

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: November 12, 2019

SUBJECT: Report for the November 2019 Commission Meeting

Following is the status update of ongoing and special projects in Product Development and Creative Services.

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. October launch of Scratch-Off Holiday 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. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
387	\$5	Ravens 10X	\$19,779,600	\$14,038,004	\$5,741,596	8/28/2019
330	\$3	Crossword	\$8,931,564	\$6,014,340	\$2,917,224	9/9/2019
371	\$5	\$500 Explosion	\$18,116,785	\$12,902,683	\$5,214,102	9/9/2019
373	\$1	\$2,000 Jackpot	\$3,752,000	\$2,196,601	\$1,555,399	9/9/2019
374	\$2	\$20,000 Jackpot	\$3,786,000	\$2,378,054	\$1,407,946	9/9/2019
375	\$5	\$100,000 Jackpot	\$16,851,900	\$12,075,548	\$4,776,352	9/9/2019
376	\$10	\$200,000 Jackpot	\$20,491,500	\$15,190,978	\$5,300,522	9/9/2019
394	\$1	Holiday Pets	\$3,226,000	\$1,718,530	\$1,507,470	9/9/2019

3. *Ravens second-chance contest:* The fourth drawing was held 10/16/19; 1,023,578 entries were received. The fifth drawing was held 11/12/19; 687,992 entries were received.
4. *Deal or No Deal second-chance contest:* The second drawing was held 10/29/19; 162,713 entries were received.
5. *Holiday Cash and Dash second-chance contest:* The first, second and third drawings are complete; first drawing (held 10/29/19) received 552,766 entries; second drawing (held 11/5/19) received 1,231,458 entries; third drawing (held 11/12) received 1,937,593 entries.

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ii. Upcoming tasks for this period:

1. November Scratch-Off Launch (11/18/19):
 - a. \$2 – *Fortune Cookie*
 - b. \$5 – *Super Cash*
 - c. \$10 – *Cash Club*
 - d. \$20 – *2020 Cash*
2. *Ravens second-chance contest*: The sixth drawing will be held 12/17/19.
3. *Deal or No Deal™ second-chance contest*: The third and final drawing will be held on 11/26/19; as of 11/10, 48,958 entries were received.
4. *Holiday Cash and Dash second-chance contest*: The fourth drawing will be held 11/19/19.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Racetrax \$6 for \$5 Breeder's Cup Promotion* ran from 11/1 – 11/3. Players received \$1 off every \$6 Racetrax purchase, up to a maximum of \$5, on tickets of \$30 or more.
2. *ThanksWINNING All Games Promotion*: This promotion began 11/4 and runs through 12/1/19. Players are offered three ways to win. On an Nth ticket basis, players could see Instant Win Vouchers in \$1, \$2 and \$5 denominations or free Multi-Match game tickets. Also available through My Lottery Rewards, players enter all terminal game tickets purchased during the promotional window for a chance to win one of 35 prizes of \$2,500. My Lottery Rewards drawing will be held 12/2/19. As of 11/10/19, 538,930 entries were received.

ii. Upcoming Tasks:

1. *Holiday Keno Sprinkler Promotion*: This player favorite is coming back for the Holidays. Promotion will run for four weeks, from 12/2 – 12/29/19. During the promotion, players could see Doubler or Tripler messages on tickets – prizes won on those marked tickets would be doubled or tripled.
2. *Pick 3 and Pick 4 Let It Snow Promotion*: Designed as a reward for our loyal daily numbers game players, the Pick 3 and Pick 4 Let It Snow Promotion is coming back in December. This promotion will run for four weeks, from 12/2 – 12/29/19. During the promotion, players could see Instant Win Vouchers in \$2 or \$5 denominations.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Holiday*: All *Holiday* media buys are complete. Initial *Holiday* radio and digital advertising began on 11/4 with TV and out-of-home scheduled to start on 11/25. Production is complete on all television and radio spots, digital elements, and out-of-home materials.
2. *Fast Play*: Selected the campaign direction for the launch of *Fast Play*, including television, point-of-sale, and instructional videos.

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3. *Jackpot – Maryland Dreams*: Launched new jackpot campaign called *Maryland Dreams*. The campaign consists of :30 and :15 television spots and digital out-of-home units. The launch media began on 11/4, and runs through 11/24. Additional media will run as jackpots rise throughout the fiscal year.
 4. *Televised Drawings*: Continued working with GKV to update several elements of the Lottery’s drawing broadcasts.
 5. *2020 Cash*: Completed the development of point-of-sale for the launch of *2020 Cash*. Currently reviewing *2020 Cash* radio concepts. MARC developing media plan that will begin on 12/26.
 6. *Multiplier Family of Games*: Began creative development for the launch of the next *Multiplier FOG*.
 7. *Sponsorships*: Completed all sponsorship elements for the basketball season with the *University of Maryland, Morgan State University, and Towson University*.
- ii. **Upcoming tasks:**
1. *Fast Play*: Continue working with GKV on the development of all *Fast Play* launch materials. Also, continue working with MARC to develop *Fast Play* launch media plans.
 2. *2020 Cash*: Produce *2020 Cash* radio spots and develop the out-of-home creative and digital assets. Review and approve media recommendations from MARC.
 3. *Multiplier FOG*: Begin developing the media support required for the launch of the next *Multiplier FOG* with MARC.
 4. *Jackpot – Maryland Dreams*: Work with MARC to evaluate and implement new media tactics to support rising jackpots.
 5. *Baltimore Orioles and MASN*: Continue discussions with the *Baltimore Orioles* and *MASN* about sponsorship opportunities for the 2020 season.
- b) **My Lottery Rewards**
- i. **Key accomplishments:**
1. 45,328 players engaged with *My Lottery Rewards* during October 2019; down 5% from September 2019.
 2. The *88 Fortunes* scratch-off had the most ticket entries in October 2019; the *Deal or No Deal* scratch-off had the most unique enterers.
 3. More than 33.4 million points were awarded to MLR members in October 2019; down 5% vs. September 2019.
 4. Implemented and/or maintained four second chance promotions and six points-for-drawings promotions during the month of October.
- ii. **Upcoming tasks:**
1. Finalize work with SG to include “\$2 off purchase” coupons on the MLR prize wheel starting on December 1.
 2. Finalize MLR member acquisition email campaign, scheduled to begin in December.
 3. Continue Prize Point conversion procedure (player email notifications to encourage redemption of Prize Points prior to conversion to Draw Points).
- c) **Web, Digital and Social**

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i. Key Accomplishments

1. Promoted the *Holiday* scratch-offs and second-chance promotion, *Ravens* scratch-offs and second-chance promotion, newsletter signups and various winners' stories via social media and web assets.
2. Launched the new jackpot branding campaign assets (*Maryland Dreams*) on the Lottery's website and social media assets.
3. Developed strategy to increase "likes" on the Lottery's Facebook page.

ii. Upcoming Tasks

1. Execute social and digital plans for the gift-giving portion of the *Holiday* campaign.
2. Develop *2020 Cash* social plan.
3. Promote the *Ravens* second-chance winners on their trip with the team to Los Angeles at the end of November.

d) Research

1. Evaluating Ipsos segmentation analysis that is based on a model/analysis provided by SG.
2. Reviewing Ipsos Attitude & Usage Tracking study data from Q3, 2019.