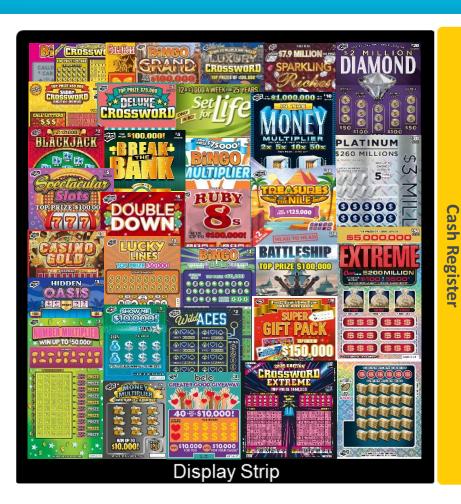
Shoppers Drug Mart | June 2025

SCRATCH & WIN DISPLAY CASE PLANOGRAM Built-In Display Case Planogram





CRITICAL

Tickets in display may vary depending on location.

Tips for Sales Success:

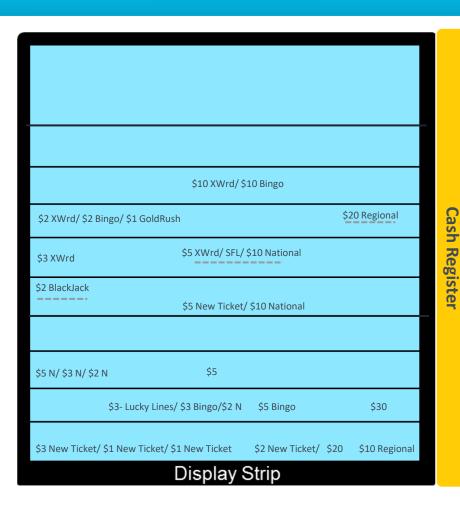
- Organize your tray as shown it's designed to give more space to high-value tickets.
- / Merchandize your high-value tickets closest to the cash register.
- Do not put anything on top of the display case, especially covering high-value tickets.
- / Leave some pockets empty so that you can allow the ticket visuals to show when overlapped
- / Always keep your case fully merchandised.
- / Prevent out-of-stocks call Hotline to place an emergency order between call days if needed.



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