



**Cowells Arrow**



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# Character dabber planogram

Please take a look at these products on our website:  
[www.cowellsarrow.co.uk](http://www.cowellsarrow.co.uk)  
or call our office for more details free on: 0800 246060





# Summary

- **Cowells Arrow (through our parent company) has access to a library of ‘Licensed Characters’**
- **These characters can be used for Bingo games and dabbers**
- **Cowells has created a planogram of dabbers for 2017**
  - **Dabbers remain fresh and different to customers**
  - **Dabbers become collectable**
  - **Adds value to the customer experience**
  - **Sales increase**

# How it works

- **2017 planogram**
  - Looney Tunes
  - Wacky Races
  - DC Comics
  - Top Cat
  - Garfield
- **Clubs receive an agreed quantity of first theme; Looney Tunes**
  - 4 Colours; Red, Pink, Purple & Teal
- **Clubs sell dabbers**
- **Clubs reorder by colour**
- **Once the 1st theme is depleted the next theme replaces**
  - Limited lifespan for Themes & Characters
  - Dabbers remain interesting
  - Dabbers become collectable
  - Sales increase!



# 2017 planogram

Jan	Feb	Mar	Apr	May	Jun



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Moving the game on!

Jul

Aug

Sep

Oct

Nov

Dec





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# Licensed Characters



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Moving the game on!





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