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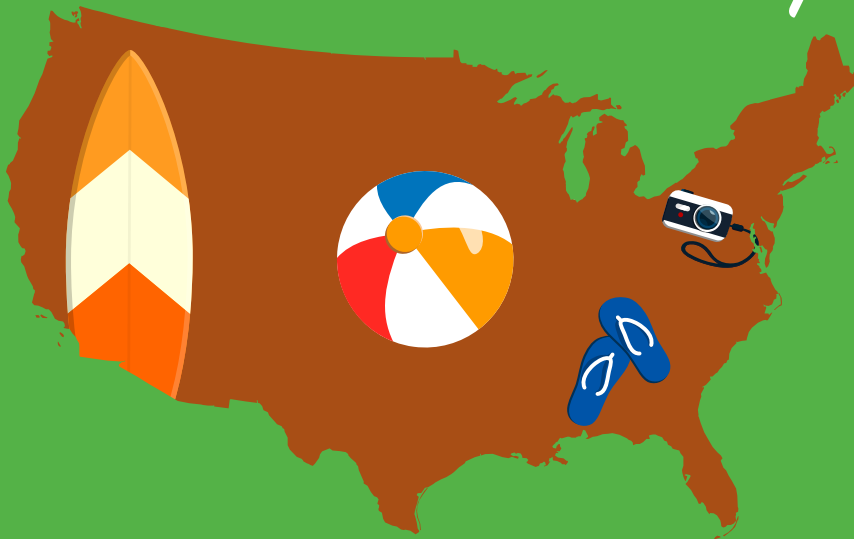
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# *Best Instant Games* report



## 50 Million Reasons for the Next Big Linked Game

Come on down! *THE PRICE IS RIGHT*® will be celebrating its 50th Season, and what better timing for the newest linked instant game for North American lottery players to be officially unveiled.

“It’s been an unusual and busy year. Player behaviors changed and there are 20 million consumers new to lottery instant games in the U.S. alone—so we want to keep them entertained. Lotteries are also looking for creative ways to engage players digitally,” Kyle Rogers, VP North American Instant Products for Scientific Games. “*THE PRICE IS RIGHT* is the perfect choice for our next big linked game.”

Originally premiering in 1956 and airing on CBS television since 1972, *THE PRICE IS RIGHT* is the longest running game show in history, winning more than 45 Daytime Emmy Awards, including 10 for “Outstanding Game Show”.

In 2020, *THE PRICE IS RIGHT* had a whopping 5.6 million+ viewers. The gameshow consistently garners above average audience share, particularly among adults 18-49 who grew up watching it. Since 2007, the brand has been a highlight of the Scientific Games portfolio of lottery licensed properties.

“The industry did a fantastic job not only growing its player base but growing price points, and this has been a major driver of overall retail sales. We are at an unprecedented point in time, and need to keep players interested in lottery,” explains Rogers. “Linked games add that excitement, because they offer a prize experience that’s different than a regular cash prize. And they offer lotteries a branded turn-key marketing package for digital, web, point-of-sale, radio and TV.”

When the company’s innovation teams explore linked game concepts, they rely on consumer insights, analytics and nearly 15 years of experience with licensed branded linked games—beginning with the very first *DEAL OR NO DEAL*™ game in 2007 and most



recently its *JAMES BOND 007*™ and *WILLY WONKA GOLDEN TICKET*™ games.

With both an emerging and existing player base, and many options for gaming entertainment dollars, the large-scale, once-in-a-lifetime prizes and winner experiences offered by linked games are gaining new interest from lotteries.

“Not every brand lends itself to a linked game, but *THE PRICE IS RIGHT* made sense because it encompasses a number of recognizable and iconic games popular with TV audiences, including *PLINKO*®,” shares Liz Johnson, Director of Lottery Licensed Properties for Scientific Games. “*THE PRICE IS RIGHT* has been a proven performer in instant games across a variety of themes, playstyles and price points.”

Lotteries can begin launching *THE PRICE IS RIGHT* linked game early next year, just in time to celebrate the gameshow’s 50th Season in September 2021. The TV game show will kick off the celebration starting this fall, supported by the licensor’s year-long marketing blitz which will keep the show top of mind with consumers.

The brand is one of five Fremantle TV gameshow brands offered exclusively through Scientific Games, including *FAMILY FEUD*®, *LET’S MAKE A DEAL*®, *SUPERMARKET SWEEP*® and *PRESS YOUR LUCK*®.

“Game show brands are a natural fit for lottery. They already come with brand affinity, play actions and the chance to win money,” shares Rogers. “Fremantle is a terrific partner. We created the \$1,000,000 *LAS VEGAS GAME SHOW*

*EXPERIENCE* linked game with their team in 2013, offered it again in 2015 and are thrilled to launch another unparalleled linked experience together.”

Given the recent acceleration of digital lottery, an iLottery game will be offered for *THE PRICE IS RIGHT* linked game, in addition to instant scratch games and terminal generated Fast Play games. The linked game will also feature the *COME ON*

*DOWN! Challenge*, offering players a chance to win up to \$50 million.

Players can enter their non-winning *THE PRICE IS RIGHT* linked game ticket online into a drawing for the *COME ON DOWN! Second Chance Promotion*, as well as optional monthly drawings for cash prizes. Upon entry, the player is presented the option to play a second chance interactive game featuring one of four classic pricing games from the TV show, revealing their drawing entry(s) in an entertaining way.

Lucky trip prize drawing winners will be off to Las Vegas to participate in the *COME ON DOWN! Challenge* in summer 2023, each receiving 4-day/3-night trip for two that includes round-trip airfare, hotel accommodations, destination ground transportation, spending money and admission to the *COME ON DOWN! Challenge* event, where trip prize winners have a chance to play for a cash prize up to \$50 million.

“Now more than ever, players are looking forward to this kind of entertainment, while lotteries benefit from highly-engaged consumers and additional profits for good causes,” said Johnson.

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