

Issues Management

Scientific Games, Inc.

Challenge: To position the United States' leading manufacturer of lottery tickets in a way that would secure an extension for the fifth and final year of its contract with Wisconsin and to be viewed as the vendor of choice in the upcoming bid on a new five-year state lottery contract.

Target: Wisconsin Gaming Commission.

Solution: Taking the lead in the state, our seasoned professionals developed a strategic communications plan, scheduled personal meetings with commission staff and coordinated special activities. Also, Bottom Line established credible lines of communication with the new Gaming Commission's leadership and staff. The feedback from these meetings allowed the company to improve its delivery of services and tickets to the state's lottery. We also organized a strategic marketing meeting with the commission leadership and its staff.

Outcome: Using expertise from the company's research staff, the marketing meeting resulted in the lottery's first strategic calendar of instant games and the introduction of the state's first multi-dollar, extended-play ticket. Sales from the new game ticket exceeded initial estimates.