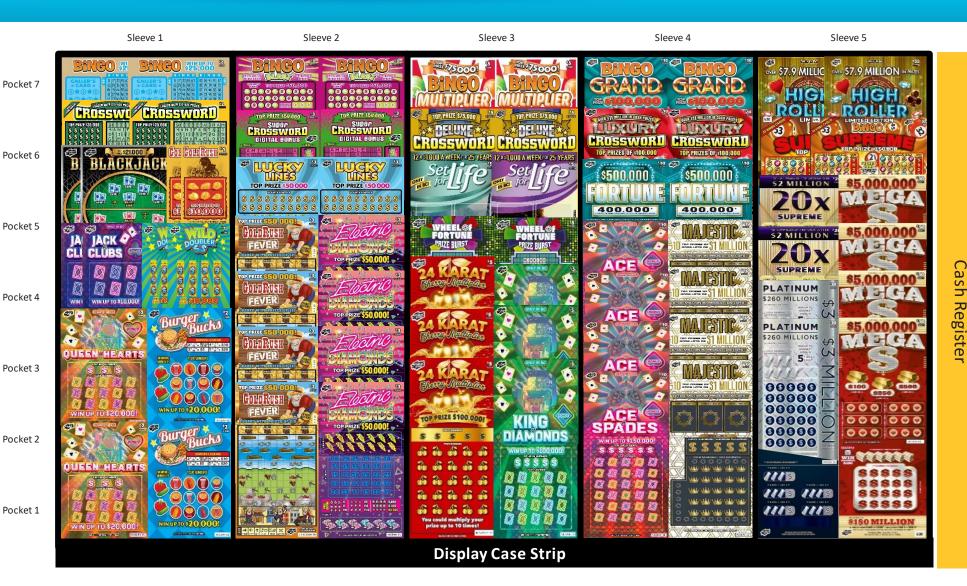
Retail Network | January 2024

# **SCRATCH & WIN DISPLAY CASE PLANOGRAM**

5-part case, cash register on RIGHT side - Strategic Layout





#### The "PowerL"

Display new tickets across the front to maximize awareness.

Keep high-value tickets closest to the cash register.

Incorporate tickets you may have that are not on the Planogram according to price point.

#### **Tips for Sales Success**

To maximize sales, don't put anything on top of the display case, especially covering highvalue tickets.

Always keep your case fully stocked. Every time you run out of stock you lose potential sales.

Use the lock feature on the display case door so tickets are secure at all times.

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5-part case, cash register on RIGHT side - Strategic Layout



	Sleeve 1	Sleeve 2	Sleeve 3	Sleeve 4	Sleeve 5	
Pocket 7						
Pocket 6	BASE GAMES  Gold Rush, Blackjack, Lucky Lines, Set for Life, Bingo, Crossword				\$20	
Pocket 5						C
Pocket 4	<b>\$1</b>	<u>.</u>	<b>~</b> _	<b>.</b>	\$30	Cash Register
Pocket 3	<b>\$</b> 7	\$3	<sup>\$5</sup>	\$10	\$50	er
Pocket 2					<b>T J U</b>	
Pocket 1	NEW	NEW	NEW	NEW	NEW	
			Display Case Strip			

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