

LONDON CALLING: GREETINGS FROM THE 2024 MARKETING SEMINAR



IGT joined other digital, advertising, marketing, product, and brand professionals recently at the Shaw Theater at London's Pullman Hotel to experience two days of compelling panels and presentations at the 2024 Marketing Seminar, presented by the European Lotteries (EL) and World Lottery Association (WLA).

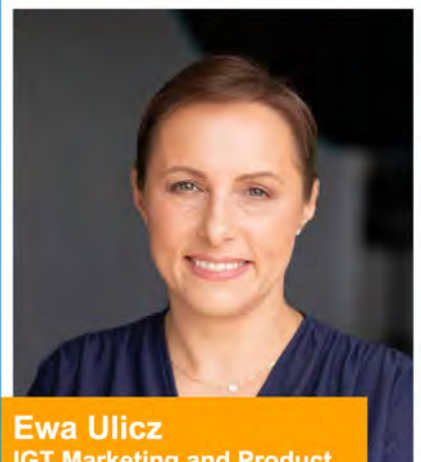
The 2024 edition of the seminar explored the fundamentals of digital marketing, its significance in today's lottery world, and the key strategies that drive its success. It was a doubly exciting time to be in London, as the seminar coincided with the ICE conference – in fact, the final visit of the ICE event to London, prior to kicking off a new ICE residency in Barcelona in 2025.

BRICKS TO CLICKS

On February 5, Day One of the EL/WLA Seminar, IGT's Ewa Ulicz, Marketing and Product Development Director, and Sebastian Meitz, iLottery Account Development Director, delivered an engaging presentation about IGT's impact, titled "From Bricks to Clicks and Back in Totalizator Sportowy's Omnichannel Mastery." Ulicz noted that she was "excited to share how our customer Totalizator Sportowy embraced IGT's omnichannel concept, putting players in Poland at the center of a digitalized retail experience."

Growing Opportunity

The team described how Totalizator Sportowy met the challenge of developing its iLottery offerings in 2019 and 2020, when sales were primarily made up of digital draw-based games. They shared how Totalizator Sportowy enhanced its number of active players, grew digital draw-based game sales, and significantly increased revenue overall by adding elstants into the mix in late 2020, leading to impressive, consistent growth from 2021 into 2022. In 2023, IGT and Totalizator Sportowy strategized to design an omnichannel campaign to further engage players and grow sales.



Ewa Ulicz
IGT Marketing and Product
Development Director



Sebastian Meitz
IGT iLottery Account
Development Director

Maximizing Holiday Magic

Scratch-off lottery games are very popular during the holidays, when gift-givers responsibly provide them to adult recipients as presents. As Meitz noted, "Creating a retail and digital campaign around this festive season made perfect sense to accomplish the Lottery's goals."

Basing the 2023 campaign on one of the elnstant holiday games in IGT's portfolio, IGT professionals localized the language and currency to create Kasa od Mikołaja, and designed a companion scratch ticket in time for the holiday season.

To increase online play, a QR code was printed on all scratch tickets, and on selected Lotto and Eurojackpot tickets at retail on launch day and over the holiday period. When they scanned the QR code, players were taken to a branded landing page explaining the game.

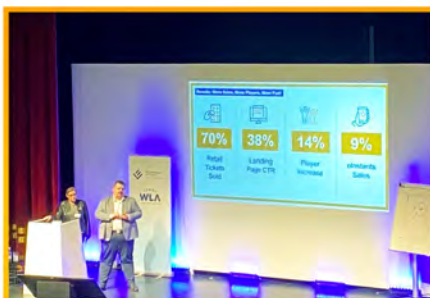
Results: More Sales, More Players, More Fun

Kasa od Mikołaja created impressive results for Totalizator Sportowy. Sales of the Kasa od Mikołaja elnstant exceeded by 9% the sales of the elnstant holding the previous record, making it the absolute best seller IGT ever launched in Poland. There was an exciting 14% increase in player growth during the holiday offering. And 70% of the printed 4.5 million Kasa od Mikołaja scratch tickets were sold within the first 30 days after launch, making Kasa od Mikołaja one of Totalizator Sportowy's fastest selling scratch tickets ever.

POSITIVE PARTNERSHIP

Lottery Popularity Zooms with Żabka

At the EL/WLA Seminar, the team also shared another impressive recent initiative, which saw Totalizator Sportowy partner with Poland's Żabka retail chain, increasing the number of locations offering the Lottery's products by a significant 30%. This mutually



beneficial partnership helped drive players to Żabka locations while expanding the Lottery's consumer base.

Rewarding Retail

Significant online promotion was done on the Żabka website and social media to spread awareness of the lottery offerings. Appealing merchandising and digital signage in Żabka locations responsibly reinforced the full, welcoming Totalizator Sportowy product portfolio available to a new generation of players.

Playability by Design

The team demonstrated how IGT helped generate insights for Totalizator Sportowy that resulted in the deployment of inventive solutions such as Kasa od Mikołaja and

By converging the retail and digital channels, IGT's groundbreaking OMNIA™ solution collects previously unattainable data to better understand and analyze player behavior, dramatically improving a lottery's ability to launch, market, and enhance games to meet player preferences.

the Żabka partnership. Applying learnings derived from IGT, Totalizator Sportowy enhanced its engaging game content and now offers more ways to play, appealing to today's digital natives.

IGT helps lotteries such as Totalizator Sportowy build awareness, ensure lottery integrity — with new levels of responsible gaming and player protection protocols — and enable players to play where, how, and when they want, for both retail and digital solutions.

IGT's OMNIA Solution

Players expect a convenient and seamless journey no matter where or when they play. IGT's OMNIA™ solution enables lotteries to deliver multichannel and omnichannel experiences, providing the tools and data to support the creation of new games, enhancements, and promotions that will excite players. ■

