

# Shoppers Drug Mart – Scratch & Win Planogram

## 2-part SDM Built-in Case, Holiday 2024

**SHOPPERS**  
DRUG MART



### Tips for Sales Success:

- Organize your tray as shown – it's designed to give more space to high-value tickets.
- Merchandize your high-value tickets closest to the cash register.
- Do not put anything on top of the display case, especially covering high-value tickets.
- Leave some pockets empty so that you can allow the ticket visuals to show when overlapped
- When a new ticket arrives, place it at the display strip (front) edge of the case (with the exception of all Crossword, Bingo and \$1 tickets, which should always be at the back of the case)
- Always keep your case fully stocked.
- Prevent Out-Of-Stocks – call Hotline to place an emergency order between call days if needed.

**CRITICAL**

The Holiday period accounted for 25% of Shoppers Drug Mart's annual Scratch & Win sales, so ensure to replenish your inventory throughout the day.

An empty case means lost sales

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Pocket 9	\$1 Gold Rush	\$1	empty	empty	empty	\$1 Holiday	\$1 Holiday	empty	empty	empty
Pocket 8	empty	\$2 Crossword	empty	empty	empty	empty	\$2 Holiday	\$2 Holiday	\$2 Holiday	\$2 Holiday
Pocket 7	\$2 Blackjack	empty	empty	empty	empty	empty	empty	empty	empty	empty
Pocket 6	\$2	empty	empty	empty	empty	empty	empty	empty	empty	empty
Pocket 5	empty	empty	\$10 Bingo	\$10 Crossword	empty	empty	empty	empty	empty	empty
Pocket 4	empty	\$5 Bingo	\$5 Crossword	empty	empty	\$3 Holiday	\$5 Holiday	empty	\$20 (Wide)	\$20 (Wide)
Pocket 3	\$3 Crossword	empty	\$5 Set for Life	\$20	empty	empty	empty	empty	empty	empty
Pocket 2	\$3 Lucky Lines	\$5	empty	empty	empty	empty	empty	empty	empty	empty
Pocket 1	\$3	\$5	\$10	\$30	empty	\$3 Holiday	\$5 Holiday	\$10 Holiday	\$20 Holiday Gift Pack	\$20 Holiday Gift Pack

Display Strip

Cash Register

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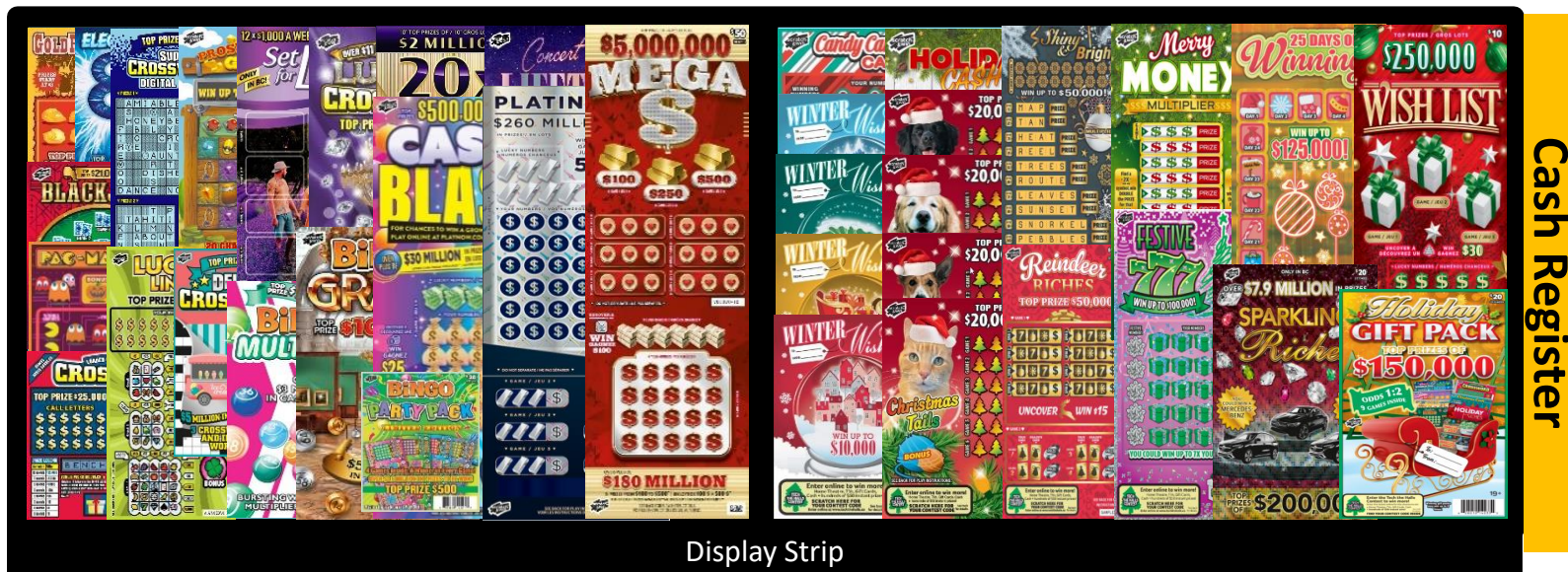
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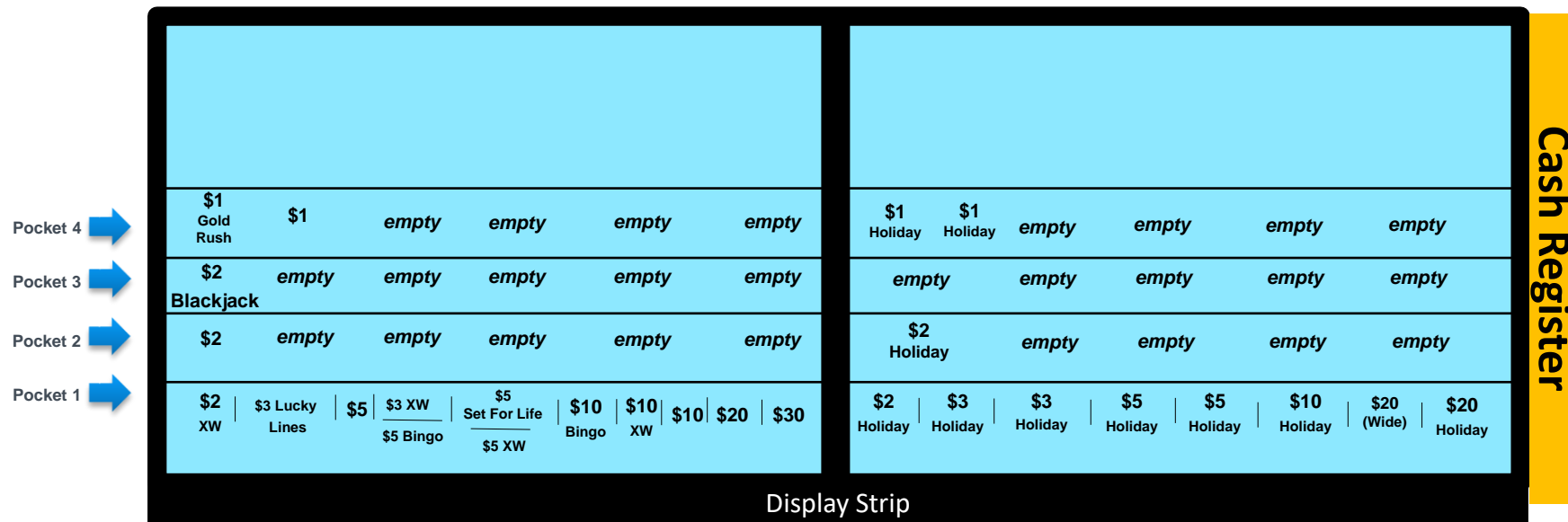
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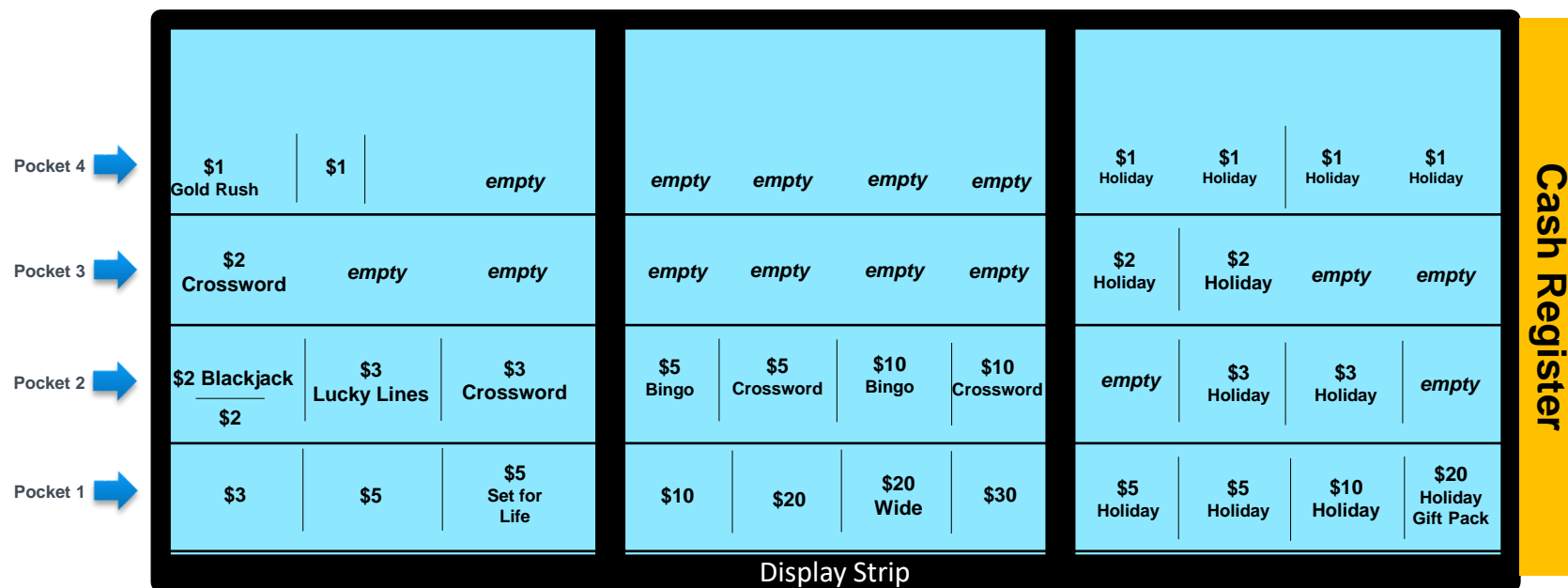
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## 3-part Case, Holiday 2024



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