

Lotteries & the Olympics

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Report: Top 3 Licensed Brands

The Top 3 Licensed Brands Report examines consumers' favorite licensed instant games each year. *La Fleur's* surveyed Alchemy3, Atlas Experiences, IGT, Pollard Banknote, and Scientific Games for their blockbuster games as measured by total fiscal 2024 sales. Below is *La Fleur's Magazine* FY24 Top 3 Licensed Brands Report by vendor:

Alchemy3

Skee-Ball: With dozens of game introductions across the country over an amazing 13-year run and with no sign of slowing, Skee-Ball continues rolling up the score with lotteries and their players. The universally recognized brand ensures trial across multiple sales channels, including Keno and Fast Play, and adds significant value across higher price points when combined with other arcade classics like Pop-A-Shot and Cornhole.

The Pink Panther: Like a feline



wine, The Pink Panther just keeps getting better with age. After a hiatus, the big pink cat stormed back onto the scene this past year with multiple customer games across various playstyles and sales channels. His unique combination of iconic nostalgia and trendy, contemporary cool makes The Pink Panther a perfect addition to attract play from virtually every demo. It's easy to "Think Pink!"

Golden Nugget: With Golden Nugget, prospecting for a successful branded game program to pique player interest and encourage trial has never been easier. Multiple lotteries are realizing substantial added value with Golden Nugget game families, and the brand's unique recognition and popularity deliver unsurpassed appeal to sought-after player segments. Golden Nugget offers a wide variety of custom experiential prizing options, including "Golden Spin" cash giveaway events that are sure to strike it rich with players.



Atlas Experiences

Atlas closed out 2023 with its successful national Living Lucky with Luke Combs promotion with multiple ticket launches. The exclusive partnership culminated in a private concert with Luke at the Ryman Auditorium, where a lucky winner received a life-changing \$500K. The licensing opportunity generated monumental winner awareness, with videos garnering millions of views.

Atlas launched in 2024 Lady Luck Women in Country Music with Martina McBride—a national promotion that features a private concert with Martina McBride at Dollywood's DreamMore Resort in the Smoky Mountains. The promotion includes multiple winning opportunities designed to enhance player engagement and build winner awareness for participating lotteries.



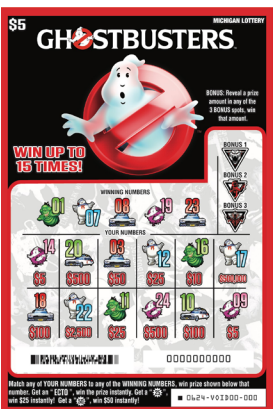
Atlas' digital game show platform Lucky Pik has been successfully executed by numerous lotteries in late 2023, supporting second-chance promotions and anniversary celebrations. There are several more productions planned through 2026.

The Lucky Pik Game Show platform and fully produced events have proven to be perfectly designed to deliver Atlas' mission to innovate experiential programs and deliver the wow factor for North American Lottery partners.

IGT

IGT's games bring brands to life and sales to lotteries.

Ghostbusters™: A blockbuster brand that resonates with players across generations thanks to multiple film releases and a massive fan base, Ghostbusters is a proven lottery performer with instant, Fast Play and iLottery games. And, thanks to IGT's Infinity Instants™ technology, Slimer, Stay-Puft, and Ecto-1 are more colorful than ever, resulting in player delight and increased lottery sales.





Wheel of Fortune: Wheel of Fortune games have launched around the globe and in multiple lottery channels, making it a true omnichannel star. Synonymous with jackpots and fun, the brand remains a tremendous success due to nearly 100% brand recognition, beautiful traditional and Infinity Instants ticket art, engaging second-chance promotions and immersive, VIP player experiences.

IGT™

Slots: IGT's vast library of 100+

proprietary casino-games titles translates easily into universally recognizable, vibrant instant games. IGT's portfolio includes classics like Day of the Dead™, Double Diamond™, and Cleopatra™, and newer titles like Tiger and Dragon™, leveraging Infinity Instants to deliver an even more authentic player experience.

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Pollard Banknote

Pollard Banknote's retro arcade and blockbuster entertainment brands are proven top performers with nostalgic appeal across demographics.

Universal Monsters brought scary-good fun to five U.S. lotteries last Halloween. Multi-scene games leveraging the high-



definition brand assets through the capabilities of our digital press make the most of this monstrous lineup!

JAWS made a big splash for several lotteries with iconic, attention-grabbing imagery, recognizable quotes and music, and unique once-in-a-lifetime experiential prizes. Many other lotteries are diving in leading up to the film's 50th anniversary in 2025. Back to the Future also celebrates its 40th anniversary next year, in time to spark 1.21 gigawatts of excitement from players!

High brand recognition and multi-generational appeal crowned Ms.PAC-



MAN queen! Multiple lotteries have made Ms.PAC-MAN an ideal follow-up to high-performing PAC-MAN games. PAC-MAN celebrates its 45th anniversary in 2025 with a year-round marketing campaign.

Lotteries that launch a licensed game alongside these milestone anniversaries can leverage the amplified market awareness to propel sales. For maximized omnichannel engagement, our arcade and entertainment brands are available as both printed and eInstant games.

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PAC-MAN™ & ©Bandai Namco Entertainment Inc.

Scientific Games

From Scientific Games' portfolio of 100+ licensed brands, MONOPOLY and LOTERIA continue as top performers in the global lottery industry, with THE GAME OF LIFE moving into the No. 3 spot in fiscal year 2024.

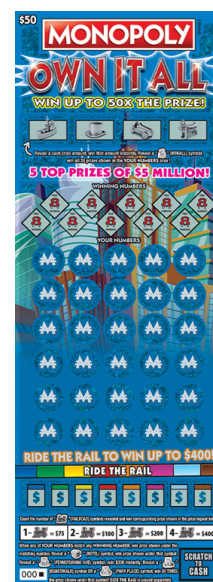
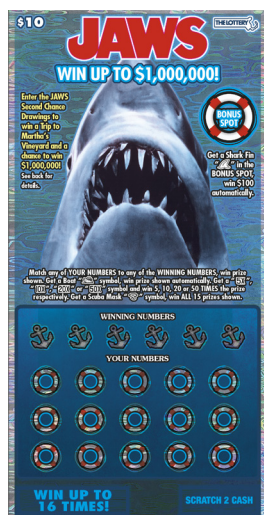
MONOPOLY is No. 1 in FY2024, generating nearly \$800 million in retail sales. Making its debut at NASPL 2023, MONOPOLY Property Payout, SG Studio's exclusive digital game, offers players an exciting progressive jackpot experience showcasing the iconic MONOPOLY brand elements that everyone knows and loves.

Muy caliente! Authentic LOTERIA



is No. 2 with colorful, original Don Clemente images and traditional Latin American bingo-style play. In FY2024, LOTERIA game sales totaled nearly \$500 million. Many lotteries are continuing to grow this popular product line with multiple price points year-round.

Rounding out the top 3 is THE GAME OF LIFE. This classic brand racked up \$135 million+ in retail sales in FY2024 with a fun omnichannel offering across scratch, Fast Play and eInstant lottery games.



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THE GAMES OF GOOD FORTUNE!

THESE GAMES ARE SURE TO BRING
YOUR PLAYERS LUCK.

\$100

SCIENTIFIC GAMES

MONOPOLY

GOOD FORTUNE

WIN UP TO \$1,000,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a "🀄" symbol, win DOUBLE the prize shown for that number. Reveal a "🀅" symbol, win 5 TIMES the prize shown for that number. Reveal a "🀆" symbol, win all prizes shown automatically.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 20 TIMES!

\$0

SCIENTIFIC GAMES

MONOPOLY

GOOD FORTUNE

WIN UP TO \$1,000,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Reveal a "🀄" symbol, win DOUBLE the prize shown for that number. Reveal a "🀅" symbol, win 5 TIMES the prize shown for that number. Reveal a "🀆" symbol, win all prizes shown for that number.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 15 TIMES!

Contact your Scientific Games Representative for more details.



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