

DO YOU HAVE THE OPTIMAL SCRATCH GAMES PORTFOLIO?

TRY OPTIMIX NOW!

Ipsos presents a “countertop” approach to closely simulate how players would pick different scratch games at a lottery retail location. It is one of the most robust tools to understand the impact of a new game or a new price-point on the Scratch games portfolio.

Designed to mimic real placement of games and a strong choice based conjoint exercise, estimate the impact of impact of change across your scratch card portfolio.

Use Optimix when looking to:



Introduce a NEW Scratchers price-point:

Check how a new \$100 price point impacts the sale of \$20 - \$50 tickets.

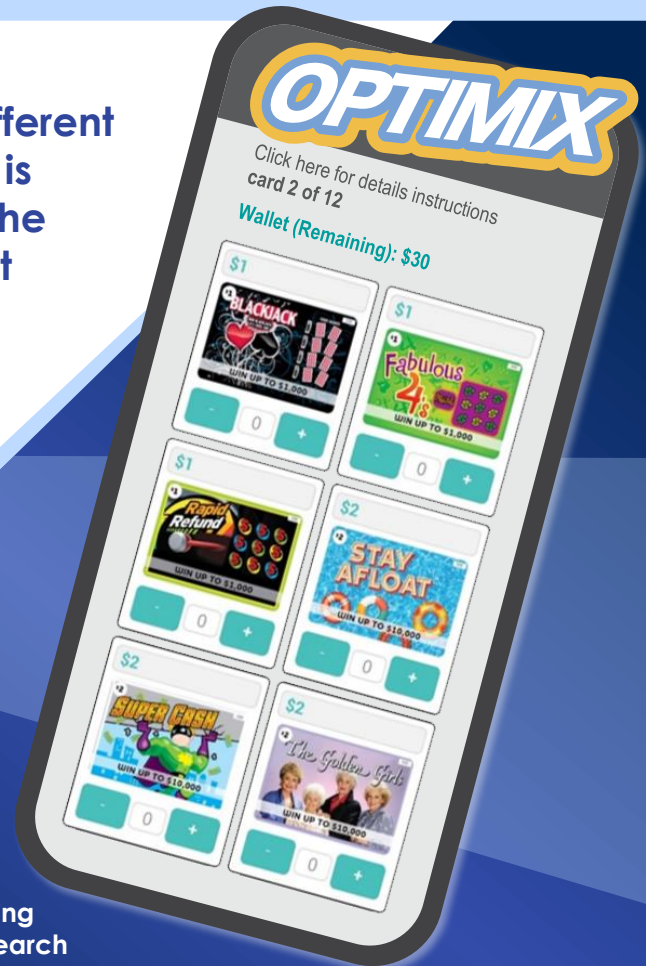


Launch a NEW branded Scratch game among existing portfolio:

Compare how much \$\$ can a new game source, validated against actual lottery ticket sales data.

Key benefits

- ★ Mimics real-life lottery buying behaviour, making the research interactive for best output
- ★ Grounded in reality; by considering the wallet size customized to each player based on their spending habits.
- ★ Validated against your actual lottery ticket sales data, to provide accurate guidance on the impact of new launches.
- ★ A future-oriented Excel-based simulator to add or remove games to the portfolio, and note its impact for decision making.



Interested? For further details contact:

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