

Break Open Ticket Demonstration Project #2 Update

We are pleased to announce that the full post-project summary report on the second BOTDF demonstration project is now available on the OCGA website. The following is a brief summary of this very innovative initiative.

The Participants

The project was another partnership between BOT supplier Ron Vanderlip of Nevadaman Inc., charity licensees, and Avondale Stores Ltd. As OCGA members will recall, Ron was also responsible for the first BOTDF demonstration project, which was also very successful, so a special thanks to Ron for his initiative and creativity on behalf of charities!

The charity licensees were a mix of local and provincial charities, including the Alzheimer Society of Niagara Region, Addictions Ontario, the Air Cadet League of Canada (Ontario Provincial Committee), MADD Canada, and the Niagara Peninsula Conservation Foundation.

Project Purpose and Elements

Running from late July through September, the project was a response to the challenge of competition for prime counter space at third party retailers and the reality that BOT displays can be crowded out or obscured by other products that occupy less space. This was accomplished through three elements:

- A custom-made acrylic fixture that raised-up the bin and at the same time created space underneath that could be used for other products.
- An acrylic paddle that attached to the bin with Velcro and had brightly coloured decals on both sides to further draw customer attention to the bin.
- A door decal with similar graphics that was intended to draw the consumer through to the BOT display on the counter.

Sales Impact

The project compared the two months of sales before the installation of the fixtures (June and July) to the two months of sales with the fixtures in place (August and September). The comparison was also made with sales performance during these periods for stores that did not have the fixtures in place. The data showed a 5.3% increase in sales during August and September for the locations with the fixtures versus a 1.6% decrease in sale locations that did not have fixtures in place.

Retailer and Charity Response

Retailer and charity responses to the fixtures were very positive. Retailers reacted strongly to the increased visibility, but more importantly, to the way in which the fixture allowed them to make better use of counter space and position other products in the space that the fixture created.

Order Fixtures and Decals

An important feature of this project is that charities and suppliers would have access to/be able to order the custom-designed acrylic fixtures and paddles, as well as paddle and door decals that were produced for this project without incurring design costs. Cost and ordering information for the bin lifts, paddles, and all decals, is provided in the summary report. By way of example, a lift for a 10"x10" bin, with a paddle and decals for both sides of the paddle would cost approximately \$65 plus shipping and taxes.

More Demonstration Projects

Project #3 is currently "in the field" and we have at least two more projects in development. On those two projects, the fact that the BOTDF will now provide some staffing resources to charities so that they can undertake projects made all the difference. So if you have a project idea already or want to just kick around some ideas, contact OCGA staff members, Sam Goodwin (sam@sgoodwin.ca) or Patricia Petrolo (ppetrollo@charitablegaming.com) for more information.