

# Scratch & Win Holiday Campaign 2021

## November 1, 2021 – January 3, 2022

lotto!

### Tell your players

The S&W holiday season is just around the corner! The first (5) Christmas tickets will launch October 12, 2021 and the remaining (6) tickets will launch on October 25, 2021. The Tech the Halls online contest is back from October 12, 2021 – January 14, 2022 and celebrating its 10<sup>th</sup> year with a new design and lots of fun surprises. Remind your customers to keep their winning and non-winning holiday tickets and enter at [techthehalls.ca](http://techthehalls.ca) for a chance to win even more prizes!

### Special Features

- (11) holiday tickets in total, (1) more than last year! Holiday tickets have better overall odds
- Perfect for gift-giving or for players who look forward to the holiday tickets
- Tech the Halls online contest for a chance to win even more prizes!

### Media Support

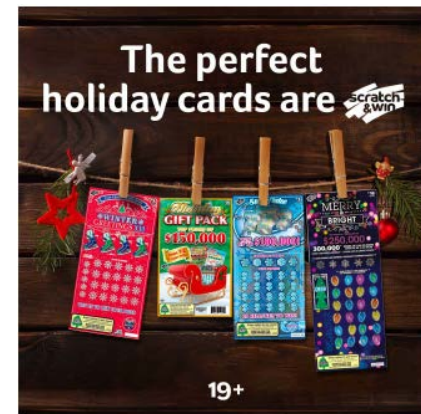
From November 29<sup>th</sup> – December 24<sup>th</sup>, 2021, media support will commence with radio & TV Ads, social media, digital & OOH (Out-of-Home) Ads.

### Retail POS Focus

November 1, 2021 to January 3, 2022 Retail POS includes posters, display case strip, bubble case banner and counter card.

### Retailer Tips

- The holidays account for over 23% of yearly Scratch & Win sales – so ensure you have enough inventory to meet demand and take advantage of media and point-of-sale marketing support
- We have a new \$10 holiday ticket this year – a unique 3D Christmas Tree.
- Be sure to follow the holiday planogram to showcase all the tickets prominently



DRAFT ARTWORK