



Scratch & Win Display Case Plan-o-gram

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

	Sleeve 1	Sleeve 2	Sleeve 3	Sleeve 4	Sleeve 5	
Pocket 7	\$2 Crossword†	Empty	Empty	Empty	Empty	Cash Register
Pocket 6	\$2 Bingo†	\$3 Super Crossword†	\$5 Deluxe Crossword†	Empty	\$20 (short ticket)	
Pocket 5	\$1 Gold Rush† \$1 Blackjack†	\$3 Bingo Blast†	\$5 Wild Bingo†	\$10 Luxury Crossword†	Empty	
Pocket 4	\$1	\$3 Instant 6/49†	\$5 Set for Life†	\$10 Bingo Grand	\$20 (long ticket)	
Pocket 3	\$2	\$3	\$5	\$10	\$20 (long ticket)	
Pocket 2	\$2	\$3	\$5	\$10	\$30	
Pocket 1	\$2 New	\$3 New	\$5 New	\$10 New	\$30	
Display Case Strip						

The "Power L"

Display new 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.

† Base Game



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