

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: February 16, 2021

SUBJECT: Report for the February 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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*
2. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
468	\$10	50X The Cash	\$28,931,000.00	\$20,836,611.08	8,094,389	1/20/2021

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
422	\$1	Cloud 9	\$4,077,400.00	\$2,348,121.29	1,729,279	2/4/2021
454	\$3	Diamond Bingo	\$9,807,900.00	\$6,410,393.34	3,397,507	2/4/2021

3. *Raven's Second-Chance Contest:* The sixth drawing was held 1/19/21; 539,621 entries were received.
4. *Multiplier Second-Chance Contest:* The first drawing was held 2/10/21; 2,723,338 entries were received. The first Bonus Drawing was to be held 2/23/21; as of 2/14/21, 3,332,632 entries have been received.

ii. Upcoming tasks for this period:

1. March Scratch-Off Launch (3/22/21):
 - a. \$1 – *7-11-21® Tripler*
 - b. \$3 – *Super Tic-Tac-Toe*
 - c. \$5 – *Win Win Win*
 - d. \$10 – *Willy Wonka Golden Ticket™*

2. *Multiplier Second-Chance Contest*: The second drawing will be held 3/3/21; as of 2/14/21, 3,332,632 entries have been received.
3. *Willy Wonka Golden Ticket™ Second-Chance Contest*: Players may enter non-winning Willy Wonka Golden Ticket™ tickets into My Lottery Rewards to win a trip for two to Las Vegas and \$1,000 cash (8 drawings = 8 winners). In Las Vegas, the winner will be admitted into the EVERLASTING MILLION CHALLENGE™ where they will have the chance to win a cash prize from one thousand dollars (\$1,000) up to a lifetime prize of one million dollars (\$1,000,000) a year. Entries will not be cumulative.

b) FAST PLAY Products and Promotions

i. Upcoming tasks for this period:

1. March FAST PLAY Launch (3/8/21)
 - a. \$5 – *Home Run Riches*
2. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: Beginning 3/8/21, players may enter winning and non-winning Home Run Riches FAST PLAY tickets into My Lottery Rewards and receive one (1) entry into the second chance promotion. There will be 6 drawings. The winners will be chosen for prizes of \$500 cash and become a Contestant of the Game and win an additional \$500 for every home run scored by an Orioles player.
3. *FAST PLAY Game Closing*: The first batch of FAST PLAY games are planned to close on Monday, March 8th. Six (6) games are scheduled to close at system shut down on 3/8/21. One additional game, due to its progressive top prize, will close after the next top prize is won after 3/8/21.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *X the Cash Family of Games*: Completed production of all *X the Cash Family of Games* creative assets, including television and radio spots, digital and social, and out-of-home. The statewide media plan began running on 1/25 and will continue through 2/28.
2. *\$10 Cash* and *\$30 VIP Club*: Approved a media plan that will support the launch of *\$10 CASH* and *\$30 VIP Club*. The media will run from 2/22 – 3/28 and consists of digital out-of-home, pre-roll video, large digital units, and social. Creative development for all materials has been completed.
3. *Home Run Riches – FAST PLAY*: Working with GKV and 9Rooftops to develop plans to launch the *Home Run Riches FAST PLAY* game on 3/8. The primary support for this game will come through the *Orioles* and *MASN-TV* sponsorships, but other market-wide assets are being considered.
4. *Willy Wonka*: Finalized the *Willy Wonka* point-of-sale as well as the 30-second and 15-second television spots. Continuing to work on all other creative assets and the development of the media plan.

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5. *FAST PLAY – April Launch*: Working with GKV and 9Rooftops to develop a campaign that will support the *FAST PLAY* games scheduled to launch on 4/5.
 6. *Play Responsibly*: Working with GKV to produce new *Play Responsibly* creative materials that will debut in March 2021 in support of *Problem Gambling Awareness Month*. The new creative materials deliver the “Play Responsibly” message in a positive tone.
- ii. **Upcoming tasks:**
1. *\$10 Cash* and *\$30 VIP Club*: Complete production of the digital units, pre-roll video and social media posts for the *\$10 Cash* and *\$30 VIP Club* campaign.
 2. *Home Run Riches – FAST PLAY*: Finalize marketing materials needed to support the launch of the *Home Run Riches FAST PLAY* game.
 3. *Willy Wonka*: Finalize the media plan and a few remaining creative assets (radio and digital OOH) for the launch of *Willy Wonka*.
 4. *FAST PLAY – April Launch*: Finalize the media plan that will support the launch of the *FAST PLAY* games on 4/5. Continue to work with GKV to develop a new *FAST PLAY* creative campaign.
 5. *Play Responsibly*: Finalize production of all *Play Responsibly* creative materials and the media plan for the March effort.
 6. *Loaded Family of Games Scratch-Offs*: Work with GKV and 9Rooftops to begin planning for the launch of the *Loaded FOG Scratch-Offs*.
 7. *Orioles and MASN-TV*: Continue working with the *Orioles* and *MASN-TV* to implement sponsorships 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. 54,594 players engaged with *My Lottery Rewards* during January 2021; up 20% vs. December 2020.
 2. Fueled by the large jackpots, the MLR program had 49,746 new registrants in January 2021; up 105% vs. December 2020.
 3. We saw 83,075 MLR App users in January 2021; 29,696 of these were new users.
 4. When compared to December of 2020, the number of players entering their first ticket increased 86% across all demographics.
 5. Implemented and/or maintained three second chance promotions and twelve points-for-drawings promotions in December.
- ii. **Upcoming Tasks:**
1. Implement new prize reveal graphics for players reaching MLR achievements.
 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 *X Multiplier Family of Games* scratch-offs and second-chance promotion, new *FAST PLAY* games and the *Mega Millions* and *Powerball* jackpots and winners through social media and website assets.
2. Created printable lottery-themed Valentine's Day cards and virtual backgrounds.
3. Established procedures for closing *FAST PLAY* games and created a "closed games" web page.

ii. Upcoming Tasks

1. Execute social and digital plans for the *\$10 CASH* and *\$30 VIP Club* scratch-offs.
2. Create social and digital plans for the *Willy Wonka* scratch-off and second-chance promotion.
3. Continue pursuing a move to a new and more robust email marketing platform.

d) Research

1. Reviewed results of Ipsos Q2 Player Tracking Study and coordinated presentation to management team.