



Lottery Winnability Sales Tips

Promotion Dates: Ongoing

WHY IS WINNABILITY IMPORTANT?

Research shows that the #1 barrier to playing Lottery games was due to poor perceptions of winnability. By improving perceptions around winnability, we can remove the barrier to playing Lottery and therefore grow frequency of play and upsell at retail.

KEY ELEMENTS TO POSITIVELY INCREASE WINNABILITY PERCEPTION WITH YOUR PLAYERS

1. Talking about winners; players want to visualize their potential success by hearing about winners that are relatable to them *e.g. similar demographics, similar geographic region*
2. Remind players when the jackpot is high (“*Did you know that tonight’s Lotto Max jackpot is a record breaking \$60M & 55 Maxmillions?*”) a high jackpot = not won and can be perceived as it is “due to be won”
3. A great upselling tactic is to ask your player for the sale of the lottery ticket
4. In-store support; highlighting winners communications at retail, coupled with asking for the ticket sale, improves perceptions around winnability



TIPS FOR RETAILERS

- ✓ Remind players “*Do you have your Lotto Max ticket for tonight’s 60 Million draw?*” (Prompting for the ticket sale was the #1 trigger in making winning seem more possible)
- ✓ Refer to www.bclc.com to point out recent winners located in your geographic region whenever possible (E.g. *Did you know that there was just a \$7 Million Lotto 6/49 winner from Richmond?*)
- ✓ Mentioning new instant tickets or pointing out tickets that have recent winners makes winning seem more possible
- ✓ Direct your players to www.playnow.com/youcouldbenext to learn more about our winners