

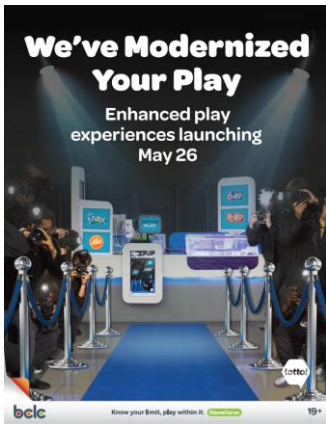
Lotto Transformation Marketing Plan

April 2 – May 20, 2024

Instructions: Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below.

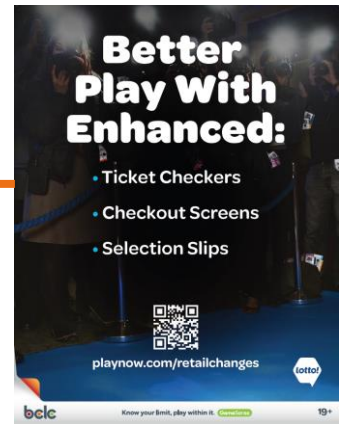
New:

Poster A: 8.5" x 11"



New:

Poster B: 8.5" x 11"



New:

Lottery Table Decal:
Display on the middle plexiglass section.



Text or call Lottery Retail Support:
1-800-667-1649



Lotto Transformation Awareness Campaign

April 2 – May 20, 2024

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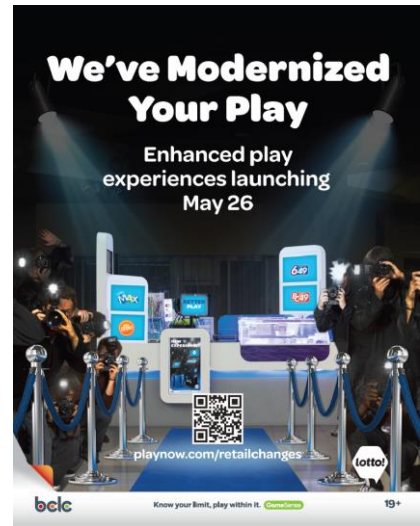
New:

Tear-Away Pads: Display behind cashier.
 Informs Players of upcoming Sports Action changes. Please distribute 1 sheet to each Sports Action Player as you give them a ticket.



New:

Large Poster: 17" x 22"



Keep Existing:

Hurricane Sign Topper



New:

Bubble Case Strip (RSG only)



New:

Scratch & Win Display Case Strip



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