

# 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](http://insuredcreativity.com)