

ARE YOU EXPLORING WAYS TO ACHIEVE SUCCESSFUL GAME LAUNCHES?

LIMITED TIME PROGRAM

Ipsos brings an opportunity to experience the gold standard of validating and optimizing new game concepts in the lottery industry

Scientifically validated testing of new games using a set of proven metrics against a database of similar products. Get the most accurate assessment of the success potential before you launch!

Now test any innovation or game change



NEW games: daily games, monitor games, scratch products, and iLottery



REVISIONS to existing games: variations in draw times or frequencies, changes to prize structures and pricing changes



INNOVATIONS in sales or distribution: in-lane purchasing concepts, mobile app purchasing

Experience

VANTIS

TEST
5+ New
Game
Concepts
AT-COST

Key benefits

- ☆ **World's biggest non-CPG database** with more than 39000+ concepts tested.
- ☆ **Seven proven metrics benchmarked against a database to reflect real success potential**
- ☆ **Maximize sales potential with prescriptive and actionable optimization cues**
- ☆ **Translate the success potential into projected revenue** with forecasting capabilities

Interested? For further details contact:

Scott Morasch
Scott.Morasch@ipsos.com

Rohit Nair
Rohit.Nair@ipsos.com

Ashish Garg
Ashish.Garg@ipsos.com

IPSOS VANTIS CONCEPT TEST

Understand the market potential of a new game (draw games or scratch tickets) and how it performs on key metrics, defining the concept performance.








LOOKING TO LAUNCH A NEW GAME?

Use an intuitive and scientifically validated database approach to improve success potential of a new launch

Ipsos' Vantis methodology offers an innovative and globally validated way to understand game potential. Be best positioned for success and strategize for the **successful launch of your new game**.

Ipsos concept testing uses validated measures that are inherently diagnostic and predict in-market success, providing actionable normative guidance on potential prior to launch.

PLACEMENT IN VANTIS DATABASE

Seek Information	
Purchase Intent	
Liking	
Price/Value	
Uniqueness	
Believability	
Need Fulfillment	

Top 20%      Bottom 20%

HOW IPSOS' VANTIS CAN DELIVER ON YOUR STRATEGIC NEEDS



Strong Lottery
Category
Expertise



Relevant
Lottery/
Gaming
Database
(OVER 700+
CONCEPTS)



Global
Coverage,
with key
North
American
focus



Customized
Options for
Unique Needs

Experience

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A SMART, NIMBLE DESIGN THAT IS FIT FOR EVERY PURPOSE

- Capture validated success measures such as relevance, uniqueness, purchase intent etc.
- Optimization guidance to make the concepts stronger
- Written reporting within days of field
- 1-2-hour presentation and discussion on the results
- Personal consultation upon request



Timely and essential insights into a player's mind is **a solid tool for consistent growth**

FOR MORE INFORMATION, PLEASE CONTACT:



Scott Morasch,
Senior Vice President
scott.morasch@ipsos.com



Rohit Nair,
Vice President
rohit.nair@ipsos.com



Ashish Garg,
Director
ashish.garg@ipsos.com