



October 2020

# Retailer Playbook

Volume 8 • Issue 10

## NEW GAMES!

WIN UP TO  
**\$100,000!**



**ON SALE OCT 6**

Estimated Overall Odds: \$1 Wild Multiplier 1 in 4.51 • \$3 Candy Cane Crossword 1 in 3.99  
\$5 Double the Money 1 in 4.57 • \$10 Holiday Cash Blowout 1 in 9.86  
2nd Chance promotion odds are dependent upon the number of entries received.

**1-800-894-8448**  
PROBLEM GAMBLING  
HELPLINE  
**18+**  
TO PLAY  
PLAY RESPONSIBLY



# Launching October 6

## \$10 - Holiday Cash Blowout #2391

- Estimated Overall Odds: 1 in 9.86
- Loaded exclusively with \$50, \$100 and \$250 prizes!
- 30 chances to win
- Ticket length: 10"
- Pack size: 50



## \$5 - Double the Money #2386

- Estimated Overall Odds: 1 in 4.57
- Win up to \$100,000!
- Prizes start at \$10
- Loaded with Doubled Prizes
- Ticket length: 8"
- Pack size: 100



## \$3 - Candy Cane Crossword #2385

- Estimated Overall Odds: 1 in 3.99
- Win up to \$40,000!
- Win TRIPLE your prize
- Ticket length: 6"
- Pack size: 100



## \$1 - Wild Multiplier #2384

- Estimated Overall Odds: 1 in 4.51
- Win up to \$2,000!
- Win up to 5X on all prizes won
- 4 wild scenes to play
- Enter non-winning tickets into the Game On! promotion
- Ticket length: 3"
- Pack size: 200



## October Promotional Tower

Utilize a Promotional Tower to Maximize Commissions

Maintain the games currently featured in your promotional tower:

- \$1 Bronze Payout**
- \$2 Silver Payout**
- \$5 Gold Payout**
- \$10 Platinum Payout**

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



# Scratch-offs to Pull October 6

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

**44**  
Bin Set



**40&36**  
Bin Sets



**32&28**  
Bin Sets



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



## Your Support Team

**Customer Service & Player Support** for terminal, game information, Self-Service assistance:  
1-800-955-6886, 24 hours a day, 7 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.



# Meet the Retail Specialist/ Optimization Team

Your Retail Specialist/Optimization Team consists of nine employees and is managed by the Retail Optimization Manager. Together, this team brings nearly 120 years of experience with the Hoosier Lottery through various roles that include Lottery Sales Representative, Field Service Representative, Key Accounts, and Business Development.

The Retail Specialists have become an instrumental function supporting retailers as part of the Hoosier Lottery team. Many of you have gotten to know the team as they provide a broad range of support for your stores. This team services all retailers in the state completing:

- Bin resets and lottery display moves
- Self-Service Optimization: filling vending machines to ensure they are full & available
- Retailer training



**Joy Smith**  
Retail Specialist  
NW Indiana  
13 Years of Service



**Elizabeth Maynard**  
Retail Specialist  
NE Indiana  
11 Years of Service



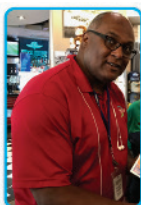
**Ryan Niedbalski**  
Retail Specialist  
Central Indiana  
5 Years of Service



**Demond Beatty**  
Retail Specialist  
NW Indiana  
6 Years of Service



**Mike Biro**  
Retail Specialist  
Northern Indiana  
10 Years of Service



**Micah Curry**  
Retail Specialist  
Central Indiana  
30 Years of Service



**Bill Jones**  
Retail Specialist  
Central Indiana  
7 Years of Service



**Carmen Wood**  
Retail Specialist  
SE Indiana  
17 Years of Service



**Cary Spear**  
Retail Specialist  
West & SW Indiana  
13 Years of Service



**Bret Holaday**  
Retail Optimization Manager  
Statewide  
7 Years of Service

## Projects:

This past fiscal year, the Optimization Team focused on improving the Lottery presence at the counter:

- Completed over 1,400 projects which included resets, new equipment line up, and surveys
  - o These projects often include placement of new merchandising equipment, used to properly display and sell Hoosier Lottery products



## Self-Service Optimization:

Self-Service machines contributed 16.4% of the total Scratch-off business and 19.5% of total Scratch-off growth during this past fiscal year.

- The Optimization team is continuously focused on increasing sales in our Self-Service machines and assisting retailers to maintain a high Full & Available percentage, keeping the best-selling games available for our players
  - o Last fiscal year, the Optimization Team loaded over 96,000 Scratch-off packs into vending machines, totaling \$45 million worth of tickets

## Training:

The Lottery Retail Specialists are also very knowledgeable with vending equipment operations and provide training for new retailers or current retailers as needed.

- Training includes instruction on loading Scratch-offs into the vending machine, effective inventory management, and reporting

**If your associates need a refresh training or would like personalized training for an employee, please contact your Lottery Sales Representative to schedule a Retail Specialist training.**



Self-Service Optimization



Training



# Retailer Success: Silver Express

Silver Express is a Hoosier Lottery retailer with an impressive success story. Their ability to create an exciting player-friendly environment, and a strong working relationship with the Hoosier Lottery team have been key drivers of their success. They are currently one of the top Independent Retailers in the state based on total lottery sales, and continue to show improvement, including FY20 Scratch-off sales growth over 15%. Behind this achievement is a proven and consistent approach which includes well-executed lottery industry best practices and a commitment to success.



Silver Express has been a retail partner since 1989. They have remained focused on providing players with an exciting and engaging experience.



Silver Express provides players with all product offerings by utilizing a 44-game planogram, 76-bin counter display and a 24-game vending machine. Both the counter display and vending machine are placed in prime positions to capture the attention of players. Point-of-sale and winner awareness clouds are placed throughout the retail environment to engage with players throughout their experience.

The owner operators, Joe, Marko, and Sam Morcos are always willing to partner in Hoosier Lottery sales promotions and any event or idea they feel may successfully impact their lottery sales in a responsible manner. They utilize proven lottery industry best practices for driving sales including debit acceptance, maintaining full displays, and allowing signage throughout their location and in the register transaction area to remind customers not to forget their favorite Draw game, FastPlay game, or Scratch-off.

The Lottery Sales Representative, William (Joe) Faber, who has less than a year in his role, has noted that Silver Express has been a great training ground for him. Joe said, "I feel that my partnership with Silver Express has shown me what being a successful Hoosier Lottery retailer can look like. The partnership is also allowing me to grow as a Lottery Sales Rep." He is most excited about the shared vision with this great partner to grow sales and be proactive in looking for new ways to support the Hoosier Lottery. Lastly, Joe adds, "I look forward to my weekly visits to Silver Express. They are a great Hoosier Lottery partner and continue to be successful."





## Problem Gambling Hotline Button



This is located on the upper right of the terminal screen. When pressed, a slip will print out that reads, "If you or someone you know would like more information about problem gambling, help is available 24 hours a day

**Call 1-800-994-8448."**

- Printing the "receipt" is your choice
- Information on the receipt is presented in a safe, non-confrontational way
- If the customer asks about the receipt, just say, "This is part of the lottery's responsible gaming program."



## Best Practices in 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 that gamble are at a greater risk for developing gambling problems
- Utilize the remote turnoff feature on Self-Service vending machines to prevent the sale if someone appears underage



## Terminal Tip:

## How to Look-up Scratch-offs on Order

Check if Scratch-offs are on order by following the steps outlined below on the terminal.

Here are a few abbreviations that may be helpful to determine your inventory levels:

- **ISS (issued)** - The pack is en route to your location or has been delivered but needs to be confirmed on the terminal.
- **CON (confirmed)** - The pack has been confirmed. Ticket(s) should be in your back stock.
- **ACT (activated)** - The pack is active and out for sale.
  - May also mean the pack is sold-out but not yet settled.

1.) Select **Scratch Functions** in the lower left corner



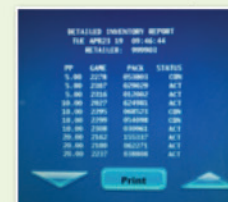
2.) Select **Inventory Reports** in the lower right corner



3.) Select **Detailed Inventory** in the upper right corner



• **Detailed Inventory Report**



• **Printed Detailed Inventory Report (includes pack numbers)**



This report will show Scratch-off packs in ISS (issued), CON (confirmed), or ACT (activated) status.

If you do not see Scratch-off(s) that are needed, please call 1-800-955-6886, option 3 then option 2 to place a ticket order to keep inventory from running low.



# 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

**Please note: Players are only able to claim Game On! 2nd Chance Promotion prizes by mail.**

**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** for full promotion details and further deadlines and dates.

Game On! my2ndChance® Promotion*			
\$500	\$100	Entry Deadline	Drawing Date
10 Winners	10 Winners	Monday, October 26, 2020	Wednesday, October 28, 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

JAMES BOND Lottery Challenge my2ndChance® Promotion*		
4 Winners JAMES BOND Lottery Challenge Trip Prize (Retail Value \$7500)	Entry Deadline	Drawing Date
	Monday, November 2, 2020	Wednesday, November 4, 2020

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# October Point of Sale

## Metals Scratch-offs

- ☐ Play Center Insert
- ☐ Tower Topper
- ☐ Glass Cling\*
- ☐ Standee\*
- ☐ Poster\*
- ☐ Entry Door Decal\*
- ☐ Floor Talker\*
- ☐ Fountain Mat\*
- ☐ Cooler Door Cling\*

## Other Items

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

## New Scratch-off Games

- ☐ Ticket Inserts
- ☐ Dispenser Bridge Topper
- ☐ Play Center Insert
- ☐ ITVM Merchandiser Right Panel
- ☐ ITVM Topper

## Fast Play

- ☐ Play Center Footer
- ☐ Change Mat
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Lighted Sign Insert\*
- ☐ Vending Card
- ☐ Double-sided Info Card
- ☐ ESMM Pulley
- ☐ Menu of Games Flier

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

# October 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	2	3	4
ULTIMATE MILLIONS # 2346	EXTREME CASH # 2369	MEGA BUCKS # 2319	SUPER CASH BLOWOUT # 2362
5	6	7	8
\$500 GRAND # 2381	HIT \$500 # 2382	HOLIDAY CASH BLOWOUT # 2391	PLATINUM PAYOUT # 2378
9	10	11	12
\$1,000,000 Extravaganza # 2323	\$10,000 BONUS # 2366	Cherry Crossword 5X # 2298	HOT 5 # 2380
13	14	15	16
BREAK THE BANK # 2365	DOUBLE THE MONEY # 2386	CASH KING # 2374	GOLD PAYOUT # 2377
17	18	19	20
JOKER'S Wild # 2368	FOX THE CASH # 2373	CANDY CANE CROSSWORD # 2385	SILVER PAYOUT # 2376
21	22	23	24
TRIPLE PLAY # 2383	\$25,000 SPECTACULAR # 2379	WILD MULTIPLIER # 2384	BRONZE PAYOUT # 2375

# Scratch-offs to pull from your Self-Service Machines October 6



IMAGINE THAT | 11

# Hoosier Lottery Draw Times

							
Draw Days	Wed & Sat	Tues & Fri	Wed & Sat	Daily	Daily	Midday: Daily Evening: Daily	Midday: Daily Evening: Daily
Sales Cut-off Time	9:58 PM	10:44 PM	10:39 PM	8:45 PM	10:39 PM	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:10 PM Evening: 10:39 PM
Draw Time Around	11:00 PM	11:00 PM	11:00 PM	9:00 PM	11:00 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:20 PM Evening: 11:00 PM
Winning Numbers Posted Around	11:20 PM	11:20 PM	11:20 PM	9:20 PM	11:20 PM	Midday: 1:40 PM Evening: 11:10 PM	Midday: 1:40 PM Evening: 11:10 PM
Cancellable?	No	No	No	No	Yes, without  No, with 	Yes, without  No, with 	Yes

All times ET. Powerball® with Power Play®, Mega Millions® with Megaplier® and Hoosier Lotto® with +PLUS jackpots update at approximately 2:00 AM

## Cashing Hours

Draw Games can be sold and cashed anytime, except between the hours of 2:00 AM – 3:30 AM.

Scratch-offs can be sold during retailer hours of operation.

Scratch-offs can be cashed anytime, except between the hours of 2:00 AM – 3:30 AM.

## Retailer Hours of Operation

Individual Lottery retailers determine their own hours of operation and policy regarding the sale and cashing of Hoosier Lottery products.