

STAR GAME NEWS

August 2017



National Lottery

GAME UPDATES

‘WINNING STREAK’ one of Europe’s longest running TV Game Shows is back!

A firm favourite with lottery players, the ever popular Winning Streak Scratch Card will be available to order from Thursday 17th August 2017

TV GAME SHOW

Marty and Sinead will be back on Saturday 23rd September to host the new series of the very popular Winning Streak TV Game Show. On each show 5 players will play to spin the iconic wheel to win up to **€500,000!**

All the favourite games remain; Cash Cubes, Patients, Money Match, Pick a Prize, Trapdoor, High-Low Share, Wheel Reveal and, of course, the Wheel.

STUB DRAW – NEW COLLECT FEATURE

In this series players who collect three Winning Streak ticket stubs to spell **S-E-A** can send them in to enter one of the draws to win a **Luxury Cruise for 2 valued at €5,000.**

REMEMBER:

3 Star & Stub Draw entries from Winning Streak Game 161 remain eligible for this Winning Streak series.

For Scanning Purposes the PLU code for this game is 509 8974 017808

Average 1 in 4.2 Wins Cash



WINNER'S CORNER

‘WINNING STREAK’ NEW YORK WINNERS

A wonderful time was had by all last season’s stub draw winners in the Big Apple. They celebrated the 4th July in style with Winning Streak host Marty Whelan in New York.



INSTANT €300 & INSTANT €500 PROMOTION

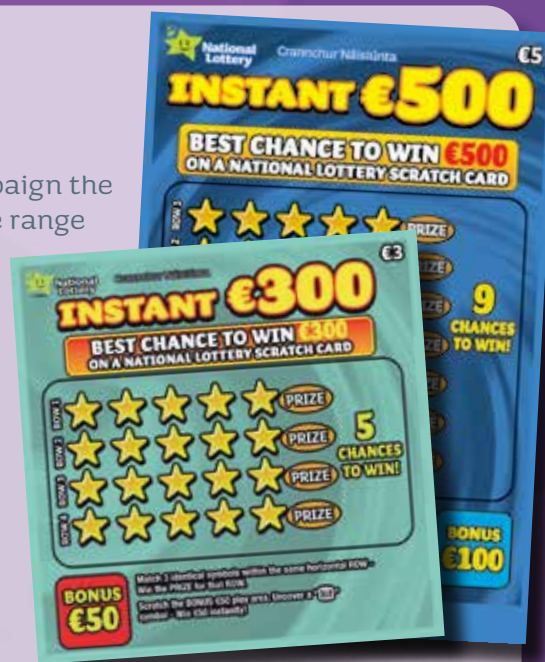
Due to the success of the Instant €300 & Instant €500 campaign the National Lottery will continue to promote the 'Instant' game range through August 2017.

Offering the best chance to win **€300** and **€500** on National Scratch Cards with over 3000 top prizes available!

Including 'Bonus' games to win **€50** & **€100** instantly.

Tickets can be ordered through our Telesales Department - **Freephone 1800 22 66 88**.

The 'Instant' range of games is supported by National TV advertising and in-store digital media campaigns.



HOLIDAY CASH - GAME END

The last of the Holiday Cash weekly draws has now taken place

A final 'catch-all' draw for the remaining 10 fabulous Holiday prizes will be held in December 2017

End activation for this game occurs at close of trade Monday 21 August with game end to be announced on 4th September. Players have 90 days after this date to claim any prize or enter the final 'catch-all' Holiday draw in December.

Remember once end activation has been set for this game no further books can be activated for sale.

Partial books can be sold through up to 4 September with any full books set aside for return/collection.

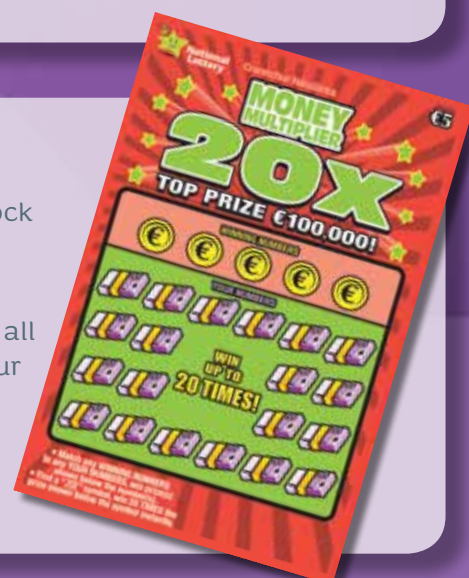


MONEY MULTIPLIER 20X

The most successful of the Multiplier series of games is back in stock and available to order now.

The game is in such demand we have processed an initial order for all agents who stocked the game previously to be dispatched with your Winning Streak order for delivery on the 17th August 2017.

To place an order just call any of our Telesales team on **Freephone 1800 22 66 88**.



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	€100,000 DIAMONDS	CONGRATULATIONS
INSTANT €300	INSTANT €500	MONEY MULTIPLIER 5X	ALL CASH GOLD	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	MONEY MULTIPLIER 10X	€100,000 DIAMONDS	CONGRATULATIONS

To optimise display

Feed display tickets into inner display sleeve as shown.

Then load full book behind the display fascia 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.

Play responsibly | Play for fun

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	INSTANT 300	ALL CASH GOLD	ALL CASH €1

2 x 4 Game Dispensers

	
ALL CASH SPECTACULAR	ALL CASH PLATINUM
	
CROSSWORD DOUBLER	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.

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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
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
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	24-APR-17	25-APR-17	24-JUL-17
131	CROSSWORD DOUBLER	CROSSWORD DOUBLER 153	14-OCT-16	07-JAN-17	03-MAR-17	04-MAR-17	02-JUN-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 Announcements:

Game Name	Game Number	End Activation	Game Ends Remove From Sale	Last Date for Claims
Holiday Cash	176	21-Aug-17	04-Sep-17	02-Dec-17

Play responsibly | Play for fun

Remove from Sale

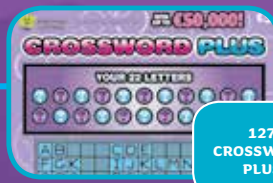
Game end has been announced and all stock must be removed from sale.



145
ALL CASH
GOLD



141
ALL CASH
SPECTACULAR



127
CROSSWORD
PLUS



130
BINGO TIMES
10



148
WINNING
STREAK



161
WINNING
STREAK



131
CROSSWORD
DOUBLER



150
ALL CASH
PLATINUM



149
ALL CASH

Distribution Ending

These games are no longer available to order.



176
HOLIDAY
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.



152
DIAMOND
BINGO
DOUBLER



151
ALL CASH
EXTRAVAGANZA



147
CONGRATULATIONS!



153
CROSSWORD
DOUBLER



162
BINGO TIMES
10



176
HOLIDAY
CASH

DRIVE YOUR STAR MARK SELLING OPPORTUNITY

Star Store – the Retail Programme from the National Lottery designed to drive the highest standard of excellence and promote ‘best in class’ lottery retailing maximising sales and profitability in your 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’)
Playstand or Playslip Holder: Positioning and Stockholding	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		
Terminal Surround Positioning	Real position 1: Terminal is adjacent to the customer serving area at the busiest till (3 stars) Position 1: Terminal is adjacent to the busiest till (2 stars)	3 or 2		N/A
Scratch Card Dispenser Positioning	Within 500mm of the busiest till	2		N/A
Lottery Counter Unit Positioning	Real position 1: LCU is adjacent to the customer serving area at the busiest till (5 stars) Position 1: LCU is adjacent to the busiest till (3 stars)	5 or 3	N/A	
Scratch Card Range and Merchandising	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		
POS Merchandising	Any Point of Sale correctly merchandised and current	1		
Proactive Selling, Upsell & Promotion	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)



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									
MULTIPLIER GAMES												
16	132	MONEY MULTIPLIER 5X	80									
17	133	MONEY MULTIPLIER 10X	40									
18	134	MONEY MULTIPLIER 20X	20									
19	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 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.

STAR RETAILER – NEW PORTAL & MOBILE APP

Star Retailer is the new interactive Portal & Mobile APP for Retailers

We are delighted to announce that the first phase development of the new Retailer Portal & Mobile APP to support the Retail Channel is complete, with the initial pilot now to be extended to a larger 200 strong sample group over the next two weeks.

It is planned to register all agents on the new Retailer Portal as part of our licence renewal process to be completed by 30 September 2017.

The new Portal & APP will become our primary channel of communication with our retail network and will be packed with features to better support retailers in optimizing their National Lottery agency.

The new Portal & APP will be introduced in two phases with the first delivery to Retail in Sept 2017 when all Lottery Retailers will be registered and assigned User ID & Pass Codes to access the Portal & APP securely.



Key features of the Portal & APP to be delivered in September include:

- Sales Information - Full suite of sales reports including performance dashboards and trend analysis
- 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 made to the portal based on page updates and document uploads
- National Lottery's Facebook link and Twitter feeds
- The Mobile APP will accommodate a navigation menu with access to News Feed, Page Information, Documentation, and Training materials.

A special edition of Star Game News to be published in September will provide full details of the planned launch of the Portal & App in retail. Your local Field Sales Representatives are also on hand to answer any questions you may have and to talk through the detail on your next scheduled visit.

REMINDERS

CUSTOMER RECEIPTS – COMPLIANCE REMINDER

Just a quick remainder that it is required 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.

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

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

Retail Helpdesk opening hours are as follows:

Monday to Saturday - 7am to 10pm

Sunday - 9am to 6pm

Contact Phone Numbers:

Telesales: **1800 22 66 88**

Retail Help Desk: **1800 44 55**

Claims: **1800 666 222**

Find out more at www.lottery.ie

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

PLAY RESPONSIBLY, PLAY FOR FUN

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?

P

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

R

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

E

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

V

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

E

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

N

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

T

Treatment is available to players who are worried: contact responsibleplay@lottery.ie for advice.

I

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

O

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

N

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