

Scratch & Win Ticket Promotion

Campaign: January 2nd – January 27th, 2019



Awareness Campaign Details:

For the first time ever we are holding a “Ticket Extravaganza” to help promote the 9 new tickets that are launched at the same time every New Year. The focus of the promotion will be “A Ticket for Everyone” and it will promote \$1, \$2, \$3, \$5 and \$10 tickets. We rarely have the opportunity to promote the lower priced tickets, making this a great opportunity to remind people how entertaining they can be!

Marketing Support:

- POS: July 2nd – January 27th
 - Posters A and B; 17x22 Poster; Display Case Strip; Bubble Case Banner
- Print (newspaper): January 2nd – January 21st
- Digital: January 2nd – January 21st
- Out-of-Home (digital billboards): January 2nd – January 21st

Sales Tips:

- When individual Scratch & Win tickets have marketing support, they have seen up to a 57% lift in sales during that period.
- Almost 60% of a ticket’s sales occur in the first 4 weeks after launch, so be sure to pre-order enough to avoid stock outs.



Not Final Artwork

Tell Your Players:

- 9 new tickets just launched on January 2nd making it a great time to play
- Players could win up to \$125,000; \$15M available in total prizing
- With 9 new tickets available there is a ticket for everyone

