

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Jim Nielsen, Deputy Director/COO

FROM: Leo Mamorsky, Managing Director, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: June 15, 2021

SUBJECT: Report for the June 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

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

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
407	\$5	Super Cash	\$19,468,500.00	\$13,710,644.62	\$5,757,855.38	5/3/2021
449	\$5	Deal Or No Deal	\$19,182,900.00	\$13,566,623.39	\$5,616,276.61	5/3/2021
464	\$5	Magic 8 Ball Bingo	\$17,747,700.00	\$12,292,178.89	\$5,455,521.11	5/3/2021

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
435	\$5	88 Fortunes	\$16,286,100.00	\$11,542,842.96	\$4,743,257.04	5/31/2021
450	\$10	Emerald 10s	\$18,469,500.00	\$13,506,159.05	\$4,963,340.95	5/31/2021
463	\$1	Triple It	\$2,542,000.00	\$1,432,494.57	\$1,109,505.43	5/31/2021
489	\$5	James Bond	\$22,503,000.00	\$15,873,218.73	\$6,629,781.27	5/31/2021

3. *Willy Wonka Golden Ticket™ Second-Chance Contest:* The third drawing was held 5/25/21, 260,368 entries were received. The fourth drawing was to be held 6/15/21; as of 6/13/21, 185,438 entries were received.
4. *Summer Fun Second-Chance Contest:* The first drawing was held 5/25/21, 89,565 entries were received.

ii. Upcoming tasks for this period:

1. July Scratch-Off Launch (7/24/21):
 - a. \$1 – *Aces High*
 - b. \$3 – *Diamond Bingo 2nd Edition*
 - c. \$5 – *Multiplier Money*
 - d. \$10 – *Win \$50 or \$100 3rd Edition*
 - e. \$20 – *Money Explosion*

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2. *July Soft Launch*: Due to a quicker sell through rate than anticipated, we will be launching game #549 Gold Bar Bingo (2nd edition) on Monday, July 12th.
3. *Summer Fun Second-Chance Contest*: The second drawing will be held 6/29/21; as of 6/13/21, 37,955 entries have been received.
4. *\$120,000 Summer Giveaway Second-Chance Contest (7/1/21 – 8/23/21)*: Players who enter any eligible \$1, \$2 or \$3 instant ticket (any active ticket during promotion) will receive one entry into the contest. Drawings will be held every Tuesday (8 drawings total) for cash prizes of \$1,000 and \$5,000 (1 drawing = 7 winners: 2 x \$5,000; 5 x \$5,000). Entries will not be cumulative.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments last period:

1. *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 third drawing was held 5/26/21; 137,934 entries were received.

ii. Upcoming tasks for this period:

1. July FAST PLAY Launch (7/5/21)
 - a. \$1 – *Perfectly Peared*
 - b. \$3 – *Invaders From The Planet Moolah*
 - c. \$20 – *Hit The Jackpot! (Progressive)*
2. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The fourth drawing will be held 6/30/21; as of 6/13/21, 164,422 entries were received.
3. *FAST PLAY Game Closing*: Three (3) FAST PLAY games are planned to close Sunday, July 4th. Two games are scheduled to close at system shut down on 7/4/21. One additional game, due to its progressive top prize, will close after the next top prize is won after 7/4/21.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Loaded Family of Games Scratch-Offs*: The *Loaded FOG* media plan began running on 5/24 and will continue through 6/27. All creative elements were completed.
2. *Boardgame Bonus Scratch-Off*: Approved the media plan for *Boardgame Bonus* which will begin on 6/28 and continue through the end of July. Included in the

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plan is Radio, Out-of-Home, Digital and Social. Also approved OOH, Radio and Digital creative concepts.

3. *FAST PLAY – July Launches*: Approved the television concept for the *FAST PLAY* July launch. Also signed off on the media brief to begin planning for the July games.
4. *Ravens Scratch-Offs (8/23 launch)*: Approved the creative direction for the *Ravens 2021* campaign and signed off on the media brief to begin media planning.
5. *Powerball Double Play and Drawings 3-Days a Week (8/23 launch)*: Reviewed the creative campaign to launch *Powerball Double Play* and drawings 3-days a week. GKV is now working through revisions to some of the creative elements. Approved the media brief.
6. *Sports Sponsorships*:
 - a. *Baltimore Ravens*: Finalized our *Ravens 2021* sponsorship and prizing agreements.
 - b. *Washington Football Team*: Reviewing a proposal from the *Washington Football Team* for the 2021 season.
 - c. *University of Maryland*: Approved the 2021-2022 sponsorship proposal for *UMD*.
7. *Annual Out-of-Home*: Finalized all of our annual out-of-home agreements for FY'22.
8. *Mega Millions Jackpot Support*: Supported the *Mega Millions* jackpot roll with TV, Radio, and Digital OOH from 5/10 through 5/28.

ii. Upcoming tasks:

1. *Boardgame Bonus Scratch-Off*: Complete production of two-:30 radio spots as well as all OOH, Digital and Social creative materials. 9 Rooftops to execute the approved plan and place all buys.
2. *FAST PLAY – July Launches*: Finalize and produce all creative materials for the *FAST PLAY* July launch. Also review and approve the media plan.
3. *Ravens Scratch-offs*: Continue working with GKV on the creative development and production for this year's campaign. Will also review the *Ravens* media plan with 9 Rooftops in the coming weeks.
4. *Powerball Double Play & 3 Draws a Week Drawings*: Finalize the creative for the launch of *Powerball Double Play* and the introduction of a third weekly drawing. Review media plan with 9 Rooftops in the coming weeks.
5. *Luck and Lucky Scratch-Offs*: Began planning for the *\$5 Luck*, *\$10,000 Lucky*, and *\$100,000 Lucky* scratch-offs with GKV and 9 Rooftops.
6. *Sports Sponsorships*:
 - a. *Baltimore Ravens*: Continue working with the *Baltimore Ravens* on the development of all sponsorship assets.
 - b. *Washington Football Team*: Finalize a sponsorship agreement with the *Washington Football Team* for the 2021 season.
 - c. *University of Maryland*: Work with *UMD* and GKV on the development of all sponsorship assets for the 2021 football season.

b) My Lottery Rewards

i. Key accomplishments:

1. 44,899 players engaged with *My Lottery Rewards* during May 2021; up 2% vs. April 2021.
2. The *WILLY WONKA GOLDEN TICKET™* scratch-off had the most unique enterers during May 2021. The *24 Karat Gold* scratch-off had the most ticket entries.
3. We recorded 3,130 new *MLR* registrations in May 2021; down 10% vs. April 2021.
4. We had 62,367 *MLR* App users in May 2021; 9,900 of these were new downloads.
5. Implemented and/or maintained three second chance promotions and eight points-for-drawings promotions in March.

ii. Upcoming Tasks:

1. Implement CRM workflow to keep active members engaged.
2. Continue to implement push notifications and emails in line with CRM strategy.
3. Maintain player communication for Prize Point conversion to Draw Points.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the *VaxCash* promotion, *Loaded FOG* scratch-offs, *Summer Fun* scratch-off and second-chance contest, *Racetrax \$6 for \$5* promotion, and various winners through social media and the website.
2. Created free printable lottery Father's Day cards.
3. Began testing variables and segmenting audiences for emails in our new email platform.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Boardgame Bonus* scratch-off.
2. Create social and digital plans for the *Powerball Double Play* and 3 draws per week game changes.