

STAR GAME NEWS

March 2017



National Lottery

NEW LOOK TICKETS



ALL CASH PLATINUM

New game number: 164

New PLU code: 509 8974 016405

On Sale NOW



ALL CASH €1

New game number: 165

New PLU code: 509 8974 016504

On Sale NOW

CROSSWORD DOUBLER

New game number: 168

New PLU code: 509 8974 016801

On sale early March

INSTANT €300 and INSTANT €500

Don't forget to remind your customers about the amazing chances to win on Instant €300 and Instant €500.

INSTANT €300

Best chance to win €300 on a National Lottery Scratch Card!

5 chances to win including the Bonus Game – uncover a '🎰' symbol and win **€50** Instantly!

INSTANT €500

Best chance to win €500 on a National Lottery Scratch Card!

9 chances to win including two Bonus Games with a chance to win **€50** or **€100** Instantly!



Play responsibly | Play for fun

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	CROSSWORD DOUBLER
ALL CASH GOLD	ALL CASH €1	MONEY MULTIPLIER 10X	CROSSWORD PLUS	CONGRATULATIONS
INSTANT €300	INSTANT €500	MONEY MULTIPLIER 5X	ALL CASH GOLD	ALL CASH €1

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	MONEY MULTIPLIER 10X	INSTANT €300	CONGRATULATIONS

To optimise display

- Feed display tickets into inner display sleeve as shown
- Then load full book behind the display facia in the normal way
- Ensure unit is fully loaded and correctly merchandised at all times

LCU - Loading & Merchandising Guide



Scratch Card dispensers should be positioned at the main cash point.

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8 Game Dispenser Planograms (Price Point Layouts)

4 x 2 Game Dispensers

			
ALL CASH SPECTACULAR	ALL CASH PLATINUM	CROSSWORD DOUBLER	DIAMOND BINGO
			
WINNING STREAK	ALL CASH TRIPLER	ALL CASH GOLD	ALL CASH €1

2 x 4 Game Dispensers

Multiplier Impact Dispenser

		
ALL CASH SPECTACULAR	ALL CASH PLATINUM	40X
		
CROSSWORD DOUBLER	DIAMOND BINGO	20X
		
WINNING STREAK-	ALL CASH TRIPLER	10X
		
ALL CASH GOLD	ALL CASH €1	5X













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12 Game Dispenser Planograms (Price Point Layouts)

4 x 3 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	INSTANT €300	ALL CASH GOLD	ALL CASH €1

6 x 2 Game Dispensers

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

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.

INSTANT €300 & INSTANT €500
Best chance to win €300 and €500 on an instant!



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WINNING STREAK AGENT COMPETITION

Win a fantastic trip to New York this Summer with Marty and the Collect NYC winners from this season's Winning Streak show.

You and a guest could be winging your way to the Big Apple this summer.

How to win

Agents will receive a single entry to a special 'end of series' draw for every book of the new Winning Streak Game 161 activated & settled between now and 1 May 2017.

Terms & Conditions:

A minimum of four books must be activated and settled within the time period to be eligible for the draw.

Agent & guest must be available to travel with the Winning Streak group on the designated date.

Prize is non-transferable.



REMINDERS

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

Retail Helpdesk

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**. This Retail Helpdesk number is open Monday to Sunday from 7am to 10pm.



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 Tele Sales 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	147	CONGRATULATIONS!	40									
2	163	ALL CASH GOLD	100									
3	150	ALL CASH PLATINUM	20									
4	164	DIAMOND BINGO DOUBLER	50									
5	151	ALL CASH EXTRAVAGANZA	10									
6	168	CROSSWORD DOUBLER	50									
7	165	ALL CASH €1	200									
8	158	ALL CASH SPECTACULAR	20									
9	162	BINGO TIMES 10	20									
10	159	CROSSWORD PLUS	20									
11	160	ALL CASH TRIPLER	80									
12	161	WINNING STREAK	80									
13	143	INSTANT €500	20									
14	146	INSTANT €300	40									
MULTIPLIER GAMES												
19	132	MONEY MULTIPLIER 5X	80									
20	133	MONEY MULTIPLIER 10X	40									
21	134	MONEY MULTIPLIER 20X	20									
22	135	MONEY MULTIPLIER 40X	10									

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 PLAYSLEIPS										
3	EUROMILLIONS PLAYSLEIPS										
4	DAILY MILLION PLAYSLEIPS										
5	5-4-3-2-1 PLAYSLEIPS										
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.

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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 <small>No Books Can Be Activated After This Date</small>	Sell Through or Return by Date Specified	Game End Announcement <small>No Tickets From These Games Can Be Sold After This Date (90 Day Claims Period Commences)</small>	*Game Purge
149	ALL CASH	ALL CASH 165	24-FEB-17	07-APR-17	01-JUNE-17	02 -JUNE-17	31-AUG-17
150	ALL CASH PLATINUM	ALL CASH PLATINUM 164	17-FEB-17	07-APR-17	01-JUNE-17	02 -JUNE-17	31-AUG-17
148	WINNING STREAK	WINNING STREAK 161	12-JAN-17	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
130	BINGO TIMES 10	BINGO TIMES 10 162	22-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
127	CROSSWORD PLUS	CROSSWORD PLUS 159	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
141	ALL CASH SPECTACULAR	ALL CASH SPECTACULAR 158	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
157	CHRISTMAS COUNTDOWN	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
156	CHRISTMAS GIFT	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
155	HAMPERS, SWEETS & TREATS	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
154	MERRY MONEY	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
145	ALL CASH GOLD	ALL CASH GOLD 163	09-DEC-16	07-FEB-17	03-APR-17	04-APR-17	03-JUL-17
131	CROSSWORD DOUBLER	CROSSWORD DOUBLER 153	14-OCT-16	07-JAN-17	03-MAR-17	04-MAR-17	02-JUN-17
144	ALL CASH TRIPLER	ALL CASH TRIPLER 160	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
125	DIAMOND BINGO DOUBLER	DIAMOND BINGO DOUBLER 152	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
137	ALL CASH EXTRAVAGANZA	ALL CASH EXTRAVAGANZA 151	05-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
139	CONGRATULATIONS	CONGRATULATIONS 147	28-SEP-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
138	ALL CASH	ALL CASH 149	09-AUG-16	07-OCT-16	01-DEC-16	02-DEC-16	02-MAR-17
140	ALL CASH PLATINUM	ALL CASH PLATINUM 150	08-AUG-16	07-OCT-16	01-DEC-16	02-DEC-16	02-MAR-17
142	INSTANT €300	INSTANT €300 146	05-AUG-16	07-OCT-16	01-DEC-16	02-DEC-16	02-MAR-17

Game End Announcements:

Game Name	Game Number	Game Ends	Last Date for Claims	Replacement Game & Number
Diamond Bingo Doubler	125	01-FEB-17	02-MAY-17	Diamond Bingo Doubler 152
All Cash Extravaganza	137	01-FEB-17	02-MAY-17	All Cash Extravaganza 151
Congratulations	139	01-FEB-17	02-MAY-17	Congratulations 147
All Cash Tripler	144	01-FEB-17	02-MAY-17	All Cash Tripler 160
Crossword Doubler	131	04-MAR-17	02-JUNE-17	Crossword Doubler 153

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 the player's right to a clear 90 day window within which to claim a prize as set out in the National Lottery Game Rules.

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Remove from Sale

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



157
CHRISTMAS
COUNTDOWN



156
CHRISTMAS
GIFT



155
HAMPERS
SWEETS &
TREATS



154
MERRY
MONEY



144
ALL CASH
TRIPLER



125
DIAMOND
BINGO
DOUBLER



137
ALL CASH
EXTRAVAGANZA



139
CONGRATULATIONS



131
CROSSWORD
DOUBLER

Distribution Ended

These games are no longer available to order.



148
WINNING
STREAK



130
BINGO TIMES
TEN



127
CROSSWORD
PLUS



141
ALL CASH
SPECTACULAR



150
ALL CASH
PLATINUM



149
ALL CASH

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.



145
ALL CASH
GOLD

Drive efficiency & profitability through effective stock management

SUGO – the New Automated Predictive Ordering for Scratch Cards

SUGO is a newly developed automated predictive ordering system designed to better manage Scratch Card stock at an individual retailer level.

SUGO algorithms calculate stock requirements based on the 'rate of sale' of each game by retailer to ensure the correct Scratch Card game range and ticket quantities are available for sale in all retail agents at all times eliminating over/under supply scenarios.

How does it work?

Each retail agent will be assigned a Group Game Profile which will determine the exact range of Scratch Card games available to order for that specific retailer. SUGO will only calculate stock requirements based on these individual game profiles.

Agents are also assigned 'Order Frequency' and 'Replenishment Day' values. These determine how often and on what day in any given cycle orders are generated for that agent and how many day's stock is required to fulfil that order.

Once a retail agent is active and selling, SUGO will begin building a sales profile for the agent based on individual games within the retailer's Group Game Profile. Game sales are calculated to ticket level based on validations on a daily basis which feeds into a weekly sales profile for each game for that retail agent.

The SUGO algorithm calculates the rate of sale by game using these weekly sales profiles - 'Last Week's Sales' and 'Average Week's Sales. It then looks to the frequency and replenishment day values to determine the number of tickets required to cover the next order cycle period.

Tickets required by game (replenishment ticket value less stock on hand) are then rounded up to book level and the order is automatically created and dispatched to the retailer on the order day set in the 'order frequency' parameter for that retail agent.

What about consumable orders?

From August this year all consumables orders will be placed via the Lottery terminal and not through TeleSales as is the case currently. Consumable orders placed on any given day will be held on the system until the due date for the agents automated Scratch Card order. The consumable order will be consolidated with the Scratch Card order and delivered to the agent as one package. If no Scratch Cards are required for that retailer on the due date the consumable order will be dispatched regardless.

Further details to be provided in subsequent issues of Star Game News as we get closer to the proposed launch date in August 2017.

PLI will commence moving retail agents on a phased basis to the new automated system next month. Your local Field Sales Representative will be calling soon to discuss the new stock management system and identify a suitable Game Profile for your agency.



New Interactive Communications Channel for Retail

New Retailer Portal & Retailer APP to launch in May/June 2017

PLI are currently developing a new Retailer Portal & Mobile APP to support its Retail Channel. The new Portal & APP will be introduced in two phases with the first delivery to Retail in June this year and will become the primary channel for communication between PLI and the retail agent.



Retailer App



Retailer Portal

Some of the key features of the Portal & APP will include:

- Push alerts module to alert users of changes made to the portal based on page updates and document uploads
- 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 and game rules
- Sales Information - Full suite of reports and performance dashboards
- Excellence Programme - Star Rewards & Star Mark ranking including access to Marketing Toolkit
- National Lottery Twitter feeds
- The APP will accommodate a navigation menu with access to News Feed, Page Information, Documentation, and Training materials.

A member of our Sales Support team will be contacting all agents over the coming months to confirm email addresses and other contact information required to support the new application.

All agents will be pre-registered and will be able to access the portal using a secure login and authentication process.



**National
Lottery**