

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center  
1800 Washington Blvd., Suite 330  
Baltimore, Maryland 21230

Tel: 410-230-8800  
TTY users call Maryland Relay  
www.mdlottery.com

TO: Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

FROM: Leo Mamorsky, Managing Director and Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: December 4, 2018

SUBJECT: Report for the December 2018 Commission Meeting

Following is a status update of ongoing and special projects in Product Development.

## 1. Product Development

### a) Instant Ticket Products and Promotions

#### i. Key accomplishments last period:

1. November Instant Ticket Launch (11/26/18):
  - a. \$2 – *Find The 9s*
  - b. \$10 – *\$100,000 Crossword*
  - c. \$20 – *Max A Million*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
270	\$20	\$1,000 Platinum Play	\$33,265,880	\$25,849,968	\$7,415,912	10/15/2018
328	\$2	Ravens	\$5,513,332	\$3,537,086	\$1,976,246	10/15/2018
329	\$5	Ravens	\$14,996,920	\$10,775,681	\$4,221,239	10/15/2018
344	\$1	Candy Cane Cash	\$3,020,751	\$1,810,977	\$1,209,774	10/15/2018
346	\$3	Polar Payout	\$3,132,612	\$2,063,139	\$1,069,473	10/15/2018
347	\$5	Holiday Riches	\$14,260,045	\$10,262,286	\$3,997,759	10/15/2018

3. *Cash and Dash Holiday* second-chance contest: The second drawing was held 11/7/18, and 1,329,623 entries were received. The third drawing was held 11/12; 1,779,382 entries were received. The fourth drawing was held 11/18; 2,188,634 entries were received. The fifth drawing was held 11/26, 2,700,035 entries were received.
4. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The sixth drawing was held 11/19/18; 229,613 entries were received.
5. *Ravens* second-chance contest: The fourth drawing was held on 11/12/18; 723,406 entries were received.

#### ii. Upcoming tasks for this period:

1. December Instant Ticket Launch (12/26/18):
  - a. \$1 – *Quick \$25s*
  - b. \$5 – *Gold Bar Bingo*
  - c. \$5 – *\$50,000 Diamonds*

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- d. \$10 – *Power 8s*
2. *Ravens* second-chance contest: The fifth drawing was to be held 12/10, as of 12/2, 383,541 entries were submitted.
3. *Cash and Dash Holiday* second-chance contest: The sixth drawing was to be held 12/6/18, as of 12/2, 3,381,346 entries were submitted.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments:

1. *Keno Sprinkler Promotion*: The Keno Sprinkler promotion began 11/26 and runs through 12/31/18. During the promotional period, Doubler and Tripler messages will appear randomly on the top of Keno tickets – prizes won on those tickets will be multiplied.
2. *Pick 3 Pick4 Let It Snow Promotion*: The Let It Snow Promotion, which serves as a “Thank You” promotion to core daily number game players began on 11/26, and will run through 12/31/18. During the promotional period, Instant Win Vouchers will appear randomly with Pick 3 and Pick 4 purchases, in \$2 or \$5 denominations.

## 2. Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. *Holiday 2018*: Completed production of all creative materials for the gift giving portion of the Lottery’s holiday campaign. TV, radio, out-of-home, digital and social media began on Thanksgiving Day and will continue through 12/24.
2. *Cash Payout Family of Games*: Finalized point-of-sale materials supporting the launch of the *Cash Payout FOG*. Creative and media plan recommendations presented the week of 12/3. Comments and revisions are being addressed.
3. *Orioles and MASN 2019 Sponsorships*: Evaluating proposals for the 2019 baseball season from the Orioles and MASN.

#### ii. Upcoming tasks:

1. *FY’19 Planning*: Continue to fine tune remaining FY’19 initiatives and solidify budgets for each effort.
2. *Home Run Riches*: Develop advertising plan for the 2019 *Home Run Riches* scratch-off.
3. *Orioles and MASN 2019 Sponsorships*: Work with media agency to complete negotiations and finalize 2019 sponsorships.

### b) My Lottery Rewards

#### i. Key accomplishments:

1. *My Lottery Rewards* NextGen program launched on Tuesday, November 13.
2. More than 50,000 unique players have engaged with the new *My Lottery Rewards* program. 75% of these unique players have earned rewards.
3. *Maryland 7s* was the scratch-off game most entered by *MLR* members in November. *Holiday Cash* was a close second.

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4. Implemented and/or maintained three second chance promotions and seven points-for-drawings promotions during the month of November.

**ii. Upcoming tasks:**

1. Work with SGI to develop NextGen MLR prize budget allocations for the first quarter of 2019.
2. Evaluate player activity data and develop recommendations for upcoming achievements and rewards.
3. Monitor NextGen player comments and feedback with team and develop responses as needed.

**c) Web, Digital and Social**

**i. Key accomplishments:**

1. Promoted *Holiday* scratch-offs and the Warehouse Dash second chance contest, *Maryland 7s* scratch-offs, *Ravens Multiplier* scratch-offs, the *Keno Kicker* promotion and various winners' stories via social media and web assets.
2. Responded to player questions and concerns regarding the new *My Lottery Rewards* program. Escalated issues to SGI for investigation.
3. Promoted the *Ravens Multiplier* second-chance trips in Atlanta and Kansas City by utilizing photos, videos and live videos on Facebook, Instagram and Twitter.

**ii. Upcoming tasks:**

1. Move toward launching the new [mdlottery.com](http://mdlottery.com) and [mdgaming.com](http://mdgaming.com) websites.
2. Create digital plan for the *Cash Payout FOG*.
3. Promote responsible play during the holiday season on social media and our website.

**d) Research**

1. Implemented short survey about winners and players' perceptions about the number of winners that are generated on an annual basis. Data to be utilized for upcoming communications efforts.
2. Ipsos began field work for the next wave of the Attitude and Usage Tracking survey. Expect to be completed before the Christmas holiday.