

'What Women Want' was a film released in 2000 starring Mel Gibson that allowed our leading man to read the thoughts of any female he interacted with. In 2019, we are about to see 'What Men Want', a similar trope with the roles reversed, but an expected carbon copy of the plot line that will play to gender clichés and habits. Gender biases and preferences are analysed in any number of industries and acted upon in product design or service delivery, yet largely ignored in Clubs outside of bathroom fit outs. I have long suggested in talks that Clubs should look at how to designate 'female themed' areas on their floor with décor, scents, service and of course, gaming product. So, to get the ball rolling and let the creative juices flow, let me identify the games that have a statistical female and male bias as a starting point.

Using AstueBI's extensive player database, we have identified the top 15 games that are preferred by females, comparative to males and vice versa from the Q4 data of 2018. By focusing on minutes played only, we remove any weighted bias on bet value. Essentially, we look at the minutes played by females (F) and minutes played by males (M) and create the relative ratio calculation.

\*Methodology: Out of a database with over 200 million minutes represented, only titles with < 100,000 minutes were used. 277 titles were represented in this sample. By dividing total minutes played by each gender, we can generate a specific gender bias integer for each game in the sample.

Game Name	M'facturer	F2M
SEA QUEEN	IGT	6.26
JETSETTER NEW YORK	IGT	3.32
TRIPLE MAGIC	AINS	2.65
VEGAS FIESTA	AINS	2.63
ENCHANTED WORLD	AINS	2.62
DOUBLE SHOT DUO ENCHANTED	AINS	2.59
5 TREASURES - DUO FU WA	SG	2.59
HOTTER THAN HOT QS	AINS	2.55
PINK GALAH TRIPLE SHOT	AINS	2.55
PEARL POWER	AINS	2.43
WONDER WORLD	AINS	2.43
DS CLASSICS	AINS	2.41
VEGAS FORTUNE	AINS	2.38
DIAMOND ETERNITY - DUO FU WA	SG	2.35
FIRE WIZARD	AINS	2.30

Table 1 – female to male ratio

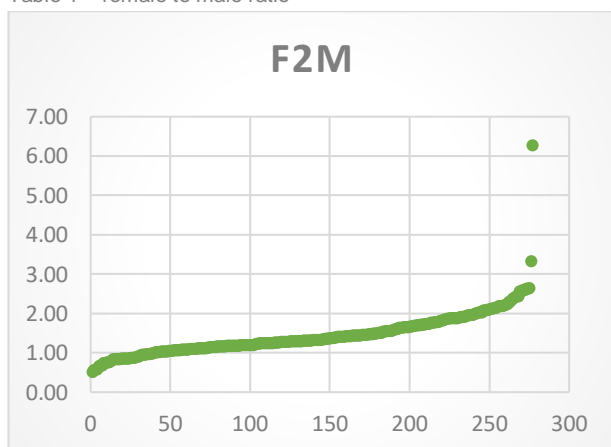


Table 2 – female to male distribution chart

**Table 1** - lists the top 15 games with a female bias of games that meet the minimum criteria. 'Sea Queen' (IGT) leads the way with 6.26x more minutes played by females than males. 11 of the 15 games were produced by AGT.

**Table 2** - a graphical distribution chart of all games.

**Table 3** – this table lists the games with a male bias. Vegas Star products lead the way while Aristocrat has 9 games represented, 5 of which are multi game releases. This contrasts very strongly with the games in the 'F2M' list that has no Vegas Star or multi game representation.

Game Name	M'facturer	M2F
VS	SG	1.96
PC HIGH LIMITS	ARIS	1.77
WILD STALLION	ARIS	1.76
VS CLASSIC ROULETTE	SG	1.75
MORE CHILLI	ARIS	1.53
LUCKY 88	ARIS	1.49
PC ULTRA JACKPOTS	ARIS	1.48
VS MTGM BLACKJACK	SG	1.36
KING OF THE NILE	ARIS	1.35
VS MULTIGAME	SG	1.33
JUMPIN' JALAPENOS DELUXE	KON	1.32
PC CLASSIC EDITION	ARIS	1.31
PC EMERALD EDITION	ARIS	1.26
PHARAOH'S GOLD	IGT	1.21
PC DIAMOND EDITION	ARIS	1.20

Table 3 – male to female ratio

**Conclusion** – there is a clear preference for game types, manufacturers and titles that give credence to the idea that gender specific areas are a concept worth investigating. Market segmentation using the S-T-P approach (segmentation → targeting → positioning) was a concept developed in the 1920's and one that Clubs can employ in a number of areas of their operation, not least the gaming floor.

## INFLECTION POINT – OPINION PIECE

### POINTS ARE MORE THAN JUST A LIABILITY, THEY ARE AN OPPORTUNITY – *By Terry O'Halloran*

When the movie 'Avengers – Infinity War' launched 12 months ago in the US, American Express took the opportunity to provide an advanced screening for some of their most valuable customers. This was an entry into something money couldn't buy, so the 'perceived value' was greater than the 'actual value' and gave weight to their tagline 'membership has its privileges'. The 'currency' in question was of their own design – a particular type of membership they could leverage and create a unique proposition.....so how can this translate to the Club market?

As Rewards have now flooded the landscape to saturation point, how does a venue differentiate themselves from the competition? By treating points as your own unique currency, you have the opportunity to frame your venue's points as having a higher perceived value than the actual value. So how would you position the points to act as an internal currency that is unique to your offering? The suggestions below are some ideas to create 'unique value' around your own currency and limit the value that leaves the venue on EFTPOS cards;

- Get creative - special raffle draws with tickets only bought with points. This creates an 'event' around points with an entry predicated on possession of the venue's own currency.
- Exclusivity – product offers that can only be bought with points. Constructing deals with suppliers for 'exclusive' offers gives the supplier an opportunity to internally promote their product, and it gives members the opportunity to realise 'over and above' value of points they have earned.
- Time based offers – price pointing 'off peak' hours is common practise, so using a points incentive to create activity around the slower or less popular hours is the next logical extension.

The reality is that the options are only limited by your imagination. We can continue to be the middleman for Coles, Woolies and Caltex or we can come up with some creative ways to keep the spend in house.....all while adding dimensions of value creation through a bespoke currency.

**DEC-18 to FEB-19 MANUFACTURER DISTRIBUTION** – based on 3 months of data, the table below breaks down the percentage distribution of key gaming numbers from the AstuteBI database.

	Note In	Minutes Play	Turnover	Jackpot Wins	Cancelled Credits
<b>Ainsworth</b>	6.01%	14.10%	14.72%	2.11%	8.62%
<b>Aristocrat</b>	71.74%	55.28%	55.82%	93.70%	62.48%
<b>Atlas</b>	0.29%	0.48%	0.53%	0.05%	0.30%
<b>Aruze</b>	1.17%	1.57%	0.96%	0.06%	0.70%
<b>IGT</b>	8.86%	15.24%	12.61%	1.56%	4.91%
<b>Konami</b>	2.42%	2.75%	2.30%	0.25%	7.51%
<b>SciGames</b>	9.32%	10.41%	12.93%	2.23%	15.37%
<b>Other</b>	0.19%	0.17%	0.14%	0.04%	0.12%

Upcoming Gaming courses and sessions for Boards (Directors Cut) and Venue Management and Staff (Gaming Gold) continue throughout the State. Contact Terry O'Halloran on 0426 468 738 or [terry.ohalloran@russellcorporate.com.au](mailto:terry.ohalloran@russellcorporate.com.au) for more details.



**May 9, 2019**  
**Ingleburn RSL**  
**Ingleburn**

**APRIL 16, 2019**  
**CHERRY STREET SPORTS**  
**BALLINA**



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