



# Unwrap

## the Magic of New Products



Bringing merriment to millions of players across the U.S., holiday game sales were a bright spot in 2024 for many lotteries. Portfolio strategy – with a sprinkle of magic through product enhancements – is essential to unwrapping strong sales in 2025.

Holiday scratchers can represent up to 10% of instant game sales annually. That's why, every year, teams of experts at Scientific Games bring the latest consumer and player trends to life through the company's annual holiday catalog. The 2025 catalog just dropped, glimmering with innovation and inspiration.

Showcasing options for lottery product managers to create just the right mix of products that pop at retail during the holidays, the games in the catalog are curated to appeal to core players, occasional and infrequent players, and gift-givers looking for something extra special.

New scratch games across all price points have been validated through Scientific Games' ONEVoice panel,

an online community of consumers who share opinions and participate in surveys, polls and discussions as part of the company's research. Its industry-leading CRM programs – which help lift lottery sales year-round – are perfect for enhancing holiday performance across eInstants and traditional product lines.

"Games that appeal to distinct player segments are carefully selected for our portfolio recommendations for our customers' upcoming holiday season," says Danielle Hodges, Senior Director of Instant Product Innovation for Scientific Games, who has been innovating instant products for 12 years. "With our 2025 holiday scratch games, we're adding more magic with *Strategic Product Enhancements* and connecting retail and digital play with new products like *Scratch Connect*. We're elevating top-shelf game designs and delivering the best holiday scratch experience to players."



*Scratch Connect*, one of the company's newest innovations, is a hybrid instant game with a QR code that takes the player online where they can select a *Scratch Connect* digital game from a library of entertaining titles chosen by the lottery. A predetermined prize is

revealed when the digital play ends. Alternatively, the player can choose NOT to play the digital game and simply turn their ticket in at retail to redeem their prize.

As for eInstants, SG Studios continues to deliver immersive eInstant holiday games that delight players' digital lottery experiences, capturing the essence of the season in festive, themed playstyles.

Here are the products that were tops on product managers' interest lists at the Scientific Games holiday suite during PGRI Smart-Tech.





## ✧ Ho Ho Who Dunnit

Embrace the festive cheer of the holidays in a holiday-themed whodunnit from SG Studios. This delightful tumbler-style game immerses players with boughs of holly, twinkling lights and the jolly spirit of Santa himself. With three ways to win *HO HO WHO DUNNIT*, anticipation builds as symbols and colors align. Checking off Santa's list with each match brings players closer to an instant win. When three unwrapped gifts are uncovered, the bonus game is activated. Players can dive deeper into solving the mystery while earning even more chances to win and hit the Happy Holidays jackpot.

## ✧ Gnome Sweet Gnome for the Holidays

Perfect for gifting with a to/from tag in the corner of the design, holiday gnomes-themed games are light-hearted, whimsical and on-trend. With *GNOME SWEET GNOME*, colorful, entry-level price points in several scenes are great for light players who may only play around the holiday season. These products are finished with a glossy *Dimension* stars pattern that unifies the festive graphics right into the scratch-off area.

## ✧ High Definition Merriment

Featuring *HD Games* technology, *MERRY \$500's* takes the holiday play experience to the next level with large, crystal clear numbers and prizes. Tying the game's merry theme to the prizes, bonus wins are wrapped in whimsical packaging to match the graphics. To stand out at retail and deliver a tangibly premium experience, two scenes glow on *Platinum* paper with a *Dimension* stars pattern to integrate the display graphics and scratch area seamlessly.



## ✧ Fusing Holiday Fun

These *FusionHolo* holiday games shimmer with fun for scratch players. The latest in Scientific Games' holographic innovation, *FusionHolo* melds multiple holograms into one game design. In these festive, seasonal versions, *HOLIDAY FUN X100* and 7, custom holiday holograms like ornaments, gingerbread men and stockings cascade down the edges of the tickets with a diamond pattern in the center play area.

## ✧ Wrapped Up Riches

The spirit of the season shines bright in *WRAPPED UP RICHES*, another engaging seasonal instant from SG Studios. This matching/connect game style celebrates the holidays with colorfully wrapped instant win presents, ornament multipliers and candy canes for more chances to win on a larger game board.

## ✧ Platinum Wonderland

This three-scene *HOLIDAY WONDERLAND* game is traditional at its best but features an aesthetically unique design. Classic holiday imagery meets modern lines, allowing the most reflective paper in the industry to fully shine through. These glowing *Platinum* games will shine for players in the 2025 holiday season.

## ✧ Holiday Frenzy Family

Meet the *HOLIDAY FRENZY* family of games at multiple price points, unified by a custom holographic of frenetic waves vertically reflecting light in the background of the game graphics. Each price point features loads of prizes and great odds of winning – from \$10 to \$20 on the \$2 game and \$250 to \$500 on the premium member of the family – all redeemable at retail. Best of all, the prize structure calls for smaller run quantities during the holiday launch season. This new money-themed family was a collab with Scientific Games Analytics, Creative and Innovation teams, resulting in a holistic holiday scratch experience.





## \* Holly Jolly Millions in Motion

Leading innovation in holographic scratch games, Scientific Games introduces *Micromotion* on holographic paper. Widely popular with players in recent years, these two unique enhancements come together in one premium product – perfect for higher price points. Following strategic product development and player testing, designs are available in several combinations just in time for 2025 holiday portfolios. *HOLLY JOLLY MILLIONS* features the classic *Micromotion* burst pattern layer on top of a holographic pillars pattern, creating the illusion of movement from the game name and left to right through the light refractions of the holographic pattern.

## \* Holiday LOTERIA™

Authentic *LOTERIA* featuring original Don Clemente imagery is now available on holographic paper in a festive holiday game. Classic Latin-American style bingo has never shone brighter, entertaining players with the warm, colorful “glow” of holiday lights.



## \* Cashing through the Snow

A holiday winter wonderland is the backdrop for SG Studios' *CASHING THROUGH THE SNOW*, a connect-style instant game designed to enchant players. With colorful Santa, ornament and reindeer play symbols, the game features wrapped gift instant wins and a wreath multiplier. The excitement glides through the snow in a sleigh bonus game.

## \* Holiday 100X with Scratch My Back

Celebrate the value of more play – and more chances to win. *HOLIDAY 100X* is a stunning holiday game featuring the *Scratch My Back* enhancement. Glimmering *Sparkle Select* in gold and dots infuses the glow of the holiday season in the scratch experience. *Scratch My Back* games also offer lotteries the opportunity to use four-color process printing to highlight holiday second-chance promotions or digital play extensions.



## \* Explore the Scientific Games 2025 HOLIDAY CATALOG



Contact your SG representative or email: [info@scientificgames.com](mailto:info@scientificgames.com)



DEMO  
eInstant Games

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