



FY 19 AND 2Q 19 SALES REPORT

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Three lotteries are using experimental marketing techniques to reach millennials. Read how each subtly integrates lottery into millennials' daily activities.



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Scientific Games: It's Football Time in Minnesota

Sports fans in Minnesota have it better than most. “The Star of the North” is one of the lucky states in the U.S. that has a professional sports team in every major sport. But come autumn, the Minnesota Lottery knows that football rules.

The Lottery collaborated with its instant game provider Scientific Games to kick off the 2019 football season with a Minnesota Vikings-themed HD Games™ product. What made the game even more special is that it's the very first of the HD Games designed in the color purple—the color synonymous with the Minnesota Vikings.

Although football fans look forward to two Vikings games every fall from the Minnesota Lottery, this year the Lottery wanted a game that would score big points at retail with vibrant color and high-definition play symbols. A second chance win opportunity is featured on the back of the game.

Todd Vodden, Scratch Product Manager for the Minnesota Lottery, shared, “We run a \$5 and \$2 Minnesota Vikings ticket each year and this year we



wanted to bring a new twist to the \$2 Vikings game. We certainly think we did that with the new Minnesota Vikings HD Game.”

Scientific Games developed its next generation of instant games to advance creative possibilities, offer a more modern play experience and enhanced game security.

“HD Games are making a difference in pick-up appeal at retail, they're indexing well,” said Jeff Martineck, VP Game Development for Scientific Games. “We are not at all surprised because these games were a big hit in our focus groups, particularly when compared visually to traditional instant games.”

What appeals most to players? The company's research found that players

immediately responded to the new line of games, describing them as “more appealing to the eye,” “scratching is more of an experience,” “bigger contrast between play symbols and play area provide better visibility,” and “symbols, numbers and prizes are clearer and easier to read.”

With HD Games imaging, game themes can be extended throughout the play area with stylized play symbols that improve the overall play experience. The highly detailed symbols open up exciting new play actions that appeal to loyal players, and the game innovation possibilities can help attract new players to instant games.

Since the first game launched in 2017, 45 HD Games have been offered by 17 state lotteries, generating more than \$700 million in retail sales.

“Like the Vikings, the Minnesota Lottery wanted this game to be strong. The branding carried over well to HD Games play symbols and with the bold purple ink, this game is a winner,” said Martineck.

Gaming Laboratories International® Celebrates 30th Anniversary

Employees at Gaming Laboratories International (GLI®) marked the company's 30th anniversary by serving GLI's customers and giving back to host communities around the world.

Since the beginning, GLI has been fulfilling its mission to help regulators, suppliers and operators with “obsession-level” customer service and has tested and certified more than 3 million items in more than 475 jurisdictions.

President/CEO James Maida said, “We're obsessed with customer service and go out of our way for every regulator, every supplier, and every operator. We walk through walls to get them what they need. That is something Paul Magno and I have been passionate about since we founded the company in 1989, and it's something we are equally passionate about to this day.”

GLI Senior Vice President and co-founder Paul Magno said, “When we started GLI, cassette tapes and the Sony

Walkman were the latest technologies. Since then, innovators have leaped forward in the general entertainment industry and the gaming industry. While none of us knows where technology will take us, at GLI, we do know that whatever happens next in the gaming industry's future is up to our creative-minded customers, and we will be there to help them, just like we have for the last 30 years.”

With a sharp focus on customer service, the company has experienced strong growth. GLI began with two employees, one location, and three

customers. Today, the company has 1,250 employees, 24 locations and hundreds of customers spanning the gaming industry.

GLI also has a 30-year history of giving back. The most recent example was a canned food sculpture competition, where employees created sculptures in several of the company's labs and lobbies, then delivered food and cash donations to various food banks in GLI host communities.

Gaming Laboratories International, LLC delivers the highest quality land-based, lottery and iGaming testing and assessment services.

GLI's laboratory locations are found on six continents, and the company holds U.S. and international accreditations for compliance with ISO/IEC 17025, 17020 and 17065 standards for technical competence in the gaming, wagering and lottery industries. GLI also holds ISTQB certification.

