



**la fleur's
magazine**

Vol. 32 No. 6, July/Aug 2025

**Best
Instant
Games
Report**

Page 30

The Roundup: Instant Strategies

Page 12

NEW YORK LOTTERY'S COMMUNITY WERK

**THROUGHOUT PRIDE MONTH, THE
LOTTERY SHOWCASED FIVE LGBTQIA+
ARTISTS' WORK ACROSS 14,000+
TOUCHPOINTS.**

PAGE 23

ADVENTURE AWAITS



Your players will be on the hunt for our new digital and retail lottery games, all part of the latest Linked Game from Scientific Games.

Contact your SG rep before they're gone.



© 2025 Scientific Games, LLC. All rights reserved.

© Universal City Studios LLC and Amblin Entertainment, Inc. All Rights Reserved.

Five Big Brands Delivering Powerful Sales in North America

In an increasingly competitive entertainment landscape, lotteries face the constant challenge of capturing—and retaining—player attention. One of their most powerful allies in this endeavor is something deeply ingrained in our consumer psyche: the familiar brand. This isn't merely a trend; it's a strategic advantage, especially when partnered with a provider boasting a significant catalog.

With more than 100 licensed brands to choose from, Scientific Games' customers are working with the world's largest lottery games company to create new, brand-immersive games and experiences for their players.

Familiar brands earn trust, give people a sense of comfort and happiness, and build emotional connections. According to The Brand Journal, brand familiarity remains one of the most powerful performance drivers. That familiarity becomes an

advantage for lotteries in a world with a growing number of consumer entertainment choices.

Many psychological factors affect decision-making when consumers encounter brands. When a brand entertainment option is presented with consistent, recognizable logos, colors and visual elements, the amount of mental effort to process which game to purchase, or even to play at all, is reduced. Over time, this recognition builds loyalty and deepens emotional connections to the lottery, along with the connections already built with the brand.

In the U.S. alone, Scientific Games' products featuring licensed brands represented \$3.5 billion in retail and digital sales in fiscal year 2025. Here are five big brands powering up sales in lottery portfolios, offering memorable experiences that keep players coming back time and time again.



MONOPOLY has been one of the world's most recognizable brands since the iconic board game was introduced in the early 1900s. In fact, it's considered the most popular board game in history, entertaining generations with lessons about money, opportunity and consequences—all with a little luck involved. Scientific Games has created impactful lottery games featuring the MONOPOLY brand for more than 20 years. In recent years, the company developed brand-immersive play experiences for instant scratch, Fast Play, and eInstant games like MONOPOLY SECRET VAULT and MONOPOLY PROPERTY PAYOUT. The brand is the lottery industry's perennial top performer, with 33 lotteries worldwide offering MONOPOLY-themed games in fiscal year 2025 with more than \$2 billion in retail sales. In fact, MONOPOLY has been the No. 1 selling brand nearly every year since it first appeared in the lottery category.

In the summer of 2023, Scientific Games announced HBO's iconic GAME OF THRONES brand was coming to digital and retail lottery games for the first time, offering innovative branded play experiences with instant scratch, Fast Play and eInstant games. The franchise was already a proven property in the gaming and social gaming sectors, and the dramatic iconography associated with the TV series opened creative possibilities for lottery games. Millions of viewers watched GAME OF THRONES around the world, so the franchise brought its massive fanbase and social media following to lottery. Set to captivate that fandom, Scientific Games will present THE SEVEN KINGDOMS EXPERIENCE Linked Game winners' event this November 2025 in a medieval-style castle winery in Napa Valley, California. Trip winners from nine U.S. lotteries will have a chance to participate in multiple rounds of brand-immersive games, including a live jousting tournament, all for the chance to win in a shared cash prize of up to \$7 million. GAME OF THRONES will continue to resonate in the lottery space for years to come as multiple new television series set in the world of Westeros will keep the brand top of mind for fans of the franchise.





SLINGO launched as a combination of slots and bingo on the AOL Games platform in 1996, when public access to the internet was still new. It quickly became the most popular game on the platform and has only grown in popularity. Since 2001, SLINGO has delighted millions of lottery players with its distinctive bingo-like gameplay. The brand's popularity continues to rise, particularly in extended-play games that have seen remarkable growth. To date, SLINGO lottery games in Canada and the U.S. represent more than \$2 billion in retail sales. Scientific Games continues to expand its portfolio of SLINGO-branded instant scratch games to include terminal-generated instant win games such as Fast Play and monitor games like KENO, as well as iLottery and second-chance promotional games.

Lotería, a popular game of chance similar to bingo, has deep cultural roots that date back to the 15th century. The game spread in popularity throughout Europe and arrived in Mexico, where traveling fairs made it a popular pastime. In 1887, the Don Clemente version of the game was published, featuring iconic images that became widely recognized. Across generations, Lotería continued to maintain its significance as a cultural touchstone, and in 2007 Scientific Games added the authentic LOTERIA brand with the same iconic images to the company's licensed brand portfolio. Today, the Scientific Games creates colorful extended play instant scratch and Fast Play games featuring the authentic Don Clemente images and traditional Latin American bingo-style play. LOTERIA games are available at multiple price points with a variety of enhancements that can add flair to lottery product portfolios and help grow sales.



With Universal Pictures and Amblin Entertainment's JURASSIC WORLD REBIRTH opening in theaters on July 2, lotteries have been on the run to introduce the terror-ific adventures of the iconic JURASSIC WORLD franchise to their players. JURASSIC WORLD franchise products from Scientific Games bring the brand roaring to life in instant scratch, pull tab, draw-based, Fast Play, Keno, eInstant/iLottery and second-chance games. The company's creative teams have developed a powerful portfolio of new JURASSIC WORLD-themed lottery games to capture players' attention in multiple channels of play. JURASSIC WORLD immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. This is a cross-generational brand that brought its 30+-year fanbase to lottery. Scientific Games is featuring JURASSIC WORLD as its next blockbuster Linked Game, which will bring trip winners from 20 lotteries across the U.S. together next year for a brand-immersive, white glove event in Hawaii, with an opportunity for each and every trip prize winner to play the \$1,000,000 JACKPOT CHALLENGE for a chance to win up to \$1 million.

