



# **VEIKKAUS' SUBMISSION FOR THE WLA RESPONSIBLE GAMING AWARDS 2016**

Category: The Best INNOVATION in Responsible Gaming  
Submission: Veikkaus Points customer loyalty program

# ***Veikkaus Points - a gamified loyalty programme***

Veikkaus works for the benefit of Finnish society - responsibly, reliably and creatively. We work in close co-operation with our stakeholders, engaging in dialogue and listening to them. As part of Veikkaus' loyalty programme we have invented Veikkaus Points. It is a programme for engaging Veikkaus' customers, sharing knowledge about the social aspects of our operations, CSR and responsible gaming, and our campaigns. All this is achieved through fun and entertaining missions. Veikkaus Points is a great way to mutual learning. By completing missions, the participants are awarded points which can be used to acquire benefits, for example movie tickets. Veikkaus Points rewards all the participants equally; gaming does not lead to rewards.

The Points programme has proved a success: over 145,000 out of the 400,000 weekly buying customers have chosen to participate, they have taken a total of 4.6 million missions, beneficiaries have received 1000% more visibility, the number of gaming addiction tests taken has increased by 500%, and we have received over 18,000 pieces of user feedback, 79% of which has been positive.

Thanks to our efforts to focus on digitality and active game development, Veikkaus has done well during the past years. While achieving favourable financial results, we have been able to promote responsible gaming at the same time.

## ***Veikkaus Points - What is it?***

Veikkaus Points is a gamified loyalty programme for the active customers of Veikkaus Oy. Veikkaus Points is used to educate players about CSR and responsible gaming topics, share knowledge about the beneficiaries of Veikkaus, our campaigns and product launches, by offering fun and entertaining missions.

### ***The idea***

The Points programme was invented in-house as part of Veikkaus' loyalty programme to create an easy channel for engaging customers. We believe that interacting with customers is the best way to mutual learning. Veikkaus Points rewards all the participants equally; gaming does not lead to rewards.

### ***How does it work?***

In Veikkaus Points, customers collect points by completing different missions. The missions, which are available at Veikkaus' website, range from watching videos and collecting 'Lotto' balls at our website to completing a test on game addiction. After completing the missions and collecting the points, customers can choose to redeem small prizes. These prizes can be, e.g., movie tickets, coffee cups. The customers can also choose to take part in raffles to win bigger prizes (e.g. bicycles with Lotto design or gift cards).

Veikkaus Points missions are offered on a daily basis on different channels of Veikkaus: the company web site, different social media channels, points-of-sales, beneficiary web sites and the Saturday-evening Lotto TV-broadcast. Veikkaus Points unites these channels, forming one big picture, where users are rewarded with new levels and achievements, just like in the gaming world. However, the customers are not only rewarded for playing, but rather for being active otherwise. Thus, a customer playing a lot of Lotto and a customer playing only a bit of Lotto are on the same line.

By completing missions customers can redeem Points from nearly all actions related to Veikkaus. This makes the customers more engaged: they get more information, and they feel they have an opportunity influence Veikkaus' development.

### ***How did we do it?***

During the development stages of Veikkaus Points, we tested the programme carefully with a group consisting of both our own staff and our customers, the end users. This way, we were able to engage our loyal customers in the development and to ensure a smoothly working programme since the very launch.

## **VEIKKAUS POINTS RESULTS DURING THE FIRST YEAR**

Over 145,000 users have chosen to participate

Over 9 million completed missions

1000% more visibility for beneficiaries

Number of visitors to the responsibility site has increased by 50%

500% more completed gaming addiction tests

Over 18,000 pieces of user feedback 79% of the feedback has been positive



### ***The benefits of Veikkaus Points***

Veikkaus Points boosts responsible gaming. Since its launch in August 2015, Veikkaus Points has been extremely popular among our customers. As a result, many of them have become “better customers” in the sense that they are more active consumers of the social responsibility-focused content that by Veikkaus makes available.

Veikkaus has obtained a wealth of information and data through Points. For example, the number of completed game addiction tests has multiplied by a factor of ten (from 2,500 to 25,000 a month) after they were turned into a mission in Veikkaus Points. The data acquired through the tests is invaluable to Veikkaus, as it is used to develop the responsible gaming algorithm.

Points has also given Veikkaus visibility and a new channel to distribute information on beneficiaries and facts about games. For example, Points includes several missions where the customers need to find out about beneficiaries to collect the points. These missions have been very popular: an average of more than 145,000 customers out of the one million buying customers per year at our webstore have completed them.

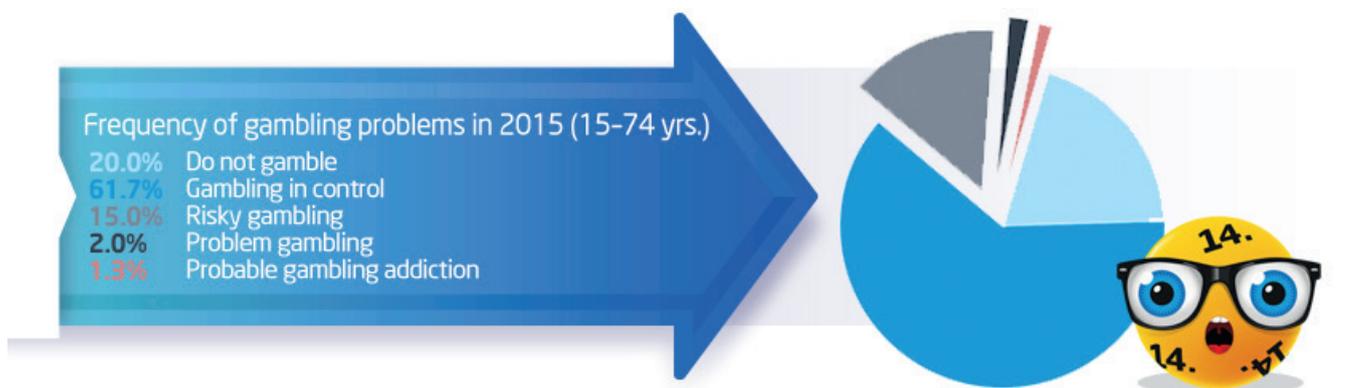
As a perfect channel for acquiring and distributing information, Points constitutes an important marketing tool for Veikkaus' CSR topics. Encouraged by the success of Veikkaus Points, we have now developed a special Sales Points programme for Veikkaus' game sales clerks.

Video: How Veikkaus Points works



Link to Youtube video: [https://www.youtube.com/watch?v=fLEggTTaE\\_0](https://www.youtube.com/watch?v=fLEggTTaE_0)

## Problem gambling in Finland



## Peluuri helpline

The Finnish Gambling Helpline Peluuri is a service for problem gamblers, their families and friends, as well as people facing problem gamblers in their work. The helpline is financed jointly by the Finnish national gaming operators. Peluuri is an independent service and it offers help on the Internet and by phone.

# ***Facts about Veikkaus***

Veikkaus works for the benefit of Finnish Society





Veikkaus, the Finnish National Lottery, works for the common good, for the benefit of Finnish society. Our games are accessible to grown-ups only, yet through our proceeds we create joy to everybody in Finland. All our proceeds go to Finnish art, sports, youth work, and science. The proceeds are distributed to the beneficiaries by the Ministry of Education and Culture. We work in close cooperation with all our stakeholders, engaging in dialogue and listening to them, including our customers.

We work responsibly, reliably and creatively. These values are guidelines to our actions at all levels, responsibility being the core value of our strategy. We seek to maintain an extensive customer base playing with moderate stakes. Finns can play our games safely, since our operations are controlled through several monitoring systems. We also offer a very strong customer protection; for example, Veikkaus players have the right to seek help with the authorities in case of ambiguities concerning prize payout. Our mission is to provide interesting and responsible games to ensure that our customers pick the Finnish gaming option.

## ***Responsible marketing***



In our marketing, we strictly follow our Guidelines for Ethical Marketing. We do not sell our games to people under 18. Nor do we distribute misleading information on the odds of winning, or offer the option of playing on credit. Our players have the opportunity to impose self-bans on their gaming on the Internet. We do not target marketing communications to minors, and our retail outlets and the games of [veikkaus.fi](https://www.veikkaus.fi) are subject to the age limit of 18.

## ***Responsible customer relations***

Veikkaus has developed a mathematical model based on its customer database, with the purpose of promoting responsible business. The Responsible Customer Relations model (VasA) aims to ensure that marketing is not targeted at customers whose gaming behaviour involves features that may indicate a risk of problem gambling. Instead of marketing communications, these customers are offered information on the risks of gaming. They are also told about the tools for the self-control of gaming provided by Veikkaus. The VasA model is an established part of Veikkaus' management system and the effects of the model are reported regularly to the company management.

## ***Creative and ethical game design***

We design our games ethically. All new game ideas and service reforms are made subject to a responsibility evaluation as part of the product development process. The objective is to combine creativity with responsibility in a way that our customers find interesting.

### ***The nine elements of the Responsibility Evaluator Tool are:***

Gaming elements  
Risk of financial loss  
Profit/Stake structure  
The role of skills, information, chance, and rules  
The attractiveness of the game and the gaming environment  
Additional attractions  
Social features  
Availability  
Marketing

### ***Extensive game portfolio through multiple channels***

Veikkaus' game portfolio consists of Jackpot Games, i.e. Lotto and Joker; and the multinational games Viking Lotto and Eurojackpot; Daily Games, like Keno; Instants and eInstants; and Sports Games, like Fixed Odd Betting, Football Pools and Live Games. We update our games and launch new games actively. The fastest growing game group is that of the Daily Games, especially eInstants.

Our games are sold through the traditional retail network and the digital channels. In all our operations today, the focus is on digitality and mobile channels

## ***Veikkaus' Mission and Values***



To generate versatile value to Finnish society by operating games reliably and responsibly.

- ✓ For the common good
- ✓ Responsibly
- ✓ Reliably
- ✓ Creatively

## ***Veikkaus' Statistics***

Owner the Finnish State

Employees 375

POS 3900

Digital sales 48%

Registered customers 1,835 million (out of 5.5 million inhabitants)

Turnover 2015 EUR 2,095.3 million (+6.9%)

Result 2015 EUR 537.1 million (+3.2%)

Profit 2015 EUR 536.7 million (+3.4 %)

## ***New gaming model in Finland 2017***

At the beginning of the year 2017 the Finnish gaming system will change thoroughly when all of the three licensed gaming companies - Veikkaus, RAY and Fintoto - will merge into one big national gaming monopoly. The legislative approach taken by the Finnish State differs from that of any other European country. The decision and the new model are motivated by an endeavour to reinforce Responsible Gaming. The past performances of all the three gaming companies in this field have proved successful. Thus, the future of Responsible Gaming in Finland looks to be bright.