



Franchise Scratch-Off Game Promotions: How They Work and Why They Succeed

Franchise scratch-off game promotions are popular marketing campaigns that use the thrill of instant wins to engage customers.

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They involve giving customers a card or digital interface to “scratch” and revealing prizes ranging from small freebies to significant discounts.

Below, we explore the mechanics of these promotions, the benefits for franchise businesses, best practices for implementation, examples of successful campaigns, and how scratch-off promotions have evolved digitally for mobile apps and online platforms.

Mechanics of Scratch-Off Promotions

How They Function: Priiize Scratch-off Promotions allow customers to win prizes by revealing hidden information on a card or screen. In a traditional setup, customers receive a physical paper scratch-off card (often given after purchase or as part of a special event). The card has a concealed panel that the customer scratches off to see if they’ve won something. Modern campaigns also use [digital scratch-off cards](#) on mobile and computers, where users swipe with a finger or click with a mouse to “scratch” or “swipe” a virtual surface.

In both cases, the instant reveal of a win (or message) taps into excitement and curiosity. Every card or game has predetermined odds of winning, and rewards can vary widely.

Types of Rewards: The scratch-off promotions and prizes are tailored to the business. Common rewards include:

- **Discounts or Coupons:** e.g., 10% off the next purchase or \$5 off a \$25 spend
- **Free Items or Upgrades:** e.g., a free appetizer at a restaurant, a complimentary product sample, an upgrade to a premium service, etc.
- **Tiered Prizes:** Some campaigns have a few grand prizes (like a free year of service or high-value item) and many smaller prizes (like free small items).
- **Entries into a Bigger Drawing:** Instead of an instant prize, the scratch-off could reveal a code or entry for a larger sweepstake or raffle.
- **Loyalty Perks:** The card might grant bonus loyalty points or an exclusive offer for members, encouraging customers to join a loyalty program.

Redemption Process: Customers must redeem their prize after scratching and revealing a win. The redemption process should be simple to encourage use. The customer can present the winning or revealed code to a staff member at checkout to claim the reward. The prize might be a digital promo code, prize validation code, coupon code, or barcode for digital scratch-offs. The customer would show or enter this code to redeem the prize (for example, an email or mobile device might display a one-time-use promo code for the cashier).

In franchise settings, POS systems can track these promo or prize validation codes in to ensure each prize is redeemed only once and prevent fraud.

Overall, the key is making redemption quick and easy – scanning a barcode on a smartphone or handing over the scratch-off ticket – so that customers follow through on using their reward.

Benefits for Franchises

Scratch-off promotions offer several advantages for franchise businesses looking to boost their marketing efforts:

- **Higher Customer Engagement:** The game-like nature of scratch-offs turns a routine visit into a fun experience. The suspense of not knowing what you'll win creates excitement and keeps customers engaged with the brand.

- This interactive element is more memorable than a typical coupon, giving customers a reason to pay attention to your promotion.
- **Increased Brand Awareness and Recall:** Because scratch-off games are interactive and enjoyable, customers are more likely to remember the experience. Brand awareness boosts brand awareness and customer recall of your franchise. In fact, unlike static ads, a scratch-off card's interactive experience **“increases brand awareness and customer recall”** by making the promotion stand out.
- Customers might even share their excitement (for example, showing friends their prize or sharing on a social network), which can spread awareness further.
- **Encouraging Repeat Business and Loyalty:** Many scratch-off promotions are designed to bring customers back — for instance, “Reveal your prize to use on your next visit.” By offering rewards that apply to future purchases, franchises incentivize repeat visits. Even a small win (like a free coffee next time) gives the customer a reason to return, building loyalty. **Offering exclusive rewards via digital scratch-offs can strengthen customer loyalty and encourage repeat business.**
- Over time, this can turn occasional visitors into regular patrons, primarily if they associate your brand with fun rewards.
- **Driving Immediate Sales and Foot Traffic:** The prospect of winning something can also increase immediate sales. For example, a franchise might advertise that customers get a scratch-off card with every purchase over \$20, prompting shoppers to spend a little more to qualify. Similarly, a well-publicized scratch-off promotion can drive more people into the store or restaurant during the promotion period.
- Some businesses specifically use digital scratch-offs to boost traffic during ordinarily slow periods (like weekdays or off-season), knowing the chance of an instant prize will attract customers who might not have visited otherwise.
- **Data Collection and Marketing Insights:** When scratch-off promotions are digital or tied to a loyalty program, they can double as a data collection tool. For instance, a digital scratch-off card might require users to enter their email or phone number to play, thus capturing leads or submitting a prize claim form and used for [list builder programs](#).
- Franchise marketers can then analyze participation and redemption data: which locations saw the most redemptions, the most claimed prizes, etc. This data is valuable for understanding customer preferences and the campaign's effectiveness. It also enables follow-up marketing (like sending a thank-you or another offer to

those who played). Scratch-offs delight customers and give franchises actionable insights for future campaigns.

Best Practices for Designing Scratch-Off Promotions

To implement a scratch-off game promotion effectively, franchises should follow some best practices in design and execution:

- **Define Clear Objectives:** Start by deciding what you want to achieve. What are some examples of the goal to increase foot traffic on a specific day? Boost average transaction value? Promote a new product or store opening? Defining this helps shape the promotion. For example, if the goal is repeat visits, ensure the prize drives the next visit (like a coupon valid shortly.)
- **If it's to clear out inventory,** the prizes could be discounts on those items.
- **Offering Appealing and Relevant Prizes:** The attractiveness of the rewards will directly impact participation. Choose prize types that excite your target customers and fit your business. A mix of small wins (e.g., free add-on, small discount) with a chance at a big win (e.g., a free meal, a high-value gift card, or a grand prize item) works well. Ensure the prizes are valuable enough that customers feel they are worth playing or redeeming and economically feasible for your franchise to give away. For instance, a quick-service restaurant might give away free drinks or sides widely but limit big prizes like a \$100 gift card to a few winners. Striking the right balance will create buzz without breaking the budget.
- **Keep Odds Fair and Transparent:** The best games are where everyone is a winner. If your game includes losers, ensure the game is fair – customers should know (at least in fine print or Rules, Terms, and Conditions) that **not everyone will win a jackpot** and the general odds or prize distribution. Being transparent builds trust. If every card is a winner (even if only a small prize), you can advertise, *“Play to win a prize every time!”* which can boost engagement. If not, every card wins. Clearly stating “1 in 5 wins” or the like in the rules is wise. Also, print or display any required legal disclaimers. (Depending on the region and scale, some scratch-off promotions may need permits or must follow State laws or be approved by their Attorney General; always check local regulations to stay compliant.
- **Time the Promotion and Create Urgency:** Limit the duration of the scratch-off campaign to create urgency and excitement. For example, run it for one month or

during a holiday weekend (“*Scratch & Win this Black Friday only!*”). A precise end date motivates customers to act quickly rather than interrupt their visit.

- A precise time allowed for a winner to submit a prize claim form should include the date it expires or forfeits their winnings.
- Short-term promotions also allow you to align with specific events (store anniversary, product launch, seasonal sale) and make the campaign feel special. Be sure to communicate the timeframe in all promotions so customers don’t miss the chance.
- **Integrate Branding into the Game:** Design the scratch-off materials to reflect your franchise’s brand. Use your logo, brand colors, and friendly messaging on the digital scratch-off screen. Branding reinforces brand recognition and makes the promotion look professional and aligned with your other marketing.
- A well-branded scratch card can even become a keepsake if it looks interesting (some customers hold onto them briefly, especially if they win something minor to redeem later). Consistent Branding ensures that the positive feelings from the game are associated with your franchise.
- **Promote the Campaign Across Channels:** “*If you build it, they will come*” doesn’t apply if customers don’t know about the promotion. Advertise your scratch-off game through all available channels to maximize participation. In-store signage (posters at the entrance, table toppers, or window decals announcing the game) is necessary. Train cashiers or servers to mention the promotion to each customer (“*Don’t forget to grab your scratch-off chance at the register!*”). Leverage email newsletters, social media, and SMS by sending out the scratch-off offer or a link to play if it’s digital.
- Many franchises also use QR codes on receipts or flyers – when scanned, the QR takes customers to an online scratch-off game or tells them how to redeem their prize. The more you spread the word, the more significant the impact.
- **Ensure Staff Engagement and Training:** Your front-line employees play a huge role in a successful scratch-off promo for franchise locations. Ensure staff know how the promotion works, how customers get their cards, and how to process prizes.
- Consider holding a short training session or providing a one-page cheat sheet so every employee knows the details (e.g., “*Give one card per purchase over \$20, remind the guest they could win X, if they win Y prize here’s how to redeem it at the prize desk, or in the register system*”). When staff actively promote the game and

make it fun (“*Good luck, hope you win big!*”), customers get more excited to participate.

- Consider a scratch-off campaign overlay where you give every employee or salesperson a scratch card to help promote the game and reap the benefits of winning prizes while the consumer campaign runs simultaneously.
- **Track Redemption and Analyze Results:** Treat the promotion as a learning opportunity. Use unique coupon codes, social media advertising pixels, or prize tracking to see how many scratch-off prize claims were versus those distributed. A reasonable redemption rate shows strong engagement (for example, a 20% redemption rate is considered quite good in many campaigns).
- Analyze which prizes were claimed most – did a specific prize drive more sales (e.g., a discount that required an upsell)? Also, note any uptick in sales during the promo period or new customer sign-ups if the game requires registration. By measuring the outcomes, you can calculate the ROI and gather insights. This data will inform future marketing; you might discover that scratch-offs work great during the back-to-school season but less so in summer, for instance. Adjust and refine your next campaign accordingly.

Following these best practices helps ensure that a scratch-off promotion is not only exciting for customers but also effective for the franchise’s business goals.

Examples of Successful Scratch-Off Campaigns

Many franchises and businesses have seen significant success by running scratch-off promotions. Here are a few illustrative case studies and examples:

- **Restaurant Chain – “Mystery Offer” Digital Scratch-Off:** The restaurant chain launched a gamified email promotion that invited customers to virtually “scratch” an image of a dinner plate to reveal a surprise coupon.
- Every participant was guaranteed one of three discount coupons (e.g., a certain percentage off their next meal, with a minimum purchase requirement). This digital scratch-off campaign, implemented via email and online, was quick to set up (launched in under a week) and had impressive results: nearly 50% of players claimed their coupon rewards, and about 20,000 customers played the game.
- Such a high engagement rate shows how a well-designed instant-win game can motivate customers. By requiring a \$25 minimum purchase to use the coupon, the restaurant chain ensured the promotion drove revenue while delighting guests with a fun experience.

- **Local Restaurant – Off-Season Scratch-Off Boosting ROI:** A neighborhood restaurant used digital scratch-off cards to turn a slow season into a sales surge. They handed out scratch-off tickets to every customer who visited during a typical month to entice those customers to come back in a slow month. Prizes on the cards ranged from free menu items to discounts on a slow month’s visit. The owner later reported a 20% redemption rate on the 10,000 cards distributed, which generated a considerable increase in revenue during the slow period.
- This example highlights how a well-planned scratch-off promo can dramatically drive repeat visits and sales. The key to this success was saturating the audience (every customer got a card) and timing the redemption window when business was usually quiet.
- **Retail Store – Digital Scratch-Off Driving Foot Traffic:** Scratch-off games aren’t just for food franchises; they work in retail, too. One retail chain store, for example, ran a month-long digital scratch-off campaign to increase in-store traffic on Fridays. Customers could play the scratch-off game online via the live game link promoted via email and social media for a chance at coupons and were encouraged to visit the store to use their prizes. The results were striking – the retailer saw about a 40% average increase in foot traffic, with peak days up to 70% higher store traffic than usual.
- The additional foot traffic translated into significant sales increases on those promotional days. The campaign’s success was the universal appeal of “play and win” simplicity and the excitement it generated. It effectively turned passive interest into store visits, showing the power of gamification for a franchise retailer.

These examples demonstrate different approaches, all yielding positive outcomes.

Scratch-off promotions have boosted engagement and sales from casual dining chains to independent retailers and franchise convenience stores. The common thread is that they made the customer experience fun and rewarding, which drove business metrics upward.

Digital Engagement Adaptations

As consumer behavior shifts toward digital engagement, franchises have adapted scratch-off promotions for mobile apps and online use. Digital scratch-off games offer the same instant-win thrill with added convenience and reach:

- **Web-Based and Email Scratch-Offs:** Many companies embed coupon scratch-off games in their websites or send live game links or QR codes via email and SMS links. Customers click a link to a virtual scratch card in their browser. Using a mouse or

finger (on a touchscreen), they scratch off a covering to reveal their prize. Web-based scratch-off games are popular because they allow instant distribution to thousands of customers at low cost. There's no printing or physical distribution needed – a significant cost advantage of digital scratch-offs is eliminating printing and shipping costs. The other reason is that digital scratch-off cards are eco-friendly. No trees are cut down, and carbon footprints or paper are used.

- Franchise marketers can send a scratch-off to an email list and post it on social media, and customers can participate from anywhere or scan a QR code printed on in-store signage. Additionally, the digital format can enforce “*one play per user*” by requiring a login or email, and it can automatically issue unique codes for prizes, streamlining the redemption process.
- **Mobile Scratch-Off Games:** Many franchises incorporate gamified promotions as text links to their scratch-off game directly into their mobile apps or loyalty programs. A great example is a convenience store chain that featured a “*Scratch, Match & Win*” game for members.
- Users could play a digital scratch-off once daily to win instant prizes like free pizza slices, drinks, or bonus points. Prizes won were stored in their loyalty rewards wallet for easy redemption in-store.
- This kind of daily play drives customers to check the store app regularly (increasing engagement with the brand) and brings them into the store to redeem prizes, generating repeat business. Other prominent brands have done similar in-app promotions; for instance, telecom providers and restaurants use their loyalty apps to push weekly scratch-off games as part of their engagement strategy. The key benefit is that *digital engagement feeds directly into physical redemption*, bridging online and offline customer activity.
- **QR Codes and Kiosk Games:** Some franchises blend the in-store experience with digital games using QR codes or kiosks. A QR code displayed on a receipt or poster can instantly lead a customer on their phone to a scratch-off game.
- Likewise, an in-store tablet or kiosk can host a touchscreen scratch-off for customers to play after their purchase. These methods use digital technology while the customer is on-site, perhaps to entertain them. At the same time, they wait or give them an immediate reason to make another purchase (“*I won a coupon; I’ll use it right now!*”). They also make the promotion sharable – a customer could scan a QR code and forward the game link to friends, extending the reach.

The **advantages of digital scratch-off promotions** are significant. They are highly flexible and scalable – a digital campaign rolled out to all franchise locations simultaneously with a simple update. It is adjusted in real-time if needed (for example, by adding more prizes or extending the deadline).

They also provide instant analytics: businesses can see how many people played, what times of day had more players, and which prizes were claimed and redeemed, all in real time. A standout benefit of digital scratch-offs is easy integration with marketing channels (website, email, social) and the ability to gather user data and track participation in real time.

This data-driven aspect allows franchises to measure ROI quickly and even A/B test different offers. Moreover, digital games appeal to the growing audience of mobile-first customers – they meet people where they already spend time (on their phones) and capitalize on the fact that customers are more likely to engage if they can do so easily on a smartphone.

In summary, digital scratch-off promotions remain a powerful tool in a franchise’s marketing arsenal.

By understanding the mechanics, leveraging the excitement of instant rewards, and executing thoughtfully (with clear goals and good customer experience), franchises can increase engagement, strengthen brand loyalty, and drive sales. The successful case studies and the evolution into digital formats show that when done right, everyone wins – customers have fun and get rewards, and the business sees growth in return.

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