

Just a few weeks before the entire North American lottery industry converges on his city, Arkansas Lottery Director Bishop Woosley took time out to talk about the Lottery then and now. And because instant games have played such an important part of the Arkansas Lottery's success—currently accounting for more than 80% of sales—he asked Gaming Director Mike Smith to join the conversation. Both have been with the Lottery since its inception, along with instant games partner Scientific Games.





Bishop Woosley, Director
Arkansas Scholarship Lottery

"We have a dedicated product analyst who handles our working papers and the execution of our game plan. We all work very well together. We collaborate. It's been a good process from the start, and we are always analyzing and finding ways we can improve."

The story begins with the launch of just four instant games near the end of September 2009: \$1 3 Times Lucky (which remains a staple today), \$2 Arkansas Riches, \$2 Jumbo Bucks, and \$5 \$100,000 Cash Bonanza. POWERBALL® was added a month later. In less than two months, a total of 12 instant games were in market, including a \$10 game called \$500,000 Jackpot.

"We had 12 games out there with 1,400-1,500 retailers, and we were doing re-orders. Our inventory runs were healthy, but keep in mind that's all we had. So the retailers were selling through quickly. The Lottery was brand new and everyone wanted to try it," shares Smith. "They continued to play, and still play today."

From day one, the Lottery engaged digitally with players through a Play It Again program for instant games. Scientific Games' rewards store was quickly added, then Points for Drawings®, and several other VIP Club features.

The start-up excitement eventually turned to focus on the Arkansas Lottery's important role in educational funding in the state, and instant products are now a \$410 million dollar a year revenue generator.

"Probably other than the Tennessee Lottery, Arkansas has the highest instant games sales mix of any U.S. lottery. So we take instants very seriously because they are a huge part of our business," shares Woosley.

The Arkansas Lottery is one of 14 in the U.S. that participates in Scientific Games Enhanced Partnership program for instant game management. In Arkansas' case, from day one.

"As our primary provider, Scientific Games has always done our distribution and warehousing and served as our exclusive printer. We've always had their instant game professionals on site who were dedicated to help our product team with instant game planning and really help plan the entire life cycle of the games, from start to end," says Smith.



HOGS ARE TREATED LIKE ROYALTY

FLOATING DOWN THE RIVER ROCKS

EVERYONE LOVES LARGE CUTS OF MEAT

DON'T SAY AR-KANSAS

CHOCOLATE GRAVY ON BISCUITS IS DELICIOUS

DIRECTIONS ARE GIVEN IN TIME, NOT DISTANCE

ROTARY TILLER RACING IS A THING

SO ARE OUTHOUSE RACES

CALLING HOGS IS A FOOTBALL TRADITION

CAMOUFLAGE IS COMMON CLOTHING

COKE MEANS ANY SUGARY,
CARBONATED DRINK

VIEWS FROM THE PIG TRAIL ARE AMAZING



CONT. next page

WHAT TO KNOW ABOUT



TRACTORS ARE STREET LEGAL

WATCH OUT FOR THE BOGGY CREEK MONSTER

THE 'NATURAL STATE' IS GREENER THAN MOST

DEER ARE EVERYWHERE

EVERYTHING CAN BE DEEP-FRIED

KNEE HIGH BY THE 4TH OF JULY IS GOOD CORN

DINNER IS LUNCH, SUPPER IS DINNER

TEA IS BEST ICE COLD AND SWEET

NO ALCOHOL SALES ON SUNDAYS

NOTHING IS MORE BEAUTIFUL
THAN AN OZARK SUNSET

The Lottery grew its retailer network to 1,900, just about where it stands today—primarily C-stores, followed by grocery stores, then tobacco and liquor stores. They plan to launch vending machines in Walmart Supercenters, which will add 69 more places to play the Arkansas Lottery with 20 more coming in 2020.

Smith says in the last several years the focus has been on supply chain management to keep games at retail fresh and differentiated—not just between price points but *within* price points.

“Based on research, we are getting down to the level of differentiating between colors, themes, top prizes, callouts, etc. We have evolved from qualitative to quantitative research, and our game planning is continual,” he explains.

“Our players are always looking for something new, so we are always looking for something new like oversized *Gigantix*® tickets or new play styles like the \$10 “blow-out” game, which just killed it at retail the first time and is now a staple for us. We are always asking Scientific Games, what’s the next innovation? We need fresh, we need exciting, like the next branded linked game.”

The Lottery offered the *WILLY WONKA GOLDEN TICKET*™ game featuring the *BILLION DOLLAR CHALLENGE*® twice due to the “extreme success” of the first game, according to Smith. And they were one of the first lotteries to launch new

HD Games™, the next generation of instant games from Scientific Games.

But what kinds of games do Arkansans really love best? The most successful have proven to be loaded games and multiplier families.

But what kinds of games do Arkansans really love best? The most successful have proven to be loaded games and multiplier families.



“Our extremely popular games are the *Loaded* games that don’t have the typical higher top prize, but a lower top prize, for example \$500 on a \$5 game. It’s not going to change your life, but it’s more winnable. Also, our multiplier families have success every year and continue to be a part of our game plan with Scientific Games,” says Smith.

The Lottery offers several \$3 extended play games each year. Crossword games are by far the most popular with their players, and both Bingo and *LOTERIA*™ have had success.

Anyone familiar with Arkansas knows that University of Arkansas football is a big deal. “We have a unique opportunity to do a *RAZORBACKS*® game and we believe it will break many barriers for those who don’t play lottery games. It’s launching at the end of August just in time for the football season,” says Smith.



Content adapted from 29 Awesome Things to Know
About Arkansas:
www.motortour.com/guide-to-things-people-from-arkansas-have-to-explain/



Mike Smith, Gaming Director
Arkansas Scholarship Lottery

Woosley keeps a close watch on what's happening with gaming expansion in the state. There are two big racinos, and legislation recently passed approving two new Native American casinos which will offer full casino gaming. The first is scheduled to open in the spring of 2020. The Arkansas Lottery also shares consumer dollars with lotteries in its border states of Texas, Missouri, Oklahoma, Tennessee and soon, Mississippi.

With lotteries from across North America—and some from other continents—converging on Little Rock for the 2019 NASPL Conference in September, Woosley is looking forward to showing off his city and state.

“Little Rock is a small southern city, but there is big hospitality here and we are excited to introduce everyone to Arkansas,” says Woosley. “We are coming off a record year of sales, so we are looking forward to showing off our games too. I think people will really like getting to know Little Rock, Arkansas if they haven’t ever visited. They’re going to enjoy it.”

LOTERIA™/©: Licensed by Don Clemente, Inc. 2019. All Rights Reserved.

POWERBALL is a trademark of Multi-State Lottery Association.

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © and ™ Warner Bros. Entertainment Inc. (s19)

The Razorbacks name and hog logo are registered trademarks of, and the hog logo is copyrighted by, the Board of Trustees of the University of Arkansas ("University"). All rights reserved. The University makes no endorsement of any content, products, or services related to this ticket and has no obligation or liability for any associated representations, payments, prizes or a lack thereof.

All * notices signify marks registered in the United States. © 2019 Scientific Games Corporation. All Rights Reserved.



Team work makes the dream work. L to R: Amy Warner, Scientific Games; Gracie Sloan, Arkansas Scholarship Lottery (ASL); Bishop Woosley, ASL; Mike Smith, ASL; Martha Holliday, Scientific Games; Daniel Jaramillo, Scientific Games; Lindsey Teague, ASL; Charlie Scannella, Scientific Games; Bob Coleman, ASL.