



# Scratch & Win: Holiday 2018

*Promotion Dates: November 5, 2018 to January 1, 2019*

## Tell your players

The S&W holiday season is just around the corner! The first five Christmas tickets will launch October 15, 2018 and the remaining five tickets on October 29, 2018. As well, the Tech the Halls online contest is up and running from October 15, 2018 to January 18, 2019. Remind your customers to keep their winning and non-winning holiday tickets and enter at [techthehalls.ca](http://techthehalls.ca) for a chance to win even more prizes!

## Special Features:

- 10 holiday tickets in total, perfect for gift-giving or for your players who look forward to the holiday tickets
- Better overall odds on our holiday tickets
- Tech the Halls online contest for a chance to win even more prizes. With cash prizes added, this year's contest offers the most prizes ever!

## Media Support:

In December, media support will commence with print, radio sponsorship tags, digital billboards and posters.

## Retail POS Focus:

November 5, 2018 to January 1, 2019: Posters, boomerang, display case strip, bubble case banner and counter card

## Did you know?

- The holidays account for over 25% of yearly Scratch & Win sales – so ensure you have enough inventory to meet demand
- Take advantage of media and point-of-sale marketing support. Last year was another successful holiday Scratch & Win season and we have a new \$10 National holiday ticket this year!
- Be sure to follow the holiday planogram to showcase all the tickets prominently



(not final artwork)

