

Delaware Lottery Instant Games PLAN-O-GRAM

INCREASE YOUR TICKET SALES BY 100%!

A new way to organize your
Instant Game tickets for
maximum sales performance.



WHAT'S PLAN-O-GRAM?

The Plan-O-Gram program focuses on sorting Instant Game tickets by price point (highest to lowest) maximizing sales by keeping the higher priced tickets in the most visible slots.

WHAT ARE THE BENEFITS?

- The program was tested in six locations before it was introduced to the entire retail network. On average, the 10-week test period produced a sales **increase of more than 100%** for the stores. Some stores increased their sales as much as 161%!
- The program offers a **convenient** way for your customers to identify and view Instant Game tickets. Price point labeling is applied to your in-counter, on-counter and overhead Instant Game ticket dispensing unit to clearly mark the cost for each game.
- In an effort to assist our Retailer network with its merchandising and marketing, the Lottery is offering this program **FREE** of charge. Your Instant Game ticket dispensing unit will be updated by your Lottery Representative during a regular visit or at a time that is convenient for you.



What's the PLAN?

○ TOP SHELF ITEMS.

Having the higher priced tickets at eye-level will encourage players to try these products more readily. The program organizes the tickets in a tiered order by price. See the on-counter unit to the left for an example.

○ STAY ORGANIZED.

The program includes price point labeling for the Instant Game ticket dispensing unit visible to both Retailer and consumer, with the exception of the in-counter unit which provides labeling visible only to Retailers. The labeling system provides consumers with easy visibility and a uniform system they will begin to look for where ever lottery tickets are sold.

○ THE BOTTOM LINE.

Merchandising your higher priced Instant Game products will increase your overall sales and commissions.

THREE display types.

So that all Retailers can take advantage of the program, it has been designed to fit all Instant Game ticket dispensing unit types.

○ IN-COUNTER*



12 GAME IN-COUNTER			
\$20	\$10	\$5	\$5
\$3	\$2	\$2	\$2
\$2	\$1	\$1	\$1

*In-counter units offer labeling visible only to the Retailer.

○ ON-COUNTER



12 GAME ON-COUNTER	
\$20	\$10
\$5	\$5
\$3	\$2
\$2	\$2
\$2	\$1
\$1	\$1

○ OVERHEAD



16 GAME OVERHEAD							
\$20	\$10	\$10	\$5	\$5	\$5	\$3	\$2
\$2	\$2	\$2	\$2	\$2	\$1	\$1	\$1

Questions? ANSWERS!

- Q.** Why should the higher selling price points be at the top of the dispenser?
- A.** The \$20, \$10, and \$5 price points make up an average of 50% of Lottery sales statewide and increase in sales the quickest. Consumers will notice the higher priced tickets if they are displayed in the most visible and prominent bins. When consumers purchase these tickets, it increases your overall sales and commission.
- Q.** How many Retailers are taking part in the program?
- A.** More than 125 Retailers are currently using the Plan-O-Gram, but the Delaware Lottery is looking forward to having all Retailers take part in this sales maximizing program.
- Q.** Do I have to implement my Instant Game ticket dispensing unit myself?
- A.** No. Your Representative will set up a convenient time to organize your unit.
- Q.** Will I have to pay for this service?
- A.** No. The Delaware Lottery will provide this service and the labeling system free of charge. If any additional labels are needed in the future, the Lottery will provide them to you, as well.
- Q.** I currently do not have a large stock of the higher priced Instant Game tickets. What will I place in these slots?
- A.** Your Representative will evaluate your inventory and order any additional tickets you will need to effectively Plan-O-Gram.
- Q.** What do I do if my clerk or I have questions about the program?
- A.** Your Representative will contact you to make sure everything is going smoothly, but never hesitate to contact us if you have any immediate questions.

Sign me up!

Date: _____ Time: _____

Or contact the Delaware State Lottery and ask to speak to the Field Service Supervisor or the Corporate Accounts Specialist:

(302)731-0840—New Castle County

(302)739-5291—Kent County

(302)856-3824—Sussex County