

PROBABILITY GAMES

An Insured Million-Dollar Prize Or A Million Different Prizes Will Attract More Than Just Your Regular Consumers



Everyone Has A Chance To Win

The potential to win is in the hands of every consumer. Each attempt at an insured Probability Game contains a winning combination which creates an engaging promotion and positive brand experience.

The Keys to Your Success



Who doesn't love the chance to win big? Unlike controlled promotions where winning is completely random, each game play in a Probability Game contains a winning combination. By using the power of probability, an insured Probability Games promotion offers big ticket prizes for a fraction of the cost. Let Insured Creativity's expertise in Probability Games create the perfect package to maximize your promotion results:

- ▶ Expert promotion strategy and game design.
- ▶ Fixed budget management through insured prize pools and fulfillment costs. When participants win, your insurance pays to fulfill their prizes.
- ▶ Captured consumer profile and opt-in information for remarketing purposes.
- ▶ Growth of brand awareness, consumer engagement and brand loyalty.
- ▶ Website traffic activation.

How This Impacts Your Business:



Achieve more value for your marketing budget by leveraging an insured probability promotion at a fraction of the total prize pool value:

- ▶ **Drive Sales:** Create a break-through promotion that gets consumers excited!
- ▶ **Budget Leverage:** Leverage your budget to offer spectacular prizes that will entice your consumers.
- ▶ **Grow Your Customer Base:** While maintaining a loyal consumer base is essential, acquiring new consumers is vital to sustaining growth and increasing sales.
- ▶ **Consumer Insights:** Gather valuable consumer information or buying patterns and preferences.

Common Applications



- Online Collect and Win Prizes
- Consumer Loyalty Rewards
- Instant Win Prizes
- Lottery top-up

More ways we can help you succeed



- Prize Insurance for online/offline games, contests and sweepstakes promotions.
- Over Redemption Insurance for coupons, rebates or gift with purchase offers.
- Contractual Bonus Insurance for corporate or team sponsorship programs.
- Event Cancellation insurance to protect costs and expenses or revenues associated with an event.
- Insured skill-based competitions such as hole-in-ones, hockey scoros, basketball shoots or football kicks.

For more information please visit insuredcreativity.com