

Retail Network | January 5th to February 15th, 2021

Scratch & Win Ticket Promotion: January Marketing Campaign

Marketing Campaign Details:

Everyone has seen great success with our previous Scratch & Win Brand Awareness campaigns. **When individual Scratch & Win tickets have marketing support, there has been as much as a 57% lift in sales during that period.**

In the new year we will keep the momentum going with a campaign that promotes 10 new tickets that are launching on January 5th, 2021. This is an excellent time to capitalize on the popular holiday season and encourage reinvestment of the money players have won on their gifted tickets.

As an added bonus we will also be promoting a new second chance contest called “Cash in the New Year” which gives players the opportunity to enter any one of these ten tickets for a chance to win more cash prizes.

www.cashinthenewyear.ca

See next page for details

Player Advertising:

- **POS:** Display Case Strip, Bubble Case Banner, Digital Signage Network (Jan 5th to Feb 15th)
- **Print:** Newspaper Ads (Jan 5th to Jan 31st)
- **Out of Home:** Digital Billboards, Digital Transit Shelter Ads (Jan 5th to Jan 31st)
- **Radio:** 30 Sec Spots (Jan 5th to Jan 31st)
- **Digital:** Desktop, Mobile & Social Media, BCLC.com, programmatic audio (Jan 5th to Jan 31st)

Tell Your Players:

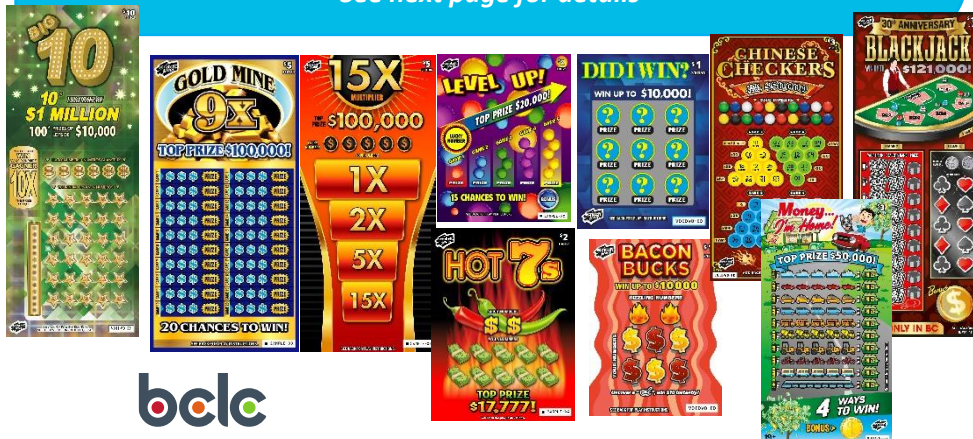
- 10 new tickets are launching on January 5th making it a great time to try something new!
 - \$1 Did I Win? (Top Prize \$10,000)
 - \$1 Bacon Bucks (Top Prize \$10,000)
 - \$2 Level Up! (Top Prize \$20,000)
 - \$2 Hot 7s (Top Prize \$20,000)
 - \$3 Chinese Checkers (Top Prize \$50,000)
 - \$3 Money I'm Home! (Top Prize \$50,000)
 - \$5 15X Multiplier (Top Prize \$100,000)
 - \$5 Gold Mine 9X (Top Prize \$100,000)
 - \$10 30th Anniversary Blackjack (Top Prize \$121,000)
 - \$10 Big Ten (National Ticket – 10 Top Prizes of \$1,000,000)

PRO TIP: Almost 60% of a ticket's sales occur in the first 4 weeks after launch, so be sure to pre-order enough to avoid stock outs!



The Retailer Information Sheet is also available on bclcretailerhub.com.

For more information, please contact your BCLC Territory Manager or Lottery Support Hotline at 1-800-667-1649.



Retail Network | January 5th, 2021 – February 16th, 2021

Cash in the New Year - Second Chance Contest

Second Chance Contest Details:

Cash in the New Year contest comes on the heels of the popular Tech the Halls contest. The contest will run for six weeks from January 5th to February 16th, 2021. It offers players a chance to win one of **ten \$500 Gift cards!**

Players can participate by purchasing any of the 10 eligible tickets or entering a one-time-only no-purchase-necessary code obtained on the [BCLC facebook page](#).



Tell Your Players!

- This Second Chance messaging doesn't appear on the tickets – be sure to mention it to players if they are not sure!

Objectives:

- Drive awareness of the 10 new S&W tickets launching in January.
- Re-engage all Tech the Halls participants
- An offering to light and casual players who may have played or gifted Christmas tickets.

How to play:

- Player purchases S&W eligible tickets at retail (or uses the no-purchase-necessary code on the [BCLC Facebook page](#))
- Login to www.cashinthenewyear.ca via a previous S&W contest account (such as Tech the Halls) or create a new account
- Enter the contest code (13-digit S&W ticket CNTL. No.) for a chance to win 1 of 10 \$500 Mastercard® prepaid gift cards.
- Each dollar spent on S&W tickets equals one entry. One bonus entry for each \$5 spent.