

STAR GAME NEWS

July 2017



National Lottery

GAME UPDATES

HOLIDAY CASH

Holiday Cash offers top prizes of €25,000 and thousands of instant cash prizes. Due to its popularity, a further 600,000 tickets have been made available. This means 120 Holidays are guaranteed to be won over the summer weekly draws taking place from 1st June up to 10th August. There will be a final catch all draw following game closure.

Limited stocks remain and with a high player demand for this exciting game, give your customers something to smile about this Summer.

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



RETURN OF “WINNING STREAK”

The ever popular Winning Streak Scratch Card will return in mid-August with a new stub entry for a chance to win a **Luxury Cruise for 2 people**. The first in the series of associated TV Game Shows will air in September. Watch out for further details on this game in your August issue of Star Game News

New Game Number: 178

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



WINNER'S CORNER

“WINNING STREAK” NEW YORK AGENT COMPETITION WINNER

Congratulations to Sean Donovan, **Donovan's Newsagent**, Greenfield Shopping Centre, Maynooth, Co. Kildare who was the winning retailer drawn in the National Lottery's Winning Streak sales incentive for a trip to New York with the Winning Streak TV Game Show winners

Congratulations also to Niall Smith of **Gala Newtown Forbes** who picked up two tickets to the long anticipated U2 Concert in Croke Park in our latest Retail Excellence competition.

Remember to check out the August Issue for the next series of Retailer Competitions to celebrate the launch of our Autumn Winning Streak series.



INSTANT €300 & INSTANT €500 PROMOTION

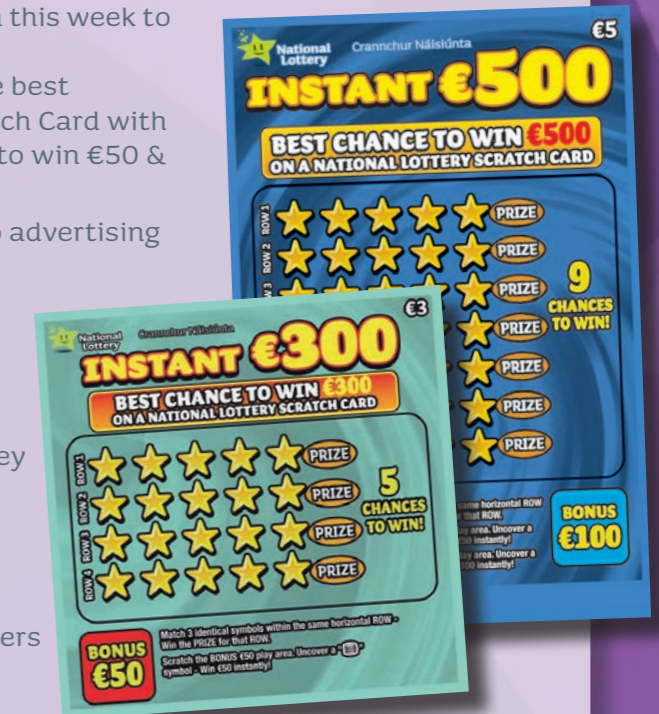
The National Lottery has launched a targeted campaign this week to promote their 'Instant' range of Scratch Card games. Instant €300 & Instant €500 games offer the player the best chance to win €300 or €500 on a National Lottery Scratch Card with thousands of prizes to be won including 'Bonus' games to win €50 & €100 instantly.

The promotion will be supported by National TV & Radio advertising and in-store digital media campaigns.

The promotion is expected to generate significant demand for the games and orders have been automatically dispatched to those agents with Lottery Counter units.

The 'Instant' range is available to all agents who feel they have the capacity to sell the games and can be ordered through our Telesales Department on 1800 22 66 88.

To maximise the campaign impact for your store please ensure the Instant €300 & Instant €500 tickets are in stock, on sale & prominently displayed in ticket dispensers & Lottery Counter Units.



REMINDERS

CUSTOMER RECEIPTS – COMPLIANCE REMINDER

Just a quick reminder 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



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	HOLIDAY CASH	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	HOLIDAY CASH	CROSSWORD DOUBLER
ALL CASH GOLD	ALL CASH €1	MONEY MULTIPLIER 10X	€100,000 DIAMONDS	CONGRATULATIONS

Price Point Planograms

(Price Point Layouts)

6 x 2 Game Dispensers

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	CONGRATULATIONS	ALL CASH PLATINUM	BINGO TIMES 10	HOLIDAY CASH
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	40X
CROSSWORD DOUBLER	DIAMOND BINGO	20X
HOLIDAY CASH	ALL CASH TRIPLER	10X
ALL CASH GOLD	ALL CASH €1	5X

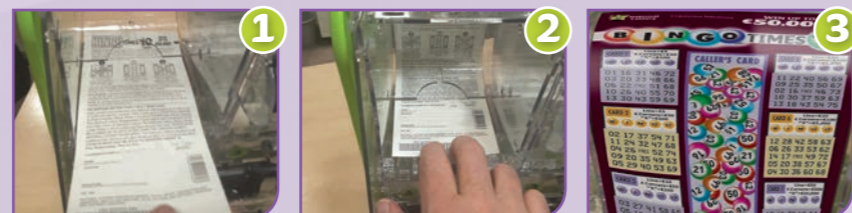
Multiplier Impact Dispenser

MONEY MULTIPLIER 40X
MONEY MULTIPLIER 20X
MONEY MULTIPLIER 10X
MONEY MULTIPLIER 5X

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.

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

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 <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

Game End Announcements:

Game Name	Game Number	Game Ends	Last Date for Claims	Replacement Game & Number
All Cash	149	02-Jun-17	31-Aug-17	All Cash 165
All Cash Platinum	150	02-Jun-17	31-Aug-17	All Cash Platinum 164
Crossword Doubler	153	02-Jul-17	30-Sep-17	Crossword Doubler 168

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

157 CHRISTMAS COUNTDOWN

156 CHRISTMAS GIFT

155 HAMPERS SWEETS & TREATS

154 MERRY MONEY

131 CROSSWORD DOUBLER

150 ALL CASH PLATINUM

149 ALL CASH

Distribution Ending

These games are no longer available to order.

162 BINGO TIMES 10

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

DRIVE YOUR STAR MARK TO MAXIMISE YOUR SELLING OPPORTUNITY

Star Store audits for the first measurement of 2017 are now complete. A new six month measurement period has started where retailers have an opportunity to drive up their Star Mark score and be recognised for that achievement through Star Rewards.

Star Mark is a measure of excellence in lottery retailing and will ensure opportunities for sales growth in your store are fully maximised.

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')
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 & Promotion	Discretionary mark where there is evidence of the active promotion of Lottery products using bespoke signage etc.	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 NO.	NAME	Book Size	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	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	176 HOLIDAY CASH	80										
13	166 €100,000 DIAMONDS	20										
14	143 INSTANT €500	20										
15	146 INSTANT €300	40										
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 PLAYSIPS										
3 EUROMILLIONS PLAYSIPS										
4 DAILY MILLION PLAYSIPS										
5 5-4-3-2-1 PLAYSIPS										
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.

Contact Phone Numbers: Telesales: 1800 22 66 88, Retail Help Desk: 180022 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.

STAR RETAILER – NEW PORTAL & MOBILE APP

The new Portal & Mobile APP for Retailers

Development of a new Retailer Portal & Mobile APP to support the Retail Channel has been completed and the application is now in pilot with a small group of Lottery Retailers.

It is planned to extend this pilot to a larger sample group over the coming weeks before the application is made available to all Retail Agents.

The new Portal & APP will be introduced in two phases with the first delivery to Retail in Aug/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 Phase 1 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 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.

Next Steps

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

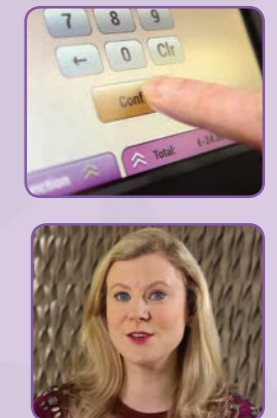
Through August & September our Sales Support team will contact all agents to confirm email addresses and other contact information required to support the new application.

Agents will receive confirmation of registration and assigned a pass code that they will be asked to change on the first occasion they access the Portal.

Financial Reporting and Star Mark



Training and Compliance



Products & Promotions



Retail Toolkit



Retail Excellence



Important Notice:

All Lotto posters incorporating the 'Concert' image **must be removed** from display from the **20th July**. A replacement poster featuring imagery from our new Lotto campaign will be sent out to you over the coming weeks.



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.