

Pull Tabs Brand Awareness

From January 7 to February 18, 2019



DID YOU KNOW?

From January 7 to February 18, 2019 Pull Tabs will have a Point of Sale campaign in market to generate awareness of the brand's new and upcoming product line up.

SALES TIPS

- January and February are busy months for Pull Tabs players. Average sales for these two months increase by 11% versus the rest of the year. Make sure you stock up on inventory for this busy period.
- Starting December there will be 4 new tickets launches and 14 tickets available to offer your players. For best results, ensure you offer a mix of \$1.00 and \$0.50 games from the new and classic games available.

MARKETING SUPPORT

- Point of Sale Advertising:
 - Posters
 - SST Topper
 - Tent Cards
 - SST Decal

