

Probability Games Insurance

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 re-marketing 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

Cancellation Insurance to ensure that event disruptions don't result in a total financial loss.

Liability Insurance protecting against bodily injury and property damage claims within the sports, entertainment and event space.

Contractual Bonus Insurance for payouts tied to team and athlete performance.

Over Redemption Insurance for coupons, rebates or gift with purchase offers