

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center
1800 Washington Blvd., Suite 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

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: October 13, 2020

SUBJECT: Report for the October 2020 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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 held 9/23/20; 696,926 entries were received.

ii. Upcoming tasks for this period:

1. November Scratch-Off Launch (11/16/20):
 - a. \$2 – *Ruby 6s*
 - b. \$5 – *Fantasy 5s*
 - c. \$10 – *Terrific 10s*
 - d. \$20 – *100X The Cash* (Part of X The Cash family of games launching Jan '21)
2. *James Bond 007™ Second-Chance Contest*: The fourth drawing was to be held 10/13/20; as of 10/11/20; 171,387 entries were received.
3. *Raven's Second-Chance Contest*: The third drawing is to be held 10/27/20; as of 10/11/20; 419,302 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *Racetrax \$6 for \$5*: From 8/31/20 – 10/11/20 (6 weeks) any player that made a \$6 Racetrax purchase received a \$1 discount.
2. *Multi-Match: Bonus Buy Promotion*: From 9/14/20 – 10/11/20 (4 weeks) players received a free \$2 quick pick Multi-Match ticket when they purchased \$10 or more of Multi-Match on a single ticket.

ii. **Upcoming tasks:**

1. *ThanksWINNING All Games Promotion*: From 11/2/20 – 12/6/20 (5 weeks)
Players could see three different awards when purchasing any terminal game (including Fast Play). On an Nth ticket basis, players could receive:
 - \$1 Instant win voucher
 - \$2 Instant win voucher
 - A free \$1 Snow Me the Money Fast Play ticket
2. *Racetrax \$6 for \$5 Breeder's Cup*: From 11/4/20 – 11/7/20 (4 days) any player that makes a \$6 Racetrax purchase will receive a \$1 discount. The maximum discount received will be \$5 off any ticket valued at \$30 or more.

c) **Fast Play Products and Promotions**

i. **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. *\$10,000 Extreme Green* and *\$100,000 Extreme Cash Scratch-Offs*: Completed the development and production of all *Extreme* campaign materials. The media began running on 10/5 and will continue through 11/22, with a hiatus from 10/26 - 11/8.
2. *Holiday*: Selected a television campaign for the *Holiday 2020* season and moving forward with production. We are also working with GKV to develop other creative materials (i.e., out-of-home, radio, digital, and social) and 9Rooftops to develop the *Holiday* media plan.
3. *FAST PLAY – November Launch*: Working with GKV and 9Rooftops to develop a small digital and social campaign to support the *FAST PLAY* holiday games launching on 11/2.
4. *Sports Sponsorships - University of Maryland*: The *University of Maryland* will begin their football season on 10/24. We are working with 9Rooftops and UMD to finalize a sponsorship for the abbreviated season.
5. *FY'21 Planning*: We are developing advertising plans for the January through June time period and identifying products and promotions that will receive paid advertising support.

ii. **Upcoming tasks:**

1. *Holiday Scratch-Offs*: Continue to work with GKV to develop and produce all creative materials for the *Holiday scratch-off* advertising campaign. We will also work with 9Rooftops to finalize the media plan that is slated to begin on Thanksgiving and continue through Christmas Eve.

2. *FAST PLAY – November Launch:* Continue working with our agencies to finalize the media plan and creative materials to support the launch of the *FAST PLAY* holiday games.
3. *January Multiplier FOG –* Begin developing advertising plans to support the late-January launch of the 2021 *Multiplier FOG*.

b) My Lottery Rewards

i. Key accomplishments:

1. 38,299 players engaged with My Lottery Rewards during September 2020; down 5% vs. August 2020.
2. The popular \$ scratch-off had the most MLR ticket entries and unique enterers in September.
3. Over 45 million points were awarded to MLR members in September; down 11% vs. August 2020.
4. 41,026 coupon rewards were issued in September; 69% of these coupons were redeemed by players.
5. Implemented and/or maintained two second chance promotions and nine points-for-drawings promotions in September.

ii. Upcoming Tasks:

1. Work with SGI to implement push notifications and additional emails in line with our CRM strategy.
2. Maintain player communication for Prize Point conversion to Draw Points.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted *Extreme* scratch-offs, \$ scratch-offs, *Ravens* scratch-offs and second-chance promotion, new *FAST PLAY* tickets, *Multi-Match Bonus* promotion and the Census deadline through our social media and website assets.
2. Continuing to work on plans for hosting virtual events via Facebook Live.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Holiday* scratch-offs and second-chance contest.
2. Work on enhancing the website to further improve the player experience.

d) Research

1. Moving forward with online focus groups for Fast Play in early November.