



Scratch & Win Display Case Plan-o-gram

4-part case, cash register on RIGHT side - Strategic Layout

The "Power L"

Display Christmas tickets across the front to maximize awareness.

Keep high-value tickets closest to the cash register.

Incorporate tickets you may have that are not on the Planogram according to price point.

Tips for Sales Success

To maximize sales, don't put anything on top of the display case, especially covering high-value tickets.

Always keep your case fully stocked. Every time you run out of stock you lose potential sales.

Use the lock feature on the display case door so tickets are secure at all times.

* Does not apply to Retail Stores Group accounts. For more information, contact your Territory Manager or visit the Retailer Hub.