

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • John Martin, 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  
John Martin, Director

FROM: Jill Baer, Director, Creative Services

DIVISIONS: Product Development and Creative Services

DATE: September 15, 2021

SUBJECT: Report for the September 2021 Commission Meeting

---

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

## 1. Product Development

### a) Scratch-Off Products and Promotions

#### i. Key accomplishments last 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. *Willy Wonka Golden Ticket™ Second-Chance Contest*: The seventh drawing was held 8/17/21, 133,194 entries were received. The eighth and final drawing was held 9/7/21, 177,433 entries were received.
3. *Summer Fun Second-Chance Contest*: The fourth and final drawing was held 9/8/21, 42,994 entries were received.
4. *\$120,000 Summer Giveaway Second-Chance Contest*: The seventh drawing was held 8/17/21, 115,451 entries were received. The eighth and final drawing was held 8/24/21, 119,736 entries were received.
5. *Ravens 2021 Second-Chance Contest*: The first drawing was held 9/1/21, 160,399 entries were received. The second drawing was to be held 9/21/21; as of 9/12/21, 364,743 entries were received.

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

1. October Scratch-Off Launch (10/18/21):
  - a. \$1 – *Holiday Cheer*
  - b. \$2 – *Cookies and Cash*
  - c. \$3 – *Peppermint Payout*
  - d. \$5 – *Holiday Riches*
  - e. \$10 – *Gold*
2. *Holiday Cash 2021 Second-Chance Contest*: Starting 10/18/21, players may enter non-winning Holiday instant tickets for a chance to win cash (65 winners total). Entries will be based on ticket price point (\$1 Holiday Cheer=

1 entry, \$2 Cookies and Cash= 2 entries, \$3 Peppermint Payout= 3 entries, etc.). Entries will not be cumulative.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments last 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 made a \$6 Racetrax purchase received a \$1 discount. The maximum discount received was \$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 had a chance to DOUBLE or TRIPLE their prizes when playing Keno. Doublers and Triplers were 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. September FAST PLAY Launch (9/6/21)
  - a. \$2 – *Betty Boop™ Lady Luck*
  - b. \$5 – *World Championship Poker® (Progressive)*
2. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The sixth and final drawing was held 8/24/21, 263,302 entries were received.

### ii. Upcoming tasks for this period:

1. *FAST PLAY Game Closing*: The next batch of FAST PLAY games are scheduled to be closed Sunday, October 3rd. Game #024 *Bloomin' Bucks* is to be closed at system shut down on 10/3/21. Games #022 *Home Run Riches*, #025 *Jackpot Party*, and #021 *Diamond Mine* will close after the next progressive top prize is won after 10/3/21.

## 2. Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. *Ravens Scratch-Offs*: Completed production of *Ravens* TV and radio spots as well as all out-of-home, digital, and social media materials. Also finalized the *Ravens* media plan, which began on 9/6 and will continue through 10/3.
2. *Lucky Scratch-Offs*: Finalized production of materials for the *Lucky* campaign, including TV and radio spots, out-of-home and digital assets. Also finalized the media plan to support this initiative, which began on 9/22 and runs through 10/31.
3. *Holiday Scratch-Offs*: Selected the creative direction for the *Holiday* 2021 scratch-off campaign. Initiated the development of the *Holiday* media plan with 9 Rooftops.

4. *Sports Sponsorships*: Finalized all sponsorship agreements and completed production of all assets for the Lottery's 2021 football sponsorships: *The Baltimore Ravens, The Washington Football Team, University of Maryland, Towson University, and Morgan State University.*

ii. **Upcoming tasks:**

1. *Holiday Scratch-Offs*: Begin production of its 2021 *Holiday* campaign with GKV and review the *Holiday* media plan with 9 Rooftops.
2. *Monopoly FOG & Monopoly FAST PLAY Games*: Begin the planning efforts for the launch of the *Monopoly FOG* Scratch-Offs and *Monopoly FAST PLAY* games in scheduled to launch January 2022.
3. *FY'22 Planning*: Continue planning for January – June product initiatives, determining those that will be supported with paid advertising.

b) **My Lottery Rewards**

i. **Key accomplishments:**

1. Just over 40,000 players engaged with My Lottery Rewards during August, up just slightly from the prior month.
2. The Win \$50 or \$100 scratch off has the most ticket entries and Multiplier Money had the most unique entered during August.
3. Likely due to rising multistate jackpots, new registrants topped 3,300 during August. We also saw approximately 8,500 new MLR mobile app users during the month.

ii. **Upcoming Tasks:**

1. Launch CRM workflow to keep active members engage
2. Continue to implement emails and push notifications consistent with overall CRM strategies
3. Maintain player communication about prize points conversion to draw points.

c) **Web, Digital and Social**

i. **Key accomplishments:**

1. Promoted new *Powerball* changes, *Ravens* scratch-offs and second-chance contest, *Keno Sprinkler* and *Racetrax* promotions, *Summer Fun* scratch-off and second-chance contest, and various winners through social media and the website.
2. Updated the website and app for the *Powerball Double Play* and 3 draws per week game changes.

ii. **Upcoming Tasks**

1. Execute social and digital plans for the *Lucky* scratch-offs.
2. Create social and digital plans for the *Holiday* scratch-offs and second-chance contest.
3. Share photos and videos on social media during the trip with the Ravens to Detroit with second-chance winners.