

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: Jill Baer, Director, Creative Services

DIVISIONS: Product Development and Creative Services

DATE: November 9, 2021

SUBJECT: Report for the November 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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 held 10/18/21, 741,755 entries were received. The fourth drawing was to be held 11/16/21; as of 11/7/21, 437,610 entries were received.
3. *Holiday Cash 2021 Second-Chance Contest*: The first drawing was held 10/26/21, 487,886 entries were received. The second drawing was held 11/2/21, 1,044,794 entries were received. The Third drawing was to be held 11/9/21; as of 11/7/21, 1,531,934 entries were received.
4. *Game Closing Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
455	\$2	Lucky 3s	\$5,366,558	\$3,878,883	\$1,487,675	10/4/2021
465	\$1	5X The Cash	\$4,809,972	\$3,007,665	\$1,802,307	10/4/2021
466	\$2	10X The Cash	\$7,595,315	\$4,995,695	\$2,599,620	10/4/2021
469	\$3	Bonus Crossword 2nd Edition	\$7,655,350	\$5,297,262	\$2,358,088	10/4/2021
474	\$10	Red Hot Riches	\$25,797,507	\$19,347,049	\$6,450,458	10/4/2021
478	\$10	Win \$50 or \$100	\$26,442,695	\$19,949,593	\$6,493,102	10/4/2021
486	\$5	Lucky 7s Tripler	\$20,019,829	\$14,654,859	\$5,364,970	10/4/2021
487	\$10	Lucky 7s Multiplier	\$26,191,745	\$19,759,637	\$6,432,108	10/4/2021

ii. Upcoming tasks for this period:

1. December Scratch-Off Launch (12/27/21):
 - a. \$1 – *Red Ball Cash Doubler*
 - b. \$5 – *Ca\$h To Go!*
 - c. \$10 – *Big Cash Riches*

b) Draw and Monitor Game Products and Promotions

i. **Key accomplishments last 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

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

1. *Pick 3 & Pick 4 Let It Snow Promotion:* From 11/29 – 12/26/21 (4 weeks) any Pick 3 or Pick 4 purchase may generate (on an Nth basis) a receipt for a \$2 or \$5 instant win voucher, or a free \$5 Jack Frost Jackpot FAST PLAY ticket.
2. *Holiday Keno Sprinkler:* From 11/29 – 12/26/21 (4 weeks) players will have the 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. If the player's numbers are winners, their winnings will be doubled or tripled

c) **FAST PLAY Products and Promotions**

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

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
001	\$1	Piggy Bank Bucks	\$3,241,800	\$1,918,464	\$1,323,336	9/5/2021
014	\$1	Snow Me The Money	\$2,201,735	\$418,327	\$1,783,408	9/5/2021
011	\$2	Match For Cash	\$899,250	\$570,235	\$329,015	9/5/2021
003	\$3	Treasure Chase	\$4,093,230	\$2,741,918	\$1,351,312	9/5/2021
013	\$5	All or None for the Win	\$1,611,560	\$1,032,500	\$579,060	9/5/2021
015	\$5	Jack Frost Jackpot	\$2,270,275	\$1,223,254	\$1,047,021	9/5/2021

2. **Creative Services**

a) **Traditional Advertising**

i. **Key accomplishments:**

1. *Holiday Scratch-Offs:* Approved the *Holiday* media plan for phase 1 and phase a. The media for phase 1 began running on 11/1 and includes radio, out-of-home, digital, and social media. Filmed the *Holiday* television commercial at the end of October. Approved the creative direction for all Phase 2 materials.
2. *Monopoly FOG Scratch-Offs:* Began planning for the *Monopoly FOG* scratch-offs with GKV and 9 Rooftops. 9R will provide a media plan recommendation in November and GKV is working on various creative materials.
3. *University Sponsorships:* Completed the creative materials for the *University of Maryland*, *Morgan State University*, and *Towson University* basketball sponsorships.
4. *FY'22 Planning January – June:* Outlined the remaining advertising and marketing initiatives for the rest of the fiscal year.

ii. **Upcoming tasks:**

1. *Holiday Scratch-Offs:* Complete production of phase 2 of the *Holiday* campaign which includes the :30 and :15 television commercials, radio commercials, out-of-home and digital assets. Complete the purchase of all media for *Holiday* Phase 2 which will begin running the week of 11/22.

2. *Monopoly FOG Scratch-Offs*: Continue working with GKV and 9 Rooftops on the development of the *Monopoly* media plan and creative campaign design/production.
3. *Pick 5*: Begin planning for the launch of *Pick 5*, which is scheduled for 2/7. Work with 9R and GKV to develop advertising and marketing plans to support the launch.
4. *FY'22 Planning*: Continue planning January – June marketing efforts that include *Skee-Ball*, *Family Feud*, and *Show Me \$ FOG*.
5. *Betty Boop Scratch-Off*: Begin working with 9R and GKV to develop a marketing plan to support the launch of *Betty Boop*.
6. *\$250,000 Gold Rush & \$2,000,000 Gold Rush Scratch-Offs*: Begin working with GKV and 9R to develop advertising and marketing plans to support the launch of *\$250,000 Gold Rush* and *\$2,000,000 Gold Rush*.

b) My Lottery Rewards

i. Key accomplishments:

1. The number of players who engaged with *My Lottery Rewards* increased in October, up 7% from the prior year.
2. *Ravens X5* had the most ticket entries and *\$10 Lucky* had the most unique enterers into *My Lottery Rewards* during October.
3. When compared to the prior month, new member registrations increased 7% in October.
4. Implemented and/or maintained two second chance and ten point-for-drawings promotions in October.

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 *Holiday* scratch-offs and second chance contest, *Lucky* scratch-offs, *Ravens* scratch-offs and second chance contest, new *FAST PLAY* games, *ThanksWINNING* promotion and various winners through social media and the website.
2. Created printable, Lottery-themed Halloween cards and promoted them on our website and social media

ii. Upcoming Tasks

1. Execute social and digital plans for the *December* scratch-offs, *Let It Snow* and *Keno Sprinkler* promotions.
2. Create social plans for the *Monopoly* scratch-offs launching in January.