

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 18, 2020

SUBJECT: Report for the May 2020 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. April Scratch-Off Launch (4/20/20): *Cancelled*
2. May Scratch-Off Launch (5/18/20): Lucky 7s FOG
 - a. \$1 – Lucky 7s
 - b. \$2 – Lucky 7s Doubler
 - c. \$5 – Lucky 7s Tripler
 - d. \$10 – Lucky 7s Multiplier
 - e. \$20 – Lucky 777
3. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
377	\$3	Dominoes	\$6,655,200	\$4,203,402	\$2,451,798	3/9/2020
388	\$5	Deluxe Crossword	\$19,094,100	\$13,637,891	\$5,456,209	3/9/2020
400	\$10	\$100,000 Crossword	\$19,085,000	\$14,072,216	\$5,012,784	3/9/2020

4. *James Bond 007™ Second-Chance Contest:* The first drawing was held 4/21/20; 187,167 entries were received. The second drawing was to be held 5/19/20; as of 5/17/20, 204,841 entries were received.
5. *Multiplier FOG Second-Chance Contest:* The third and final drawing was to be held 5/19/20; as of 5/17/20, 39,416,580 entries were received.

ii. Upcoming tasks for this period:

1. June Scratch-Off Launch (6/22/20):
 - a. \$3 – UNO™
 - b. \$5 – \$25,000 Loose Change® Multiplier
 - c. \$5 – Deluxe Crossword 5th Edition
2. FAST PLAY “Contestant of the Game” Second-Chance Contest: Drawing dates are TBD pending the start of the MLB season; as of 5/17/20, 2,935,442 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Racetrax Triple Crown \$6 for \$5 promotion:* The spring Triple Crown \$6 for \$5 promotion has been moved to September/October, to coincide with the rescheduled Triple Crown racing season.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Play Safe:* A *Play Safe* campaign is in development that will tentatively begin in late May or early June as key regions around the State begin to reopen. Messaging will remind players that the Lottery can bring some fun and a smile, but should be done safely and responsibly. We will promote the *Play Safe* message across all internal platforms, as well as through paid advertising. The Lottery is working with GKV and MARC to finalize an advertising plan that will include two television spots, out-of-home elements and a radio component.
2. *Lucky 7s FOG:* In conjunction with the *Play Safe* effort, the Lottery will promote the *Lucky 7s FOG* via radio, out-of-home, and with a tag on a *Play Safe* television spot. *Lucky 7s'* advertising is planned to begin in early June.
3. *FAST PLAY:* Working with GKV and MARC to update creative materials and develop a media plan to support the launch of the second group of *FAST PLAY* games tentatively planned for mid-June.
4. *Sports Sponsorships:*
 - a. The Lottery is waiting to hear from the *Baltimore Orioles*, *MASN-TV*, and the *Minor-League Teams* about the adjustments that will be made to the 2020 baseball season and how those changes will alter the Lottery's sponsorships.
 - b. The Lottery has reached an advertising sponsorship agreement with the *University of Maryland* for the 2020-2021 football and basketball seasons; however, we are waiting to finalize until it is clear how the University will conduct on-campus activities in the fall.
 - c. The Lottery will continue working with the *Baltimore Ravens*, the *Washington Redskins* and *Towson University* on 2020-2021 season sponsorships agreements. All will include contingencies should there be changes or adjustments to their respective seasons.

ii. Upcoming tasks:

1. *Play Safe:* Finalize the production elements and media plan in support of the *Play Safe* effort.
2. *Lucky 7s FOG:* Finalize the media support for the *Lucky 7s FOG* and move into production on creative deliverables.
3. *FAST PLAY:* Finalize the media plan for the *FAST PLAY* new game launch and move into production of any creative materials needed.
4. *Ravens Scratch-Offs:* Work with GKV and MARC to develop the advertising plan to support the launch of the \$2 and \$5 *Ravens scratch-offs*.

b) Web, Digital and Social

i. Key Accomplishments:

1. Paused organic and paid social media marketing efforts in sensitivity to the Governor's stay at home order.
2. Communicated with players through website messaging, email and social media regarding changes due to COVID-19.

ii. Upcoming tasks:

1. Execute social and digital plans for the *Lucky 7s* FOG.
2. Continue to communicate timely information regarding lottery operations to players through our digital channels.

c) My Lottery Rewards

i. Key accomplishments:

1. 36,947 players engaged with *My Lottery Rewards* during April; down 16% from the prior month.
2. The *James Bond 007 scratch-off* was the most entered ticket in April. *James Bond 007* also had the most unique enterers.
3. Player registrations increased 9% in April vs. the previous month.
4. Implemented and/or maintained three second chance and five points-for-drawings promotions in April.

ii. Upcoming tasks:

1. Finalize copy for CRM workflows. Work with SGI to implement the CRM marketing plan.
2. Maintain player communication for ongoing Prize Point conversions to Draw Points.

d) Research

1. The Lottery's Attitude and Usage tracking research, conducted by Ipsos, has continued through the COVID-19 crisis.