

# 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: April 15, 2019

SUBJECT: Report for the April 2019 Commission Meeting

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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. March Instant Ticket Launch (3/25/19):
  - a. \$1 – *EZ Bucks*
  - b. \$2 – *I Love Lucy*
  - c. \$5 – *Stacks of Cash*
  - d. \$5 – *Loteria™ Grande*
2. *Cash Payout* second-chance contest: The third drawing was held 4/2/19; 1,187,929 entries were received.
3. *Home Run Riches* Contestant of the Game: The drawing to select the first batch of Contestants of the Game was held 3/26/19; 142,539 entries were received.

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

1. April Instant Ticket Launch (4/22/19):
  - a. \$1 – *Cloud 9*
  - b. \$3 – *Plinko®*
  - c. \$5 – *Lucky Numbers*
  - d. \$10 – *The Price Is Right®*
2. *Cash Payout* second-chance contest: The fourth and final drawing will be held on 4/30/19; as of 4/14, 619,550 entries have been received.
3. *Home Run Riches* Contestant of the Game: The second Contestants of the Game drawing will be held 4/22/19. As of 4/14, 102,685 entries have been received.
4. *I Love Lucy™* second-chance contest: The first drawing to \$1,500 in cash to five winners will be held 4/23/19. As of 4/14, 63,693 entries have been received.
5. *The Price is Right®* second-chance contest: A second-chance contest has been paired with this licensed property scratch-off. Three drawings will offer players chances to win one of 14 cash prizes, up to \$100,000. The first drawing will be held 5/21/19, and will award seven cash prizes of \$5,000.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments:

1. *Keno Sprinkler EXTRA* Promotion: Keno Sprinkler EXTRA continues, ending on 4/28/19. During the promotion, players 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.

### ii. Upcoming tasks for this period:

1. *Racetrax \$6 for \$5* Promotion: The 6-week Racetrax \$6 for \$5 promotion is scheduled to begin on 4/29 and run through the Triple Crown racing season (Kentucky Derby: 5.4.19; The Preakness: 5.18.19; Belmont Stakes: 6.8.19), ending on 6.9.19. During the promotion, players receive \$1 discount for every \$6 purchase (maximum discount is \$5 on \$30 purchase).

## Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. *Home Run Riches*: Completed production of all *Home Run Riches* broadcast materials - three :30 and four :15 TV spots and four :30 radio spots. *Home Run Riches* media began on 4/1 and will continue through 4/28.
2. *Loteria*: Completed production of all radio, print and digital assets. *Loteria* media began on 4/1 and will continue through 5/12.
3. *I Love Lucy*: Completed production all *I Love Lucy* digital materials. Media began running on 4/1 and will conclude on 4/28.
4. *The Price Is Right*: Completed production of several *Price Is Right* creative elements, including editing existing TV spots, recording two new radio spots, and developing several out-of-home executions. Approved the *Price is Right* media plan, which will begin on 5/1 and run through mid-June.
5. *Orioles, MASN and Minor League* 2019 Sponsorships: The Lottery's *Orioles*, *MASN*, and *Minor League* sponsorships began with the start of the baseball season and will continue through September.
6. *Baltimore Ravens*: Reached an agreement with the *Baltimore Ravens* for the 2019 season which includes the Lottery's advertising sponsorship, licensing for the Lottery's 2019 *Ravens* scratch-offs, and prizing for the second-chance contest.
7. *Agency Transition*: Continuing the on-boarding process with new media agency, MARC USA. Have begun transferring various media buys and contracts from Media Works to MARC and will continue to do so over the coming month.

#### ii. Upcoming tasks:

1. *The Price Is Right*: Finalize the *Price Is Right* media buy and complete development of all digital creative elements.
2. *Summer of Fun Campaign*: Finalize development of a campaign theme that will provide an opportunity to promote various scratch-offs throughout the summer months.

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3. *University Sponsorships*: Continue working with the *University of Maryland*, *Morgan State University*, and *Towson University* to secure the 2019-2020 sponsorships.

## b) My Lottery Rewards

### i. Key accomplishments:

1. The value of tickets entered by players into MLR in March 2019 was up 8.5% vs. March 2018.
2. *Home Run Riches* was the game with the most ticket entries and unique enterers in March.
3. More than 41 million points were awarded to MLR members in March.
4. Implemented and/or maintained three second chance promotions and five points-for-drawings promotions during the month of March.

### ii. Upcoming tasks:

1. Continue discussion of coupon prizing for *NextGen* loyalty program.
2. Implement "Welcome" and "Monthly Dashboard" emails.

## c) Web, Digital and Social

### i. Key accomplishments:

1. Promoted the *I Love Lucy* scratch-offs, *Loteria* scratch-off, *Rich* and *Richer* scratch-offs, *Home Run Riches* scratch-off, the Keno Sprinkler Extra promotion and various winners' stories via social media and web assets.
2. Promoted the high Powerball jackpot on social media and [mdlottery.com](http://mdlottery.com).
3. Promoted Problem Gambling Awareness Month on social media and [mdlottery.com](http://mdlottery.com).

### ii. Upcoming tasks:

1. Execute social and digital plans for the *Price is Right* scratch-off and second chance contest.
2. Create social and digital plans for the *Gold Rush* family of games.
3. Continue to improve functionality and features on [mdlottery.com](http://mdlottery.com).

## d) Research

1. Continue discussions with SGI about a Keno research project that includes exploring new game add-on options.
2. Reviewing latest Attitude and Usage/Tracking Study dashboard from Ipsos.