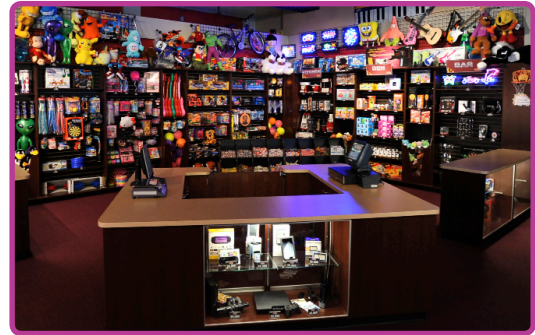


Redemption and Game Room Profitability Series

by: Courtney Hunter

Part 1: Driving Sales with an Eye-Catching Redemption Wall

Creating an attractive merchandise display is essential to developing a high performing game room because it drives game play and generates revenue; however, it's an aspect that's often overlooked. It's important to remember there's no incentive for your guests to continue playing your games if they don't perceive any value in the prizes. We want to help you maximize the impact of your product.



These are 5 practices every redemption manager should live by.

1. **Keep it full:** If there are empty hooks and a lot of bare space, that tells your guest you don't have a full selection of prizes, which could make them go somewhere that does. A good practice is to restock the redemption area at the end of every shift and during slow periods.

2. **Label the prizes:** Ensure every item has a label that clearly displays the ticket value and matches all other display labels. Never use hand-written ones. Redemption Plus can provide digital display labels to be used on their own or with our Flip Scan Hooks.



3. **Big items at the top:** Place high-end items and large plush at the top of the redemption wall and in high visibility areas to draw attention and promote game play. Because of their higher ticket value, they will not be won frequently, so you won't be inconvenienced by constantly replacing them.

4. **Variety:** Ensure your display includes a variety of prizes and rotate them frequently to keep it fresh and enticing. Look at such factors as ticket value, boy vs girl, child vs adult, and licensed vs non-licensed. You can even theme an area for a specific group. Incorporate baskets and shelves along with hooks to accommodate different types of merchandise. Redemption Plus carries a variety of these supplies for your convenience.

5. **Low to high:** Place your prizes in order of ticket value from lowest to highest. Whether you choose left to right or right to left is up to you, as long as it matches the order in your bins. This makes it easier and quicker for guests to shop in the range of tickets they've won and entices them to play more games in order to get that next prize up. It also increases the efficiency of your redemption manager when searching for an item.

Here's another tip: Take lights out of the package, plug them in, and turn them on to really light up your redemption wall!

For more details, watch our video [How to Merchandise a Redemption Center](#) and webinar [A More Detailed Look at Merchandising a Redemption Counter](#) (both of which can be found at RedemptionUniversity.com).



Part 2: Making the Most with your Low Ticket Prizes

These are 10 best practices every redemption manager should know.

1. **Keep them full:** This was also number 1 in the first part and there's a reason for that. If your guests see more emptiness than they do prizes, they won't be inclined to keep playing your redemption games. A good practice is to restock the bins at the end of every shift and during slow periods.



2. **Low to high:** Place your bins in order of ticket value from lowest to highest. Whether you choose left to right or right to left is up to you, as long as it matches the order of your redemption wall. This makes it easier and quicker for guests to shop in the range of tickets they've won and entices them to play more in order to get that next prize up. It also increases the efficiency of your redemption manager when searching for an item.

3. **Variety:** Ensure your display includes a variety of prizes. Look at such factors as ticket value, boy vs girl, child vs adult, and licensed vs non-licensed. The smaller ticket items (i.e. 5 - 20 tickets) usually move faster, so it's a good rule of thumb to have a larger variety of these compared to the higher-ticket bin items (i.e. 80 - 100). Candy's another popular item, but always make sure your facility allows it first!



4. **Acrylic bins:** It really improves the appearance of these low-ticket items if you place them in matching acrylic bins. Redemption Plus has these in multiple sizes based on your preference.

5. **Straight as an arrow:** Keep your bins lined up straight. Even a detail as small as this greatly improves the appearance of these smaller ticket items.

6. **Keep 'em clean:** Keep some glass cleaner handy so they remain free from smudges and fingerprints.

7. **Label the front of your bins:** Make sure every bin has a label on the front of it that clearly displays its ticket value. This label should match all of the other labels; never hand-write these. Redemption Plus can provide digital display labels along with nice clear plastic label holders. This way, your guests can view their values with ease.



8. **Label the back of your bins:** Each inner should arrive from us with a tag that includes its SKU, ticket value, and item name. This helps you in two ways: You can quickly determine its ticket value if a guest asks AND you can save time when re-ordering because you won't have to search for this information.

9. **Warning labels:** It's good practice to place warning labels on the front of your bins. We can provide these upon request.



10. **Lights, Camera, Action:** Ok, so there's no camera, but the lights are still important. Using a display case with lights increases the visibility of the prizes. A case with built in mirrors on the doors really helps as well.

Your redemption display is one of the last things your customer sees as they leave your facility. It's important to make it a great experience so they'll keep coming back.

For more details, watch our video [How to Merchandise a Redemption Center](#) and webinar [A More Detailed Look at Merchandising a Redemption Counter](#) (both of which can be found at [RedemptionUniversity.com](#)).

Part 3: Maximizing Game Room Revenue

Today, we're going to provide you with a few helpful tips for your game room. If you would like more information on how to add a game room or renovate your existing set up, we're happy to help you with that as well.

Tip 1: **Promote competitions** for scoring games among your guests (exp. basketball or Skee-ball). This will generate excitement and create buzz at your location.

Tip 2: **Implement a Winners Club.** When a guest accumulates a set number of tickets, they become a member. For example, they win 2000 tickets, they're in the 2000 Ticket Club, 5000 gets them in the 5000 Ticket Club, and so on. People love to get recognized, especially when it positions them as a winner.



Tip 3: **Recognize your highest scorer** of the week. This will incent guests to play more and return to your location so they can become the highest scorer, or hold their existing ranking.

Tip 4: **Promote! Promote! Promote!** Promote your location and be sure to advertise NEW GAMES! Place banners on your website, create signs to display at your location, or try contacting the manufacturer directly to get assistance with promotional materials.

Tip 5: **Visit your competition and see how you can improve.** All too often, people get comfortable with the status quo. Sometimes, you need to step outside the box to keep your facility fresh and appealing.

Tip 6: This may seem like a basic idea, but it's often overlooked. **Make sure all of your games work.** If one needs repair, place an out of order sign on the machine. Your guests will be highly discouraged if they drop in their money, only to find out the game's out of service. It's also important to keep the lights working and the machines clean to draw positive attention.

And don't forget about your cranes and merchandisers! These have their own rules for successful operation. Redemption customers tend to have a budget in mind for each visit. Cranes and merchandisers can get customers to spend more with the prospect of an instant win. For this reason, we strongly recommend adding a plush crane if you don't already have one, even if you don't have a game room.

Cranes and merchandisers do best when placed in high foot traffic areas. The first objective is to STOP traffic. The next objective is to get them to LOOK. Finally, objective 3 is to entice them to PLAY.

Many operators fail to update the mix often enough. Others may make changes but it isn't noticeable or the prizes aren't attractive. Plush mixes need themes (sports, holiday, girls, etc) or hot product. They need to stand for something.

Payout is another key variable. Winners make players! If cranes are set properly and sustained, win rates are easily maintained. Our handy payout calculators, located in the 'Tools' section of RedemptionUniversity.com, are an easy way to check this.

For more details, watch our videos, Marketing Tips to Increase Game Room Revenue and Capture Impulse Revenue with Cranes & Merchandisers, on RedemptionUniversity.com.

