

IT PAYS TO PLAY PULL TABS

THE INDUSTRY LEADERS



WHAT PERCENTAGE OF YOUR CUSTOMERS DON'T PLAY PULL TABS? 60%? 70%?

**WHAT ARE YOU OFFERING THESE
POTENTIAL NEW PLAYERS?**

**HOW CAN YOU GET THEM INVOLVED?
TRY CHANGE FOR SUCCESS!**

There are five different groups of players:

- Group 1 contains the newbies who have never played pull tabs.
- Group 2 is the beginner or low spender who will likely participate in the 10¢, 25¢ or 50¢ pull tabs and continue to reinvest their winnings back into additional pull tab purchases.
- Group 3 is the average player who typically has an amount set aside to spend on pull tabs in various ticket prices. They play for entertainment and excitement. Some of these players like lower cost pull tabs because they get more chances to win for their money. This group enjoys the value of playing more versus winning the jackpot.
- Group 4 are the "big spenders." They play high dollar tickets, track all winnings, serial numbers and press for what has been paid out. They have no set limits since their goal is to WIN! This group contains the serious players that are very dedicated.
- Group 5 are the non-gambler that plays for merchandise prizes, not cash prizes. They want to win something for a spouse, grandkids, etc...

VARIETY IS THE KEY

When you increase your percentage of pull tab players with a variety of tickets and games, you will have higher sales, which in turn brings in more profits for your location!

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WINNERS MAKE PLAYERS

The more tickets a player opens, the better their chances are of becoming a winner! As players win, they will typically move up the scale in how much they spend. For instance, a player who often wins on 25¢ pull tabs will likely purchase 50¢ pull tabs.

25¢ AND 50¢ GAMES OFFER LONGER PLAY! MORE FUN!



WHICH WOULD YOU PLAY ON A \$20 WAGER?

Please note that legalities vary from state to state. All promotions and ideas outlined here may not be legal in your area. It is the responsibility of the operator to determine which games are legal in any given area.

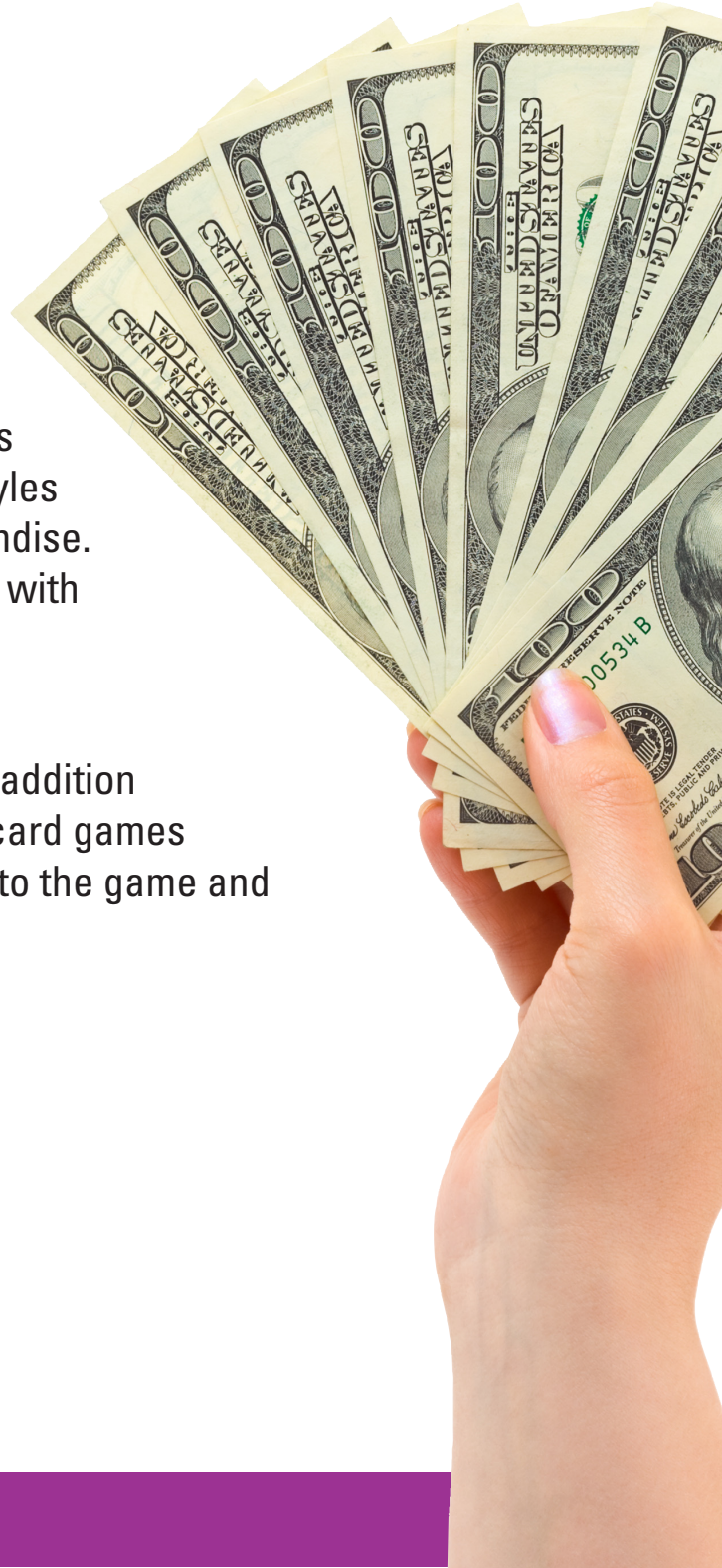
TIPS FOR INCREASING

MINIMAL COST

Promoting pull tabs really does not cost you that much. Did you know that if you sell \$100 worth of 25¢ tickets (400 tickets), on average at least \$65 is going to come back into your game?

What do you need to do?

- Understand your customers and make sure you have the right product mix to meet their needs.
- Use a mix of products to keep your players interested including different graphics, styles of play, payouts, price points and merchandise. Variety is the spice of life and no different with pull tab sales.
- Experiment with different play formats. In addition to your traditional tickets, introduce seal card games and UPick games. These add a new twist to the game and players will respond positively.



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ING PULL TAB SALES



- Use the new promotional materials as an opportunity to introduce a new style of pull tabs – make your players think this is something different!
- Pull tabs don't sell themselves – have your servers or workers promote games from table to table in your organization. Not only will you sell more tickets, you will learn more about what your players like and don't like about the games.
- Take the time to train your workers to effectively sell pull tabs – don't assume they know how. Ask your players if they would like to buy tickets with their winnings or with their change from other purchases. Position your sales containers close to the busy traffic areas, and be sure your sellers are friendly and outgoing.
- Thank your players. Always recognize their purchase, and make them feel special.

GAME IDEAS

UNIQUE PULL TAB PROMOTIONS

There are many marketing ideas to create a unique and exciting experience for your players to enjoy. Make your event stand out by trying some of these great game ideas.

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BIRTHDAY PROMOTION

Create a special birthday package for the player. Provide a discount on food or a free dessert or chips. Require a driver's license for verification. Players will take advantage of this discount if offered and will typically end up spending more than their usual amount.



HAPPY HOUR

Designate a period of time before the start of the game as "Happy Hour." Offer happy hour specials such as free food (or 25¢ and 50¢ food) as well as "Happy Hour" themed tickets or games. For example, play the ticket named "Cheers" and double the top prize during happy hour.

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GAME IDEAS

HOT SEAT

Before you open the doors, tape envelopes containing varying numbers of 25¢ and 50¢ tickets to the bottom of several seats around the room. Announce to the players to check under their chairs to see if they are in a “hot seat” to win the prize!

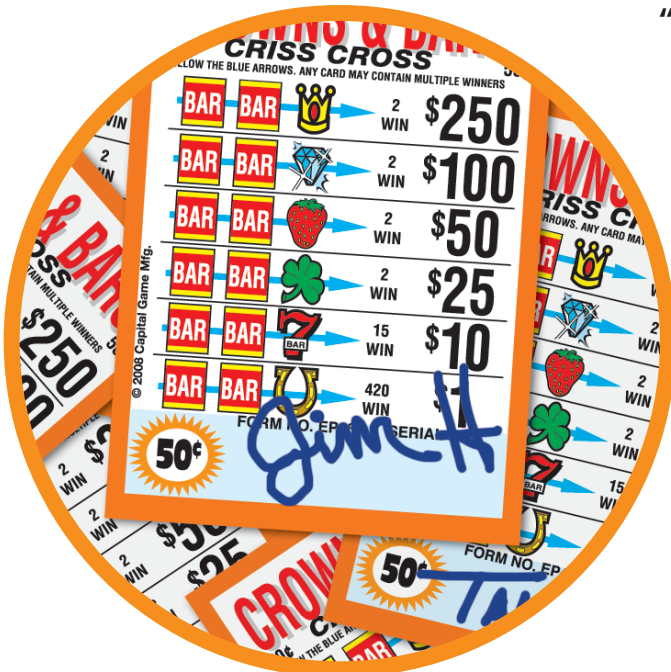
CHANGE OF HEART

Always assume that the lowest tier winner will want to be paid in pull tabs. Offer them more tabs first before cash. For example, if the winning ticket is \$2, ask the winner if she would like eight new pull tabs (25¢).



PULL TAB LOTTO

A specified pull tab is designated as the “lotto” ticket. Customers purchase that particular tab, write their name on the back, and deposit the OPENED, non-winning ticket into a container. There is no limit on the amount of tickets that can be purchased and placed in the drum. A drawing is conducted to determine the winner of all tabs in the drum. Some operators will add a cash prize, merchandise, food or beverage.



**For more great ideas, visit
www.bingoking.com**

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