

# 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: September 14, 2020

SUBJECT: Report for the September 2020 Commission Meeting

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

## 1. Product Development

### a) Scratch-Off Products and Promotions

#### i. Key accomplishments last 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. *Raven's Second-Chance Contest*: The first drawing was held 8/25/20; 892,436 entries were received.

#### ii. Upcoming tasks for this period:

1. October Scratch-Off Launch (10/19/20):
  - a. \$1 – *Holiday Luck*
  - b. \$2 – *Holiday Luck X2*
  - c. \$3 – *Peppermint Payout X3*
  - d. \$5 – *Holiday Luck X5*
  - e. \$10 – *Holiday Luck X10*
2. *Raven's Second-Chance Contest*: The second drawing was to be held 9/23/20; as of 9/13/20, 476,135 entries were received.
3. *James Bond 007™ Second-Chance Contest*: The fourth drawing is to be held 10/13/20; as of 9/13/20, 114,581 entries were received.

### b) Draw and Monitor Game Products and Promotions

#### i. Key accomplishments:

1. *Cash4Life: Best Day Ever*: (8/3/20 – 8/30/20) For 4 weeks players entered C4L games into My Lottery Rewards during the promotional period and received entries into the drawing. The drawing was held on 8/31/20; 615,375 entries received.
2. *Keno Sprinkler*: From 8/17/20 – 9/13/20 (4 weeks) players had the chance to Double or Triple their prizes when playing Keno. Doublers and Triplers

were produced based on an Nth basis for Keno, Keno Bonus, Keno Super Bonus & Packaged Keno to Go tickets. If the player's numbers were winners, their winnings were doubled or tripled.

3. *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.

ii. **Upcoming tasks:**

1. *Multi-Match: Bonus Buy Promotion*: From 9/14/20 – 10/11/20 (4 weeks) players will receive a free \$2 quick pick Multi-Match ticket when they buy \$10 or more of Multi-Match on a single ticket.

c) **Fast Play Products and Promotions**

i. **Key accomplishments:**

1. September 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. *FAST PLAY "Contestant of the Game" Second-Chance Contest*: The third and final drawing was held 9/1/20; 8,029,898 entries were received.

ii. **Upcoming tasks:**

1. November Fast Play Launch (11/2/20)
  - a. \$1 – *Snow Me the Money*
  - b. \$5 – *Jack Frost Jackpot*
  - c. \$10 – *Cold Hard Cash (progressive)*

## 2. Creative Services

a) **Traditional Advertising**

i. **Key accomplishments:**

1. \$ Scratch-Off: Completed production of all \$ creative materials. Media began running on 8/31 and continues through 9/27.
2. Ravens Scratch-Offs: Completed production of all Ravens scratch-off creative materials, including television and radio spots, out-of-home, digital, and all team sponsorship assets. The media plan began on 8/31 and continues through 10/4.
3. Extreme Scratch-Offs: Finalized the media plan that will support the \$10,000 Extreme Green and \$100,000 Extreme Cash scratch-offs. This media will run from 10/5 – 10/25 and 11/9 – 11/22, and includes television, cable, OTT, radio, digital out-of-home and social. The Extreme creative campaign is currently in production.
4. Holiday: Began planning for the Holiday scratch-off marketing campaign. 9Rooftops is developing a media plan that will begin on Thanksgiving and run through Christmas Eve. GKV has completed all Holiday point-of-sale and is developing Holiday television campaigns for our review.
5. FAST PLAY: Prepared internal assets to support the launch of four new FAST PLAY games on September 14th.

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6. Sports Sponsorships: Finalized contracts with the Baltimore Ravens and the Washington Football Team. Completed production of all sponsorship materials in advance of the start of the NFL season.

**ii. Upcoming tasks:**

1. Ravens Scratch-Offs: Continue to update Ravens scratch-off materials on an as needed basis throughout the football season.
2. Extreme Scratch-Offs: Complete production of all Extreme creative materials, including the television and radio spots, digital bulletins, social posts, and all internal assets.
3. Holiday: Review the Holiday media plan recommendation and creative options for the Holiday marketing campaign.
4. FY'21 Planning: Identify advertising priorities for the January – June time period.

**b) My Lottery Rewards**

**i. Key accomplishments:**

1. 40,556 players engaged with My Lottery Rewards during August 2020; up 4% vs. July 2020.
2. The Win \$50 or \$100 scratch-off was the most entered ticket in August.
3. The \$5 Ravens scratch-off had the most unique enterers in August.
4. New registrations increased by 42% in August 2020 vs the prior month.
5. Implemented and/or maintained four second chance promotions and nine points-for-drawings promotions in August.

**ii. Upcoming Tasks:**

1. Work with SGI and advertising agencies to develop plans to increase MLR membership.
2. Maintain player communication for Prize Point conversion to Draw Points.

**c) Web, Digital and Social**

**i. Key accomplishments:**

1. Promoted \$ scratch-offs, Ravens scratch-offs and second-chance promotion, FAST PLAY Contestant of the Game promotion, Keno Sprinkler promotion and Cash4Life Best Day ever promotion through our social media and website assets.
2. Established weekly emails that focus on winners, delivered to our email database. Click-through rates for these emails are more than double our typical rates.

**ii. Upcoming Tasks**

1. Execute social and digital plans for the new Extreme scratch-offs.
2. Create social and digital plans for the Holiday scratch-offs and second-chance contest.

**d) Research**

1. Completed 2020 Game Play Analysis Study for Executive Management.
2. Implemented two short surveys to Snapshots mailing list to investigate players' thoughts on current/topical issues.