

# 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: November 10, 2020

SUBJECT: Report for the November 2020 Commission Meeting

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

## 1. Product Development

### a) Scratch-Off Products and Promotions

#### i. Key accomplishments last 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 1/18/21)
2. *James Bond 007™ Second-Chance Contest*: The fourth drawing was held 10/13/20; 173,699 entries were received.
3. *Raven's Second-Chance Contest*: The third drawing was held 10/27/20; 708,516 entries were received.
4. *Holiday Cash & Dash Second-Chance Contest*: The first drawing was held 10/27/20; 489,713 entries were received. The second drawing was held 11/4/20; 1,178,552 entries were received.

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

1. December Scratch-Off Launch (12/28/20):
  - a. \$1 – *Ca\$h On The Spot*
  - b. \$5 – *Plu\$ The Money*
  - c. \$10 – *Bankroll Buck\$*
2. *Raven's Second-Chance Contest*: The fourth drawing will be held 11/23/20; as of 11/8/20; 236,146 entries were received.
3. *Holiday Cash & Dash Second-Chance Contest*: The third drawing was to be held 11/10/20; as of 11/8/20, 1,598,260 entries were received. The fourth drawing was to be held 11/17/20.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments:

1. *Racetrax \$6 for \$5 Breeder's Cup*: From 11/4/20 – 11/7/20 (4 days) any player that made a \$6 Racetrax purchase received a \$1 discount.
2. *ThanksWINNING All Games Promotion*: From 11/2/20 – 12/6/20 (5 weeks) Players can 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

### ii. Upcoming tasks:

1. *Pick 3 & Pick 4 Let It Snow Promotion*: From 12/7 – 1/3/21 (4 weeks) any Pick 3 or Pick 4 purchase may generate (on an Nth basis) a receipt for a \$2 or \$5 instant win voucher, or a free \$5 Jack Frost Jackpot FAST PLAY ticket.
2. *Holiday Keno Sprinkler*: From 12/7 – 1/3/21 (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
3. *Racetrax "Race into 2021"*: From 12/31/20 – 1/2/21 (3 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. Key accomplishments:

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*: The *Extreme* scratch-off advertising is on air with TV and radio continuing through 11/25.
2. *FAST PLAY – November Launch*: Finalized the media plan for the *FAST PLAY* November game launch. Media began on 11/4 and will continue through 11/25. The media support includes digital bulletins, metro displays, digital ad units, and social media. All creative was completed for the various media placements.

3. *Holiday Scratch-Offs*: Approved the media plan for *Holiday* scratch-offs, which runs from 11/26 – 12/24. Advertising support for this initiative is robust and includes TV, cable, Hulu, radio, streaming audio, out-of-home, digital units, paid search, and social media. We also completed all digital and out-of-home creative, selected two radio scripts to produce, and shot the *Holiday* television commercial.
  4. *X the Cash Family of Games*: Began planning for the next *Family of Games – X the Cash*. This *FOG* launches on 1/18 and will receive statewide media support.
  5. *University of Maryland*: Reached a sponsorship agreement with the *University of Maryland* for its shortened football season. This sponsorship includes in-stadium signage that is visible to the TV viewer, radio spots and digital banners on their website.
  6. *FY'21 Planning*: Finalized advertising plans for the second half of the fiscal year, identifying products and promotions that will receive paid advertising support.
- ii. **Upcoming tasks:**
1. *Holiday Scratch-Offs*: Complete production of all *Holiday* creative materials. Media is scheduled to begin on 11/26 and continue through 12/24.
  2. *X the Cash Family of Games*: Work with GKV and 9Rooftops on the development of the creative campaign and media plan that will be used to launch the *X the Cash Family of Games* in late January.
  3. *University of Maryland*: Continue conversations with the *University of Maryland* regarding their upcoming basketball season.
- b) **My Lottery Rewards**
- i. **Key accomplishments:**
1. 37,791 players engaged with My Lottery Rewards during October 2020; down 1% vs. September 2020.
  2. *Win \$50 or \$100* was the scratch-off that had the most ticket entries in October. The popular \$ (Dollar Sign) scratch-off had the most unique enterers.
  3. In October, the 18-24 demographic saw a 34% increase in the first ticket entered vs. September 2020.
  4. 76,593 coupon rewards were issued in October; 46,175 coupon rewards were redeemed (60% redemption rate).
  5. Implemented and/or maintained three second chance promotions and twelve points-for-drawings promotions in October.
- ii. **Upcoming Tasks:**
1. Work with SGI to finalize and deploy “Coupon Expiration” email notifications.
  2. Continue to implement push notifications and emails in line with the CRM strategy.
  3. Maintain player communication for Prize Point conversion to Draw Points.

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## c) Web, Digital and Social

### i. Key accomplishments:

1. Promoted *Holiday* scratch-offs, *Extreme* scratch-offs, and the *Ravens* scratch-offs and second-chance promotion through our social media and website assets.
2. Worked with GKV to finalize a mobile app requirements document that they have sent to production companies in pursuit of creating a new Maryland Lottery mobile app.

### ii. Upcoming Tasks

1. Execute social and digital plans for the *Holiday* scratch-offs and second-chance contest, focusing on gift giving.
2. Create social and digital plans for the January *X the Cash - Family of Games* scratch-offs.
3. Work on enhancing the website to further improve the player experience.

## d) Research

1. Work with GKV to complete online focus groups for Fast Play and develop summary report of the findings.
2. Review Q1 data from our Ipsos consumer tracking study and distribute to management.