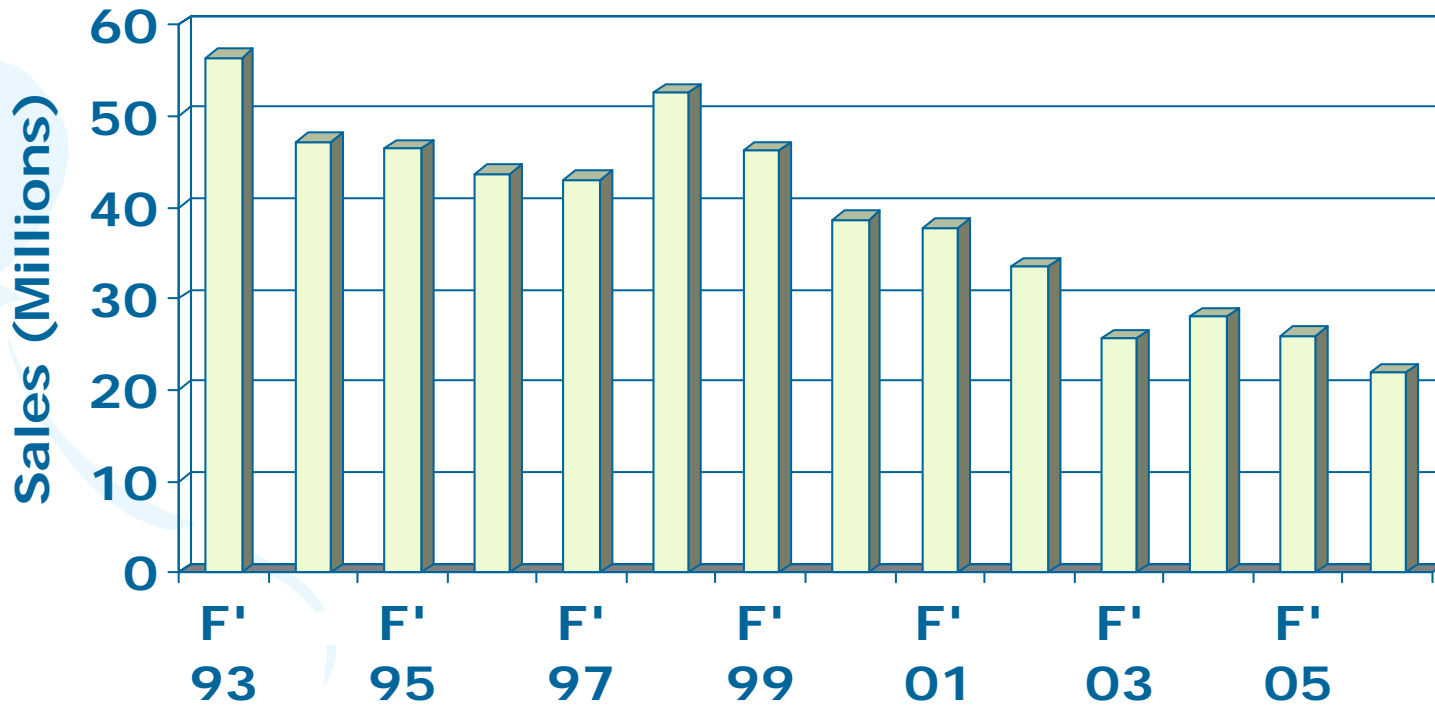


The background features several large, stylized, overlapping swirls in shades of green, purple, and light blue. Interspersed among these swirls are numerous small, yellow, triangular shapes that resemble confetti or starbursts, creating a festive and celebratory atmosphere.

BINGO
Rejuvenation
Western Canada Lottery

Sales History

Bingo History





Product Life Cycle

A Text Book Marketing Question.

Should we:

- Harvest
- Discontinue
- Rejuvenate!!!!



Rejuvenate

We chose to rejuvenate!

- Rejuvenation Objectives were as follows:
 - Stem decline and grow sales 15 – 20%
 - Increase profit by 6 – 10%
 - Achieve Sell Through > 80%



Best Practices

- Vertical Orientation
- Large font (≥ 14 points)
- Extra Play area
- Add more top prize categories
- Standard logo treatment
- Ratchet payout strategy



Additional Enhancements

- Increased payout with focus on chatter prizes.
- Added 3 more CALLER'S CARD Numbers
- Increased ticket size
- Switched to card stock

“NEW”

“OLD”

LUCKY STAR BINGO

TOP PRIZE \$50,000!

A STAR SPACE CAN DOUBLE YOUR PRIZE!

CALLER'S CARD

SEE BACK FOR PLAY INSTRUCTIONS.

VO I DVO-1 D

06	23	31	46	73
02	17	32	48	62
07	☆	FREE SPACE	47	63
04	18	34	49	64
09	20	35	50	65

CARD 1
Line = \$3
4 Corners = \$50
"X" = \$100

01	16	31	☆	61
02	17	32	48	62
03	23	FREE SPACE	47	63
04	19	34	49	64
05	20	35	50	65

CARD 3
Line = \$5
4 Corners = \$50
"X" = \$500

02	23	41	56	71
12	26	42	57	72
13	28	FREE SPACE	58	73
14	29	43	59	69
15	☆	44	60	75

CARD 5
Line = \$10
4 Corners = \$100
"X" = \$5,000

04	☆	33	51	71
02	17	35	50	66
06	19	FREE SPACE	52	62
08	22	37	54	70
07	23	40	59	75

CARD 2
Line = \$3
4 Corners = \$20
"X" = \$500

02	16	33	48	71
01	18	35	50	68
06	20	FREE SPACE	52	72
☆	22	37	54	73
09	24	40	56	75

CARD 4
Line = \$5
4 Corners = \$50
"X" = \$1,000

06	21	36	51	66
07	23	37	52	67
08	27	FREE SPACE	53	68
09	29	39	54	69
10	25	40	☆	70

CARD 6
Line = \$10
4 Corners = \$100
"X" = \$50,000

\$3
15102

BINGO

NIGHT

LUCKY NUMBER LUCKY DAUBER

WIN UP TO \$50,000!

CALLER'S CARD

?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?

BONUS NUMBERS

06	23	31	46	73
02	27	32	48	62
07	18	FREE SPACE	47	63
04	22	34	49	64
09	20	35	50	65

CARD 1
Line = \$3
4 Corners = \$50
"X" = \$100

04	17	33	51	71
02	29	35	50	66
05	19	FREE SPACE	52	62
08	22	37	54	70
07	23	40	59	75

CARD 2
Line = \$3
4 Corners = \$50
"X" = \$500

01	16	31	46	61
02	17	32	48	62
03	23	FREE SPACE	54	63
04	19	34	49	64
05	20	35	50	65

CARD 3
Line = \$5
4 Corners = \$50
"X" = \$1,000

02	16	33	48	71
01	18	35	50	68
06	20	FREE SPACE	52	72
07	22	37	54	73
09	24	34	56	75

CARD 4
Line = \$5
4 Corners = \$50
"X" = \$5,000

02	23	41	56	71
12	27	42	57	72
13	28	FREE SPACE	58	73
14	16	43	59	69
15	30	44	60	75

CARD 5
Line = \$10
4 Corners = \$100
"X" = \$10,000

06	21	36	51	66
07	23	37	52	71
08	27	FREE SPACE	53	68
09	29	39	54	69
10	25	40	☆	70

CARD 6
Line = \$10
4 Corners = \$100
"X" = \$50,000

SEE BACK FOR PLAY INSTRUCTIONS.

VO I DVO-1 D

Game 1 Results



- Bingo Night (First Product)
- Sales \$2.4 Million in 8 weeks representing an increase of 32% versus baseline.
- Profit increased 32%.
- Sell Thru 91%





Category Results

Year 1

- \$3 Bingo sales \$22 Million (+ 52% increase).
 - Profit up \$2.1 Million (+39%)
 - Sell Thru 91%
 - No apparent cannibalization on Extended Play Category.
- 
- 



Learning

- Look closely at any “Dogs” in your portfolio and find ways to transform them into “Cash Cows” or “Rising Stars”?
- Don’t hesitate to look to your neighbors for “Best Practices”.
- Change Is Good!