

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center
1800 Washington Blvd., Suite 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

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: May 18, 2021

SUBJECT: Report for the May 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. May Scratch-Off Launch (5/24/21):
 - a. \$1 – \$50 Loaded
 - b. \$2 – \$100 Loaded
 - c. \$5 – \$500 Loaded
 - d. \$10 – \$1,000 Loaded
 - e. \$20 – \$5,000 Loaded
2. *May Soft Launch:* Due to a quicker sell through rate than anticipated, we launched game #538 Bingo x10 (4th edition) on Monday, May 17th.
3. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
436	\$2	Fortune Cookie	\$4,222,800	\$2,579,088	\$1,643,712	4/5/2021
443	\$1	Ca\$h To Go	\$2,675,000	\$1,499,911	\$1,175,089	4/5/2021
445	\$10	The Money Game	\$19,678,500	\$14,510,618	\$5,167,882	4/5/2021
447	\$1	Wild Cherry 777s	\$4,173,400	\$2,405,272	\$1,768,128	4/5/2021
452	\$10	Rose Gold	\$25,959,500	\$18,868,655	\$7,090,845	4/5/2021
456	\$5	Hot 5's Hot Streak	\$19,839,300	\$14,101,081	\$5,738,219	4/5/2021
467	\$5	20X The Cash	\$26,449,800	\$18,493,210	\$7,956,590	4/5/2021

4. *Multiplier Second-Chance Contest:* The third bonus drawing was held 4/14/21, 9,861,408 entries were received. The fourth and final drawing was held 4/28/21, 11,131,950 entries were received.
5. *Willy Wonka Golden Ticket™ Second-Chance Contest:* The first drawing was held 4/13/21, 414,156 entries were received. The second drawing was held 5/4/21, 321,228 entries were received.

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ii. Upcoming tasks for this period:

1. June Scratch-Off Launch (6/24/21):
 - a. \$3 – *Boardgame Bonus™*
 - b. \$5 – *Find The 9s*
 - c. \$5 – *Deluxe Crossword 6th Edition*
2. *Summer Fun Second-Chance Contest*: The first drawing was to be held 5/25/21; as of 5/16/21, 73,224 entries were received.
3. *Willy Wonka Golden Ticket™ Second-Chance Contest*: The third drawing was to be held 5/25/21; as of 5/16/21, 182,436 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments last period:

1. *Racetrax \$6 for \$5 Triple Crown*: From 5/10/21 – 5/16/21 (7 days to coincide with the Preakness) 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.
2. *Bonus Match May*: From 5/3 – 5/30/21 (4 weeks) players will receive a free \$1 quick pick *Bonus Match 5* ticket when they buy 9 boards for \$6. Only a \$6 (or more) *Bonus Match 5* purchase on a single ticket will activate the promotion and the terminal will automatically generate the free \$1 quick pick ticket.

ii. Upcoming tasks for this period:

1. *Racetrax \$6 for \$5 Triple Crown*: From 5/31/21 – 6/6/21 (7 days to coincide with the Belmont Race) 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.
2. *Keno Kicker Blitz Promotion*: From 6/10/21 to 7/4/21 on Thursdays, Fridays, Saturdays, and Sundays only from 8am to 10pm (16 days), an extra number could be drawn during Keno drawings, giving players an additional number to match with.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The second drawing was held 4/28/21; 94,989 entries were received.

ii. Upcoming tasks for this period:

1. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The third drawing was to be held 5/26/21; as of 5/16/21, 126,756 entries were received.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Loaded Family of Games* scratch-offs: Completed production on several *Loaded* FOG elements – :30 and :15 television spots and various out-of-home and digital elements. Also finalized the statewide media plan that will run from

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5/24 through 6/27 and includes television, cable, OTT, radio, out-of-home, digital display units and social media.

2. *Sports Sponsorships:*

- a. *Baltimore Ravens:* Finalized *Ravens* 2021 sponsorship and prizing agreements. Prizing agreement is scheduled for BPW approval on June 2nd.
- b. *Washington Football Team:* Reviewing a proposal from the *Washington Football Team* for the 2021 season.
- c. *University of Maryland:* Have met with *UMD* and are waiting for a sponsorship proposal for the 2021-2022 football, basketball and lacrosse seasons.

3. *Annual Out-of-Home:* Finalized several annual out-of-home agreements for FY'22.

- a. *Jackpot Bulletins* – Six (6) units located in Baltimore, Carroll County, Hagerstown, Bel Air and Prince George's County.
- b. *Caton Avenue* – This bulletin is located on I-95 and displays key products throughout the year.
- c. *Digital Bulletins* – Reached an agreement with Clear Channel Outdoor to renew our annual digital bulletin campaign.

4. *FY'22 Planning:* Began planning for FY'22, concentrating efforts on those initiatives that will launch from July through September.

- a. *\$3 Boardgame Bonus* scratch-off
- b. *\$5 Money Multiplier, \$10 Win \$50 or \$100, and \$20 Money Explosion*
- c. *\$2 and \$5 Ravens* scratch-offs (8/23 launch)
- d. *Powerball Double Play and Drawings 3-Days a Week* (8/23 launch)
- e. *\$5 - Luck, \$10 - Lucky, \$20 - \$250,000 Lucky* scratch-offs

ii. **Upcoming tasks:**

1. *Loaded Family of Games Scratch-Offs:* Complete production of two :30 radio spots and other graphics as needed.

2. *Sports Sponsorships:*

- a. *Baltimore Ravens:* Begin the creative development for all Ravens sponsorship assets.
- b. *Washington Football Team:* Finalize a sponsorship agreement with the *Washington Football Team* for the 2021 season and begin creative development of sponsorship assets as needed.
- c. *University of Maryland:* Finalize a sponsorship agreement with the *University of Maryland* for 2021-2022.

3. *Annual Out-of-Home:*

- a. *Metro Liveboards and Jackpot Dioramas* – Work to renew our annual agreement with *OUTFRONT* for Metro Liveboards and Jackpot Dioramas.

4. *FY'22 Planning:* Continue to plan for various product launches concentrating efforts for those products launching July – September.

b) My Lottery Rewards

i. Key accomplishments:

1. 44,060 players engaged with *My Lottery Rewards* during April 2021; up 2% vs. March 2021.
2. The *WILLY WONKA GOLDEN TICKET™* scratch-off had the most ticket entries and unique enterers during the month of April.
3. We recorded 3,488 new My Lottery Rewards registrations in April 2021; up 24% vs. March 2021.
4. Implemented and/or maintained four second chance promotions and eleven points-for-drawings promotions in March.

ii. Upcoming Tasks:

1. Continue to implement push notifications and emails in line with CRM strategy.
2. Maintain player communication for Prize Point conversion to Draw Points.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the *Loaded* FOG scratch-offs, *Summer Fun* scratch-off and second-chance contest, *FAST PLAY Home Run Riches* ticket and second-chance contest, *Spring Fling* promotion, *Bonus Match 5 May* promotion, the rising *Mega Millions* jackpot, and various winners through social media and the website.
2. Created free printable lottery birthday and Mother's Day cards.
3. Completed the transition to a new, more robust email platform.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Loaded* FOG scratch-offs.
2. Create social and digital plans for the *Boardgame Bonus* scratch-off.
3. Continue to develop strategy and goals for our new email program.

d) Research

1. Completed quarterly Ipsos tracking study report and presented to executive management. Overall trends are positive and reflect the Lottery's sales success.