

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 16, 2020

SUBJECT: Report for the June 2020 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. June Scratch-Off Launch (6/22/20):
 - a. \$3 – UNO™ 2nd Edition
 - b. \$5 – \$25,000 Loose Change® Multiplier
 - c. \$5 – Deluxe Crossword 5th Edition
 - d. \$10 – Bingo X10 3rd Edition
2. *Game Closing Activity:* Due to the COVID-19 Stay-at-home orders, games that were scheduled to close were extended to 7/13/20. A complete list will be provided in the August Director's Report.
3. *James Bond 007™ Second-Chance Contest:* The second drawing was held 5/19/20; 212,818 entries were received.
4. *Multiplier FOG Second-Chance Contest:* The third and final drawing was held 5/19/20; 39,416,580 entries were received.

ii. Upcoming tasks for this period:

1. July Scratch-Off Launch (7/20/20):
 - a. \$1 – Money Bags
 - b. \$2 – Ravens (\$2)
 - c. \$3 – Lucky Bingo
 - d. \$5 – Ravens (\$5)
 - e. \$10 – Win \$50 or \$100 2nd Edition
2. *FAST PLAY "Contestant of the Game" Second-Chance Contest:* Drawing dates are TBD pending the start of the MLB season; as of 6/14/20, 4,059,288 entries were received.
3. *James Bond 007™ Second-Chance Contest:* The third drawing will be held 8/12/20; as of 6/14/20, 147,607 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments:

1. Second Fast Play Game Launch, 6/15/20:
 - a. \$1 – Hot Dice
 - b. \$2 – In Between
 - c. \$5 – Pay Day (with Progressive Top Prize)
 - d. \$10 – Money Multiplier

ii. Upcoming tasks:

1. *Pick 3: Double Pay to Box Play:* From 7/6/20 – 7/26/20 (3 weeks), players may receive doublers on their Pick 3 Box Plays. On an Nth ticket basis, Doubler messages may appear on Pick 3 BOXED tickets. If the player's numbers are winners, and they received a Doubler message – their boxed winnings will be doubled.
2. *Cash 4 Life: Best Day Ever:* From 8/3/20 – 8/30/20 (4 weeks), players can enter any 7 C4L games into My Lottery Rewards during the promotional period and receive 25 entries into the drawing. There will be 25 winners:
 - a. 1,000 a day for 30 days (\$30,000 total: 1 winner)
 - b. \$100 a day for 30 days (\$3,000 total for each winner; 24 winners)

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *PLAY SAFE:* Completed production on all the *PLAY SAFE* creative materials. Media for this initiative began running statewide on June 1st and will continue until June 28th. The campaign includes television, connected TV, radio, streaming radio, out-of-home, digital, and social media.
2. *Lucky 7s FOG:* Completed production of all *Lucky 7s FOG* creative elements, including television and radio commercials, out-of-home, digital and social creative. These materials began airing on June 15th and will continue through June 28th.
3. *FAST PLAY:* Finalized the media plan to support the June 15th launch of a second group of *Fast Play* games. Media support includes statewide television, connected TV, radio, streaming radio, out-of-home, digital, and social media. It airs from June 22nd through July 19th.
4. *Ravens:* Selected the creative direction and television spots for the 2020 advertising campaign to support the \$2 and \$5 *Ravens* scratch-off tickets. POS has also been approved and is in production.
5. *UNO:* Worked with GKV to develop in-store, digital, and out-of-home graphics for the *UNO* scratch-off.
6. *Win \$50 or \$100:* Worked with GKV to develop in-store and out-of-home graphics to support the *Win \$50 or \$100* scratch-off.
7. *Sports Sponsorships:*
 - a. Awaiting an update 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. 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. Continued working with the *Baltimore Ravens*, the *Washington Redskins* and *Towson University* on 2020-2021 season sponsorships agreements. Each will include a contingency should there be changes or adjustments to their respective seasons.

ii. **Upcoming tasks:**

1. *Ravens*: Finalize all of the creative elements to support the *Ravens* scratch-offs and move the campaign into production. We will also begin developing the supporting media plan with MARC.
2. *Sports Sponsorships*: Continue to work with the *Baltimore Ravens*, *Washington Redskins*, *Towson University*, and *University of Maryland* on sponsorships for the upcoming football seasons.
3. *Annual Out-of-Home Contracts*: Finalize annual out-of-home contracts for the jackpot bulletins, metro dioramas, and digital bulletins.

b) **Web, Digital and Social**

i. **Key Accomplishments:**

1. Resumed posting on social media platforms at the end of May, focusing on the *Play Safe* initiative, *Lucky 7s Family of Games*, *Mega Millions* jackpot and engaging, fun content.
2. Created an online scheduling platform that players can use to schedule an appointment at the Claims Center once it reopens.

ii. **Upcoming tasks:**

1. Execute social and digital plans for the new *FAST PLAY* games and *UNO* scratch-off.
2. Continue to communicate timely information regarding lottery operations to players through our digital channels.

c) **My Lottery Rewards**

i. **Key accomplishments:**

1. 38,125 players engaged with *My Lottery Rewards* during May; up 3% from the prior month.
2. The *James Bond 007* scratch-off was the most entered ticket in May. *James Bond 007* also had the most unique enterers.
3. 49,559 coupon rewards were issued in May; 34,476 coupon rewards were redeemed, which equates to a 70% redemption rate.
4. Implemented and/or maintained three second chance and seven points-for-drawings promotions in May.

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ii. Upcoming tasks:

1. Finalize email messages that will be sent to players encouraging them to complete an MLR account signup.
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.
2. Develop and implement the annual Retailer Satisfaction survey, scheduled to be distributed to retailers in early July.