

Scratch & Win Holiday Campaign 2022

November 7, 2022 – January 3, 2023



 4 MIN READ, 4 PAGES



What is it?

The Holiday S&W season is just around the corner! To promote sales during this important sales period, Retail POS Focus will begin November 7.

When Is It?

November 7, 2022 – January 3, 2023



Details:

- Retail POS items include posters and display case strips as well as bubble case banners and counter cards, where applicable
- POS will be supplemented by a media campaign beginning November 28 for 4 weeks and will include radio, social/digital ads as well as billboard banners



Contact your Territory Manager or
Lottery Retail Support: [1-800-667-1649](tel:1-800-667-1649)



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Special Features:

- 11 Holiday tickets in total: The first 5 tickets launch October 11 and the remaining 6 launch October 24.
- Holiday tickets have better overall odds
- Perfect for gift-giving or for players who look forward to the Holiday tickets
- The Tech the Halls online contest is back! Remind your customers to enter their winning and non-winning holiday tickets at techthehalls.ca for a chance to win even more prizes!



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Retailer Tips:

- Be sure to follow the Holiday planogram to showcase all the tickets prominently
- The Holidays account for over 20% of yearly S&W sales so ensure you take advantage of media and point-of-sale marketing support and have enough inventory to meet demand



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POS Example – Posters

Scratch & Win

Scratch the perfect gift off your list.

Make it Scratch & Win this year.
For a second chance to win visit techthehalls.ca

bclc Scratch & Win tickets are not for kids. GameSense 19+

Scratch & Win

Naughty or nice, you could win twice.

Give Scratch & Win this year.
For a second chance to win visit techthehalls.ca

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