

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: December 10, 2019

SUBJECT: Report for the December 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. November Scratch-Off Launch (11/18/19):
 - a. \$2 – *Fortune Cookie*
 - b. \$5 – *Super Cash*
 - c. \$10 – *Cash Club*
 - d. \$20 – *2020 Cash*
2. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
368	\$5	Maryland 7s	\$20,065,800	\$14,194,470	\$5,871,330	10/8/2019
362	\$2	Triple 333s	\$6,614,802	\$4,143,765	\$2,471,037	10/14/2019
366	\$10	Willy Wonka	\$35,615,670	\$26,566,232	\$9,049,438	10/14/2019
395	\$2	Polar Bear Bucks	\$3,904,800	\$2,393,650	\$1,511,150	10/14/2019
397	\$5	Holiday Cash	\$14,745,600	\$10,510,582	\$4,235,018	10/14/2019

3. *Ravens second-chance contest:* The sixth drawing was to be held 12/17/19; as of 12/8/19, 608,520 entries were received.
4. *Deal or No Deal second-chance contest:* The third and final drawing was held on 11/26/19; 99,692 entries were received.
5. *Holiday Cash and Dash second-chance contest:* The fourth drawing was held 11/19/19; 2,620,204 entries were received. The fifth drawing was held 11/26/19; 3,724,525 entries were received. The sixth drawing was held 12/3/19, 3,786,823 entries were received. The seventh drawing was to be held 12/10/19; as of 12/8/19, 4,315,225 entries were received. The eighth drawing was to be held 12/17/19, an entry update will be provided in the next Director's Report.

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ii. Upcoming tasks for this period:

1. December Scratch-Off Launch (12/30/19):
 - a. \$1 – *Cash2Go*
 - b. \$5 – *Magic 8 Ball™ Bingo*
 - c. \$10 – *Instant Jackpot*
2. *Ravens second-chance contest*: The seventh drawing will be held 1/13/20.
3. *Holiday Cash and Dash second-chance contest*: The ninth drawing will be held 12/26/19.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Thankswinning All Games Promotion*: This promotion ran 11/4 through 12/1/19. Players could receive Instant Win Vouchers in \$1, \$2 and \$5 denominations or free Multi-Match game tickets, as well as enter their tickets into a My Lottery Rewards promotion to win one of 35 prizes of \$2,500. 3,724,525 entries were received during the promotion.
2. *Holiday Draw Promotions*: The Holiday Keno Sprinkler and the Pick 3 and Pick 4 Let It Snow Promotions began on 12/2, and will continue running through 12/29/19.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Holiday*: The *Holiday* marketing campaign is on-going with media running through 12/24.
2. *FAST PLAY*: All *FAST PLAY* point-of-sale and promotional materials have been finalized and moved into production. A production company has been selected for the *FAST PLAY* television commercial, with the shoot scheduled for early January. MARC is developing *FAST PLAY* media plan.
3. *2020 Cash*: The media plan for *2020 Cash* was approved and will run from 12/26 through 1/26 and includes radio, Pandora streaming radio, out-of-home, digital, and social. Two radio spots, as well as all digital and out-of-home concepts have been approved and are in production.
4. *Multiplier Family of Games*: A television concept for the *Multiplier FOG* has been selected and moved into pre-production. We finalized all point-of-sale and are working with GKV to develop other creative materials. MARC will complete the media plan.
5. *Rose Gold and Rose Gold Black*: We held planning meeting with GKV and MARC to discuss ideas to support the launch of *Rose Gold* and *Rose Gold Black* Scratch-Offs.
6. *Mega Millions Jackpot*: Currently, we are supporting the rolling *Mega Millions* jackpot with the *Dreams* campaign, which includes television, radio, digital out-of-home, and social elements.
7. *Televised Drawings*: We continue to work with GKV and WBAL on updated graphics, new music and a virtual set for the televised drawings.

ii. Upcoming tasks:

1. *2020 Cash*: Produce the *2020 Cash* radio spots.
2. *Fast Play*: Finalize the media plan for the launch of *FAST PLAY*. Continue working with GKV to produce all *FAST PLAY* creative materials.
3. *Multiplier FOG*: Finalize the media plan for the *Multiplier FOG*. Continue to work with GKV on the production of all *Multiplier FOG* assets.
4. *Rose Gold and Rose Gold Black*: Continue to work with GKV and MARC through the creative and media brief stage and as they begin to develop the advertising plan.
5. *Mega Million Jackpot*: Continue to support the increasing *Mega Millions* jackpot.
6. *Baltimore Orioles and MASN*: Work with the *Baltimore Orioles* and *MASN* to develop sponsorship opportunities for the 2020 season.

b) Web, Digital and Social

i. Key Accomplishments

1. Promoted the *Holiday* scratch-offs and second-chance promotion, *Ravens* scratch-offs and second-chance promotion, the *Mega Millions* jackpot, the *Thankswinning* promotion and various winners' stories via social media and web assets.
2. Featured the *Ravens* second-chance winners on their trip with the team to Los Angeles through Facebook and Instagram Live and news feed posts.
3. Continued to develop plans for more Facebook Live videos and player generated content that we can feature on our social pages.

ii. Upcoming Tasks

1. Execute the social plan for the *2020 Cash* Scratch-Off.
2. Develop the *Multiplier FOG* social and digital plan.
3. Develop the *FAST PLAY* social and digital plan. Continue working on updating elements of the website and app to feature this new game.

c) My Lottery Rewards

i. Key accomplishments:

1. 49,758 players engaged with My Lottery Rewards during November 2019; up 10% from October 2019.
2. *Holiday Gold* had the most ticket entries and the most unique enterers during the month of November.
3. More than 44 million points were awarded to MLR members in November; up 32% vs. October 2019.
4. Implemented and/or maintained four second chance promotions and six points-for-drawings promotions during November.

ii. Upcoming tasks:

1. Work with SG to implement email strategy for members that have not completed the verification process.
2. Finalize MLR member acquisition email.
3. Continue working with SG on player communication for Prize Point conversion to Draw Points.