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 paytable.

Have also previously paid prizes in Xtra Credits - already doing this

How can we use Random Riches

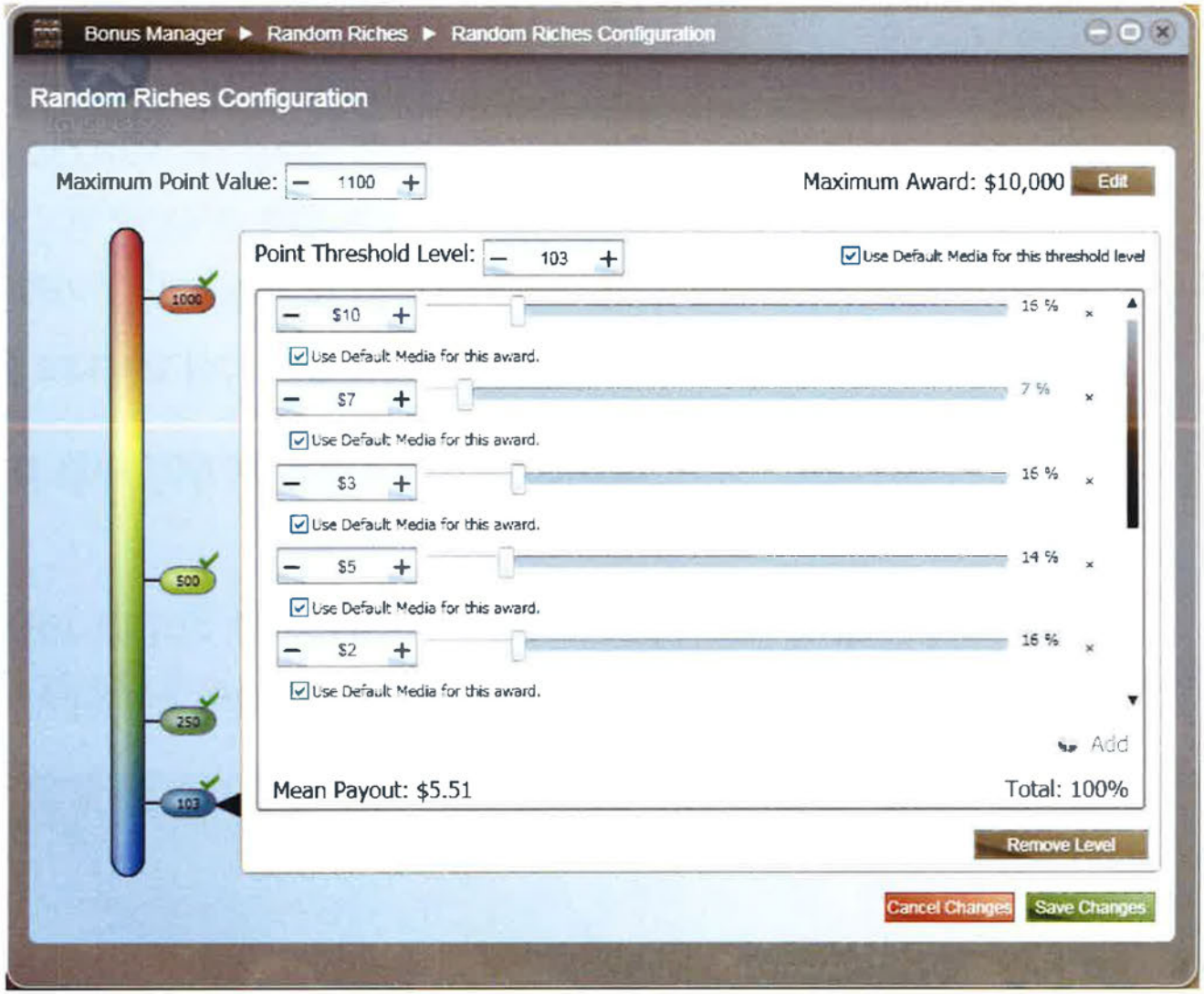
- Target existing player segments to acquire, retain and grow members by creating ~~stretch goals~~ reward targets providing live updates at the machine on progress towards next award.

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

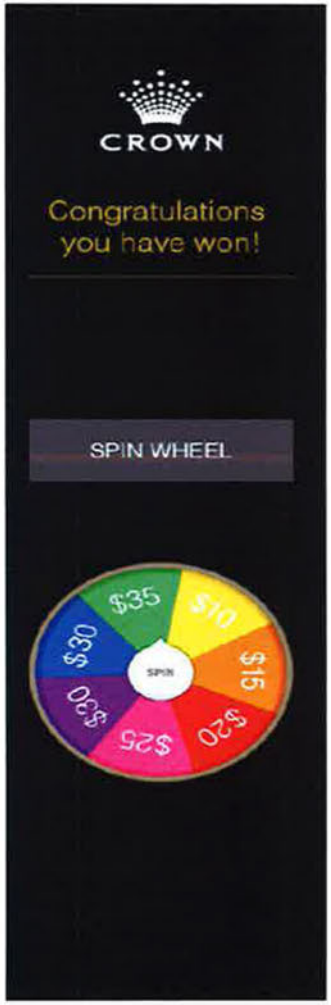


What does the Player see?

- 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

Bonus Information



Bonus Triggered

Bonus Awarded

What does the Player see? – Example 2

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

When member gets close to bonus it begins to flash.

Member presses key to activate next panel.

Key hovers at bottom, player selects chest.

Key zooms to selected chest.

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 is 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)

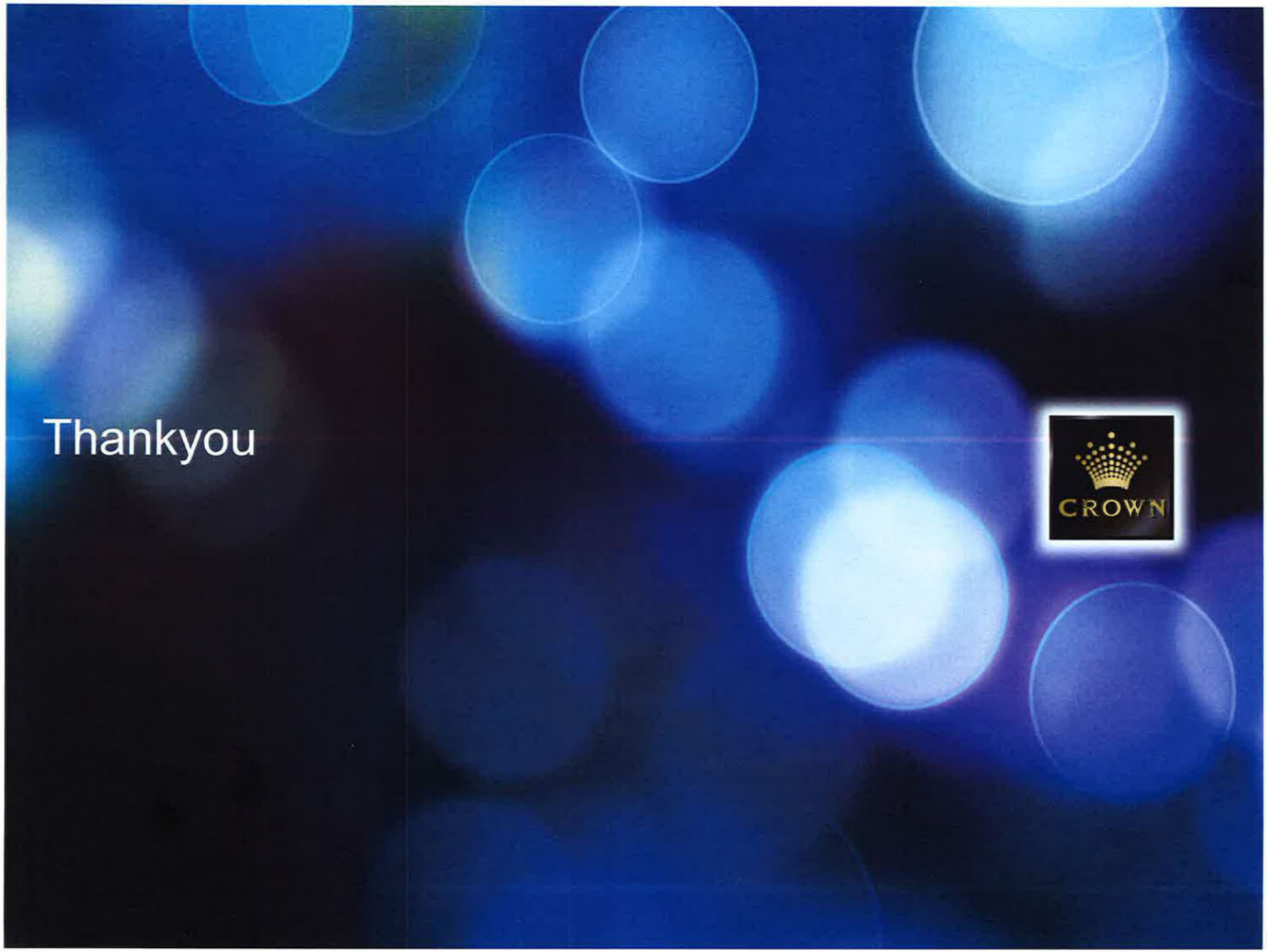
Precedents:

- 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
CROWN