



R.L. Repass & Partners, Inc.

Opinion Research ■ Marketing Research ■ Strategic Counsel

## Case Study:

*TicketTester*<sup>™</sup>

## Lottery Instant Game Concept Evaluation

### Background:

In 2005, this State Lottery Commission client asked for proposals from marketing research firms to evaluate instant game concepts. Proposals were solicited for conducting two waves of quantitative research each year for a five year period.

The Lottery's objective was to determine optimum ticket design, theme, price points and play methods to increase instant ticket sales among frequent and occasional players. R.L. Repass & Partners, Inc. (RL Repass) won the contract.

### Research Design:

Working with representatives of the Lottery and the Lottery's instant game vendor, RL Repass implemented its *TicketTester*<sup>™</sup> methodology to meet the stated objectives of the research. *TicketTester* is a proprietary methodology to quantify instant game purchase intent based on game themes and price points. Frequent and occasional instant game players are asked to evaluate multiple game concepts. The specific information objectives of the research included an evaluation of:

- Game themes
- Play methods and prize structures
- Ticket design
- Play instructional material

Respondents were asked to evaluate each element of each ticket concept, and indicate an "intent to purchase" rating. In addition, a thorough diagnostic review of each game element was evaluated to determine potential enhancements that would impact player interest and intent to purchase.



## **Results:**

Results of this marketing research initiative have been used as tool by Lottery management to improve consumer appeal of instant games. As a result, instant game sales have increased by an average of nearly 10% each of the last four years.

