

# STAR GAME NEWS

October - November 2017

11



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02



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**Star Retailer**  
New Retailer Portal & M...  
supporting the retail chan...



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# CHRISTMAS SCRATCH CARDS

2017  
CHRISTMAS  
GAMES\*  
BONUS  
DRAWS

## NEW - CASH CRACKER!

€2 Christmas Game with alternating ticket designs.

Win up to €100 Instantly!

The best chance to win €100 on a National Lottery Scratch Card.

Match 3 **AMOUNTS** – Win that amount

Match 3 x **FREE** – Win a €2 ticket

Average 1 in 5.1 Wins Cash

For Scanning Purposes the PLU code for this game is 509 897 4017 907



## CHRISTMAS COUNTDOWN

€10 Christmas Game

Win up to €100,000 Instantly!

Great play value with **4 Games to Play** and **19 Chances to Win** on every ticket!

### GAME 1

Scratch the 24 numbered play areas. Find 3 identical symbols they win the corresponding prizes as per prize legend displayed on the ticket back.

### GAME 2

Scratch the “25” area to reveal 6 prize amounts. If 3 prize amounts are identical, the player wins that amount.

### GAME 3

Scratch the 4 “FAST CASH” areas to reveal 4 prize amounts in each area. If you find 2 identical symbols in the same “FAST CASH” area, you win that amount.

### GAME 4

Scratch the 2 “INSTANT BAUBLE” areas. If the player reveals a “Reindeer” symbol the player wins €50 instantly.

Average 1 in 2.8 Wins Cash

For Scanning Purposes the PLU code for this game is 509 897 4018 201



## Christmas Countdown

### Point of Sale Display Pouch

A display pouch for this game has been included with this edition of Star Game News. These should be placed in a prominent and secure position at or behind the counter in store to heighten awareness and promote sales of the game. If you have not yet received a display pouch or if you require additional display pouches please contact your Telesales Representative or the Point of Sale Department at 01-8364444.



**5 x €1,000**  
to be won each week.

In addition to the great instant win prizes on each of the four Christmas games, players have a chance to enter a weekly Bonus Draw to win one of 5 prizes of €1,000.

## MERRY MONEY

€5 Christmas Game

Win up to €20,000 Instantly!

Win up to 5 Times on every ticket!

3 GAMES TO PLAY

### GAME 1

Match any of the **WINNING SYMBOLS** to any of **YOUR SYMBOLS** – Win prize for that Symbol.

### GAME 2

Match 2 **AMOUNTS** – Win that Amount

### GAME 3

#### INSTANT STAR GAME

Reveal a cash amount - win that amount!

**Average 1 in 2.9 Wins Cash**

For Scanning Purposes the PLU code for this game is 509 897 4018 102



## HAMPERS, SWEETS & TREATS

€3 Christmas Game

€25,000 to be won instantly!

### GAME 1

Match 3 **AMOUNTS** – Win that Amount

Match 3 x **FREE** – Win €3 Ticket

### GAME 2

Match 2 x **CHOCS** – Win 225g box of Butlers Chocolate Assortments\*

Match 2 x **SHOP** – Win €200 Shopping Voucher

Match 2 x **HAMPER** to win a Christmas Hamper valued at €350



\*150,000 boxes of Butlers Chocolate Assortments (225g) to be won with a RSP of €8.50 each. On average 6 boxes of chocolates to be won per book of 80 tickets. This product will be distributed by Richmond Marketing and will be available through all multiple, symbol and wholesale groups.

**Average 1 in 4.4 Wins Cash/Chocolates/Hamper or Voucher**

For Scanning Purposes the PLU code for this game is 509 897 4018 003



# AGENT REMINDERS

## PAYING PRIZES

All prizes up to and including €100 will validate automatically when presented to the Photon Terminal. Once validated by the central system the terminal will print two prize payment receipts, one for the agent's record and one that **must** be given to the customer.

**Prizes from €101 up to and including €2,500 can be validated and paid at the agent's discretion and attract a 1% prize payment bonus.**

To ensure these prizes are validated correctly and your account is duly credited please follow the instructions on the terminal screen carefully, and **only pay out the prize when the terminal has issued the two prize payment receipts.**

## HAMPERS, SWEETS & TREATS – PAYOUT PROCESS FOR COMMODITY PRIZE

When paying the confectionary prize on the **Hampers, Sweets and Treats** ticket you must follow the **3 step process** which normally applies only to prize payments above the €100 threshold.

**Step 1** Place ticket on the Photon tray.

**Step 2** Press 'PAY' icon to proceed with prize payment.

**Step 3** Press 'YES' icon to validate ticket.

The terminal will produce two prize payment receipts, one for the player and one for the agent.



## CUSTOMER RECEIPTS - COMPLIANCE REMINDER

As you are aware it is a requirement under regulation to give customer receipts to players after validating winning tickets for payment.

PLI are obliged to monitor compliance in this regard and conduct Mystery Shopper visits across the agent network on a regular basis. Results from a recent campaign show that the issuing of customer receipts was inconsistent in the sample group of retail agents.

It is important that all retail management & staff are aware of the requirement to issue customer receipts.

So please remember you must give Customer Receipts to players after validating winning tickets for payment and always return non-winning tickets to customers immediately after checking.

Thank you for your support.



# AGENT REMINDERS

## Ticket Cancellation Process

1. Press the **'CANCELLATION'** icon in the Terminal Function tool bar, **CANCELLATION** screen appears.
2. Manually mark the ticket by drawing a series of lines between the closed brackets as indicated below –  
**DO NOT MARK OUTSIDE BRACKETED AREA.**
3. Place ticket on tray.
4. Ticket details appear in preview area.
5. **PERFORM CANCEL** button is activated - If cancellation rules are met, ticket is cancelled & receipt is printed.



**Please note the tickets must be cancelled within 2 hours of issue or before 'draw break' whichever comes first.**

\*the terminal will not recognise tickets for cancellation which are marked outside the ticket area and as such, no credit or credit adjustment can be allowed in these cases.

## New Adjustment Process

In a situation where a ticket has been approved for credit exceptionally by the Retail Helpdesk due to a terminal/printer malfunction and where the ticket in question cannot be cancelled through the terminal the following process has now been initiated.

- Ticket details are recorded by the Retail Helpdesk and a reference number assigned.
- No further action is required by the retail agents and after 90 days the appropriate credit will be issued to that retail agent in the form of an adjustment on their weekly settlement report.
- If the agent wishes, the ticket with the reference number appended can be posted directly to the National Lottery Claims Department and the credit will be issued on receipt.

## Retail Helpdesk -Opening Hours:

**Monday to Saturday - 7am to 10pm**

**Sunday - 9am to 6pm**

If you have any technical issues with your National Lottery equipment or any activation / validation (prize payment) issues please call the Freephone Retail Helpdesk on **1800 22 44 55**.

The National Lottery reserves the right to change individual Scratch Cards, Draw Games or games promotions without consultation. For details on any specific games, please contact your Premier Lotteries Ireland Sales representative.

# RESPONSIBLE PLAY

## Premier Lotteries Ireland promoting responsible play

We are committed to operating the National Lottery in a socially responsible way by ensuring that at all times, individuals play within their means and that the vulnerable and persons under 18 years of age are protected.

### SO WHAT CAN YOU DO?



**Prepare** your staff; ensure they have all the information they need concerning prevention of underage and problem play.



**Remember** that the sale of Lottery Products to minors is illegal; if in doubt – ask for I.D.



**Encourage** your customers to play within their means, responsibly and for fun.



**Vigilance** is key; particular care when selling Scratch Cards, ensuring they're only sold to over 18s.



**Encourage** your customers to play responsibly and to play for fun.



**National Lottery** is about raising funds for Good Causes in a safe and responsible way.



**Treatment** is available to players who are worried: contact [responsibleplay@lottery.ie](mailto:responsibleplay@lottery.ie) for advice.



**Initiate** contact. Don't be afraid to gently and discreetly approach someone if you believe they might be experiencing difficulties.



**Oversee** activities in the store to ensure that everyone involved in the sale of National Lottery tickets is complying with their responsibilities.



**Never** be afraid to do what you believe is the right thing to protect those who are vulnerable or underage.

# STAR STORE

Star Store audits for the first measurement period of 2017 have been completed and point to a significant increase in the standard of Lottery Retailing excellence across the network.

This is reflected in the rewards scheme with over €62,000 in One4All vouchers awarded, an increase of 40% on the last period.

Vouchers are awarded to those retailers who achieved a Star Mark rating of 8 Stars or above in the Jan-June 2017 audit cycle and will be posted to agents over the coming week.

Star Mark is a measure of excellence in lottery retailing and will ensure opportunities for sales growth in your store are fully maximised. We are now midway through the second measurement period of 2017 and again retailers have an opportunity to drive up their Star Mark score and be recognised for that achievement through Star Rewards.

Your lottery representative completes a Star Mark audit on every visit and the scoring criteria is set out in the table below to allow you Star Mark your own store.

**So why not trial score your store today and begin driving sales & profitability now.**

Measurable	Criteria Defined	Stars	Your Score	*Your Score (With 'LCU')
<b>Playstand or Playslip Holder: Positioning and Stockholding</b>	Playstand should be positioned between the front entrance and the counter, clearly visible to customers & fully stocked (min. 4 playslips for all games available). Playslip Holder should be prominently positioned at the point of sale & fully stocked	1		
<b>Terminal Surround Positioning</b>	<b>Real position 1:</b> Terminal is adjacent to the customer serving area at the busiest till (3 stars) <b>Position 1:</b> Terminal is adjacent to the busiest till (2 stars)	3 or 2		N/A
<b>Scratch Card Dispenser Positioning</b>	Within 500mm of the busiest till	2		N/A
<b>Lottery Counter Unit Positioning</b>	<b>Real position 1:</b> LCU is adjacent to the customer serving area at the busiest till (5 stars) <b>Position 1:</b> LCU is adjacent to the busiest till (3 stars)	5 or 3	N/A	
<b>Scratch Card Range and Merchandising</b>	All Scratch Card dispensers / LCU full with Scratch Cards correctly merchandised (Front face of Scratch Card upright and facing the customer - display sleeve in dispenser used where available – see merchandising guide.	2		
<b>POS Merchandising</b>	Any Point of Sale correctly merchandised and current	1		
<b>Proactive Selling, Upsell &amp; Promotion</b>	Discretionary mark where Retail Staff cross sell or upsell lottery products, or bespoke signage used by the agent to promote Lottery	1		

## Your Star Mark Score

\*(Stores with the new Lottery Counter Unit should use the column on the far right to score their store)



# STAR RETAILER

## The new interactive Portal & Mobile APP for Retailers

Development of a new Retailer Portal & Mobile APP to support the Retail Channel has been completed with registrations to commence over the next two weeks.

A special Retailer Portal brochure will be sent to all Retail Agents next week setting out the key features of the Portal and Mobile App and asking all licensed retailers to complete registration by 15 November 2017.



**Star Retailer**  
New Retailer Portal & Mobile App  
supporting the retail channel

**Retailer App**  
Mobile Portal Access  
Push Notifications  
Financial Reporting

**Retailer Portal**  
Sales Performance & Analysis  
Regulation & Compliance  
Virtual Training Academy  
Excellence Programme  
Product Information  
Star Mark Tracking  
Retailer Toolkit

Video Tutorials, Performance Dashboard, Compliance Training, Excellence Programme

National Lottery

### Key features of the Portal & APP include:

- Virtual Training Academy - an area where all training materials including video clips can be accessed and viewed
- Regulatory & Compliance – central repository for required compliance materials including codes of practice, game rules & responsible play guidelines and training programmes
- Sales Information - Full suite of sales reports including performance dashboards and trend analysis
- Excellence Programme - Star Rewards & Star Mark ranking including access to printable marketing material via a new Retailer Toolkit
- Push alerts module to alert users of changes/updates on the portal
- National Lottery's Facebook link and Twitter feeds
- Mobile APP – IOS & Android

### Next Steps

- On receipt of the new Retailer Portal brochure all agents will be asked to register using a simple e-form on the Portal website.
- This will be followed up with a phone call from a member of our Retail Support Team who will authenticate details provided and activate the account.
- Agents will receive an email confirming their successful registration along with pass codes to securely access Portal.

REGISTRATION FORM

National Lottery

Title:  Mr

Retailer Name\*

Retailer ID\*

Mobile Number\*

Email Address\*

Confirm Email Address\*

Choose a Password\*

Confirm Password\*

\* denotes mandatory fields

REGISTER

CANCEL

Home

Please contact the Retailer helpdesk at 1800 22 44 55 with any questions you have about registering.

# Millionaire Raffle is back!

## The Perfect Gift for Christmas with more prizes than ever!

### One Guaranteed Millionaire

Plus 5,055 prizes ranging from €500 to €250,000

1 Prize of €250,000

4 Prizes of €100,000

10 Prizes of €10,000

25 Prizes of €5,000

115 Prizes of €1,000

4,900 Prizes of €500

NOW  
**€25**  
Per Ticket

### KEY FEATURES

- Top Prize of €1,000,000
- Best Win Odds Ever - 1 in 99 wins
- Christmas Millionaire Raffle tickets cost €25 each
  - Agent commission increases to €1.50 per ticket
- The €1 Million Top Prize selling agent will receive a €10,000 Bonus
  - Tickets limited to 500,000
- Full results will be published on [www.lottery.ie](http://www.lottery.ie)

**New PLU code - 539 151 8926 322**

**Millionaire Raffle Draw will take place on New Year's Eve**

Please remember that sales of Millionaire Raffle close at 10pm  
on Sunday, 31 December 2017

### RETAILER PROMOTION

Win one of 15 Fantastic Trips to see Ireland v England at Twickenham  
in the 2018 Six Nations Championship

**PLUS**

**€500** Staff Night out

Simply sell the weekly target to be entered into the competition, it's as easy as that!  
See promotional brochure for full details.

# €1 MILLION - IRELAND ONLY RAFFLE

## On Friday 27th October €1 Million Will be Won In Ireland - Guaranteed

The National Lottery are delighted to announce the third in its series of EuroMillions 'Ireland Only' promotional raffle draws to take place on Friday 27 October 2017 when €1 Million will be won in Ireland – Guaranteed.

On the night of 27th Oct 2017 one of the 10 lucky Irish players drawn to win the regular €5,000 raffle prize will also win an additional **€1 MILLION GUARANTEED** - that's €1,005,000 in total!

Please ensure promotional posters delivered to all Retail Agents are prominently displayed in-store ahead of the draw.

#ShareTheDream



## WINNER'S UPDATE

### All Roads Lead To Valderrama

Five qualifying events in some of Ireland's top golf courses including Galway Bay, Murvagh, Castlemartyr, Mount Juliet and The Island saw 300 retail agents battle for 20 qualifying places representing their respective regions in the final of the National Lottery Retail Golf Challenge.

Our retail agents enjoyed two days in Spain playing golf on some of Europe's finest courses. In the warm up event Tom McGrath Centra Longford prevailed with 39 points in Los Flamigos, Villa Padierna, Marbella in the individual stableford competition.

The following day was the team event at Real Club Valderrama in Sotogrande. Valderrama has previously hosted the 1997 Ryder Cup and the 2017 European Tour returns in late October with the Andalucia Masters. The Dublin team led by Tim Crowe with team members Rory Hurley, Donal Hannon and Gerry Ryan won the trophy with a combined team score of 104 points.

This is the third year of the Retail Golf series and already the fourth series of the National Lottery Retail Agent Golf Challenge is in planning. If you are interested in taking part in the 2018 series please contact your local National Lottery Sales Representative.



**The Winning Team** - Gerry Ryan, Dermot Griffin CEO Premier Lotteries Ireland, Tim Crow Team Captain, Rory Hurley & Donal Hannon

# LCU PLANOGRAMS & LOADING INSTRUCTIONS

## 20 Game LCU Planogram

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	MONEY MULTIPLIER 40X	BINGO TIMES 10	DIAMOND BINGO DOUBLER
ALL CASH PLATINUM	ALL CASH TRIPLER	MONEY MULTIPLIER 20X	WINNING STREAK	MERRY MONEY
ALL CASH GOLD	ALL CASH €1	MONEY MULTIPLIER 10X	HAMPERS SWEETS & TREATS	CASH CRACKER
€100,000 DIAMONDS	CONGRATULATIONS	MONEY MULTIPLIER 5X	CROSSWORD DOUBLER	CROSSWORD PLUS

## 15 Game LCU Planogram

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	MONEY MULTIPLIER 40X	BINGO TIMES 10	DIAMOND BINGO DOUBLER
ALL CASH PLATINUM	ALL CASH TRIPLER	MONEY MULTIPLIER 20X	WINNING STREAK	CROSSWORD DOUBLER
ALL CASH GOLD	ALL CASH €1	HAMPERS SWEETS & TREATS	MERRY MONEY	CASH CRACKER

Instant €300 and Instant €500 are available to order.



# Price Point Planograms (Price Point Layouts)

## 6 x 2 Game Dispensers

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	CONGRATULATIONS	ALL CASH PLATINUM	BINGO TIMES 10	WINNING STREAK
CROSSWORD DOUBLER	DIAMOND BINGO DOUBLER	ALL CASH TRIPLER	HAMPERS SWEETS & TREATS	ALL CASH GOLD	ALL CASH €1

## 2 x 4 Game Dispensers

ALL CASH SPECTACULAR	ALL CASH PLATINUM	HAMPERS SWEETS & TREATS	DIAMOND BINGO
WINNING STREAK	ALL CASH TRIPLER	ALL CASH GOLD	ALL CASH €1

## Multiplier Impact Dispenser

40X
20X
10X
5X



For Planogram alternatives see full range of tickets listed in Scratch Card Stock Card on back page.  
It pays to display – remember to keep your dispensers full and display your tickets correctly.

Play responsibly | Play for fun

# SCRATCH CARD GAME END UPDATES

The Game End process for the following games has been initiated:

Game No.	Game Name	Replacement Game	Distribution Ended	End Activation No Books Can Be Activated After This Date	Sell Through or Return by Date Specified	Game End Announcement No Tickets From These Games Can Be Sold After This Date (90 Day Claims Period Commences)	*Game Purge
162	BINGO TIMES 10	BINGO TIMES 10 177	22-MAY-17	07-JUL-17	31-AUG-17	1-SEP-17	30-NOV-17
161	WINNING STREAK	NO REPLACEMENT	20-APR-17	24-APR-17	REMOVE FROM SALE	25-APR-17	24-JUL-17
147	CONGRATULATIONS	CONGRATULATIONS 170	26-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
151	ALL CASH EXTRAVAGANZA	ALL CASH EXTRAVAGANZA 175	27-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
152	DIAMOND BINGO DOUBLER	DIAMOND BINGO DOUBLER 169	10-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
153	CROSSWORD DOUBLER	CROSSWORD DOUBLER 168	14-MAR-17	07-MAY-17	01-JUL-17	02-JUL-17	30-SEP-17
149	ALL CASH	ALL CASH 165	24-FEB-17	07-APR-17	01-JUN-17	02-JUN-17	31-AUG-17
150	ALL CASH PLATINUM	ALL CASH PLATINUM 164	17-FEB-17	07-APR-17	01-JUN-17	02-JUN-17	31-AUG-17

\*Important Notice: No tickets should be sold from any game where game end has been officially announced. Tickets sold after a specific game end announcement impact on the players right to a clear 90 day window within which to claim a prize as set out in the National Lottery Game Rules.

## Game End Announcement:

Game Name	Game Number	End Activation	Game Ends Remove From Sale	Last Date for Claims
HOLIDAY CASH	176	21-AUG-17	04-SEP-17	03-DEC-17



### Remove from Sale

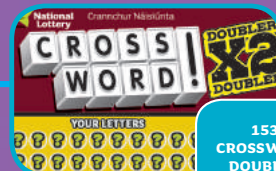
Game end has been announced and all stock must be removed from sale.



150  
ALL CASH  
PLATINUM



149  
ALL CASH



153  
CROSSWORD  
DOUBLER

## Reminder

The final “catch-all” draw for the remaining 10 fabulous Holiday prizes will be held on 7th December 2017

### End Activation/Sell Through

Books from these games can no longer be activated for sale. Any open/loose stock from these games can be sold through. Full books must be set aside for return/collection.



152  
DIAMOND  
BINGO  
DOUBLER



151  
ALL CASH  
EXTRAVAGANZA



147  
CONGRATULATIONS!



162  
BINGO  
TIMES  
10

# Scratch Card Stock Cards

## Scratch Card Stock Cards are designed to:

- To assist retail staff in Scratch Card management.
- To give an order history and establish stock requirements.
- To work with Telesales representatives in maximising scratch card sales and avoiding out of stock.

GAME			WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
NO.	NAME	Book Size	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	170	CONGRATULATIONS	40									
2	163	ALL CASH GOLD	100									
3	164	ALL CASH PLATINUM	20									
4	169	DIAMOND BINGO DOUBLER	50									
5	175	ALL CASH EXTRAVAGANZA	10									
6	168	CROSSWORD DOUBLER	50									
7	165	ALL CASH €1	200									
8	158	ALL CASH SPECTACULAR	20									
9	177	BINGO TIMES 10	20									
10	159	CROSSWORD PLUS	20									
11	160	ALL CASH TRIPLER	80									
12	166	€100,000 DIAMONDS	20									
13	143	INSTANT €500	20									
14	146	INSTANT €300	40									
15	178	WINNING STREAK	80									
16	182	CHRISTMAS COUNTDOWN	10									
17	180	HAMPERS, SWEETS & TREATS	80									
18	181	MERRY MONEY	20									
19	179	CASH CRACKER!	40									
<b>MULTIPLIER GAMES</b>												
20	132	MONEY MULTIPLIER 5X	80									
21	133	MONEY MULTIPLIER 10X	40									
22	134	MONEY MULTIPLIER 20X	20									
23	135	MONEY MULTIPLIER 40X	10									
<b>NEW LOOK GAMES</b>												
1	187	CROSSWORD PLUS	20									
2	183	BINGO TIMES 10	20									
3	184	ALL CASH EXTRAVAGANZA	10									
4	186	CONGRATULATIONS	40									

ALWAYS CONFIRM ALL YOUR SCRATCH CARD DELIVERIES ON YOUR TERMINAL

CONSUMABLES		WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
		In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	PAPER ROLLS										
2	LOTTO PLAYSLIPS										
3	EUROMILLIONS PLAYSLIPS										
4	DAILY MILLION PLAYSLIPS										
5	5-4-3-2-1 PLAYSLIPS										
6	GIFTING WALLETS										
7	3 STAR ENVELOPES										
8	STUB DRAW ENVELOPES										

Please remember that you must now order your Consumables (playslips, ticket rolls, draw envelopes and gifting wallets) when placing your Scratch Card order.



**National  
Lottery**