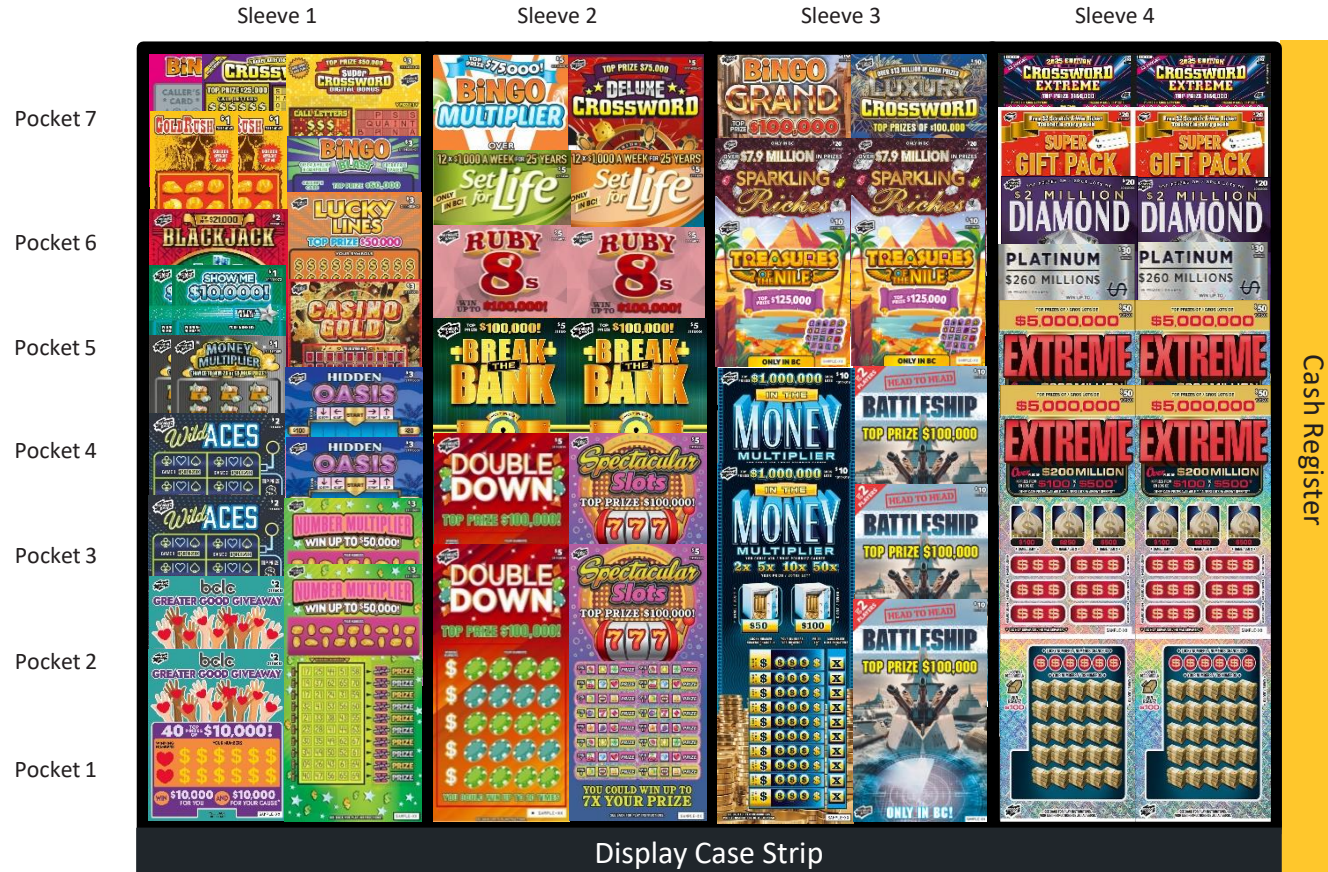




Retail Network | June 2025

# SCRATCH & WIN DISPLAY CASE PLANOGRAM

## 4-part case, cash register on RIGHT side - Strategic Layout



### 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.

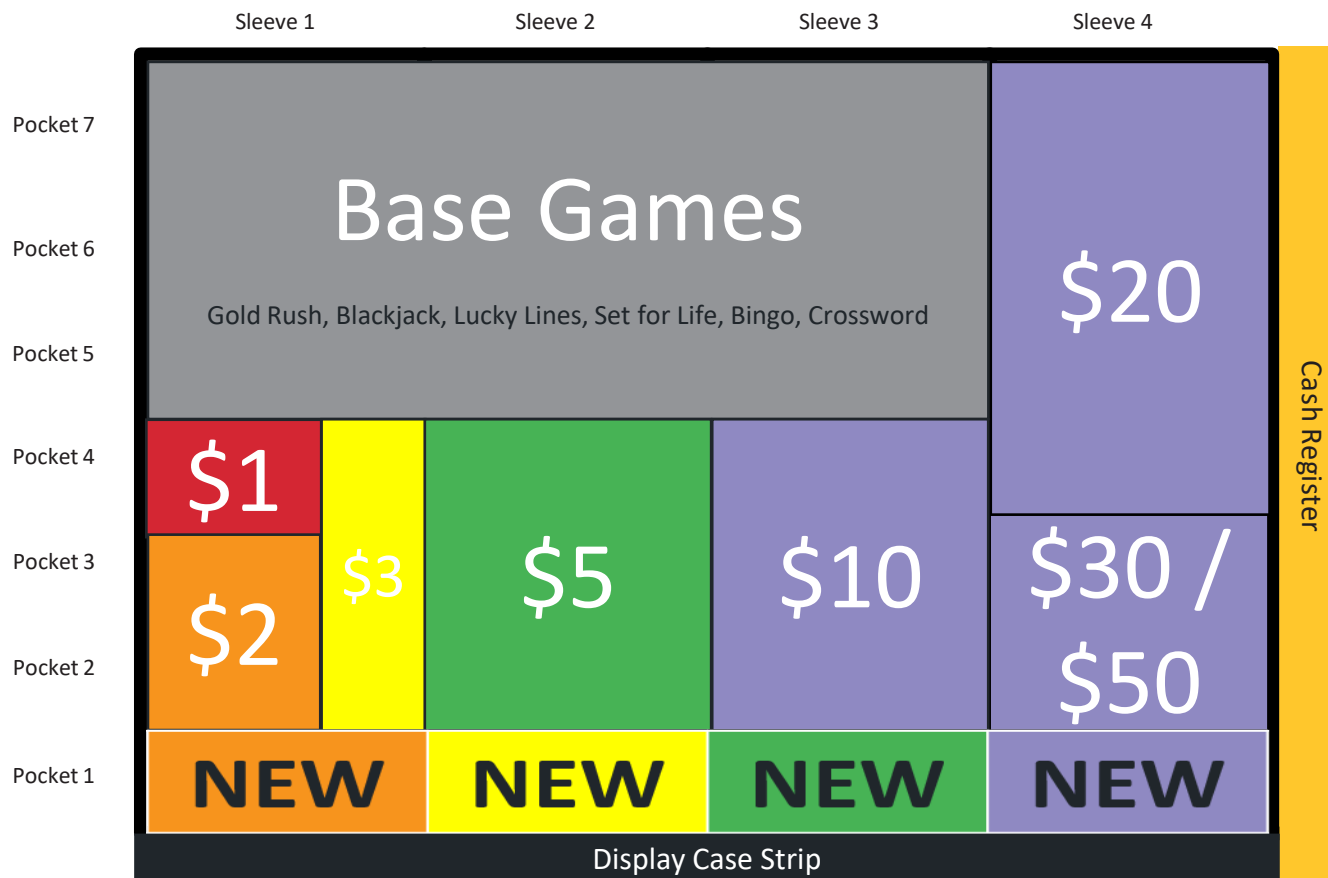
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\* Does not apply to Retail Stores Group accounts.

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