

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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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: November 5, 2018

SUBJECT: Report for the November 2018 Commission Meeting

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

## 1. Product Development

### a) Instant Ticket Products and Promotions

#### i. Key accomplishments last period:

1. October Instant Ticket Launch (10/22/18):
  - a. \$1 – *Holiday Pets*
  - b. \$2 – *Polar Bear Bucks*
  - c. \$3 – *Peppermint Payout*
  - d. \$5 – *Holiday Cash*
  - e. \$10 – *\$100,000 Winter Winfall*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
266	\$10	10X Cash	\$ 23,736,660.00	\$ 17,802,247.50	\$ 5,934,412.50	9/10/2018
292	\$1	Find The 9s	\$ 3,622,428.00	\$ 2,138,938.43	\$ 1,483,489.57	9/10/2018
294	\$10	Super Triple 10s	\$ 11,995,000.00	\$ 9,043,055.00	\$ 2,951,945.00	9/10/2018
313	\$5	Diamonds & Gold Double	\$ 16,331,575.00	\$ 11,755,978.05	\$ 4,575,596.95	9/10/2018
324	\$2	\$100 Frenzy	\$ 4,802,414.00	\$ 3,070,513.04	\$ 1,731,900.96	9/10/2018

3. *Cash and Dash Holiday second-chance contest:* The *Cash and Dash Holiday second-chance* contest began with the holiday game launch on 10/22/18. For the fourth consecutive year, players can enter non-winning holiday tickets for chances to win cash, books of scratch-off tickets and trips to the Warehouse Dash in Chicago. The first drawing was held 10/30/18, and 424,019 entries were received.

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

1. November Instant Ticket Launch (11/26/18):
  - a. \$2 – *Find The 9s*
  - b. \$5 – *Winning Streak*
  - c. \$10 – *\$100,000 Crossword*
  - d. \$20 – *Max A Million*

2. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™ second-chance contest*: The sixth drawing will be held 11/19/18; as of 11/4, 136,342 entries have been received.
3. *Ravens second-chance contest*: The fourth drawing was held on 11/12/18; as of 11/4, 516,435 entries had been submitted.
4. *Holiday 2018 second-chance contest*: The second drawing was held 11/7/18 – as of 11/4/18, 1,050,876 entries were received.

## **b) Draw and Monitor Game Products and Promotions**

### **i. Key accomplishments:**

1. *\$400,000 Fall Fortune*: The third drawing was held 10/23/18 – 1,134,813 entries were received; the fourth drawing was held 10/30/18 – 1,211,701 entries were received. The Grand Prize Drawing was held 11/13/18 – as of 11/4/18, 1,211,701 entries were submitted.
2. *Game Day Keno Kicker Promotion*: The Game Day Keno Kicker promotion began 10/14/18 and will run through 11/25/18. On these six Sundays, during the designated pre-and partial-game windows, more than 50% of Keno drawings will randomly feature an extra winning number – the “Keno Kicker.” The first Game Day Keno Kicker’s promotional window covered a 7 hour span (11 AM – 6 PM), to cover both Redskins and Ravens pre-and-partial game day hours.

### **ii. Upcoming Tasks:**

1. *Game Day Keno Kicker Promotion*: The remaining Game Day Keno Kicker promotion dates are: 11/18, 11AM – 3PM and 11/25, 11AM – 3PM.
2. *Keno Sprinkler Promotion*: The Keno Sprinkler promotion is scheduled to begin 11/26 and will run through 12/31/18. During the promotional window, Doubler and Tripler messages will appear randomly on the tops of Keno tickets – prizes won on those tickets will be multiplied.
3. *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 will run 11/26 – 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*: The first phase of the Lottery’s *Holiday* campaign began on November 1, supporting the Warehouse Dash second-chance promotion. TV, radio and social media were purchased. Production was completed for the Warehouse Dash 15-second TV spot and one of the 30-second radio spots. All media for phase 2 of the campaign, which focuses on gift giving, will begin on Thanksgiving Day. TV, radio, digital, out of home, and social were purchased. Creative materials for this phase are in the final stages of production.

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2. *Cash Payout Family of Games*: The Lottery began planning for the *Cash Payout FOG*, launching at the end of January.
  3. *FY'19 Planning*: The Lottery made great progress in determining priorities and budget allocations for products launching in the January through June timeframe.
  4. *University Sponsorships*: The Lottery completed all basketball season materials for its three university sponsorships – *Morgan State University*, *Towson University*, and the *University of Maryland*.
- ii. **Upcoming tasks:**
1. *Holiday 2018*: The Lottery is working to finish editing the *Holiday* Gift Giving TV spot from last year to include this year's scratch-off tickets. The Lottery has one more Warehouse Dash radio spot and two Gift Giving radio spots to produce. The Lottery is working with GKV to finalize all out-of-home creative and to move into production. The Lottery is working with Media Works to develop holiday radio promotions with select stations in the market.
  2. *Cash Payout FOG*: The Lottery reviewed point-of-sale concepts the week of 11/5. The Lottery to continue to work with its agencies to develop creative campaigns and media plans for the launch of the *Cash Payout FOG*.
  3. *Orioles and MASN 2019 Sponsorships*: Met with the Orioles and MASN to review the Lottery's 2018 sponsorships and to discuss planning for the 2019 season. The Lottery will work with its Media Works, the Orioles and MASN to develop 2019 sponsorships in support of *Home Run Riches*.
- b) **Web/Digital/Social Media**
- i. **Key Accomplishments:**
1. Promoted *Holiday* scratch-offs and the *Warehouse Dash* second chance contest, *Maryland 7s* and *Ravens Multiplier* scratch-offs, high Mega Millions and Powerball jackpots, the *Fall Fortune* draw games promotion and various winners' stories via social media and web assets.
  2. Engaged players during the high jackpot period with polls and questions on Instagram Stories.
  3. Finalized launch plans for the new [mdlottery.com](http://mdlottery.com) and [mdgaming.com](http://mdgaming.com) websites.
  4. Launched the *Warehouse Dash* second chance promotion campaign.
- ii. **Upcoming Tasks:**
1. Monitor new websites for any potential issues and respond to player questions and feedback.
  2. Execute social and digital plans for *Holiday* scratch-offs with a focus on gift giving.
  3. Create plan to promote *Ravens* scratch-off away trip prize winners through social media.

## c) My Lottery Rewards

### i. Key accomplishments:

1. The recent Mega Millions jackpot had a large positive impact on player engagement with the My Lottery Rewards club in October.
  - (1) 44% increase in draw ticket entries and a 26% increase in scratch-off ticket entries vs. the same time last year.
  - (2) 95,134 active My Lottery Rewards club members for the month; a 76% increase vs. October 2017.
  - (3) 40,525 new player registrations in October 2018 vs. 6,657 monthly registrations in October 2017.
2. Maryland 7s was the scratch-off game most entered by *MLR* members in October.
3. Finalized Points for Drawings promotions for NextGen launch.
4. Worked with SGI to complete MLR mobile app testing.
5. Implemented and/or maintained four second chance promotions and two points-for-drawings promotions during the month of October.

### ii. Upcoming tasks:

1. Continued work with SGI to prepare for My Lottery Rewards NextGen program launch on Tuesday, November 13.

## d) Research

1. Working with Ipsos and GKV to transition the Attitude and Usage Tracking survey to continuous surveying versus the current schedule of four times per year. Shift will provide the Lottery with a more consistent assessment of player behaviors and market conditions.