



“ This new approach sought to accomplish achievement of record revenues while providing significant savings to NLCB’s sales and marketing budget, as well as to reach a new, younger adult demographic. With the help of our partners at IGT, we accomplished those ambitious goals quicker than even anticipated. ”

- Camille Forde, Director of the NLCB.



\$10 Million Gold Rush

- The National Lotteries Control Board (NLCB) of Trinidad and Tobago introduced an innovative approach to promoting a new spotlight game at a targeted price point, which provided a greater revenue return for the Instants portfolio.
- \$10 Million Gold Rush was designed to incorporate several physical game mechanics following industry best practices to boost success at the TT\$50 price point
 - The artwork was chosen through quantitative testing among both core and non-players
 - The game was built as a Spotlight game – with the game title and callouts advertising the full prize pool in the game
 - The prize structure was enhanced from the previous TT\$50 game to emphasize prizes cashable at retailers
 - Produced with IGT’s Glam™ production technology, enhancing the appearance of the ticket



Marketing Enhancements

- In addition to the game design, the NLCB planned and executed a series of cost-effective marketing initiatives to promote the game post-launch:
 - Working closely with retailers pre-launch, to build excitement and ensure high initial penetration and replenishment
 - Collaborating with carefully selected paid influencers to create social media content promoting the education aspects and awareness of the game
 - A comprehensive digital advertising campaign, including motion graphic ads
 - Physical and digital winner awareness campaigns



Results

- \$10 Million Gold Rush significantly surpassed target metrics set for the game’s performance
 - Average weekly validations were 82% higher than those of the previous TT\$50 game
 - Initial penetration was 74% over the first three weeks, an increase of 12% over the previous TT\$50 game
 - 10 influencers promoted content to over 548,000 followers, leading to over 150,000 views of game-related content