

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: December 7, 2021

SUBJECT: Report for the December 2021 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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*
2. *Ravens 2021 Second-Chance Contest*: The fourth drawing was held 11/16/21, 667,436 entries were received. The fifth drawing was to be held 12/14/21; as of 12/5/21, 299,037 entries were received.
3. *Holiday Cash 2021 Second-Chance Contest*: The Third drawing was held 11/9/21, 1,690,349 entries were received. The fourth drawing was held 11/16/21, 2,289,310 entries were received. The fifth drawing was held 11/23/21, 2,748,419 entries were received. The sixth drawing was held 11/30/21, 3,158,290 entries were received. The seventh drawing was to be held 12/7/21 and the eighth drawing was to be held 12/14/21; as of 12/5/21, 3,580,317 entries were received.
4. *Game Closing Activity*:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
484	\$1	Lucky 7s	\$3,536,955	\$2,288,321	\$1,248,634	11/1/2021
505	\$1	Holiday Luck	\$2,691,200	\$1,885,291	\$805,909	11/1/2021
506	\$2	Holiday Luck X2	\$3,488,637	\$2,505,425	\$983,212	11/1/2021
470	\$2	Cash Money	\$4,549,610	\$3,021,788	\$1,527,822	11/1/2021
434	\$3	Plinko	\$11,407,252	\$8,114,501	\$3,292,751	11/1/2021
508	\$5	Holiday Luck X5	\$14,007,672	\$10,500,484	\$3,507,188	11/1/2021
451	\$5	Strike It Rich	\$17,350,260	\$13,033,891	\$4,316,369	11/1/2021
408	\$10	Cash Club	\$25,962,279	\$19,525,383	\$6,436,896	11/1/2021
448	\$10	\$100,000 Instant Jackpot	\$19,575,268	\$14,500,500	\$5,074,768	11/1/2021
428	\$20	Gold Rush X100	\$42,518,330	\$33,120,798	\$9,397,532	11/1/2021
418	\$30	\$2,000,000 Richer	\$101,167,302	\$80,192,346	\$20,974,956	11/1/2021

ii. Upcoming tasks for this period:

1. January Scratch-Off Launch (1/17/22):
 - a. \$1 – MONOPOLY™ X5
 - b. \$2 – MONOPOLY™ X10
 - c. \$5 – MONOPOLY™ X20
 - d. \$10 – MONOPOLY™ X50
2. *Holiday Cash 2021 Second-Chance Contest*: The ninth drawing will be held 12/20/21; as of 12/5/21, 3,580,317 entries were received.
3. *MONOPOLY™ Second-Chance Promotion*: Starting 1/17/22, players may enter eligible non-winning MONOPOLY instant tickets and winning or non-winning MONOPOLY FAST PLAY tickets into their My Lottery Rewards account for a chance to win a Rolling Cash Jackpot prize (1 winner per drawing) or a smaller cash prize of \$2,500 (10 per drawing). Rolling Cash Jackpots start at \$2,500 and grow until their drawing date. After each drawing, Rolling Cash Jackpot prize tier resets to \$2,500. Entries will be based on price point and will not be cumulative.
4. *Skee-Ball® Licensed Property*: The Lottery has approved the contract between Pollard Banknote and Alchemy3 for upcoming Skee-Ball® branded product launches for both FAST PLAY and scratch. The previous \$3 Skee-Ball instant game, launched in FY19, remains the Lottery’s best performing non-holiday \$3 game.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments last 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.

ii. Upcoming tasks for this period:

1. *Racetrax “Race into 2022” \$6 for \$5 Promotion*: From 12/31/21 – 1/2/22 (3 days) any player that makes a \$6 Racetrax purchase will receive a \$1 discount. The maximum discount received was \$5 off any ticket valued at \$30 or more.

c) FAST PLAY Products and Promotions

i. Upcoming tasks for this period:

1. January FAST PLAY Launch (1/17/21):
 - a. \$1 – \$20 On The Spot
 - b. \$3 – MONOPOLY™ Game Tokens
 - c. \$5 – I Heart Cash
 - d. \$10 – Winfall Doubler
 - e. \$20 – MONOPOLY™ Properties
2. *MONOPOLY™ Second-Chance Promotion*: As stated above in section a.ii.3., players will be able to enter winning or non-winning FAST PLAY \$3 MONOPOLY™ Game Tokens and \$20 MONOPOLY™ Properties as part of the full suite of eligible MONOPOLY games including instant tickets.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Holiday Scratch-Offs*: Completed the production of the *Holiday* television spot, as well as out-of-home, digital and social media elements. Also completed the media buys for *Holiday - Phase 2*, which began running on Thanksgiving and will continue through Christmas Eve.
2. *Monopoly FOG Scratch-Offs*: Approved the *Monopoly FOG* media plan. This statewide plan will run from 1/24 – 2/27 and includes television, radio, streaming audio, out-of-home, digital and social media. We are currently finalizing the various creative elements required, including editing a television commercial previously produced by the California Lottery.
3. *Pick 5*: Completed point-of-sale for the launch of *Pick 5*. Approved the media and creative briefs for the development of all marketing materials.
4. *Gold Rush \$10 and \$30*: Approved the creative and media briefs for the launch of the \$10 and \$30 *Gold Rush Scratch-Offs*.
5. *FY'22 Planning January – June*: Planning marketing support for the remaining FY'22 initiatives, including *Betty Boop*, *Skee-Ball*, *\$10 Over-Sized*, *Family Feud*, and *Show Me the \$ FOG*.

ii. Upcoming tasks:

1. *Holiday Scratch-Offs*: Complete production of a second :30 radio commercial.
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*: Review and approve the *Pick 5* media plan and creative assets.
4. *Gold Rush \$10 and \$30*: Review and approve the *Gold Rush \$10 and \$30* media plan and creative assets.
5. *FY'22 Planning*: Continue planning January – June marketing efforts that include *Betty Boop*, *Skee-Ball*, *\$10 Over-Sized*, *Family Feud*, and *Show Me the \$ FOG*.
6. *Orioles 2022 Season*: Meet with the *Baltimore Orioles* and *MASN-TV* to discuss sponsorship opportunities for the 2022 *Orioles* season.

b) My Lottery Rewards

i. Key accomplishments:

1. The number of players who engaged with *My Lottery Rewards* decreased slightly in November; however, engagement was up 3% when compared to the prior year.
2. New player registrations followed the same pattern. Registrations were down slightly in November when compared to the prior month, but up 39% from the prior year.
3. As expected, the *Holiday Riches* scratch-off had the most ticket entries and the most unique enterers during November.
4. *Pick 3* and *Pick 4* are the most entered draw games. The multi state jackpot games have the most unique enterers.

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 the second chance contest, *Keno Sprinkler*, *Pick 3 & 4: Let it Snow* and *ThanksWINNING* promotions and various winners through social media and the website.
2. Updated the scratch-offs page on the website to accommodate multiple scenes for one ticket.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Monopoly* Scratch-Offs and *FAST PLAY* games launching in January.
2. Create social plans for the *Betty Boop* Scratch-Off launching in January.
3. Continue to prepare for the Pick 5 launch in February.