

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: December 8, 2020

SUBJECT: Report for the December 2020 Commission Meeting

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

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*
2. *Raven's Second-Chance Contest*: The fourth drawing was held 11/23/20; 469,033 entries were received.
3. *Holiday Cash & Dash Second-Chance Contest*: The following drawings were held:
 - #3: 11/10/20; 1,683,101 entries were received.
 - #4: 11/17/20; 2,252,257 entries were received.
 - #5: 11/23/20; 2,658,509 entries were received.
 - #6: 12/1/20; 3,169,863 entries were received.
 - #7: 12/8/20; 3,693,217 entries have been received.
 - #8: Was to be held 12/15/20; 3,693,217 entries have been 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. January Multiplier Family of Games Launch (1/18/21):
 - a. \$1 – *5X The Cash*
 - b. \$2 – *10X The Cash*
 - c. \$5 – *20X The Cash*
 - d. \$10 – *50X The Cash*
3. *Raven's Second-Chance Contest*: The fifth drawing will be held 12/21/20; 220,267 entries have been received.

4. *Multiplier Second-Chance Contest*: Players may enter non-winning tickets into their My Lottery Rewards account for a chance to win cash. Once a ticket is submitted, second-chance contest entries will be determined via the “Multiplier wheel”. Entries will be cumulative. Additionally, this contest has a new feature: “surprise” bonus drawings that will occur in between each regular drawing date (Four scheduled drawings plus three bonus drawings, totals seven drawings). Players will be notified a day or so before the drawing to create a sense of urgency.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *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
2. *Pick 3 & Pick 4 Let It Snow Promotion*: From 12/7 – 1/3/21 (4 weeks) the Pick 3 and Pick 4 Let It Snow Promotion returns. Designed to reward the most loyal of our core players, this year the promotion also introduces those players to the FAST PLAY product line. During the promotional period, any Pick 3 or Pick 4 purchase may generate (on an Nth ticket basis) a receipt for a \$2 or \$5 instant win voucher, or a free \$5 Jack Frost Jackpot FAST PLAY ticket.
3. *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.

ii. Upcoming tasks:

1. *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. Upcoming tasks:

1. January FAST PLAY Launch (1/4/21)
 - a. \$2 – *Blackjack*
 - b. \$3 – *Why Did the Chicken Cross the Road?*
 - c. \$5 – *Chili Pepper Payout (Progressive)*
 - d. \$20 – *Diamond Mine (Progressive)*

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Holiday Scratch-Offs*: Completed production of the *Holiday* television and radio spots, as well as all digital and out-of-home creative materials. Statewide media began on 11/26 and will continue to run through 12/24.
2. *FAST PLAY*: Worked with GVK to develop creative materials for existing assets (LIMs, digital billboards, website, social media) to support the launch of new *FAST PLAY* games in early January. Communications will focus on games with progressive jackpots.
3. *X the Cash Family of Games* – reviewed initial creative materials and media plans to support the launch of the *X the Cash Family of Games*.
4. *Willy Wonka Scratch-Off*: Began planning for the second launch of the popular *Willy Wonka* scratch-off.
5. *University of Maryland*: Worked with 9Rooftops to evaluate a proposal from the *University of Maryland* for their 2021 basketball season.
6. *Towson University*: Finalized a sponsorship with *Towson University* to support the basketball and lacrosse seasons. Produced all creative assets for the basketball season.
7. *Walmart* – Worked with GVK to finalize merchandising materials that will support the launch of Lottery sales in Walmart locations.

ii. Upcoming tasks:

1. *X the Cash Family of Games*: Work with GKV and 9Rooftops to finalize creative materials and media support for the launch of the *X the Cash Family of Games*.
2. *FAST PLAY*: Finalize and produce materials that will be used to support the new game launch in early January.
3. *\$30 VIP Club and \$10 Cash Scratch-offs* – Work with GKV and 9Rooftops to develop digital-centric marketing plans to support the launch of these companion scratch tickets.
4. *Willy Wonka Scratch-Off*: Work with licensor to determine the point-of-sale needs for the *Willy Wonka* scratch-off. Begin discussions with GKV and 9Rooftops to develop the marketing plan and elements that will support this game.
5. *University of Maryland*: Continue discussions about the feasibility of a 2021 sponsorship with the *University of Maryland* basketball program.
6. *Orioles and MASN-TV*: Begin discussions with the *Orioles* and *MASN-TV* about sponsorships for the 2021 MLB season.

b) My Lottery Rewards

i. Key accomplishments:

1. 38,068 players engaged with *My Lottery Rewards* during November 2020; up 1% vs. October 2020.
2. The *Holiday Luck X5* scratch-off was the most entered ticket during November 2020.

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3. There were 2,663 new *My Lottery Rewards* registrations in November 2020; up 19% vs. October 2020
 4. 65,927 coupon rewards were issued in November 2020. Seventy four percent (74%) of these were redeemed.
 5. Implemented and/or maintained two second chance promotions and ten points-for-drawings promotions in November.
- ii. **Upcoming Tasks:**
1. Continue to implement push notifications and emails in line with the CRM strategy.
 2. Maintain player communication for Prize Point conversion to Draw Points.
- c) **Web, Digital and Social**
- i. **Key accomplishments:**
1. Promoted new FAST PLAY games, *Holiday* scratch-offs, *Ravens* scratch-offs and second-chance promotion, and the ThanksWINNING promotion through our social media and website assets.
 2. Developed a new way to display FAST PLAY progressive top prize amounts on the homepage of the website.
 3. Created new generic winner graphics to use in promoting winners on social media.
- ii. **Upcoming Tasks**
1. Create social and digital plans for the January *X the Cash - Family of Games* scratch-offs.
 2. Continue work on enhancing the website to further improve the player experience.
 3. Continue pursuing a move to a new and more robust email marketing platform.
- d) **Research**
1. Completed online focus groups for Fast Play. Summary report will be used to shape upcoming marketing initiatives.