

RETAILER SPOTLIGHT

SPEEDY EXPRESS

Walterboro, SC

By Venise Brown, Coastal Associate MSR

Promoting the Lottery helps YOU and YOUR BUSINESS!

We all know that a little promotion can go a long way toward increasing sales. There is no denying the proper signage helps with bottom line figures in the convenience industry. Have you ever considered reevaluating the lottery signage you presently have?

During the presentations at last year's Retailer Rallies, retailers were informed of the different point-of-sale signage options that were available to them from the Lottery's Marketing Department. This signage is FREE. Many retailers have taken advantage and implemented this service to promote lottery products.

The owners of **Speedy Express** in **Walterboro** have taken advantage of customized signs. Mr. and Mrs. Patel opened their doors to lottery customers in September 2010. Shortly after coming onboard, they were VERY interested in promoting the Lottery to begin gaining a loyal lottery player base. Mr. Patel had a "lottery shelf" built, as well as installed LED lights to showcase his instant tickets. The store's MSR



Customers know right away this location sells lottery tickets. Speedy Express has effectively used personalized signage to promote the Lottery and sell tickets.

and owners worked on personalized signage for their location, which was ordered through SCEL's Marketing Department. With the new signage, as well as a "showcase" of lottery instant tickets, the Patels have noticed an increase in sales and store traffic.

If you are interested in outdoor and/or indoor lottery signage options, ask your Marketing Sales Representative for assistance. The Lottery will be happy to work with you to develop signage that fits your specific marketing needs.

Selling Points

"I am proud of my display and know that promoting the Lottery ultimately brings traffic into my location."

- Mr. Patel
Owner Speedy Express



Congratulations to **Herchek's Texico** in **Lancaster**. The retailer sold a \$75,000 winning Big Money instant ticket and received a \$750 retailer commission. Lauren Leviner presented the poster to Herchek's.



A \$22,222 WE SOLD A WINNING TICKET poster at **Mystik** in **St. George** is certainly going to catch the customers' attention. Owner Lanie proudly holds up her new signage. Way to go Mystik!



Clerks Megan Short and Candice Jackson along with manager Paul Wallace (center) of **Murphy Express #8515** are thrilled about their \$50,000 Powerball® winner. The **Clover** retailer posed outside the store with their check for \$500.