

Shoppers Drug Mart | January 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM

2-Part Built-In Display Case Planogram

SHOPPERS
 DRUG MART



Display Strip

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.



REMINDER
 An empty case means lost sales

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lotto!

												Cash Register
Pocket 9	\$1 Gold Rush	\$1	empty	empty	empty	\$1	\$1	empty	empty	empty		
Pocket 8	empty	\$2 Crossword	empty	empty	empty	empty	\$2	\$2	\$2			
Pocket 7	\$2 Blackjack	\$2 Bingo	empty	empty	empty	\$3 Bingo	\$5 Bingo	empty	empty			
Pocket 6	empty	empty	empty	empty	empty	empty	empty	empty	empty			
Pocket 5	empty	empty	\$10 Bingo	\$10 Crossword	empty	empty	empty	empty	empty			
Pocket 4	empty	empty	\$5 Crossword	\$10	empty	empty	\$5	empty	empty			
Pocket 3	\$3 Crossword	empty	empty	empty	empty	empty	empty	\$10	\$20			
Pocket 2	\$3 Lucky Lines	\$5	\$5 Set for Life	empty	empty	empty	empty	empty	empty			
Pocket 1	\$3	\$5	\$20 Wide	\$30	empty	\$3	\$5	\$10	\$20			
	Display Strip											

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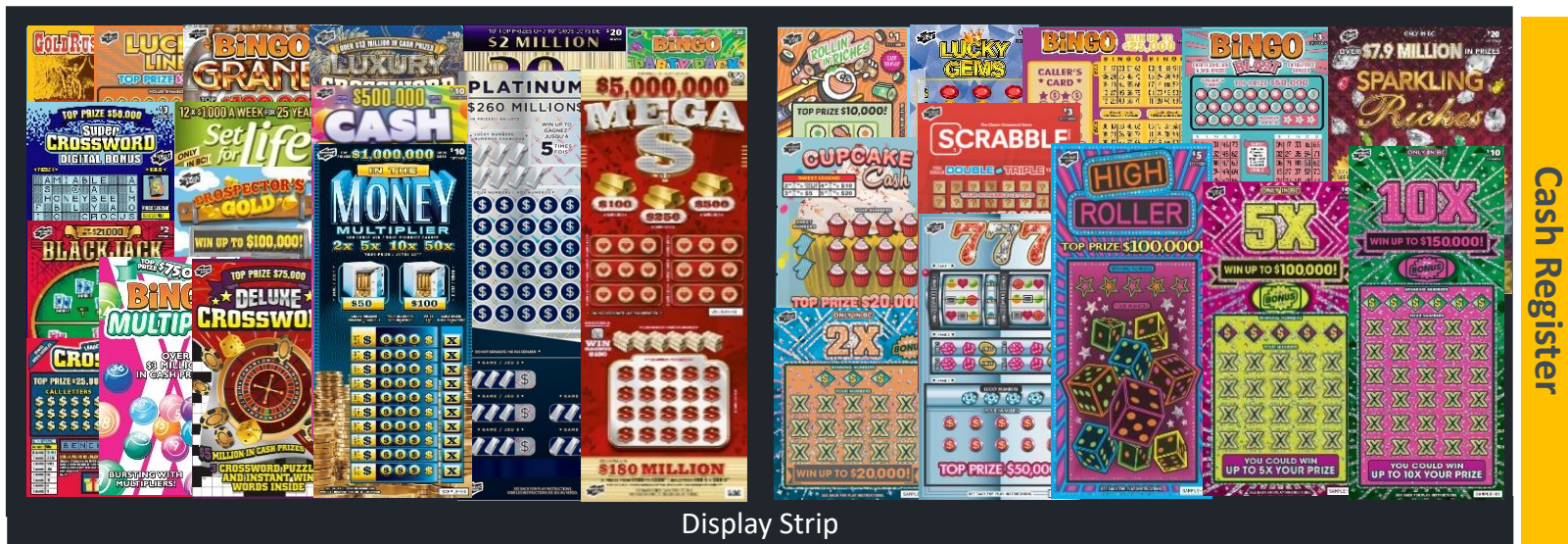


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												Cash Register												
\$1 Gold Rush						\$1 \$1																		
empty						empty																		
empty						\$2 \$2 Bingo \$3 Bingo																		
empty						empty																		
empty						empty																		
<table border="1"> <tr> <td>\$2 XW</td> <td>\$3 Lucky Lines \$3 XW</td> <td>\$5 Bingo</td> <td>\$5 XW</td> <td>\$5 Set For Life</td> <td>\$5 \$10 Bingo</td> <td>\$10 XW</td> <td>\$20</td> <td>\$30</td> <td>\$10</td> <td>\$20</td> <td>\$10</td> </tr> </table>												\$2 XW	\$3 Lucky Lines \$3 XW	\$5 Bingo	\$5 XW	\$5 Set For Life	\$5 \$10 Bingo	\$10 XW	\$20	\$30	\$10	\$20	\$10	Cash Register
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<table border="1"> <tr> <td>\$2</td> <td>\$3</td> <td>\$3</td> <td>\$5</td> <td>\$5</td> <td>\$10</td> <td>\$20 (Wide)</td> </tr> </table>												\$2	\$3	\$3	\$5	\$5	\$10	\$20 (Wide)						
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3-Part Built-In Display Case Planogram



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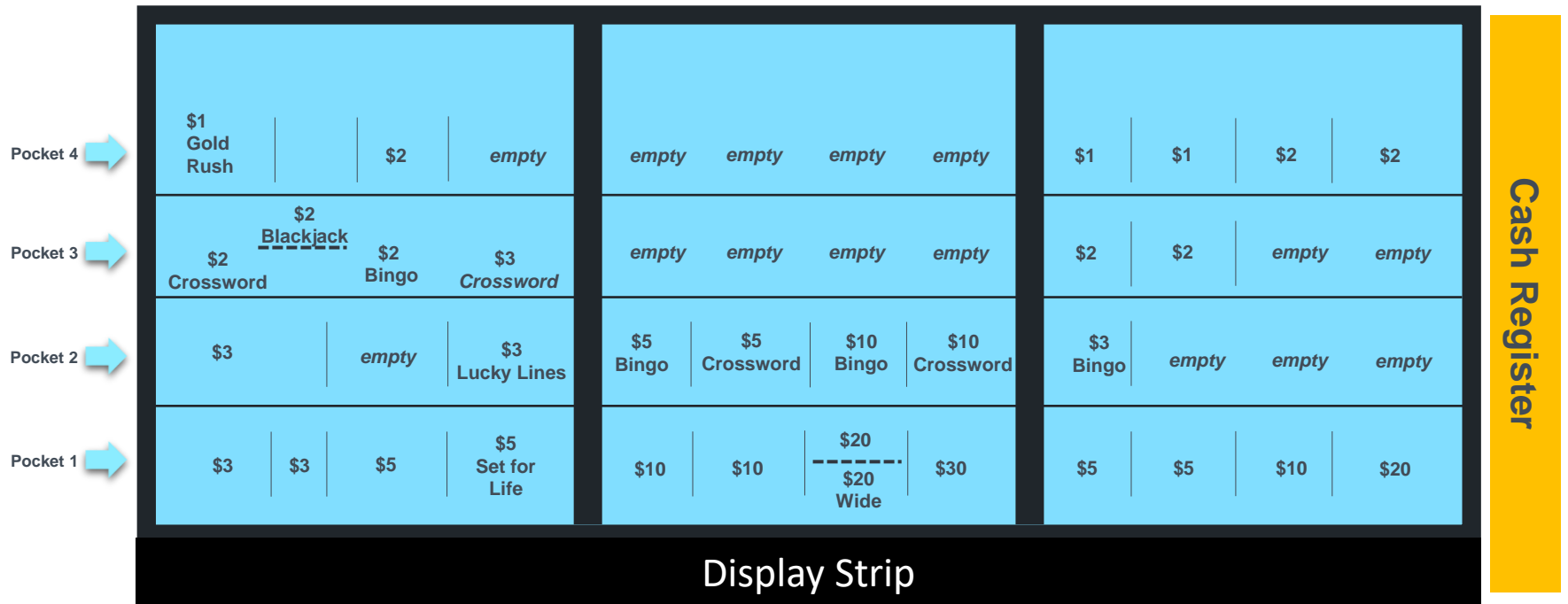
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