

Lotto 6/49 Awareness Campaign

February 20 – April 23, 2023



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

Please recycle all paper POS materials and dispose of Hurricane Sign Topper.

New:
Poster A: 8.5" x 11"



New:
Poster B: 8.5" x 11"



The Hurricane Sign Topper assembly consists of a top section with a 'lotto!' logo and a central display area. The central display area features a large gold ball graphic and the text '12 BIG TICKETS SAME \$3 JACKPOTS'. To the right of the ball, it says 'Most Recent Winning #' and 'GOLD BALL JACKPOT + CLASSIC JACKPOT'. Below this is a grid of betting options including '649 R49', 'Lotto MAX', 'DAILY GRAND', 'SPORTS ACTION', 'Keno', 'Over/Under', 'PointSpread', 'Toto', and 'Props'. At the bottom of the grid are three callouts: 'IS THE LOTTERY REALLY random?', 'WHAT ARE my odds?', and 'DO SOME NUMBERS COME UP more often?'.

New:
Poster: 17" x 22"



The digital display unit is a vertical screen with a grey frame. At the top, it displays 'Visit bclc.com' and a list of items: 'jackpots', 'winning numbers', 'winner stories', and 'and more!'. Below the screen is a large black rectangular area, likely a placeholder for a video or image.



Contact your Territory Manager or
Lottery Hotline: 1-800-667-1649



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New:
Hurricane Sign Topper



Keep Existing:
Scratch & Win Display Case Strip



Keep Existing:
Bubble Case Banner (RSG only)



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