Instant Game Displays

Vending Machines

Winner Awareness

New Game Activation

YOUR NEW YEAR'S RETAIL RESOLUTION:

A Fresh Look at Fundamentals.

Thank you for joining our recent Retail Forum!
Scroll down for highlights from our discussion.

Pollard Banknote extends a warm thank you to our forum panelists.

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Shake Things Up With

Instant Game Displays.

Maryland Lottery provides retailers with self-service standard planograms to ensure consistent placement and timely activation of instant tickets.

Virginia Lottery offers a unique four-month program where retailers receive a flexible incentive for the addition of a secondary display. The program has resulted in a **92%** participation rate amongst retailers and $6.6M in incremental sales for a four-month period, with an **ROI of $1,000,000**!

Both **Florida Lottery** and **OLG** are piloting our Digital Menu Boards – game changers in visibility, security, ease of use, and sales! DMBs enable players to make their ticket selection before they get to the register and have shown a double-digit sales lift in multiple jurisdictions.

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Vending Machines

Offer Players a Secondary Point of Purchase.

OLG has just deployed new vending machines and is already looking to enter the hospitality industry, and social spaces – adding potentially hundreds of new locations to sell lottery!

Maryland Lottery's over 1,650 vending machines are generating almost **$15,000/week** in sales. Ease of use drives their success as players can make purchases via debit card. The Lottery still maintains strict responsible gaming measures, including a key fob retailers can use to disable the machine if needed.

Over **50%** of **Virginia Lottery**'s sales are generated from vending machines thanks to a comprehensive placement selection program for independent retailers.

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Building
Winner Awareness
Goes a Long Way.

"A Winning Ticket Sold Here" sign is the easiest tool in your toolbox to grow sales, as the **Florida Lottery** will attest to. Their reps receive information about winning ticket locations within 24 hours, promptly providing stores with signs and working with retailers to post on social media.

Virginia Lottery uses magnets on their vending machines to advertise winnings. They are also implementing a display feature to show a retail location's total winnings or contributions to the state's education system.

OLG distributes custom POS, "Prizes Claimed Here", signs that build on frequency and locality of winnings, spicing it up with in-store celebrations. In addition, daily customized terminal messages create in-store chatter and engage customers.

Retailer Relationships are Vital in Timely
New Game Activation.

Virginia Lottery's "Activate & Earn" program focuses on the activation of new games within the first two days of launch, offering up to 3% additional retailer commission, and achieving an **82%** distribution by day two!

Maryland Lottery's self-serve planograms, paired with their long-standing "Blitz Week" program, have seen an **85%** activation rate and record sales.

Florida Lottery regularly achieves a **97%** activation rate with the right mix of consistent launch schedules and robust retailer training.

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We offer automation and optimization tools to streamline lottery operations every step of the way! Talk to your Pollard Banknote account lead to learn more:

retailerHUB™

Retailer dashboard and ordering system that displays upcoming promotions, new game details, instant ticket stock levels, sales and commissions, and learning materials in a single place.

sureTRACK™

Instant ticket **lifecycle management solution** from print to redemption – with built-in inventory optimization and predictive ordering capabilities. Tracking and management of all related promotional materials.

optiFORCE™

Sales force automation tool that is available across all devices, with data synchronization and route planning capabilities.

launchPLAN™

Comprehensive management tool that uses historical and real-time sales data to **plan, track, forecast, and adjust** your instant ticket launches and performance.

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