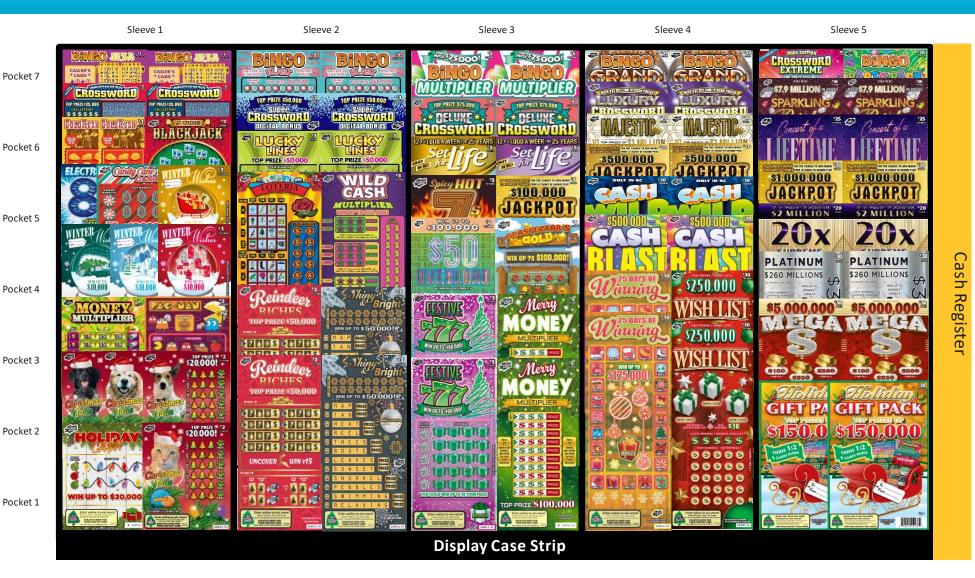
Retail Network | Holiday 2024

## **SCRATCH & WIN DISPLAY CASE PLANOGRAM**

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





## The "PowerL"

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 highvalue 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.

Retail Network | Holiday 2024

## **SCRATCH & WIN DISPLAY CASE PLANOGRAM**

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



	Sleeve 1	Sleeve 2	Sleeve 3	Sleeve 4	Sleeve 5		
Pocket 7							The "PowerL"  Display new tickets across front to maximize awarene
Pocket 6		BASE	<b>GAMES</b>		\$20		Keep high-value tickets c to the cash register.
Pocket 5	Gold Rush, Blackjack, Lucky Lines, Set for Life, Bingo, Crossword					C	Incorporate tickets you m have that are noton the Planogram according to p point.
Pocket 4	\$1					Cash Reg	Tips for Sales Success  To maximize sales, don't p
Pocket 3	ća	\$3	\$5	\$10	\$30	Register	anything on top of the discase, especially covering value tickets.
Pocket 2	\$2						Always keep your case fu stocked. Every time you ru stock you lose potential sa
Pocket 1	New	New	New	New	New		Use the lock feature on the display case door so ticket secure at all times.
			Display Case Strip				

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closest

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put display ng high-

fully run out of l sales.

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