

Gaming Machines
Random Riches Strategy
May 2016



What is Random Riches?



- Random riches is a new bonus type where a pre-determined player group is enrolled into a bonus and awarded a random prize at defined intervals.
- Key elements:
 - Defined point triggers (patron targets) to hit the random riches feature
 - When trigger point is achieved a prize of Xtra Credit is awarded from a predetermined payable.

Have also
previously paid
prizes in
Xtra Credits.

already doing this

How can we use Random Riches



- Target existing player segments to acquire, retain and grow members by creating ~~stretch goals~~ ^{reward targets} providing live updates at the machine on progress towards next award.

Identify Opportunity Segment

Create Patron List (Marketing - Strategy)

Set expected targets / Financials (Marketing - Strategy)

Create Theme (Marketing - Propositions)

Configuration (Technical / IT, GSS)

Execution & Reporting / Gauge Success (All)

How do we configure each bonus



- Multiple payouts
- Xtra Credit payment type only.
- Configurable media for each payout.
- Crown sets the likelihood of each prize type
- Start and End dates are required for each promotion
- Reoccurrence can be set to:
 - Once only
 - Daily
 - Weekly
 - Monthly
 - Yearly

How do we configure each bonus



- Multiple payouts
- Can use a combination of points and / or Xtra Credit.
- Configurable media for each payout.
- Crown sets the likelihood of each prize type

Bonus Manager ▶ Random Riches ▶ Random Riches Configuration

Random Riches Configuration

Maximum Point Value: Maximum Award: \$10,000

Point Threshold Level: Use Default Media for this threshold level

Point Threshold Level	Amount	Percentage
<input type="text" value="103"/>	<input type="text" value="\$10"/>	16 %
<input type="text" value="103"/>	<input type="text" value="\$7"/>	7 %
<input type="text" value="103"/>	<input type="text" value="\$3"/>	16 %
<input type="text" value="103"/>	<input type="text" value="\$5"/>	14 %
<input type="text" value="103"/>	<input type="text" value="\$2"/>	16 %

Use Default Media for this award.

Mean Payout: \$5.51 Total: 100%

What does the Player see?



- Need to design player window to clearly show progress in the Jackpot. Consider using external company to provide - i.e. Hiser.
- Player will need the following information:
 - Points until active bonus is achieved
 - Thermometer / graphical display
 - Prize range for active bonus
 - Last bonus achieved (feel good)
 - Next bonus available (Carrot)
 - Top award and target points to achieve
 - Expiry date

What does the Player see? – Example 1



WELCOME
John Smith

Points Earned
2088

Random Riches

Next Bonus
at 500

Active Point Total
430

Points to Go
70

Close Window

Congratulations
you have won!

SPIN WHEEL

Congratulations
you have won!

Award Amount
\$35

Close Window

Bonus Information

Bonus Triggered

Bonus Awarded

What does the Player see? – Example 2



CROWN PIRATES TREASURE

HOW CLOSE ARE YOU TO THE NEXT BONUS?

200

ACTIVATION TOTAL: 0

BONUS YOU WILL RECEIVE: 200

CLOSE

The Pirate move along dotted line as member progresses to next bonus.

CROWN PIRATES TREASURE

HOW CLOSE ARE YOU TO THE NEXT BONUS?

200

ACTIVATION TOTAL: 150

BONUS YOU WILL RECEIVE: 50

CLOSE

When member gets close to bonus it begins to flash.

CROWN PIRATES TREASURE

CONGRATULATIONS YOU'VE REACHED THE BONUS!

200

BONUS RANGE: WIN BETWEEN \$5 - \$10 IN FUTURE GAMES

PRESS KEY TO ACTIVATE GAME

Member presses key to activate next panel.

CROWN PIRATES TREASURE

SELECT AND UNLOCK TREASURE CHEST TO REVEAL YOUR PRIZE!

Key hovers at bottom, player selects chest.

CROWN PIRATES TREASURE

SELECT AND UNLOCK TREASURE CHEST TO REVEAL YOUR PRIZE!

Key zooms to selected chest.

CROWN PIRATES TREASURE

SELECT AND UNLOCK TREASURE CHEST TO REVEAL YOUR PRIZE!

\$8

CONGRATS YOU WON!

\$8

Chest opens to reveal value, and congratulation message appears.

Restrictions:



- A player can only have one Random Riches bonus jackpot active at any time – if participating in more than one the pool one with the closest end date is active.
- Need development work on BEII and SbNexGen to allow service window screens to display (on call) jackpot details.
 - (BEII / SbNexGenII will need all info to populate flash screens with progress / past next and future hit points and will require the addition of prize table for each level).
- Amount of detail able to be displayed in Service Window – may need to use external consultant (i.e. Hiser) to assist in delivering a clear message to players

Compliance:



Best way to approach VCGLR around approval process:

- Option 1 – Brief fully up front to expedite approval process.
- Option 2 – Apply once AFT recommendation received.

Possible concerns:

- Inducement to gamble (same as any other Jackpot)

Precedents:

- Same as “welcome back” but rewards in real time at the machine not on your next visit.

Discussion around name and parameter approval requirements (currently not used for welcome back).

Project Team



- Project Sponsor – Peter Herring
- Program Manager – Matt Asher
- Technical Project Manager – Jade Knox
- Compliance – Jacqueline Couch
- Marketing Proposition – Joe Scaringi
- Marketing Strategy – Nick Vaskrsic

Thankyou

