

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 scratchers, 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!
- Scratchers are back! Select retailers will get a quantity of S&W scratchers to hand out during the Holiday season



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Retailer Tips:

- Be sure to follow the Holiday planogram to showcase all the tickets prominently
- Scratchers are a very popular item at this time of year. Don't forget to hand them out with Holiday S&W purchases if your store receives them
- 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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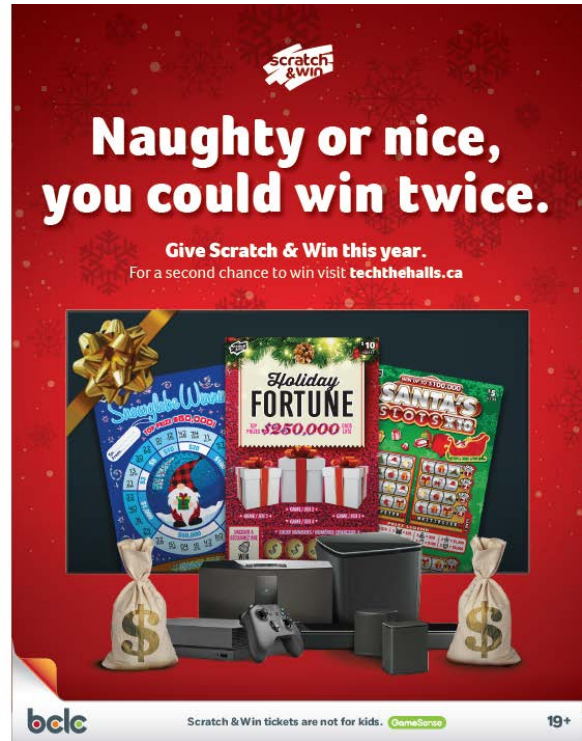


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POS Example – Posters



Scratchers



Available at select retail locations



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