

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: May 14, 2019

SUBJECT: Report for the May 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. 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 was held 4/30/19; 1,314,258 entries were received.
3. *Home Run Riches* Contestant of the Game: The drawing to select the second batch of Contestants of the Game was held 4/22/19; 145,852 entries were received.
4. *I Love Lucy*™ second-chance contest: The first drawing was held 4/23/19; 88,415 entries were received.

ii. Upcoming tasks for this period:

1. May Instant Ticket Launch, Gold Rush Multiplier Family of Games (5/20/19):
 - a. \$1 – *Gold Rush X5*
 - b. \$2 – *Gold Rush X10*
 - c. \$5 – *Gold Rush X20*
 - d. \$10 – *Gold Rush X50*
 - e. \$20 – *Gold Rush X100*
2. *Home Run Riches* Contestant of the Game: The third Contestants of the Game drawing will be held 5/27/19. As of 5/12, 92,394 entries have been received.
3. *I Love Lucy*™ second-chance contest: The second drawing will be held 5/20/19. As of 5/12, 49,096 entries have been received.
4. *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 was to have been held 5/21/19, and will award seven cash prizes of \$5,000. As of 5/12, 89,150 entries have been received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Racetrax \$6 for \$5 Promotion*: The 6-week Racetrax \$6 for \$5 promotion began on 4/29 and will 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).

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *The Price Is Right: The Price Is Right* creative elements were completed and all media placements were finalized. The media began on 5/1 and will continue until 6/16.
2. *Fun In An Instant Campaign*: The *Fun In An Instant* ad campaign will support the *Gold Rush FOG*, *Skee-Ball*, and *Hot 5's*. Finalized the direction of the campaign and beginning the production process for all creative elements.
3. *Preakness*: Finalized sponsorship contract for the *Preakness*, which includes signage, an on-site booth, and a program ad.
4. *Ravens*: Began creative development for the 2019 *Ravens* ad campaign.
5. *Agency Transition*: MARC, USA officially started as the Lottery's media agency on 5/1. The Lottery and MARC have been working to transition numerous contracts and media buys from Media Works. This process will be on-going throughout May and June.

ii. Upcoming tasks:

1. *Fun In An Instant Campaign*: Will continue working on the *Fun In An Instant* campaign elements – including radio, out-of-home, and digital units for all three featured tickets. In addition, will work with MARC to develop the media plan, which will run from mid-June to mid/late August.
2. *Ravens*: Will continue to work with GKV to select a campaign direction for the 2019 football season – including TV, radio, digital, out-of-home, and in-stadium elements. Will also begin development of the media plan with MARC.
3. *University Sponsorships*: Will continue working with the *University of Maryland*, *Morgan State University*, and *Towson University* to secure 2019-2020 sponsorships.

b) My Lottery Rewards

i. Key accomplishments:

1. *Home Run Riches* continued its strong performance, as *HRR* was the game with the most ticket entries and unique enterers in April.
2. Engagement with \$5 scratch-off players was strong, as six of the top seven most entered games were \$5 scratch-offs.
3. Implemented and/or maintained four second chance promotions and six points-for-drawings promotions during the month of April.

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ii. **Upcoming tasks:**

1. Monitor testing of coupons and discuss launch plan.
2. Initiate discussion of CRM strategies and implementation tactics with SGI.

c) **Web, Digital and Social**

i. **Key accomplishments:**

1. Promoted *The Price is Right* scratch-off and second-chance promotion, *Plinko* scratch-off, *I Love Lucy* scratch-offs, *Loteria* scratch-off, *Home Run Riches* scratch-off, the Racetrax \$6 for \$5 promotion and various winners' stories via social media and web assets.
2. Launched new animated slideshow on mdlottery.com.
3. Created the Lottery Marketers Facebook group for lottery marketing professionals from across the country to share ideas, best practices and more.

ii. **Upcoming tasks:**

1. Execute social and digital plans for the *Gold Rush* family of games.
2. Create social and digital plans for the *Skee-ball* scratch-off and second chance contest.
3. Continue to improve functionality and features on mdlottery.com.

d) **Research**

1. Continue working with SGI on a Keno research questionnaire that includes exploring new game add-on options.
2. Reviewed Q1 Attitude and Usage/Tracking Study results from Ipsos.
3. Began discussions about next version of the Retailer Satisfaction Survey.