

Shoppers Drug Mart | January 2025

**SHOPPERS**  
DRUG MART



# SCRATCH & WIN DISPLAY CASE PLANOGRAM

## Built-In Display Case Planogram



**CRITICAL**

Tickets in display may vary depending on location.

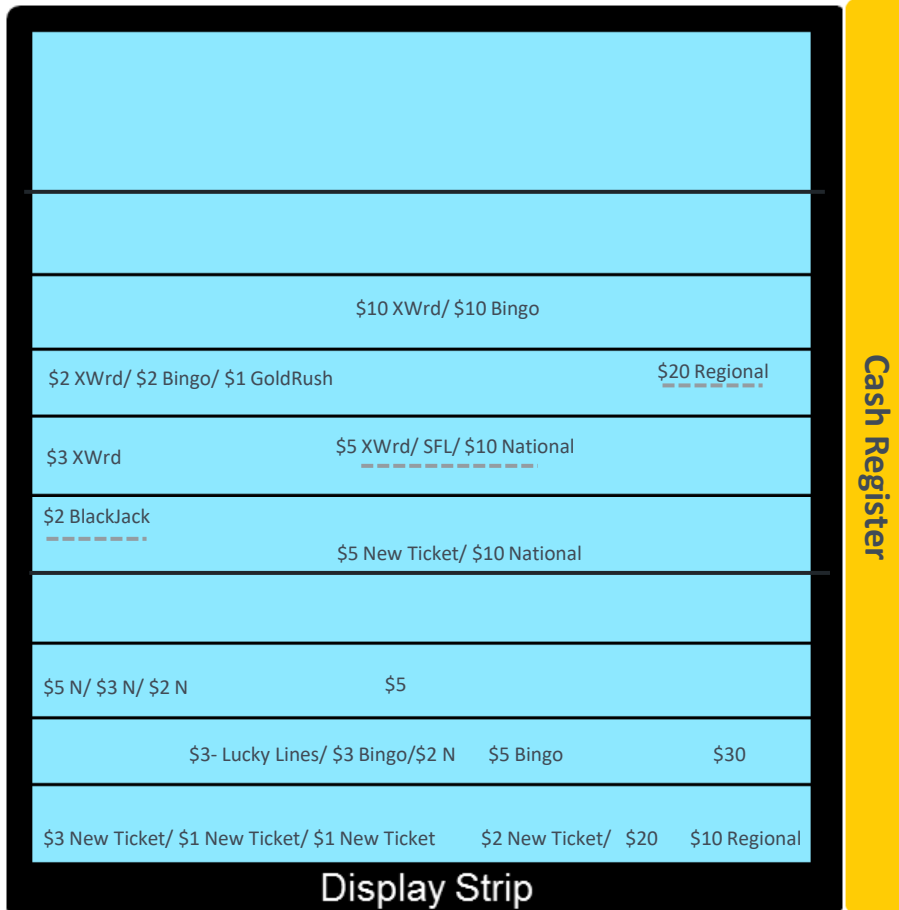
**Tips for Sales Success:**

- / 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.
- / Prevent out-of-stocks – call Hotline to place an emergency order between call days if needed.

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