



Case Study: Differentiate Gaming Floor from Direct Competitors

Agincourt Hotel approached Gamecraft to create an in-house progressive link strategy that would support future premium purchases and strengthen the Hotel's overall gaming offering.

The main challenges the Hotel faced was a lack of floor space to work within and a very strong competitor directly across the road.

Gamecraft moved toward increasing player interest in progressive linked jackpots by designing an aggressive strategy to include:

- Targeting Players Choice (ViridianWS) product exclusively in support to the Hotel's recent purchase of Lightning Link product;
- installing jackpot link interface cards in majority of gaming machines to enable quick re-iteration of link product mix;
- maximise player awareness by placing Gamecraft jackpot signage over every gaming machine on the floor; and
- Strategically converting the link product mathematics in line to continually support premium purchase including Lightning Link, Emerald VIP SWL & Dragon Cash.

The summary results achieved to date:

- Agincourt Hotel improved state hotel ranking by over 80 places since May 2015 (direct competitor has declined 60 place in same period);
- sustained long-term competitive advantage to align with (and at times outperforming) premium product; and
- increased the Hotel's brand recognition in gaming operations.



Game Ranking Example: Jul 17 - Aug 17

Serial	Game	Revenue	Turnover	Total Wins	
XAW941270	TIKI FIRE LIGHTNING LINK	24,405.69	303,006.22	278,600.53	
XAW943466	HEART THROB LIGHTNING LINK	28,848.22	283,949.84	255,101.62	
XAW896116	PLAYER'S CHOICE RUBY EDITION	20,728.42	254,383.18	233,654.76	Gamecraft Link
XAW895816	PLAYER'S CHOICE DIAMOND EDITION	26,320.86	248,340.95	222,020.09	Gamecraft Link
XAW947452	SAHARA GOLD LIGHTNING LINK	24,422.55	225,538.30	201,115.75	
XAW879858	PLAYER'S CHOICE RUBY EDITION	31,401.40	224,143.01	192,741.61	Gamecraft Link
XAW941269	BENGAL TREASURES LIGHTNING LINK	28,405.95	212,716.71	184,310.76	
XAWA21285	PLAYERS CHOICE EMERALD EDITION	19,110.32	208,924.20	189,813.88	Gamecraft Link
XAW947453	WILD CHUCO LIGHTNING LINK	26,506.09	208,828.43	182,322.34	
XAW891747	PLAYER'S CHOICE DIAMOND EDITION	19,340.84	180,441.19	161,100.35	Gamecraft Link
XAW892849	PLAYER'S CHOICE DIAMOND EDITION	12,440.90	173,397.97	160,957.07	Gamecraft Link
XAW941271	HAPPY LANTERN LIGHTNING LINK	18,929.66	171,866.09	152,936.43	
XAW891016	PLAYER'S CHOICE DIAMOND EDITION	10,627.48	166,169.72	155,542.24	Gamecraft Link
XAW892944	PLAYER'S CHOICE RUBY EDITION	22,482.54	164,479.15	141,996.61	Gamecraft Link
XAW947454	WILD CHUCO LIGHTNING CASH	13,800.38	164,259.40	150,459.02	
XAWA22597	GOLDEN CENTURY DRAGON CASH	21,562.16	160,444.14	138,881.98	
XAW943515	PUNTER'S CHOICE LIGHTNING LINK	15,602.93	153,901.41	138,298.48	
XAW947451	PLAYERS CHOICE EMERALD EDITION	17,425.07	153,094.90	135,669.90	
XAWA21287	PLAYERS CHOICE EMERALD EDITION	16,360.22	150,423.79	134,063.57	
XAWA22598	PANDA MAGIC DRAGON CASH	21,556.23	149,637.13	128,080.90	
XAW943467	PLAYERS CHOICE EMERALD EDITION	1,284.54	148,404.06	147,119.52	
XAW947464	HIGH STAKES LIGHTNING LINK	15,618.00	142,643.75	127,025.75	
XAW896115	PLAYER'S CHOICE RUBY EDITION	4,116.30	139,640.41	135,524.11	Gamecraft Link
XAW895052	PLAYER'S CHOICE SAPPHIRE EDITION	1,267.36	121,432.78	120,165.42	
XAR164396	MULTIPLAY BIG TIME VIII	17,474.25	109,116.47	91,642.22	
XAWA21286	PLAYER'S CHOICE EMERALD EDITION	15,201.63	104,157.85	88,956.22	
XAWA22599	PLAYER'S CHOICE ULTRA JACKPOTS	12,915.90	83,957.29	71,041.39	Gamecraft Link
XAWA00802	5 DRAGONS EMPIRE	3,526.74	21,447.13	17,920.39	
XAWA00801	RETRO FEVER	1,726.11	6,392.79	4,666.68	
XGT502005	MULTISTAR CHAMPION SERIES TITANIUM	1,328.14	6,342.51	5,014.37	