

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: January 19, 2021

SUBJECT: Report for the January 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. 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*
2. *Game Closing Activity*: This information is included in a supplemental report.
3. *Raven's Second-Chance Contest*: The fifth drawing was held 12/21/20; 427,423 entries were received. The sixth drawing was held 1/19/21; 373,953 entries were received as of 1/17/21.
4. *Holiday Cash & Dash Second-Chance Contest*: The following drawings were held:
 - #8: 12/15/20; 4,259,513 entries were received.
 - #9: 12/21/20; 4,703,661 entries were received.
 - #10: 12/30/20; 5,595,222 entries were received.
 - #11: 1/5/21; 6,143,122 entries were received.
 - #12: 1/12/21; 6,555,729 entries were received.

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/22/21):
 - a. \$2 – *Bonus\$ Cash*
 - b. \$3 – *Bonus Crossword 3rd Edition*
 - c. \$5 – *Double Your Money*
 - d. \$10 – *CASH*
 - e. \$30 – *VIP Club*

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

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. Key accomplishments:

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. *Mega Millions and Powerball Jackpots*: Provided advertising support for the *Mega Millions* and *Powerball* jackpots from mid-November through early January. Broadcast advertising stopped when the jackpots reached news-worthy levels.
2. *Ravens*: Continued to update all sponsorship elements and internal assets promoting the *Ravens scratch-off* and the final second-chance deadline through the *Ravens'* playoff run.
3. *FAST PLAY – January Launch*: To support the launch of four new *FAST PLAY* games, a 3-week statewide radio buy was executed. A radio spot that highlights the *Diamond Mine Progressive* game was utilized.
4. *X Multiplier Family of Games*: A statewide media plan to support the *X Multiplier Family of Games* began on 1/25 and will continue through 2/28. This effort includes television, radio, out-of-home, digital and social media. An animated television commercial, featuring Dr. X and Cashbot, is the centerpiece of the campaign.
5. *\$10 Cash and \$30 VIP Club*: Began planning for the launch of *\$10 Cash* and *\$30 VIP Club scratch-offs*.
6. *Willy Wonka*: Selected point-of-sale for the new *Willy Wonka scratch-off*. Also began working with the licensor to finalize other creative materials that are available for our use.
7. *FAST PLAY – April Launch*: Began planning for the April launch of the new *FAST PLAY* games, including *Home Run Riches*, which will be featured in all *Orioles* and *MASN-TV* materials for the 2021 season.
8. *University of Maryland*: The Lottery reached an agreement with the *University of Maryland* for the 2021 basketball season. All creative assets are complete and the media is on-going

ii. Upcoming tasks:

1. *\$10 Cash and \$30 VIP Club*: Finalize the creative materials and media plan for the *\$10 Cash* and *\$30 VIP Club* joint initiative.
2. *Willy Wonka*: Continue to work with GKV and the licensor on the development of all creative assets. Work with 9Rooftops to begin development of the media plan that will support the launch of the game.
3. *FAST PLAY – April Launch*: Continue to work with GKV and 9Rooftops to develop a *FAST PLAY* campaign that will launch in April 2021.
4. *Orioles and MASN-TV*: Continue working with 9 Rooftops, the *Orioles* and *MASN-TV* to develop and evaluate sponsorship agreements for the 2021 *Orioles* season. The Lottery plans to continue with the *Contestant of the Game* second-chance promotion in 2021.

b) My Lottery Rewards

i. Key accomplishments:

1. 45,514 players engaged with My Lottery Rewards during December 2020; up 14% vs. November 2020.
2. The *Holiday Luck X5 scratch-off* was popular with MLR members. This ticket had the most overall entries and the most unique enterers during the month of December.
3. The MLR program had 4,742 new registrations in December 2020; up 78% vs. November 2020.
4. We saw 57,957 MLR mobile app users in December 2020. Of these, 15,268 were new app users.
5. Implemented and/or maintained two second chance promotions and ten points-for-drawings promotions in December.

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 the second-chance promotion, the *Pick 3/Pick 4 Let it Snow* promotion, the *Keno Sprinkler* promotion and the *Mega Millions* and *Powerball* jackpots through social media and website assets.
2. Improved user experience on the website by reorganizing the placement of some information and links.
3. Extended the *Ravens scratch-off* paid search campaign to capitalize on the excitement around the playoffs.

ii. Upcoming Tasks

1. Execute social and digital plans for the *X Multiplier Family of Games scratch-offs*.
2. Create social and digital plans for the *Willy Wonka scratch-off*.
3. Continue pursuing a move to a new and more robust email marketing platform.