

Keno Pattern Play Awareness

From November 5, 2018 to January 6, 2019



Campaign Details:

- Keno Pattern Play launched in 2011 and offers an easy way for new players to 'get in the game' and a different way to play for current Keno players.
- This campaign will help educate players on how to play Keno Pattern Play.

How the game works:

- Keno Pattern Play uses the same mechanic of the Keno draw, but you pick patterns instead of numbers (each pattern has 40 numbers).
- Players choose a pre-set pattern, combo of rows and columns, or if playing Quick Pick, 40 random numbers will be chosen for them.
- Each play costs \$2; the player chooses how many draws to play up to a maximum of 49 draws. Keno Bonus is not available on this game.
- When the 20 Keno numbers are drawn, the prize is determined by how many numbers fall in/out of the shaded areas of the pattern.

Fun Facts:

- Keno Pattern Play generated \$9.3M in F18 revenue resulting in over \$6M in Keno prizing back to players.
- 9 players won \$25,000 for matching 19 or 1 number last year and 4 of those wins were from retailer's in Surrey.
- Keno Pattern Play grew by 10.4% F18 v F17 vs the host game which grew at 5%.
- The Hospitality awareness campaign last year generated double digit growth over the previous year during the second month of the focus.

Key Dates:

Promotional Period

November 5, 2018 to January 6, 2019

Marketing Support:

Point of Sale (POS) will be sent to support this promotion

- Posters (8.5x11, 11x17, 17x22, LED & Light box at *select accounts only*)
- SST Decal and Topper
- Tent Cards
- Coasters
- Player Display Unit Advertising
- Live Ticket Messaging

