

BACON ME CRAZY

A Global Lottery Success Story

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The lottery landscape has evolved dramatically in recent years, with digital platforms and multi-channel experiences creating new opportunities and new challenges for lotteries.

In this dynamic environment, success is increasingly driven by the ability to diversify game portfolios and deliver engaging experiences that appeal to a wide range of players. One game that exemplifies this approach is *Bacon Me Crazy* by Pollard Digital Games Studio, which has proven to be a standout performer across multiple U.S. and international lotteries. Its broad appeal and adaptability highlight the impact a well-designed game can have across jurisdictions and sales channels.

WHAT MAKES BACON ME CRAZY UNIQUE

At the core of *Bacon Me Crazy's* success is a combination of thoughtful design, accessible gameplay, engaging mechanics and, of course, the world-renowned allure of bacon. The game features a fun, lighthearted theme that resonates with players, paired with gameplay that is intuitive and easy to understand. The studio drew inspiration from classic retail pull-tab mechanics, bringing familiarity and approachability, while introducing modern interactive features.

Its inclusion of multipliers and multi-ticket features adds depth without creating unnecessary complexity, while visually engaging animations maintain player interest and enhance the overall experience.

A particularly notable feature is the ball drop-style bonus game, which gives players a tangible sense of choice and control. This combination of accessibility, interactive elements, and visual appeal creates a game that is not only easy to play but also memorable, encouraging repeat engagement and broadening the appeal of the lottery's portfolio.

"The Pollard Digital Games Studio creates experiences that meet player expectations by considering every aspect of interaction with a player, including: games that are easy to access and understand, play mechanics that are fun and engaging, that any bonus features are exciting, and the outcome of the game is clear and instantaneous," says Bradley Johnson, Director, Pollard Digital Game Studio.

A GLOBAL SUCCESS STORY

The performance of *Bacon Me Crazy* demonstrates that a strong game can resonate across a variety of markets and player demographics. In Kansas, the game quickly became a top performer. Even as part of the initial eight-game launch in 2025, it stood out, a clear indication of its immediate popularity.

In West Virginia, the game achieved record-breaking results. Its 14-day performance post-launch was the best ever recorded for a new game, and it has continued to perform consistently, regularly ranking among the top three games in the jurisdiction. Meanwhile, Lithuania's national lottery, Euloto, was among the earliest adopters of *Bacon Me Crazy*. Even a year after its launch, the game maintained a strong leading position, consistently ranking as one of the top games of the year. Across all jurisdictions, the game has demonstrated resilience, maintaining strong performance even when stacked against offerings with progressive jackpots. This level of consistent success underscores the universal appeal of a well-crafted, approachable game that engages players on multiple levels.

STRATEGIC CHANNEL CROSSOVER

The success of *Bacon Me Crazy* extends beyond online instant game formats. Its transition into the digital eTab format illustrates how a game designed for one channel can strategically expand into others while maintaining momentum.

For instance, in its first month featured at Minnesota charitable social channels, the digital eTab *Bacon Me Crazy* product set a new record as the best-selling game launch of all time on the platform. This remarkable performance drove a 35% increase in total sales in the market, highlighting the potential for an iLottery-first game design to create a substantial impact across channels. By leveraging the game's existing popularity while optimizing digital experiences, lottery and charitable gaming operators can capitalize on cross-channel synergies, attract new players, and increase overall engagement.

FUTURE IMPACT AND STRATEGIC INSIGHTS

The success of *Bacon Me Crazy* offers key insights for the future of lottery game development. First, it underscores the value of a diversified portfolio, where a mix of interactive games ensures a broad appeal to players with varying preferences. Second, it demonstrates the potential of multi-channel strategies, showing that well-designed games can be successfully adapted across traditional and online product verticals.

As lotteries continue to navigate evolving player behaviors and technological innovations, the ability to design games that are flexible, engaging, and accessible will be critical. *Bacon Me Crazy* serves as a model, illustrating that thoughtful design and strategic deployment can deliver strong performance and sustained player interest across markets.

"The future of lotteries lies in creating experiences that resonate across every channel—woven together by shared themes of excitement, trust, and imagination. That's been our approach for nearly thirty years: thoughtful innovation guided by continuous learning," says Shannon DeHaven, Vice President of Digital Engagement.

CONCLUSION

In an increasingly competitive lottery landscape, a single great game can make a difference, but a diversified portfolio and multi-channel strategy are what drive long-term success. *Bacon Me Crazy* exemplifies how creativity, accessibility, and cross-channel adaptability combine to create a truly standout product. Its performance across multiple jurisdictions and formats reinforces the importance of designing games that not only capture attention but also sustain engagement, ultimately contributing to the growth and resilience of lottery programs worldwide.



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