

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: June 17, 2019

SUBJECT: Report for the June 2019 Commission Meeting

Following is the 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. 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 drawing to select the third batch of Contestants of the Game was held 5/28/19; 150,097 entries were received.
3. *I Love Lucy™* second-chance contest: The second drawing was held 5/21/19; 68,740 entries were received.
4. *The Price is Right®* second-chance contest: The first drawing was held 5/21/19, to award seven prizes of \$5,000; 128,070 entries were received.

ii. Upcoming tasks for this period:

1. June Instant Ticket Launch (6/24/19):
 - a. \$3 – *Skee-Ball®*
 - b. \$5 – *Super Bonus Bucks*
 - c. \$10 – *Big Money Maker*
 - d. \$10 – *Bingo X10*
2. *Home Run Riches* Contestant of the Game: The fourth Contestants of the Game drawing will be held 6/25/19. As of 6/16, 72,318 entries have been received.
3. *I Love Lucy™* second-chance contest: The third drawing was to be held 6/18/19. As of 6/16, 51,554 entries were received.
4. *The Price is Right®* second-chance contest: The second drawing was to be held 6/18/19, and will award three prizes of \$5,000, two prizes of \$25,000 and one prize of \$50,000. As of 6/16, 100,531 entries were 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 ended on 6.9.19. During the promotion, Racetrax enjoyed record-breaking sales, with the final week reporting the best sales results (week ending 6/9/19: \$4,947,997, which is a 15.5% increase over the same week in FY18).

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Make Summer Instantly Better Campaign*: Developed summer-themed initiative that highlights three different scratch-offs (*Gold Rush Multiplier* family of games, *Skee-Ball*, and *Hot 5's*). Media began airing on June 17 and will continue until late August.
2. *Ravens*: Selected campaign direction, as well as several creative materials, for the *Ravens* 2019 scratch-off campaign. Now moving into the production phase for all creative materials, including TV.
3. *Cash4Life*: Finalized materials to support the move to nightly drawings for *Cash4Life*, beginning on July 1st.
4. *University Sponsorships*: Reviewed 2019-2020 sponsorship proposals for *Towson University* and *Morgan State University*.
5. *The Washington Redskins*: Met with the *Washington Redskins* to discuss sponsorship opportunities for the 2019 season. Received the *Redskins* proposal on June 14 and will finalize the proposal in the coming weeks.

ii. Upcoming tasks:

1. *Make Summer Instantly Better Campaign*: Continue to develop creative materials for this summer-themed campaign.
2. *Ravens*: Move forward with all aspects of the *Ravens* campaign, including:
 - (a) Television commercials and elements to run in-stadium.
 - (b) Radio campaign and all out-of-home and digital elements.
 - (c) *Pass for Cash* on-field sponsorship.
3. *Powerball New Year's Eve Promotion*: Finalize point-of-sale for the *Powerball New Year's Eve* promotion.
4. *Sponsorships*: Finalize sponsorship agreements and begin working on the creative deliverables for the *Washington Redskins*, *University of Maryland*, *Morgan State University*, and *Towson University* sponsorships.

b) My Lottery Rewards

i. Key accomplishments:

1. The *Price is Right* scratch-off had the most ticket entries and the most unique enterers during May 2019.
2. More than 22 million points were awarded to MLR members in May.
3. The \$50 achievement had the most engagement with 32,805 unique enterers.
4. Implemented and/or maintained three second chance promotions and eight points-for-drawings promotions during the month of May.

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ii. **Upcoming tasks:**

1. Monitor SGI coupon testing.
2. Continue to develop CRM program, including *Welcome* and monthly *Dashboard* emails to members.

c) **Web, Digital and Social**

i. **Key accomplishments:**

1. Promoted the dual high multi-state jackpots, *Gold Rush Multiplier* family of games, *The Price is Right* scratch-off and second-chance promotion, *Home Run Riches* scratch-off and various winners' stories via social media and web assets.
2. Posted to social media live while at the *Warehouse Dash* event in Chicago, including: Facebook live video, Instagram live video, Instagram story polls, photos, videos and GIFs.

ii. **Upcoming tasks:**

1. Execute social and digital plans for the *Skee-ball* scratch-off and second chance contest.
2. Create social and digital plans for the *Ravens* scratch-off and second chance contest and the *Hot 5s* scratch-off.
3. Continue to implement emerging social media content tactics (e.g. 360-degree images) to increase engagement.

d) **Research**

1. Continue working with SGI on a Keno research questionnaire that includes exploring new game add-on options.
2. Implement SGI's short-form segmentation study questions into the Lottery's Ipsos Attitude & Usage Tracking study and finalize data analysis process.
3. Develop project schedule for Retailer Satisfaction Survey and finalize questionnaire.