

Maryland Lottery and Gaming Control Agency



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

FROM: Jill Baer, Director, Creative Services

DIVISIONS: Product Development and Creative Services

DATE: October 12, 2021

SUBJECT: Report for the October 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. *Ravens 2021 Second-Chance Contest*: The second drawing was held 9/21/21, 14,604 entries were received.

ii. Upcoming tasks for this period:

1. November Scratch-Off Launch (11/15/21):
 - a. \$2 – *Match 3 Tripler*
 - b. \$5 – *Power 5s*
 - c. \$10 – *Power 10s*
 - d. \$20 – *Win \$100, \$200, or \$500*
2. *Ravens 2021 Second-Chance Contest*: The third drawing was to be held 10/18/21; as of 10/10/21, 1,322,719 entries were received.

b) Draw and Monitor Game Products and Promotions

i. Upcoming tasks for this period:

1. *ThanksWINNING All Games Promotion*: From 11/8 – 12/5/21 (4 weeks)
Players could see three different awards when purchasing any terminal game (including Fast Play). On an Nth ticket basis, players could receive:
 - \$2 Instant win voucher
 - \$5 Instant win voucher
 - A free \$1 Snow Me the Money Fast Play ticket

c) FAST PLAY Products and Promotions

i. Upcoming tasks for this period:

1. November FAST PLAY Launch (11/8/21)
 - a. \$1 – *Snow Me The Money (reactivated game)*
 - b. \$5 – *Jack Frost Jackpot (reactivated game)*
 - c. \$10 – *Holiday Money Match*

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Lucky Scratch-Offs*: completed production of materials for the *Lucky* campaign, including TV and radio spots, out-of-home and digital assets. The media plan to support this initiative began on 9/22 and runs through 10/31.
2. *FAST PLAY* – November Launch: Finalized all LIMS and website graphics for the new *FAST PLAY* games launching on 11/8.
3. *Holiday Scratch-Offs*: Selected the creative direction for the *Holiday 2021 Scratch-Off* campaign. Completed all phase 1 materials, which focus on the second-chance promotion and include two 30-second radio spots and various LIMS and website graphics. Also met with 9 Rooftops to review the media plan.
4. *Monopoly FOG Scratch-Offs*: Began planning for the *Monopoly FOG Scratch-Offs* with GKV and 9 Rooftops. The plan is to use a television commercial that the California Lottery previously produced.
5. *Powerball - Jackpot Support*: Promoted the rising *Powerball* jackpot from 8/31 – 10/2 with television, radio and digital out-of-home.

ii. Upcoming tasks:

1. *Holiday Scratch-Offs*: Begin production of phase 2 of the *Holiday* campaign materials which focus on gift giving. The television shoot is scheduled for the end of October and will begin airing the week of 11/22. We will also produce radio, out-of-home and digital assets and finalize the remainder of the *Holiday* media plan.
2. *Monopoly FOG Scratch-Offs*: Continue working with GKV and 9 Rooftops on the development of the *Monopoly* creative campaign and the media plan.
3. *FY'22 Planning*: Continue planning January – June marketing efforts, determining those campaigns that will be supported with paid advertising.
4. *Sponsorships*: Implement all basketball sponsorship elements for the *University of Maryland, Morgan State University* and *Towson University* sponsorships.

b) My Lottery Rewards

i. Key accomplishments:

1. Player engagement with *My Lottery Rewards* was up slightly in September, as 41,290 players engaged with the program during the month.
2. The Ravens early season success had a positive impact on players as *Ravens X5* had the most ticket entries and the most unique enterers into *My Lottery Rewards* during September.
3. 95,021 coupon rewards were issued to *My Lottery Rewards* members in September; of those, 48,986 coupon rewards were redeemed (52% redemption rate).
4. New member registrations were up 31% in September, likely due to increased Powerball play because of the rising jackpot.
5. Implemented and/or maintained two second chance promotions and eleven point-for-drawings in September.

ii. Upcoming Tasks:

1. Continue to implement emails and push notifications consistent with overall CRM strategies
2. Maintain player communication about the conversion of prize points to draw points.

c) Web, Digital and Social

i. Key accomplishments:

1. Promoted *Lucky* scratch-offs, *Ravens* scratch-offs and second-chance contest, new FAST PLAY games, *Powerball Double Play*, high jackpots and various winners through social media and the website.
2. Created segmented email lists within Mailchimp in order to send more targeted, interest-based emails. Open rates for these emails are 2 to 5 times higher than emails that go to our entire email list.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Holiday* scratch-offs.
2. Create social plans for the new November and December scratch-offs.