

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, Director



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TO: Maryland Lottery and Gaming Control Commission
John Martin, Director

FROM: Leo Mamorsky, Managing Director, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: August 16, 2021

SUBJECT: Report for the August 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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*
2. *July Soft Launch*: Due to a quicker sell through rate than anticipated, we soft launched game #549 Gold Bar Bingo (2nd edition) on Monday, July 12th.
3. August Scratch-Off Launch (8/23/21):
 - a. \$2 – *Ravens X2*
 - b. \$5 – *Ravens X5*
 - c. \$10 – *Ca\$h Bonus*
 - d. \$10 – *\$100,000 Crossword 5th Edition*
4. *Willy Wonka Golden Ticket™ Second-Chance Contest*: The fifth drawing was held 7/6/21, 148,733 entries were received. The sixth drawing was held 7/27/21, 130,596 entries were received. The seventh drawing was to be held 8/17/21; as of 8/15/21, 122,073 entries were received.
5. *Summer Fun Second-Chance Contest*: The second drawing was held 6/29/21, 63,615 entries were received. The third drawing was held 8/3/21, 50,879 entries were received.
6. *\$120,000 Summer Giveaway Second-Chance Contest*: The first drawing was held 7/6/21, 140,611 entries were received. The second drawing was held 7/13/21, 143,271 entries were received. The third drawing was held 7/20/21, 119,358 entries were received. The fourth drawing was held 7/27/21, 119,396 entries were received. The fifth drawing was held 8/3/21, 143,012 entries were received. The sixth drawing was held 8/10/21,

133,368 entries were received. The seventh drawing was to be held 8/17/21; as of 8/15/21, 85,831 entries were received.

ii. Upcoming tasks for this period:

1. September Scratch-Off Launch (9/20/21):
 - a. \$1 – *Blazing 777®*
 - b. \$5 – *Lucky*
 - c. \$10 – *\$10,000 Lucky*
 - d. \$30 – *\$100,000 Lucky*
2. *Summer Fun Second-Chance Contest*: The fourth and final drawing will be held 9/8/21; as of 8/15/21, 13,171 entries have been received.
3. *Ravens 2021 Second-Chance Contest*: Starting 8/23/21, players will be able to enter non-winning *Ravens X2* and *Ravens X5* instant tickets for a chance to win Season Tickets for 20 years, 2021 & 2022 Season tickets, “Pass for Cash” Game Day Experience, and \$10,000 cash. 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.

ii. Upcoming tasks for this period:

1. *State Fair Racetrax \$6 for \$5*: From 8/23/21 – 9/7/21 (2wks & 2 days to coincide with the State Fair) 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. *State Fair Keno Sprinkler Promotion*: From 8/23/21 – 9/7/21 (2wks & 2 days to coincide with the State Fair) players will have a chance to DOUBLE or TRIPLE their prizes when playing Keno. Doublers and Triplers may be produced based on an Nth basis for Keno, Keno Bonus, Keno Super Bonus & Packaged Keno to Go tickets.

c) FAST PLAY Products and Promotions

i. Key accomplishments last 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 was held 6/30/21, 186,132 entries were received. The fifth drawing was held 7/28/21, 228,154 entries were received. The sixth and final drawing was to be held 8/24/21; as of 8/15/21, 253,268 entries were received.
3. *FAST PLAY Game Closing*: Three (3) FAST PLAY games were closed Sunday, July 4th. Games #007 *In Between* and #010 *Three To Win*, closed at system

shut down on 7/4/21. Game #018 *Chili Pepper Payout*, due to its progressive top prize, will close after the next top prize is won after 7/4/21.

ii. **Upcoming tasks for this period:**

1. September FAST PLAY Launch (9/6/21)
 - a. \$2 – *Betty Boop™ Lady Luck*
 - b. \$5 – *World Championship Poker® (Progressive)*

2. Creative Services

a) Traditional Advertising

i. **Key accomplishments:**

1. *FAST PLAY – July Launches:* The Lottery completed the production of all *FAST PLAY* creative materials for the July launch, including a new television spot and new radio spots. The media plan was approved and placed with media running from 7/26 – 8/22. The media plan includes television, cable, OTT, Radio, Out-of-Home Bulletins and Metro Station Digital Boards, Digital and Social Media. The media plan coincided with the *Summer Olympics* and the Lottery ran in *Olympic* Television and Digital packages in Baltimore and Washington, D.C.
2. *Powerball Double Play and Drawings 3-Days a Week:* The Lottery completed the production on all *Powerball* creative elements, including a :15 Television commercial and a :15 Animated Video along with :30 Radio Spots. The media plan has been finalized and runs from 8/23 – 9/19. The *Powerball* media plan consists of Broadcast and Cable Television, OTT, Radio, Streaming Audio, Digital and Social.
3. *Ravens Scratch-Offs:* The Lottery approved the creative direction for the *Ravens* 2021 campaign. The Lottery is in the process of producing all creative assets for the *Ravens* campaign. The Lottery approved the *Ravens* media plan, which includes Broadcast and Cable Television, OTT, Radio, Streaming Audio, Print, Digital, and Social.
4. *Lucky Scratch-Offs:* The Lottery signed off on the creative direction for the *Lucky* campaign and is in the production phase. The Lottery reviewed the *Lucky* media plan and is in the process of reviewing and approving the plan, which is scheduled to begin on 9/22.
5. *Holiday Scratch-Offs:* The Lottery kicked-off planning with its agencies for the upcoming *Holiday Scratch-Offs* campaign.
6. *Sports Sponsorships:*
 - a. *Baltimore Ravens:* The Lottery is in the process of finalizing all creative assets for its *Ravens* sponsorship, this includes In-Stadium elements, Television and Radio spots, Digital components, and Game Day Activations.
 - b. *Washington Football Team:* The Lottery reached an agreement with *The Washington Football Team* for the 2021 season and is in the process of finalizing the creative assets.

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- c. *University of Maryland*: The Lottery finalized its agreement with *UMD* for the 2021-2022 season and is in the process of providing all creative assets.
- d. *Towson University*: The Lottery finalized a sponsorship with *Towson University* for the 2021-2022 season and is in the process of providing all creative assets.
- e. *Morgan State University*: The Lottery is in the process of reviewing a proposal from *MSU* for the 2021-2022 season.

ii. **Upcoming tasks:**

- 1. *Ravens Scratch-offs*: The Lottery to complete the production of all creative elements for the market wide campaign and for the *Ravens* team sponsorship.
- 2. *Powerball Double Play & 3-Days a Week Drawings*: The Lottery to continue to refresh campaign elements as needed.
- 3. *Lucky Scratch-Offs*: The Lottery to move forward with producing all creative campaign elements; the television spot is being filmed the week of 8/23. The Lottery to finalize the *Lucky* media plan.
- 4. *Holiday Scratch-Offs*: The Lottery to review the creative campaign options and select a direction for the 2021 *Holiday* campaign. The Lottery to work with its agency to develop the *Holiday* media plan.
- 5. *Sports Sponsorships*: The Lottery to continue working with its agencies to finalize all details pertaining to several upcoming sports sponsorships - *Baltimore Ravens*, *Washington Football Team*, *University of Maryland*, *Towson University* and *Morgan State University*.