

**THE VERY
BEST IDEAS**

Presenting Northstar's...

10 top tips for scratch cards

Getting that bit more
from your scratch
card marketing
campaign.



For more information contact us

T: 01282 865333

E: ideas@northstardesign.co.uk

W: northstardesign.co.uk

northstar 

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Making brands shine brighter

Give a Little - Get a lot back?

Scratch cards can be seen as quite a simple marketing device, maybe even 'gimmicky'? But in the right hands and with a little forward planning they can become an immensely powerful marketing tool.

Here we give you **10 Top Tips** for getting more from the humble scratch card. You will find that just by **giving away a little** (in prizes) you can **get a lot back** in customer loyalty, brand awareness and customer data.

1 Delivered by hand is best

Scratch cards that are hand delivered to the recipient such as given out at the point of purchase, in-store, on a trade stand or at an event are far more likely to be used than those that are placed as magazine tip-ins or left in dispensers for people to pick up.

The physical act of giving sure does pay dividends!



Ticking lots of boxes

It's an attractive design. It's in keeping with the youthful company brand image. It's a simple offer / reward. It engages the customer.

2 Does it work well with your branding?

Scratch cards can sometimes be perceived as 'gimmicky', but only if used in the wrong context or environment. Recipients may not see the relevancy if it is totally at odds with the businesses work environment, branding and normal customer experience. Ensure it suits your brand and is carefully targeted.

3 Use it as a customer data collection device

Scratch cards can be a great customer data collection device. If you're giving something away the recipient may be willing to give you in exchange their email or phone number (filled in on the card reverse or on line). It's easy to implement and you gain important customer information for future marketing.



Get customer data

You've given a little, now get something back of valuable customer data.

4 Keep it simple

Consider the game - is it simple to understand and play? Consider the prizes - are they a suitable incentive/reward for further customer action, or are they a bit of a let-down? Consider the delivery of the prize - waiting for a prize or following a convoluted process to claim it may cause frustration - Everyone loves an instant win.

5 Give them an online access code and generate traffic to your website and generate sales

Use scratch cards as a method of distributing online access codes and vouchers. A card could be given as a £5 voucher containing a unique access code (under the scratch panel). These codes can only be redeemed on your website and codes can only be used once. You make a sale and more importantly will have gathered a valuable customer profile.



Incentivise

Even this losing card has a unique code to redeem £5 off an online purchase.

6 Don't disappoint - ensure there are enough winners

Campaigns with just a few winners and lots of losers can be frustrating and may cause more damage to your brand than good. Make sure you have a healthy win ratio. If you are intending to sell the cards then you must also follow stringent win/lose ratios. See www.cap.org.uk <<https://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Sales-Promotions-Scratchcards.aspx#.WGfJCVta9FK>> for more information.

7 Even losers can be winners (for you)

If a recipient of a card loses, why not extend the customer experience and encourage them to go online to your website? Consider offering a small online discount with a purchase. You can place online access codes onto losing cards with an incentive and drive customers to your website. Or why not let all losers gain entry to an online prize draw?

8 Make the card more distinctive and visually stimulating

Overprinting onto the latex: Why stop at just having a blank silver or gold scratch panel? We can overprint onto the latex so you can use the area to deliver instructions, inform or entice the recipient to play the game.

Use a die cut shape. A card with a die cut shape creates a more visually interesting card and ensures it stands out from the crowd.

Dont just go for a square scratch panel. We can print almost any shape of scratch panel and place them anywhere on the card. It's time to be creative.

9 Ensure winning cards are evenly distributed or even carefully targeted

We can trace all cards during the manufacturing processes which means you can carefully manage the supply and distribution of the cards. We can mix cards to specific requirements or combinations of winners and losers. This could be important if you have a game with a few star prizes and you require them to be evenly distributed.

10 Check that it is legal

If you are giving the cards away FREE as a promotion then there should be no issues. However, you should always check with your legal team or carefully review your Terms & Conditions. Further information is available at www.cap.org.uk

If you are intending to sell the cards, maybe as a fund raising effort then you will need to register or apply for a special licence. For games under £20,000 you can apply to your local council for a licence. For games above £20,000 you will need to contact the [Gambling Commission](http://www.gamblingcommission.gov.uk) regarding a gaming licence.

www.gamblingcommission.gov.uk



Overprint onto the scratch surface
Give instructions or entice the recipient



Make it fun
The scratch panel can be almost any shape and position on the card.



Make it distinctive
This card is die cut to a particular shape