

PROMOTIONAL SCRATCH CARD SOLUTIONS

PRODUCT RANGE AND USES

northstar
design // print // web // promote



EST 1991

SCRATCH CARDS: SO ENGAGING AND REWARDING

Scratch cards are a versatile and powerful marketing tool.

They engage people in ways other promotions can't. No-one can resist a good scratch!

We have games and formats to suit all types of budget and project scope. From simple instant win games, voucher gift cards, to a full scale lottery game with high value prizes, we have a solution to match your ambition.



HOW & WHERE TO USE SCRATCH CARDS

PROMOTIONS

Use scratch cards for a wide range of business promotions where you want to really engage with your customer:

- Generate sales in-store or online
- Create footfall to your shop, restaurant, or exhibition stand
- Promote a new product or service.



Create excitement at an event



Offer discounts in-store



Generate interest and sales

PROMOTIONS



Scratch cards are ideal for the hospitality sector.



Offer a big star prize



Use different game styles such as 'Match 3 to win'



Give money off a purchase



Give away an experience



FUND-RAISING & CHARITY CARDS

Raise funds for your charity, club or organisation.
Games for all budgets & ambition:

- Lottery style cards
- Fund-raising cards
- Game cards.



Lottery style card



Game cards



Seasonal & event lottery cards



Fund-raising cards



MARKETING TOOL

Combine scratch cards with unique codes and variable data for a highly targeted promotion. Track activity or gather customer information with redeemable codes.

- Highly targeted approach
- Use redeemable codes for tracking and measuring customer activity.



Scratch card with variable data



Promote a specific event



REWARD & INCENTIVE CARDS

Scratch cards are a great way to say “thank you - you’re a star!”

- Use for staff and pupil reward schemes
- Hand out for achievement, great work or for going above and beyond
- Include prizes such as vouchers, early finish, duvet day - they’ll love you for it.



Pupil reward scheme



Staff incentive scheme



Staff reward card

VOUCHER CARDS & GIFT CARDS

Scratch cards are an effective solution for delivering unique ‘redeemable’ codes to customers for use as vouchers and gift cards.

- Scratch panels cover the data until its required
- Fully traceable and managed solutions
- Redeem codes via your website or portal.



Gift card with unique data



Access card



Voucher card

PERMIT & VALIDATION CARDS

Control the use of your products & services with a scratch-off permit or validation card.

- Single use style cards
- Scratch-off feature reduces risk of tampering and fraudulent use.



Validation Card

Single use parking permits



EDUCATION & INFORMATION DELIVERY

Use scratch cards to educate, inform, display or tell a story. It's all about the 'big reveal' and using the scratch panel to hide information until it's required.

- Education aids and quiz cards
- Questionnaires
- Advent calendar.



Health & wellbeing questionnaire



Museum exhibit game

Drink awareness cards



SUBSCRIPTION & TOP-UP CARDS FOR SERVICES & UTILITIES

Our top-up cards are used by businesses providing services such as gas & electric utilities or subscription services.

- Variable data with unique codes
- Strict management & control.



TV subscription card

SCRATCH MAPS & POSTERS

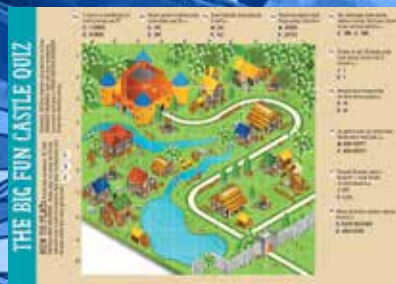


Record where you've visited, what you've collected or what you've found...on a scratch map.

- Scratch the print to reveal the graphics underneath
- Ideal for tourist souvenirs.



Tourist scratch map



Scratch map game



Tourist/collector map



Energy top up card



CREATING YOUR IDEAL SCRATCH CARD GAME

5 product solutions for different game styles and formats.

Each solution is suitable for different game complexity, variations, quantity, mixing requirements and traceability.

SOLUTIONS FOR SIMPLE GAMES KEY CHARACTERISTICS

Suitable for: Simple instant win style games.

Low quantities, multiple variations and low value prizes.



1: Fund-raising Cards

A low cost solution.

Simple to administer, distribute and collect.

Personalise with your brand. Order cards with 40, 50, 60+ names in packs of 40+

Players pay for a team. When the card is full the winner is revealed by scratching off the panel.

Income is usually split 50/50 between the winner, and the charity.

FROM: £62 + vat
(1 pack of 40 cards)



2: Mix 'n' Match Games

Combine multiple card variations (Win/Lose) to create a flexible game of chance

Standard shapes & sizes of scratch panel only

Perfect for small quantities between 100 and 1500

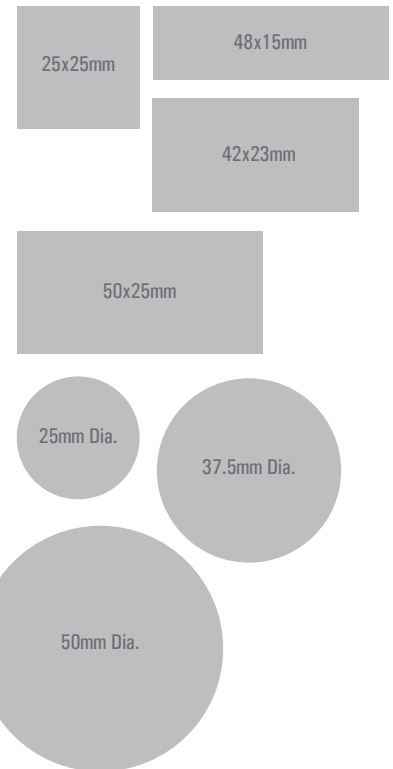
Variable data available

Bespoke sizes

A low cost, great value solution

Great value
FROM £97 +vat for 125 cards.
(Includes multiple variations).

Mix 'n' Match standard scratch panel sizes



SOLUTIONS FOR COMPLEX GAMES

KEY CHARACTERISTICS

Suitable for: Complex games, complete flexibility, lottery style cards, variable data, special mixing requirements, larger quantities, unlimited variations and higher value prizes.



3: Bespoke Scratch Cards

Ideal for complex games requiring flexibility, unlimited variations or complex mixing and supply options. Cards can be supplied ready mixed and in specific batch quantities. Suitable for larger quantities from 2000+ Any card size possible. Shaped cards also available.

Prices start at
£598 +vat



4: Individually Numbered Cards

Apply variable data and unique codes for a highly controlled game format.

Variable data allows for traceability and management control, making them ideal for larger scale lottery games.

Suitable for any quantity but volumes of 5,000+ cards are more usual.

£POA



5: Scratch Maps

These are all about creating and recording memories. We print maps with overprinted scratch panels which when scratched reveal the graphics underneath. They are a very visual way of collecting and recording memories.

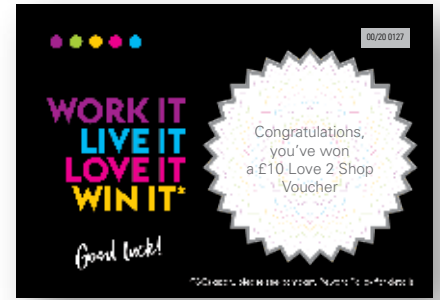
£POA





GAME SELECTOR - THINGS TO CONSIDER

To help you create the ideal game, here's 4 key considerations to get you started. Once you can answer these you'll be able to start choosing the ideal game format.



1

QUANTITY:

How many do you need?

- Be realistic about how many cards you can distribute
- Consider the methods of distribution: shops, events, agents, clubs and organisations, etc.
- How many opportunities are there to use the cards? Target campaigns to coincide with special events or the seasons.

3

SIZE:

Choose a size that's right for its intended use.

- We aim to use industry standard paper sizes as this is usually the most cost effective solution. From business card size up to A5 (and even larger if required)
- Choose a size that's right for the promotion. Cards handed out face-to-face can be smaller, whereas if it's for a tip-in to a magazine or placed into a delivery package then consider a slightly larger format.

2

VARIATIONS:

Choose your prize formats and how many variations are required.

- The number of variations in a game is a key factor in determining the cost of production. A large number of variations = more complexity and usually higher production costs
- For games with a few variations and low quantities consider our Mix 'n' Match cards.
- For games with a large number of variations and quantities our bespoke and numbered card solutions become a more cost effective solution.

4

MIXING & SUPPLY

Mixed or unmixed, evenly mixed or mixed sequentially!

- Mixing may seem a bit of an afterthought, but it needs to be considered early-on at the game development stage to save time later on in the production process.
- Decide how you want the cards supplied
- Create excitement and a positive vibe with a win/lose ratio that keeps your audience engaged.





CARD SUPPLY & INTEGRITY

Maintaining game integrity is a key priority. Our production controls, quality checks and design features help create games that are easily managed and with no unexpected outcomes.



Mixing

Cards can be supplied mixed or unmixed.

- All game formats can be supplied unmixed or mixed. - whatever you require.
- If supplied unmixed, cards are normally supplied in their separate variations for you to mix
- If supplied mixed this can be to very exacting requirements:
 - Randomly mixed
 - Even distribution of winners
 - Sequential numbering
 - Specific pack quantities



Numbering & variable data

Unique numbering is essential where traceability and accurate game management is required.

We can format the data to mix cards and sequence the card order.

- Sequential numbering
- Variable data & unique codes
- Batch numbering
- Card sequencing.



Security

We run strict quality controls to ensure that all cards are monitored throughout production. We also advise on game design to ensure integrity of cards are maintained whilst in play.

- Guidance on supplying artwork to avoid see-through
- Production monitoring
- Quality checks at all stages of production



Packing

We offer a range of packing and supply options so your cards arrive exactly how you want them.

- Single card variation packs
- Mixed packs
- Shrink wrapped packs
- Packs with specific quantities
- Batch packing
- Flow wrapped cards
- Multiple distribution locations





CARD DESIGN

Good design is important for grabbing the customers attention, but it's also essential for the effective functionality of the card. We help create, advise and check that all designs look great but also work effectively.

- We offer a full design support service to help you create the perfect card
- Artwork checking services for client supplied artwork
- Formatting and integration of variable data.




Shaped scratch panels are possible



Variable data available on bespoke cards



Shaped cards grab even more attention



Standard card sizes
 Regular - 100x50mm
 Business card - 85x55mm
 A7 - 72x103mm
 Super - 135x97mm
 A6 - 105x148mm
 DL - 99x210mm
 A5 - 148x210mm



Multiple games on one card





FAQ'S

With so many options and variations, scratch cards can be more complicated to order than normal print. Here are answers to some of the more common questions we're asked.

What are the differences between Mix 'n' Match and Bespoke solutions?

Mix 'n' Match games use a fixed size scratch panel from one of our standard sizes. Cards can be printed with multiple variations and variable data. The process offers a low cost option suitable for quantities, usually under 1500.

Bespoke & Numbered cards offer total flexibility for design and the shape and size of the scratch panel. The set-up costs are relatively high meaning the process is more suited to larger quantities > 2000 cards.

Can I have multiple variations each with different quantities?

Yes, this is possible with all our products. Our production process may be more favourable to certain win/lose ratios. Talk to one of our experts about your card variations.

Can you print on top of the scratch panel?

Yes, this option is available with our bespoke solutions. We can overprint in black or full colour.

Can you print gold scratch panels?

Yes, we have a gold option for the Mix 'n' Match range for certain scratch panel sizes. We are able to offer a gold option for all Bespoke and Numbered cards.

Are cards supplied mixed?

All products can be supplied either mixed or unmixed. In-fact, we can supply them to very exacting standards.

Mixing can be done during the production process which saves time (and cost) rather than mixing once they are all completed.

What paper stocks do you offer?

We tend to print onto cards heavier than 250gsm, with 300gsm and 350gsm being our most popular weights.

Mix 'n' Match cards can be printed onto any type of board (coated and uncoated), whilst Bespoke and Numbered cards are normally printed onto a silk art, or a board with at least one coated surface.

What type of surface finish do the cards have?

Mix 'n' Match cards are normally supplied with the standard finish of the board.

Bespoke and Numbered cards will have a special finish or coating applied to the surface to help provide an effective scratch off. This coating is normally a gloss or silk laminate, or a special release varnish.



What are the lowest and highest quantities that I can order?

For Mix 'n' Match cards you could have as few as a single card. However, most quantities normally start at 125 cards. The maximum quantity we would print and would be competitive would be approximately 1 million cards.

Do cards have any security features?

We can incorporate certain security features into the design to ensure integrity during use. Every project has strict checking procedures to ensure conformity and aid game management. However, our solutions should not be treated as a highly secure card similar to a National Lottery game card.

Can you print Barcodes and QR codes?

Yes, for all our ranges, every card can have its own unique barcode or QR code if required. This could be under the scratch panel or visible.

What options are there for variable data?

We can incorporate most types of variable data. This could be unique redeemable codes, icons, logos & images, or plain text. We can also do cards with sequential numbering. Talk to our scratch card experts for applying variable data.





PROMOTIONAL PRODUCTS

As well as scratch cards, we print a wide range of marketing and display items to help promote your game. From branded pop-up kiosks to printed posters and leaflets - everything you'll need to make an impact.



Pop-up Kiosk



Tent cards & table talkers



Banners



Display signs



Table cloths & other furniture



Flags



Point of sale



Posters



Brochures & Leaflets



MAKING BRANDS SHINE BRIGHTER

northstar
design // print // web // promote



Northstar has over 30 years experience of producing great design and print.
We help businesses communicate effectively through their marketing.

As well as scratch cards we provide both **CREATIVE** and **PRINT SERVICES** for a one-stop marketing solution.

CREATIVE SERVICES



Strategy

Branding

Communication

Design
4 print

PRINT SERVICES



General print

Signage

Exhibit
& display

Scratch cards

OUR CLIENTS



