

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: March 16, 2021

SUBJECT: Report for the March 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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 first bonus drawing was held 2/23/21; 4,360,313 entries were received. The second drawing was held 3/3/21; 5,236,638 entries were received. The second bonus drawing was to be held 3/15/21; as of 3/14/21, 6,621,837 entries had 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.

ii. Upcoming tasks for this period:

1. April Scratch-Off Launch (3/22/21):
 - a. \$1 – I Love To Win
 - b. \$2 – Summer Fun
 - c. \$5 – 24 Karat Gold
 - d. \$10 – Royal Cash Fortune
2. *Multiplier Second-Chance Contest*: The third drawing will be held 3/31/21; as of 3/14/21, 6,621,837 entries have been received.

3. *Summer Fun Second-Chance Contest*: Players can enter non-winning Summer Fun Instant Tickets into My Lottery Rewards and automatically receive one entry into the 2nd Chance contest. There will be four drawings in which five winners will be chosen to win \$2,500 cash (20 winners total). Entries are not cumulative.

b) Draw and Monitor Game Products and Promotions

i. Upcoming task for this period:

1. *FAST PLAY 1st Anniversary All-Games Promotion*: From 4/5/21 – 5/2/21 (4 weeks) players will have a chance to win a free FAST PLAY ticket when purchasing their favorite terminal games. This is an Nth ticket promotion with 3 prize tiers. All terminal game purchases made during the promotion period could receive:
 - Free \$1 7-11-21® FAST PLAY ticket
 - Free \$2 Bloomin' Bucks FAST PLAY ticket
 - Free \$10 Jackpot Party™ FAST PLAY ticket
2. *Racetrax \$6 for \$5 Triple Crown*: From 4/26/21 – 5/2/21 (7 days to coincide with the Kentucky Derby) 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 last period:

1. March FAST PLAY Launch (3/8/21)
 - a. \$5 – *Home Run Riches*

ii. Upcoming tasks for this period:

1. April FAST PLAY Launch (4/5/21)
 - a. \$1 – 7-11-21®
 - b. \$2 – *Bloomin' Bucks*
 - c. \$10 – *Jackpot Party™ (Progressive)*
2. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The first drawing will be held 3/30/21; as of 3/14/21, 8,795 entries have been received.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *\$10 Cash and \$30 VIP Club*: Completed the production of all creative elements (out-of-home, digital, and social media) for this initiative. Media began running on 2/22 and will continue through 3/28.
2. *Play Responsibly*: In support of *Problem Gambling Awareness Month*, the Lottery launched a new statewide *Play Responsibly* campaign. The media began on 3/8 and will continue through 3/28 and includes television, radio, digital bulletins, metro liveboards, and social media. The campaign encourages players to “*Play Responsibly*” in a positive manner.

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3. *Home Run Riches – FAST PLAY*: Finalized a small media effort in support of the launch of *Home Run Riches*. The media began on 3/8 and will continue through 4/18 and includes Hulu, digital video, social media, and point-of-sale. Completed production of one television spot to support *Home Run Riches*, as well as digital and social media units.
4. *Willy Wonka*: Finalized all *Willy Wonka* creative materials, including television and radio spots, out-of-home, digital, and social media elements. Also finalized the media plan which began on 3/22 and run through 5/2 and includes statewide coverage through television, OTT, radio, streaming audio, out-of-home, digital video, and social media.
5. *FAST PLAY – April Launch*: Approved the *FAST PLAY* creative direction for the April launch of four new games. Also approved the media plan, which will include statewide support beginning in early April.
6. *Loaded Family of Games Scratch-Offs*: GKV and 9 Rooftops are developing the creative campaign and media plan to launch the *Loaded FOG scratch-offs*.
7. *Orioles and MASN-TV Sponsorships*: Finalized sponsorships with the *Baltimore Orioles* and *MASN-TV*. The *Baltimore Orioles* sponsorship includes in-stadium signage and in-game radio spots. The *MASN-TV* sponsorship includes television spots in *Baltimore Orioles* and *Washington Nationals* programming, web and social coverage, and the *Contestant of the Game* feature announced by the *MASN-TV* broadcasters.

ii. **Upcoming tasks:**

1. *Home Run Riches – FAST PLAY*: Finish production of a second *Home Run Riches* television spot and several radio spots that will run throughout the season on *MASN-TV* and *Baltimore Orioles* radio.
2. *FAST PLAY – April Launch*: Move into production on all *FAST PLAY* creative elements for the April campaign. Finalize all media buys for the April campaign.
3. *Loaded Family of Games Scratch-Offs*: Continue to work with GKV and 9 Rooftops to finalize the creative campaign and media plan for the *Loaded FOG scratch-offs*.
4. *Orioles and MASN-TV*: Continue working with GKV to develop all creative materials needed for the *Baltimore Orioles* and *MASN-TV* sponsorships.

b) My Lottery Rewards

i. **Key accomplishments:**

1. 42,760 players engaged with *My Lottery Rewards* during the month; down 22% vs. January 2021. This drop was due to the significant increase in January due to the high Powerball and Mega Millions jackpots. When compared to previous months prior to the high jackpots, unique user and registration metrics for February were in-line
2. The *20X The Cash scratch-off* had the most ticket entries and unique enterers.
3. We saw 57,588 MLR mobile app users in February 2021. Approximately 9,300 of these were new users.

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4. Implemented and/or maintained one second chance promotion and ten points-for-drawings promotions in February.

ii. Upcoming Tasks:

1. Continue to develop and implement weekly achievements to increase player engagement.
2. Develop tactics to increase push notification acceptance by members.
3. Continue to develop and implement emails for various player journeys in line with our CRM strategy.
4. Maintain player communication for Prize Point conversion to Draw Points.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the *FAST PLAY Home Run Riches* ticket and second-chance contest, *VIP Club* and *Cash scratch-offs*, *X Multiplier Family of Games scratch-offs* and second-chance promotion, *Problem Gambling Awareness Month* and winners through social media and the website.
2. Launched the FAST PLAY "closed games" web page.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Willy Wonka Golden Ticket scratch-off* and second-chance promotion.
2. Create social and digital plans for the *Summer Fun scratch-off* and second-chance promotion.
3. Begin the move to a new and more robust email marketing platform.