

# 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: October 15, 2019

SUBJECT: Report for the October 2019 Commission Meeting

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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. September Instant Ticket Launch (9/23/19):
  - a. \$1 – *Wild Cherry 777s*
  - b. \$5 – *88 Fortunes®*
  - c. \$10 – *Emerald 10s*
  - d. \$20 – *\$500,000 Crossword*
2. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
333	\$5	Bingo Plus	\$22,362,300	\$16,045,207	\$6,317,093	8/12/2019
339	\$20	Cash Explosion	\$31,732,640	\$24,472,015	\$7,260,625	8/12/2019
364	\$10	Quarter Million Large	\$23,614,850	\$17,618,569	\$5,996,281	8/12/2019
367	\$2	Old Bay Bucks	\$5,489,000	\$3,472,575	\$2,016,425	8/12/2019

3. *Ravens second-chance contest:* The fourth drawing was to be held 10/16/19; as of 10/13, 959,996 entries were received.

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

1. October Instant Ticket, Launch Holiday Family of Games (10/21/19):
  - a. \$1 – *Snowflake Doubler*
  - b. \$2 – *Stocking Stuffer*
  - c. \$3 – *Peppermint Payout Multiplier*
  - d. \$5 – *Holiday Gold*
  - e. \$10 – *Winter Cash Tripler*
2. *Ravens second-chance contest:* The fifth drawing will be held 11/12/19.
3. *Deal or No Deal™:* The second drawing will be held on 10/29/19; as of 10/13, 99,233 entries were received.
4. *Holiday Cash and Dash second-chance contest:* For the fifth consecutive year, with the launch of the suite of holiday scratch-offs comes the popular Holiday Cash and Dash second-chance contest. All five price points are eligible for

entry into the contest, \$1 = 1 entry. Twelve drawings offer players chances to win books of \$5 scratch-off tickets, trips to the Warehouse Dash or cash, including a new prize of \$100,000. The first drawing will be held 10/29/19.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments:

1. New Year's Rockin' Eve, Powerball's First Millionaire of 2020 Promotion: The promotion launched on 8/26. Players who purchase Powerball during the promotional period may enter into My Lottery Rewards to enter for a chance to go to NYC for New Year's Eve. The First Powerball Millionaire of 2020 will be chosen from a bank of winners selected for this National Powerball promotion, and will be announced live just after midnight. The drawing was held 10/7/19; 204,065 players opted in to enter.

### ii. Upcoming Tasks:

1. ThanksWINNING All Games Promotion: Beginning 11/4 and running through 12/1/19, we're offering three ways to win during the ThanksWINNING All Games Promotion. Players will see two tiers of awards just by playing their favorite terminal games: On an Nth ticket basis, players could see Instant Win Vouchers in \$1, \$2 and \$5 denominations or free Multi-Match game tickets. Players can also enter all terminal game tickets purchased during the promotional window into a My Lottery Rewards Drawing where 35 lucky players will each receive \$2,500. My Lottery Rewards drawing will be held 12/2/19.

## 2. Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. *Holiday*: Finishing all *Holiday* media buys. Media is scheduled to run from 11/4 - 12/24 and includes television, radio, out-of-home, digital, and social components. Selected a creative direction and moving into the production phase.
2. *Jackpot Support*: Completing production of a new high jackpot campaign featuring photographs of players. This new campaign will be available for air in early November.
3. *Televised Drawings*: Continuing to work with GKV to develop new graphic segments and music for the Lottery's drawing shows.

#### ii. Upcoming tasks:

1. *Holiday*: Finish production of *Holiday* television, radio, out-of-home, digital and social elements.
2. *Fast Play*: Continue working with GKV and MARC on the development of *Fast Play* launch materials and media plans.
3. *2020 Cash*: Work with GKV and MARC to develop advertising support for the launch of *2020 Cash*. Initial plans include advertising the game beginning 12/26 and continuing through mid-to-late January.
4. *Multiplier FOG*: Begin planning advertising support for the launch of the next *Multiplier FOG*.

5. *FY 20 Planning*: Finalize advertising plans for January – June, 2020.
6. *University Sponsorships*: Continue working with the *University of Maryland*, *Morgan State University*, and *Towson University* on all basketball sponsorship elements.

## **b) Web, Digital and Social**

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

1. Promoted the *Ravens* scratch-offs and second-chance promotion, *Deal or No Deal* scratch-off and second-chance promotion, *Customer Experience Day* and various winners' stories via social media and web assets.
2. Changed hosting providers for the Keno and Racetrax app and communicated changes to players.

### **ii. Upcoming tasks:**

1. Execute social and digital plans for the *Holiday* scratch-offs and second-chance promotion.
2. Develop Facebook Live trivia giveaway videos.
3. Develop user-generated content campaign.

## **c) My Lottery Rewards**

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

1. 47,517 players engaged with *My Lottery Rewards* during September 2019; down 3% from August 2019.
2. The *Deal or No Deal* scratch-off had the most ticket entries and the most unique enterers during the month of September.
3. Implemented and/or maintained three second chance promotions and five points-for-drawings promotions during the month of September.

### **ii. Upcoming tasks:**

1. Continue to work with SGI to implement coupons into the My Lottery Rewards prize wheel beginning on December 1.
2. Continue prize point expiration notifications to players, focusing on emails to encourage redemption of expiring prize points prior to their conversion to draw points.

## **d) Research**

1. Participated in several focus groups to evaluate new scratch-off game concepts and to better understand player attitudes about the Lottery and our advertising messages.
2. Held a second round of focus groups to discuss *Fast Play*. Information received will help shape the Lottery's marketing plans to launch and support the new game.
3. Reviewed results of Keno Player Study, including three new add-on options.