



Scratch & Win Awareness

Campaign: July 4 – August 7, 2017

Awareness Campaign Details:

For the first time in a number of years, the entire Scratch & Win brand will be in the spotlight, highlighting all products to increase awareness. With many options to choose from varying from \$1 to \$30, there's a Scratch & Win ticket that's right for everyone.

Marketing Support:

- POS: July 4 – August 7
 - Lottery Table Poster A, RSG Poster 8 ½" x 11", 17"x22" Poster; Display Case Strip; Bubble Case Banner
- Print (newspaper): July 10 – August 14
- Digital: July 10 – August 14
- Out-of-Home (billboards): July 10 – August 14

Sales Tips:

- When individual Scratch & Win tickets have marketing support, they have seen up to a 57% lift in sales during that period.
- Scratch & Win tickets are popular. Players are playing more frequently, so order all tickets and keep your tray fully stocked to maximize sales.
- 57% of a ticket's sales occur in the first 4 weeks after launch, so be sure to pre-order enough to avoid stock outs.
- Average price paid per ticket has increased over 30% over the last 5 years. High priced tickets sell! Make sure your high price tickets are in stock and displayed closest to the cash register.



Tell Your Players:

- Escape from your routine, Scratch & Win is the perfect break from your day!
- Players can win up to \$2,500,000 instantly.
- With so many options to choose from, there's a ticket that's right for everyone