

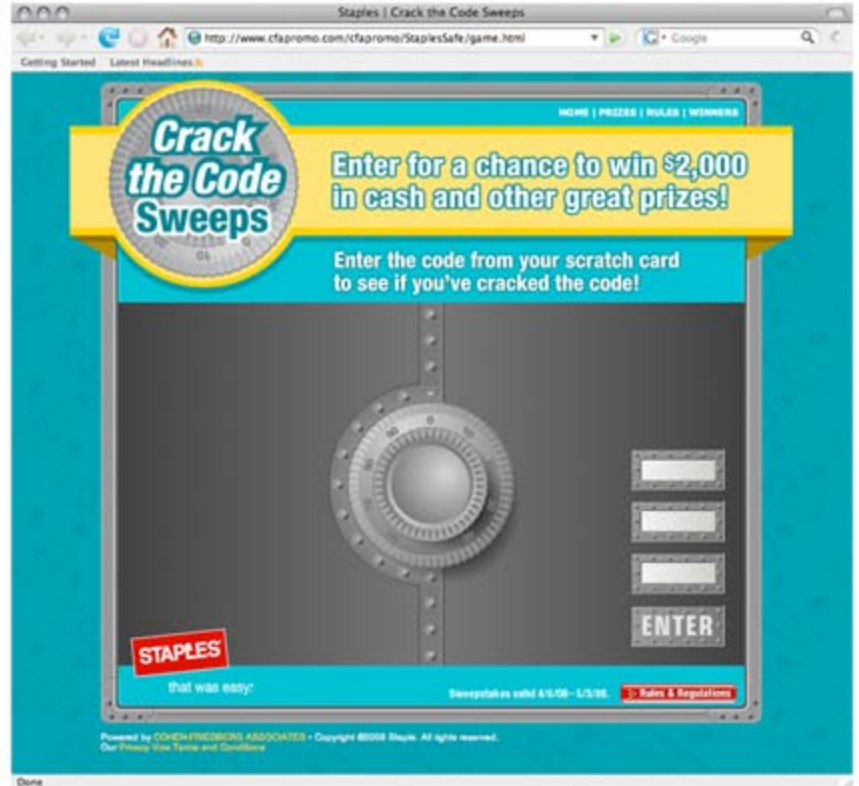
# CRACK THE CODE

## a case study

Scratch-Off Game Card:



Website:



**Goals:** To develop a Stadium, **"Two Ways to Play, Two Ways to Win"**, game card with drive to web call to action.

**The Program:** 3"x4" Game Card with two scratch-off areas:

- First scratch-off will have instant win prize
- Second scratch-off will have drive to web to play any style instant win game you want to create.

**Quantity:** 15,000 - 18,000 game cards

**Budget:** Less than \$1.00 per fan with two ways to play and two ways to win.

*Prize Pool separate from Budget:*