

London Drugs | January 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM

Built-In Display Case Planogram



CRITICAL

Tickets in display may vary depending on location.

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
- ✓ Always keep your case fully merchandised.

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|-----------------|-----------|-----------|---------------|------------|---------------|
| | | | | | |
| \$1 Gold Rush | \$3 Bingo | \$3 XWord | \$10 Bingo | \$10 XWord | \$20 |
| \$2 Blackjack | \$5 Bingo | \$5 XWord | | | |
| | | | | | \$5 SFL |
| \$2 Bingo | | | | | \$10 National |
| \$2 XWord | | | | | |
| \$3 Lucky Lines | | | | | |
| | | | | | \$20 National |
| | | | | | |
| \$2 | \$5 | | | | |
| \$1 | \$3 | \$10 | \$30 National | | |

Display Strip

Cash Register

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