

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: August 17, 2020

SUBJECT: Report for the August 2020 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. August Scratch-Off Launch (8/24/20):
 - a. \$2 – *Big Ca\$h Bonu\$*
 - b. \$5 – *“\$” (Dollar sign)*
 - c. \$10 – *\$100,000 Crossword 4th Edition*
 - d. \$20 – *Bonus BingoX20*
3. *FAST PLAY “Contestant of the Game” Second-Chance Contest*: The first drawing was held 7/21/20; 5,899,443 entries were received. The second drawing was held 8/11/20; 7,054,543 entries were received.
4. *James Bond 007™ Second-Chance Contest*: The third drawing was held 8/12/20; 391,156 entries were received.

ii. Upcoming tasks for this period:

1. September Scratch-Off Launch (9/21/20):
 - a. \$1 – *Quick Hit™ 777*
 - b. \$5 – *Ca\$h Payout*
 - c. \$5 – *\$50,000 Bingo Doubler*
 - d. \$10 – *\$10,000 Extreme Green*
 - e. \$30 – *\$100,000 Extreme Cash*
2. *FAST PLAY “Contestant of the Game” Second-Chance Contest*: The third and final drawing is to be held 9/1/20; as of 8/16/20, 7,348,203 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Pick 3: Double Pay for Box Play (7/6/20 – 7/26/20)*: For 3 weeks, some players received doublers on their Pick 3 Box Plays. On an Nth ticket basis, Doubler messages appeared on Pick 3 BOXED tickets. If the player's numbers were winners, and they received a Doubler message – their boxed winnings were doubled.
2. *Cash4Life: Best Day Ever*: From 8/3/20 – 8/30/20 (4 weeks) players may enter any seven (7) C4L games into My Lottery Rewards during the promotional period and receive 25 entries into the drawing to be held on 8/31/20. There will be 25 winners total:
 - \$1,000 a day for 30 days (\$30,000 total; 1 winner)
 - \$100 a day for 30 days (\$3,000 total for each winner; 24 winners)
3. *Keno Sprinkler*: From 8/17/20 – 9/13/20 (4 weeks) players will have the chance to Double or Triple their prizes when playing Keno. Doublers and Triplers may be produced based on an Nth basis for Keno, Keno Bonus, Keno Super Bonus & Packaged Keno to Go tickets. If the player's numbers are winners, their winnings will be doubled or tripled

ii. Upcoming tasks:

1. *Third Fast Play Launch (9/14/20)*
 - a. \$1 – *Three To Win*
 - b. \$2 – *Match For Cash*
 - c. \$3 – *Moneycomb*
 - d. \$5 – *All or None For The Win*
2. *Racetrax \$6 for \$5*: From 8/31/20 – 10/11/20 (6 weeks) any player making a \$6 Racetrax purchase will receive a \$1 discount.

2. Creative Services

i. Key accomplishments:

1. *FAST PLAY*: The Lottery supported the *FAST PLAY Contestant of the Game* promotion in Baltimore, Salisbury, Frederick, and Hagerstown from 7/27 – 8/23 with TV, cable, Hulu, radio, streaming audio, and social media. A :15 television spot and two :30 radio spots were produced to promote the *COG* promotion.
2. *Cash4Life*: The Lottery supported the *Cash4Life Best Day Ever* promotion with a small digital and social media advertising plan. All creative was completed and the media is scheduled to run from 8/3-8/23.
3. *Ravens*: The Lottery finalized the media plan that will support the launch of the \$2 and \$5 *Ravens* Scratch-Offs. The media will run from 8/31-10/4 and includes TV, cable, Hulu, radio, streaming audio, out-of-home, digital, paid search, and social media. The Lottery selected the creative direction for the *Ravens* campaign and is nearing completion of the television and radio spots.

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The Lottery is also continuing to complete all remaining assets for the team sponsorship.

4. **\$ Scratch-Off:** The Lottery has finalized the media plan for the \$ Scratch-Off. The media will run statewide for 4-weeks, 8/31-9/27, and will include radio, streaming audio, out-of-home, digital and social. The Lottery has also selected the direction for the creative.
5. **Extreme Scratch-Offs:** The Lottery has selected the creative campaign that will be used to launch *\$10,000 Extreme Green* and *\$100,000 Extreme Cash*. The media is tentatively planned to run in October and November.
6. **Sports Sponsorships:**
 - a. **MLB and MiLB:** The Lottery finalized a deal with the *Baltimore Orioles* and *MASN-TV* for the 2020 *Baltimore Orioles* season. The *Orioles* sponsorship includes radio and in-park signage designed to be visible for the TV viewer. The Lottery's *MASN-TV* sponsorship includes television spots throughout the season as well as in-game *Contestant of the Game* mentions. All Minor League teams cancelled their seasons so those sponsorships will be postponed until 2021.
 - b. **Universities:** *Towson University* and the *University of Maryland* have cancelled their football seasons; therefore, the Lottery's 2020-2021 sponsorship negotiations are on-hold pending the college basketball season.
 - c. **NFL:** The Lottery has reached an agreement with the *Baltimore Ravens* and the *Washington Football Team*. The Lottery is working through finalizing those contracts and continuing to work on delivering all creative assets.
7. **FY'21 Planning:** The Lottery finalized its advertising priorities for the July – December time period. Key initiatives receiving significant advertising support include: *FAST PLAY Contestant of the Game*, *Ravens Scratch-Offs*, *\$ Scratch-Off*, *Extreme Scratch-Offs*, and the *Holiday Scratch-Offs*.

ii. **Upcoming tasks:**

1. **Ravens:** The Lottery to complete the production on all *Ravens* TV and radio spots that will be used throughout the season. The Lottery to finish up any remaining creative for the team sponsorship.
2. **\$ Scratch-Off:** The Lottery to complete the production on all \$ radio, out-of-home and digital assets.
3. **Extreme Scratch-Offs:** The Lottery to determine the media support for the *Extreme* duo. The Lottery to move forward with the production on the television spot and to develop the creative for radio, out-of-home, and digital.
4. **Sports Sponsorships:**
 - a. **NFL:** The Lottery will continue to work on all creative deliverables for the *Baltimore Ravens* and the *Washington Football Team*.
 - b. **Universities:** The Lottery will continue working with *Towson University* and *University of Maryland* when it is clearer how university sports will operate in the 2020-2021 school year.
5. **FY'21 Planning:** The Lottery to move forward with identifying the advertising priorities for the January – June time period.