

Scratch & Win Holiday Campaign

November 18, 2024 – January 1, 2025



What is it?

The Holiday S&W season is just around the corner! To promote sales during this important sales period, Retail POS Focus will begin November 18



When is it?

November 18, 2024 – January 1, 2025



Details:

- Retailer POS items include posters and display case strips as well as bubble case banners
- POS will be supplemented by a media campaign beginning November 27 for 4-weeks and will include radio, social/digital ads as well as billboard banners



Text or Call **Lottery Retail Support:**
1-800-667-1649



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Special Features

- 11 Holiday tickets in total:
 - The first 5 tickets launch October 15
 - The remaining 6 launch October 28
- Holiday tickets have better overall odds
- Perfect for gift-giving or for players who look forward to the Holiday tickets
- The Tech the Halls online contest is back! Remind your customers to enter their winning and non-winning holiday tickets at techthehalls.ca for a chance to win even more prizes! It's even easier this year with the Tech the Halls Scan Code in the contest scratch area. Be sure to cover it when validating the ticket.



Retailer Tips

- Be sure to follow the [Holiday planogram](#) to showcase all the tickets prominently
- The Holidays account for over 20% of yearly S&W sales, so ensure you take advantage of media and point-of-sale marketing support and have enough inventory to meet Player demand
- Reminder to scan tickets to Cart and Checkout to ensure validation capability is activated.
- Cover non-targeted barcodes when scanning for the best result.



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