

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, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: March 18, 2019

SUBJECT: Report for the March 2019 Commission Meeting

Following is the 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. February Instant Ticket Launch (2/25/19):
 - a. \$2 - *Moneybag Multiplier*
 - b. \$3 - *Bonus Crossword*
 - c. \$5 - *Home Run Riches*
 - d. \$5 - *Winning Streak*
 - e. \$10 - *\$250,000 Rich*
 - f. \$30 - *\$2,000,000 Richer*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
301	\$20	100X The Cash	\$46,171,880.00	\$35,793,512.94	\$10,378,367.06	2/11/2019
337	\$3	Ruby Riches	\$4,585,467.00	\$3,037,095.38	\$1,548,371.62	2/11/2019
340	\$2	4 Way Cash	\$3,809,680.00	\$2,400,073.83	\$1,409,606.17	2/11/2019
341	\$10	100 Grand	\$23,810,290.00	\$17,793,447.11	\$6,016,842.89	2/11/2019
350	\$1	Loose Change	\$4,585,166.00	\$2,738,028.07	\$1,847,137.93	2/11/2019
351	\$2	Money Multiplier	\$4,176,240.00	\$2,630,397.24	\$1,545,842.76	2/11/2019

3. *Cash Payout* second-chance contest: The second drawing was held 3/12/19, 1,493,903 entries were received.

ii. Upcoming tasks for this period:

1. March Instant Ticket Launch (3/25/19):
 - a. \$1 - *EZ Bucks*
 - b. \$2 - *I Love Lucy*
 - c. \$5 - *Stacks of Cash*
 - d. \$5 - *Loteria*
2. *Cash Payout* second-chance contest: The third drawing will be held on 4/2/19, as of 3/17, 332,559 entries have been received.

3. *Home Run Riches* Contestant of the Game: The drawing to select the first batch of Contestants of the Game will be held 3/26/19. As of 3/17, 100,138 entries have been received.
4. *I Love Lucy* second-chance contest: A second-chance contest will be offered with the launch of the licensed \$2 I Love Lucy scratch-off. Five drawings offer players five opportunities each to win \$1,500 in cash (25 winners total). First drawing will be held 4/23/19.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Keno Sprinkler EXTRA Promotion*: Keno Sprinkler EXTRA began on 3/18 and will continue for 6 weeks, ending on 4/28/19. During the promotion, players will see familiar Doublers and Triplers in addition to the new tier of \$2 or \$5 instant win vouchers. All Keno purchases are eligible; only one reward will be generated per purchase.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Rich and Richer*: Completed production of all creative materials for the launch of *Rich and Richer*. The *Rich and Richer* ad campaign began on 3/4 and will continue until 3/31.
2. *Home Run Riches*: Placed all *Home Run Riches* media, which runs from 4/1 through 4/28. Completed production of *Home Run Riches* television, radio, out of home and digital elements.
3. *Loteria*: Placed all *Loteria* media which will run for 6-weeks, 4/1 – 5/12. Completing production of *Loteria* radio, digital and print elements.
4. *I Love Lucy*: Approved and placed the *I Love Lucy* media plan that will run for 4-weeks, 4/1 – 4/28, and includes digital and social media. Creative materials in final stages of development.
5. *The Price Is Right*: Developing a recommended media plan for the launch of *The Price Is Right*. Moving forward with edit of existing TV spots, and producing the radio, out-of-home and digital assets.
6. *Orioles and MASN 2019 Sponsorships*: Completing production of all *Orioles* and *MASN* sponsorship assets – broadcast, on-site, radio, and in-stadium elements.
7. *Minor League Baseball*: Completed in-stadium signage for all five *Minor League* teams.
8. *University of Maryland*: Met with the *University of Maryland* to review our current sponsorship and discuss renewal options for the upcoming season.
9. *Baltimore Ravens*: Met with the *Baltimore Ravens* to review the 2018 season sponsorship and to discuss sponsorship and licensing opportunities for the 2019 season.

ii. Upcoming tasks:

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1. *The Price Is Right*: Review media plan for the Price Is Right that will begin early May. GKV will continue to work through the production of all creative assets – TV, radio, out-of-home and digital.
2. *Gold Rush FOG*: Work with GKV to develop campaign strategy and materials for the launch of the *Gold Rush FOG*. Begin conversations with new media agency (MARC, USA) to develop corresponding media plan.
3. *Agency Transition*: We are in the process of transitioning media contracts from Media Works to MARC effective 5/1/19, arranging for various on-boarding meetings and will officially advise all our media partners of MARC becoming our agency of record. We expect a smooth transition.

b) My Lottery Rewards

i. Key accomplishments:

1. Value of tickets entered by players into MLR in February 2019 was up 6% vs. February 2018; however the number of unique users was down by just over 6%.
2. \$15,000,000 Cash Payout (\$5) was the most entered scratch-off during February and had the largest number of unique enterers by a wide margin.
3. More than 33 million points were awarded to MLR members in February.
4. Implemented and/or maintained two second chance promotions and five points-for-drawings promotions during the month of February.

ii. Upcoming tasks:

1. Continue discussion of coupon prizing for *NextGen* loyalty program.
2. Finalize content for Welcome email for new members and monthly dashboard email.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the *Cash Payout* family of scratch-offs and second-chance contest, *Rich* and *Richer* scratch-offs, *Home Run Riches* and *Winning Streak* scratch-offs and various winners' stories via social media and web assets.
2. Promoted high Powerball and Mega Millions jackpots on social media and mdlottery.com.

ii. Upcoming tasks:

1. Execute social and digital plans for the *I Love Lucy* and *Loteria* scratch-offs.
2. Create social and digital plans for the *The Price is Right* scratch-off and second-chance contest.
3. Continue to improve functionality and features on mdlottery.com.

d) Research

1. Continuing discussions with SGI about several Keno research initiatives, including exploring new game adds on options.