

PROPERTY:

**Rail City**  
CASINO

PRODUCT/PROMOTION: **CUSTOM VIDEO SCRATCH & WIN**

When Lisa Rahme, Marketing Director of the Rail City Casino was "itching" to **increase incremental revenue and drive additional player visits**, she called Odds On Promotions.





## Getting Started

Using Video Scratch & Win, one of Odds On Promotion's exclusive kiosk games, Rail City launched the 30-day "Itchin' to Win" promotion in April 2004. The promotion gave qualifying City Express club members a daily chance to win \$100,000, as well as a variety of consolation cash prizes and comps.

### How it Generated Revenue

To get their swipe at the big bucks, City Express club members had to earn 50 points on their club card then return the following day to play the game, ensuring the promotion drove both coin-in and an additional trip.

### How it Worked

To play "Itchin' to Win", players approached the booth and after swiping their card, the interactive touch screen presented a 9 x 4 grid of squares. Every grid contained six winning symbols. Using their fingertips, players attempted to unveil winning symbols. If the player found six Rail City logos, they won the \$100,000 prize; for five logos players won \$3,500, four logos were worth \$100, three for \$5, two for \$2 in cash and one logo was worth a \$2 food comp. Rail City also ensured that even those without the lucky touch walked away winners by awarding 50 club points if no winning symbols were revealed.

## OVERVIEW

### Objectives:

Increase Player Visits

### Results:

17% increase in tracked slot play

13% increase in tracked table games play

6% increase in tracked keno play

Average of 325 qualifying players per day for 30 days

### Property Size:

665 slots

11 table games



### Fast Fact:

Based on the success of Video Scratch & Win, Rail City is now using Swipe, Play + Win to reward based on player value.



**“On Friday, April 16, we had a record gaming day with over 900 people in the casino. That’s huge for us...**

**This is a great promotion!**

**Reserve the computer for us in September.”**

**Lisa Rahme, Marketing Director**

### Reel Results

According to Rahme, the promotion’s success was due to a combination of factors. The \$100,000 grand prize made for attention-grabbing, traffic-driving print, and marquee and television ads that sparked initial interest. In addition, Rahme credits the Video Scratch & Win game’s

accessibility and default prizing as two additional reasons for the promotion’s overall success. **“With the Video Scratch & Win game, players were able to come in, play and win on their schedule, rather than needing to be here at a set time for a drawing. This promotion had a 38% player participation rate as compared to the 14% to 17% we normally experience with weekly cash drawings,”** explained Rahme. The promotion drew an average of 325 qualified participants each day. **“On Friday, April 16, we had a record gaming day with over 900 people in the casino. That’s huge for us,”** stated Rahme.



### Results

Of course nothing demonstrates a promotion’s success like tracked play. Rail City’s “Itchin’ to Win” promotion generated a 17% increase in Slots, a 13% increase in Table Games and a 6% increase in Keno. **“While no one won the \$100,000 grand prize, we awarded several \$100 prizes and a \$3,500 prize to City Express club member, Laurette Fisher,”** explained Rahme, **“This is a great promotion... Reserve the computer for us in September.”**

*Looking to generate increased frequency and revenues at your property?  
Give Odds On a call for a no-obligation quote on one of our Video Scratch & Win promotions.*