



November 2020

# Retailer Playbook

Volume 8 • Issue 11



*Holiday Scratch-offs*

**ON SALE NOW**



**ON SALE NOV 3**



18+ TO PLAY

**GIFT**  
PLEASE  
RESPONSIBLY  
1-800-984-8448  
PROBLEM GAMBLING  
HELPING

Estimated Overall Odds: \$1 Tis the Season 1 in 4.55 • \$2 Deck the Halls 1 in 4.29  
\$3 Frosty Bingo Doubler 1 in 3.90 • \$5 Merry Multiplier 1 in 3.75  
2nd Chance promotion odds are dependent upon the number of entries received.

04/951.20



The best gifts are

**MADE FROM SCRATCH**

ON SALE NOW

### \$5 – Merry Multiplier #2390

- Estimated Overall Odds: 1 in 3.75
- Win up to \$100,000!
- Win up to 20X your prize
- 3 Bonus Spots
- Ticket length: 8"
- Pack size: 100



### \$2 – Deck the Halls #2388

- Estimated Overall Odds: 1 in 4.29
- Win up to \$10,000!
- Win 5 times your prize
- 12 chances to win
- Enter non-winning tickets into the Game On! promotion
- **Ticket length: 5"**
- Pack size: 100



**PERFECT FOR GIFTS  
OR GIFT TOPPERS  
WITH "TO" AND  
"FROM" AREAS.**

### \$3 – Frosty Bingo Doubler #2389

- Estimated Overall Odds: 1 in 3.90
- Win up to \$40,000!
- Double your prize with a snowflake symbol
- 6 games to play
- 5 Bonus Numbers
- **Ticket length: 8"**
- Pack size: 100



### \$1 – Tis the Season #2387

- Estimated Overall Odds: 1 in 4.55
- Win up to \$1,000!
- Win double your prize
- 6 chances to win
- Enter non-winning tickets into the Game On! promotion
- **Ticket length: 3"**
- Pack size: 200



PLEASE  
**GIFT**  
RESPONSIBLY  
1-800-994-8448  
PROBLEM GAMBLING  
HELPLINE





## NOVEMBER PROMOTIONAL TOWER



### Utilize a Promotional Tower to Maximize Commissions

Change out the games  
in your tower to promote  
the following games.

**\$1 Tis the Season**  
**\$2 Deck the Halls**  
**\$5 Merry Multiplier**  
**\$10 Holiday Cash Blowout**

Place the tower containing product near  
the bin set in the transaction area, closest  
to the primary register.



## Scratch-offs to Pull November 3

Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.

**44 & 40**  
Bin Sets

\$5 - #2307



\$3 - #2373



\$2 - #2356



\$1 - #2371



**36**  
Bin Set

\$5 - #2345



\$3 - #2373



\$2 - #2356



\$1 - #2371



**32**  
Bin Set

\$5 - #2357



\$3 - #2373



\$2 - #2356



\$1 - #2375



**28**  
Bin Set

\$5 - #2357



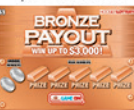
\$3 - #2373



\$2 - #2383



\$1 - #2375



**24**  
Bin Sets,  
Self-Service  
Machines

\$5 - #2365



\$3 - #2373



\$2 - #2383



\$1 - #2375



## Your Support Team

**Customer Service & Player Support** for terminal, game information, Self-Service assistance:  
1-800-955-6886, between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.

**Instant Ticket Service (ITS)** for pack status, ticket delivery, ordering tickets:  
1-800-955-6886 (option 3, option 2)

**Questions and Suggestions:** [info@hoosierlottery.com](mailto:info@hoosierlottery.com)

**Stolen tickets/Security issues?**

Call the Hoosier Lottery Security Hotline at: 1-800-695-6886, available 24 hours every day.

Visit [www.hoosierlottery.com](http://www.hoosierlottery.com) for more information.



# Keep Self-Service Vending Machines Full and Available this Holiday Season

**It's that time of year when consumers are looking for entertaining gift ideas for family and friends aged 18+.**

**Scratch-offs are popular gifts, so make sure to keep Self-Service machines fully stocked during the Holiday Season.**



## **Self-Service Scratch-off Sales Expectations**

Self-Service machines produced over \$29 million in sales last November and December with a sales increase of over 17% to the previous year.

## **Maximizing Self-Service Machine Inventory Levels**

Understanding your Gemini's rate of sale compared to the previous month's sales will help determine the correct amount of packs to load and/or tape together to meet your sales demands.

- To retrieve this information on the Gemini go to:  
Reports/Sales Report/Last Months Sales

Never leave empty bins in your Self-Service machine. If you do not have a game in stock, fill the empty bin by double-facing the next best-selling game at the same price point until your Scratch-off order arrives.

You can expect high rates of sale on holiday-themed tickets during the gift-giving season. Tape packs together to reduce loading time and ensure your best-selling games are in-stock.

- If you need training on how to tape packs together, or pull and/or read reports, contact your LSR ASAP to set-up a training session.



## Holiday Shipping Update



**The busy Holiday Season is upon us, bringing more gift-giving customers into your stores and an opportunity for increased sales.**

Scratch-off sales trends have consistently exceeded 20% growth over prior year for several months. To ensure retailers have enough inventory to cover the anticipated increased demand, we may include extra packs of new games as part of your game launch allocation as well as best sellers through your replenishments. This means that there will be more Holiday game inventory in your stores to meet the needs of your customers, drive sales and manage out of stocks.

In addition, due to the holidays, there are several days UPS will not be delivering. This could result in additional delayed deliveries.

**No UPS Delivery on:  
Thursday, November 26  
Friday, December 25  
Thursday, December 31  
Friday, January 1**

While we work to get inventory to retailers the day after an order is placed, we are extending our expected delivery to three business days.

The Instant Ticket Specialist (ITS) department is available to discuss ordering needs Monday-Friday, 7:30 AM-5:00 PM at (800)-955-6886 to request replenishment. Scheduled reviews will be completed on time or early. The ITS team also reviews reporting for possible shortages due to a spike in sales.

- The ordering system is based on validations
  - If large runs from different packs or full packs of tickets are sold as gifts, the validations often do not occur until after the gift-giving season
- Please call and inform ITS of large run sales from individual packs or full pack sales for gift-giving to ensure your inventory is accurately replenished, Monday - Friday 7:30 AM - 5:00 PM ET at 1-800-955-6886 (option 3, option 2).

## Underage Play Prevention

### What is Underage Play?

Underage play is when an individual under the age of 18 attempts to purchase, play, or redeem a Hoosier Lottery product.

### Why is it Important to Prevent Underage Play?

Early gambling experiences are a risk factor for later problem gambling. 2-4% of adolescents presently have a gambling problem while another 10-14% of adolescents are at-risk for developing a gambling problem. In contrast, adult problem gambling prevalence rates are about 1-2% of the population.\*



### Best Practices for Preventing Underage Play

- Ask for ID and use the "Born By" date on the terminal
- Explain that it is illegal to sell lottery tickets to minors
- Explain that the Hoosier Lottery is committed to underage play prevention because minors who gamble are at a greater risk for developing gambling problems
- Utilize the remote turnoff feature on Self-Service machines to prevent underage Self-Service sales

The sale of lottery products to a minor could subject you to legal action. Please see Hoosier Lottery Retailer Policy Manual Section A (1)(i).

\*National Council on Problem Gambling. 2019. "Youth Gambling Fact Sheet."



## Remind Your Players to Enter!

Enter all eligible, non-winning Scratch-offs into the myLOTTERY 2nd Chance promotion on the Hoosier Lottery app or [hoosierlottery.com](http://hoosierlottery.com)

IT'S A  
2ND CHANCE  
FOR PLAYERS  
TO WIN UP TO

# \$500!

20 WINNERS  
EVERY MONTH!

\$1 ticket = 1 entry  
\$2 ticket = 2 entries

See upcoming drawing details below.  
Please see [hoosierlottery.com](http://hoosierlottery.com) for full promotion details  
and further deadlines and dates.



Game On! my2ndChance® Promotion*			
\$500	\$100	Entry Deadline	Drawing Date
10 Winners	10 Winners	Monday, November 16, 2020	Wednesday, November 18, 2020

Players can enter eligible, non-winning \$1 and \$2 Scratch-off tickets in this ongoing promotion.  
\$1 ticket = 1 entry • \$2 ticket = 2 entries

## November Advertising

	Television	Radio	Digital	Outdoor
Holiday Campaign beginning November 18th	✓	✓	✓	✓

## November Point of Sale

### Holiday Scratch-offs

- ☐ Ticket Inserts
- ☐ Dispenser Bridge Topper
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Play Center Footer
- ☐ ITVM Topper
- ☐ Change Mat
- ☐ Lug-on
- ☐ GEMINI Decal
- ☐ Cardvelope
- ☐ Poster\*

### Holiday Scratch-offs cont.

- ☐ Glass Cling\*
- ☐ Play Center Footer
- ☐ Dispenser Bridge Topper
- ☐ Coffee Bar Mat\*
- ☐ Floor Talker\*
- ☐ Standee\*
- ☐ Cooler Door Cling\*
- ☐ Entry Door Decal\*

### Fast Play

- ☐ Play Center Insert
- ☐ ITVM Merchandiser Right Panel
- ☐ Lighted Sign Insert\*
- ☐ Vending Card
- ☐ Double-sided Info Card
- ☐ ESMM Pulley
- ☐ Menu of Games Flier

### Other Items

- ☐ Mobile App Cards
- ☐ Fliers (while supplies last)
- ☐ Vending Side Panel - Play Safe

Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.  
\*Select retailers only. While supplies last.

## November 24 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service vending machine to follow the 24-bin planogram in their ITVM and/or Gemini.

To aid in this request, the below 24-bin planogram can be torn out and posted inside the vending machine as a convenient reference.

Self-Service equipment is a premium asset and in high retailer demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

If you have any questions about the games you should be carrying, please contact your LSR today.

1 \$5 ULTIMATE MILLIONS # 2346	2 \$5 EXTREME CASH # 2369	3 \$5 MEGA BUCKS # 2319	4 \$5 SUPER CASH BLOWOUT # 2362
5 \$5 \$500 GRAND # 2381	6 \$5 HIT \$500 # 2382	7 \$5 HOLIDAY CASH BLOWOUT # 2391	8 \$5 PLATINUM PAYOUT # 2378
9 \$10 \$1,000,000 Extravaganza # 2323	10 \$10 \$10,000 BONUS # 2366	11 \$5 Cherry Crossword 5X # 2298	12 \$5 HOT 5 # 2380
13 \$5 DOUBLE THE MONEY # 2386	14 \$5 Merry MULTIPLIER # 2390	15 \$5 CASH KING # 2374	16 \$5 GOLD PAYOUT # 2377
17 \$5 JOKER'S Wild # 2368	18 \$5 FROSTY BINGO DOUBLE # 2389	19 \$5 CANDY CANE CROSSWORD # 2385	20 \$5 SILVER PAYOUT # 2376
21 \$2 \$25,000 SPECTACULAR # 2379	22 \$2 DECK THE HALLS # 2388	23 \$1 TIS THE SEASON # 2387	24 \$1 WILD MULTIPLIER # 2384

## Scratch-offs to pull from your Self-Service Machines November 3





# Fast Play

AVAILABLE NOV 15

## How to play:

### \$10 Mega Money

- Match YOUR NUMBERS to the WINNING NUMBERS and win prize based on total number of matches corresponding to PRIZE LEGEND.
- BONUS:** Find the MEGA NUMBER in YOUR NUMBERS, win double your prize won above.

### \$5 Match 3 Tripler

- Reveal 3 identical numbers in the same row, column, or diagonal line, win prize shown in the PRIZE box for that GAME.
- When the sum of a winning row, column, or diagonal line equals your TRIPLER NUMBER, win triple the prize shown.
- Each GAME is played separately.

### \$3 Cashword Bonus

- Mark each letter in the CASHWORD puzzle that matches YOUR CALL LETTERS. Complete 3 or more words, horizontal or vertical, and win corresponding prize in the PRIZE LEGEND.
- BONUS** words are played separately. Using YOUR CALL LETTERS, match (1) entire BONUS word to win BONUS PRIZE shown.

### \$1 Pocket Change

- If YOUR CHANGE adds up to \$1.00 or more in the same POCKET, win the prize shown for that POCKET.
- Each POCKET played separately.

