



# The Power of Strategic Breadth

## Context of our discussion

1. The world has changed
2. How brands can adapt
3. Examples in action

# The world has changed



## AI Dominance

2015: AI was **emerging**, with limited practical applications.

2025: AI, particularly generative AI and LLMs, **is integrated** into numerous aspects of life and industry.



## Social Media

2015: Mainly used for **connecting** with friends and family. Platforms allowed sharing life events and providing spaces for people with similar interests.

2025: Consumers **attention spans** have **shortened**, influencing the way that marketing is created.



## On Demand Society

2015: While **convenience was valued**, it was primarily focused on basic online shopping and some early forms of on-demand services.

2025: Consumers expect **instant gratification**, with same-day or even same-hour delivery becoming the norm.



## The Gaming Evolution

2015: Online gambling **existed**, but its legality and regulation varied widely.

2025: Online sports betting has seen **explosive growth**, driven by increased legalization and accessibility.

# What is “Strategic Breadth”?

It's about seeing the bigger picture and using that wider view to create a more robust and successful strategy.

- **Traditional, narrow strategies** are often insufficient to address these challenges.
- **It is critical in the digital age**, where lines between industries blur, and consumer behavior changes rapidly.
- **This perspective** involves looking at situations from multiple angles, considering different stakeholders, and exploring various potential outcomes to build a more comprehensive and informed strategy.
- **"The Power of Strategic Breadth"** encourages companies to adopt a more flexible, adaptable, and forward-thinking approach.

# How Scientific Games is using the “Power of Strategic Breadth” \* toluna

To understand players better and gain deeper insights, we have developed the ONE™ program based on gaming motivations and player experiences.



**ONE Segmentation** helps us to identify our most valuable players and differentiate based on what motivates them to play the lottery.

**Benefit: Innovation**

- Cross Product Assortment & Game Optimization
- Tailor Promotions & Marketing Messages
- Strategic Planning & Execution

**ONE Voice Player Panels** helps us to connect with different types of players, quickly and efficiently.

**Benefit: Adaptability**

- On-going communication with players and potential players
- Quick answers for more timely business decisions guided by segments

**ONE Player Journey** ensures that we have consistency in the services and products we deliver across various channels.

**Benefit: Better Decision-Making**

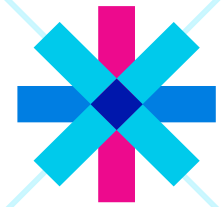
- Form a Player-Centric Mindset
- Optimize Product Portfolio
- Enhance the In-Store Experience
- Create a Seamless Digital Experience
- Resource Prioritization

# How to develop a strategic breadth perspective

Create synergy between various ideas to adapt to a new reality and drive innovation...

- **Seek diverse input:** Actively solicit opinions and feedback from people with different backgrounds and experiences throughout your organization.
- **Embrace different viewpoints:** Be open to perspectives that differ from your own and challenge your assumptions. Sometimes nothing is really what it seems.
- **Stay informed:** Keep up-to-date with industry trends and even trends in adjacent industries to broaden your understanding of the competitive landscape.
- **Consider various scenarios:** Don't settle for a single plan of action; explore different possibilities and be prepared to adapt when change occurs.





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