

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: January 11, 2022

SUBJECT: Report for the January 2022 Commission Meeting

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

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last 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. Ravens 2021 Second-Chance Contest: The fifth drawing was held 12/14/21, 462,276 entries were received. The sixth drawing was to be held 1/12/22; as of 1/9/22, 357,457 entries were received.
3. Holiday Cash 2021 Second-Chance Contest: The seventh drawing was held 12/7/21, 3,723,583 entries were received. The eighth drawing was held 12/14/21, 4,197,860 entries were received. The ninth drawing was held 12/20/21, 4,585,846 entries were received. The tenth drawing was held 12/29/21, 5,429,605 entries were received. The eleventh drawing was held 1/4/22, 5,770,268 entries were received. The twelfth and final drawing was to be held 1/11/22; as of 1/9/22, 6,196,877 entries were received.
4. 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.

ii. Upcoming tasks for this period:

1. February Scratch-Off Launch (2/21/22):
 - a. \$2 – Betty Boop™
 - b. \$3 – Bonus Crossword 4th Edition
 - c. \$5 – Diamond Mine X9
 - d. \$10 – \$250,000 Gold Rush
 - e. \$30 – \$2,000,000 Gold Rush

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments last period:

1. *Holiday Keno Sprinkler:* The promotion originally scheduled to end 12/26/21 was extended through 1/2/22. Players had the 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. If the player's numbers were winners, their winnings were doubled or tripled.
2. *Racetrax "Race into 2022" \$6 for \$5 Promotion:* From 12/31/21 – 1/2/22 (3 days) players that made a \$6 Racetrax purchase received a \$1 discount. The maximum discount received was \$5 off any ticket valued at \$30 or more.

c) FAST PLAY Products and Promotions

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

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
016	\$10	Cold Hard Cash	\$2,770,650	\$2,051,804	\$718,846	12/23/2021

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Monopoly FOG Scratch-Offs:* All media for the *Monopoly FOG* scratch-offs campaign has been placed. Statewide media will run from 1/24 – 2/27. Radio, digital and out-of-home creative has also been finalized. We secured the rights to use the *California Lottery's Monopoly* television commercial and are currently editing the spot.
2. *Pick 5:* Approved the media plan for this new product launch, which will run statewide from 2/7 – 3/13. Radio, streaming audio and out-of-home are included. All creative has been finalized and we are working with GKV to produce all elements.
3. *Gold Rush \$10 and \$30 Scratch-Offs:* Approved the media plan, which will run statewide from 2/28 – 4/3. Radio, streaming audio, out-of-home, digital and social media are included. Approved the point-of-sale material and moved it into production.
4. *Betty Boop Scratch-Off:* Approved various *Betty Boop* graphics for use on internal Lottery assets.
5. *Powerball Jackpot Support:* The rising *Powerball* jackpot was supported with paid advertising from 12/7 - 1/5 with television, radio, digital bulletins, metro live boards and paid social media.

6. *FY'22 Planning January – June: Planning the remaining FY'22 initiatives, including Skee-Ball, \$10 Over-Sized, Family Feud, and Show Me the \$ FOG.*
7. *MASN-TV: Met with MASN-TV to recap the 2021 sponsorship and to discuss the development of the 2022 proposal. We plan to utilize the MASN-TV announcers to deliver our Contestant of the Game Orioles promotion again this year.*

ii. Upcoming tasks:

1. *Monopoly FOG Scratch-Offs: Continue working with GKV on the edit to the CA Lottery Monopoly television spot. Finalize any remaining digital and social media production needs.*
2. *Pick 5: Produce the Pick 5 radio and out-of-home elements. Place the Pick 5 radio buy.*
3. *Gold Rush \$10 and \$30 Scratch-Offs: Approve the creative direction for the Gold Rush campaign. Finalize all media placements.*
4. *FY'22 Planning: Continue to develop marketing plans to support Skee-Ball, \$10 Over-Sized, Family Feud, and Show Me the \$ FOG.*

b) My Lottery Rewards

i. Key accomplishments:

1. Monthly new player registrations increased 55% in December, up to 6,809 from 4,388 in November. This increase is consistent with previous years' activity.
2. As expected, the number of players who engaged with *My Lottery Rewards* increased by 15.4% in December when compared to the previous month. December users topped 47,000.
3. *Holiday Riches* was the most entered scratch-off game in December with 152,100 tickets entered. It also saw the most unique enterers, with approximately 21,000.
4. *Pick 4* and *Pick 3* continue to lead draw game entries with over 2.44M combined; while *Powerball*, *Mega Millions*, and *Multi-Match* lead unique enterers with 27,700, 23,000 and 13,000, respectively.

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 *Monopoly Scratch-Offs* and *FAST PLAY* games and the second-chance contest, high jackpots and various winners through social media and the website.
2. Updated mdlottery.com and the mobile app to accommodate information about *Pick 5*.
3. Updated mdgaming.com to reflect the launch of sports wagering.

ii. Upcoming Tasks

1. Implement all digital assets to reflect the launch of *Pick 5*, discontinuation of *5 Card Cash* and move of *Bonus Match 5* to a web-based drawing.
2. Execute digital and social plans for the *Betty Boop Scratch-Off* and *Pick 5*, both launching in February.
3. Create social and digital plans for the *Skee-Ball Scratch-Off* launching in March.