

# Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission  
Gordon Medenica, Director

FROM: Leo Mamorsky, Managing Director, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: January 21, 2016

SUBJECT: Report for the January 2016 Commission Meeting

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Following is a status update of ongoing and special projects in Product Development and Creative Services.

## 1) Product Development

### a) Draw/monitor games products and promotions

#### i) Key accomplishments last period:

- (1) Historic Powerball Jackpot: Prior to being hit on January 13<sup>th</sup>, the Powerball Jackpot broke records by climbing over \$1 Billion for the first time. The jackpot rose to \$1.5 Billion. Although the jackpot was not won in Maryland, we sold three \$1 million winners, one \$100,000 winner and 24 \$50,000 winners.
- (2) WINter Cash Promotion: This promotion, while it had a new name, is an old player favorite: the Pick 3 Let It Snow Promotion. Meant to serve as a thank-you to our most loyal player group, during the promotional period, Pick 3 purchases of \$1 or more randomly received instant win vouchers in \$5, \$10 or \$20 denominations. Promotion ended 1/10/16.
- (3) Keno Sprinkler: The Keno Sprinkler promotion ended on 1/3/16. During the promotion, players could have received a Doubler or Tripler message on their Keno tickets – any prizes won on those tickets would have been doubled or tripled.

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

- (1) Upcoming game changes or promotions:
  - (a) Cash4Life Game Launch: On January 26, 2016, a new multi-state draw game will launch in Maryland. Cash4Life is already sold in Pennsylvania, Virginia, New York, New Jersey and Tennessee, and the game offers a top prize of \$1,000 a Day for Life and a second-tier prize of \$1,000 a Week for Life. Players select 5 numbers from 1-60, and 1 Cash Ball number from 1-4. Matching all 5 numbers and the Cash Ball results in a top prize win; matching 5 numbers results in a second-tier prize win. The game will be launched with a consumer promotion (1/26 – 3/8/16): Across all terminal game purchases of \$1 or more, on an Nth ticket basis, free Cash4Life game tickets (\$2 value) will print. This promotion is designed to encourage trial of the new game among our core players.

## **b) Instant ticket products and promotions**

### **i) Key accomplishments last period:**

- (1) December instant ticket launches (12/28/15): \$2 *Black Pearl 7s*; \$2 *Lucky Bucks Bingo*; \$5 *Extreme Green (Taxes Paid)*; \$20 *Million Dollar Spectacular*.
- (2) \$5 *Ravens*: After 25 weeks in market, \$5 *Ravens* is 84% sold and is tracking ahead of the last two *Ravens* game launches in both settlements and activations. The sixth and final drawing was held 1/19/16; 67,316 entries were received.
- (3) Holiday Cash and Dash promotion: The third and final second-chance drawing was held on 1/18/16 – 115,797 entries were received.

### **ii) Upcoming tasks for this period:**

- (1) January instant ticket launches (1/25/16): Gold Rush Family of Games: \$1 *\$1,000 Gold Rush*; \$2 *\$10,000 Gold Rush*; \$5 *\$50,000 Gold Rush*; \$10 *\$100,000 Gold Rush*.
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## **2) Creative Services**

### **a) Traditional Advertising**

#### **i) Key accomplishments last period:**

- (1) Powerball Jackpot Support
  - (a) The Lottery utilized radio, digital billboards and television to promote what would become the \$1.5B world record lottery jackpot. Radio ran the w/o 12/7 – w/o 12/28, television ran the w/o 12/28, and digital billboards ran the w/o 12/7 – w/o 1/4.
- (2) Cash4Life:
  - (a) Media: All media purchased for both the pre-launch and launch phases of the campaign. The prelaunch “Coming Soon” phase runs from 1/18 through 1/25 and includes radio and digital OOH. Launch or “On Sale Now” media begins on 1/26.
    - (i) Television: Network, cable television and HULU will run for 5 weeks, w/o 1/25 – w/o 2/22.
    - (ii) Radio: Local radio and Pandora will run for 5 weeks, w/o 1/18 – w/o 2/15.
    - (iii) Outdoor: Bulletins, digital bulletins, bus sides, and metro dioramas are scheduled to run at various times January – March.
    - (iv) Digital: The digital plan includes local sites, networks, and social platforms and is scheduled to run the w/o 1/25 – w/o 3/21.
  - (b) Production
    - (i) Television: One (1) :30 television spot and two (2) :15 television spots have been produced.
    - (ii) Radio: Four (4) :30 radio spots have been produced.
    - (iii) Outdoor: All outdoor creative has been finalized and has entered the production phase.
    - (iv) Digital: All digital creative has been finalized and has entered the production phase.
  - (c) Point-of-Sale: All point-of-sale launch kits have been produced and delivered to retailers.

- (3) Home Run Riches: The Lottery reviewed several options for Home Run Riches point-of-sale direction. GKV will provide revised executions and potential television concepts.
- (4) Orioles & MASN Sponsorships: The Lottery is in the process of reviewing the 2016 Orioles and MASN agreements.
- (5) FY16 Planning: The Lottery held a planning meeting with GKV and Media Works to discuss product launches/promotions for the remainder of FY16. Marketing support is being planned for the following initiatives: Home Run Riches, Price Is Right, Crab Cash, Loteria, and the Monopoly family. We are also discussing a second phase of Cash4Life advertising.

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

- (1) Cash4Life:
  - (a) Digital: Production of all digital elements to be completed.
  - (b) Outdoor: All outdoor elements to be produced and posted.
  - (c) Hispanic: The Lottery will add a 4-week flight of radio to run on WLZL-FM, a Spanish language station that covers the D.C. and Baltimore markets. The Lottery will work with the station to translate and produce a radio spot.
  - (d) WJZ Sponsorship: The Lottery is working with WJZ-TV to finalize a “Best Day Ever” sponsorship that is tied to their Early Morning News.
  - (e) Video elements: Revise “How to Play” video for web to include more elements from ad campaign. Develop plan to post “man on the street/what would you do with \$1,000 a day for life” videos produced by Communications.
- (2) The Walking Dead:
  - (a) Media: The Lottery is scheduled to review *The Walking Dead* media recommendation the w/o 1/18.
  - (b) Creative: The Lottery is utilizing the New Jersey Lottery’s :30 TV spot to promote The Walking Dead; the spot is being edited to include the Maryland Lottery’s ticket art and branding. Digital creative is also in development. All creative elements need to be reviewed and approved by AMC.
- (3) Home Run Riches/Baseball:
  - (a) The Lottery is scheduled to review round two of point-of-sale and television concepts the w/o 1/18.
  - (b) Creative development for the Orioles and MASN sponsorship elements to begin in the coming weeks.
- (4) Price Is Right: Lottery to review campaign briefs for creative and media elements.
- (5) Crab Cash: Lottery to review campaign briefs for creative and media elements.
- (6) Loteria: Lottery to review campaign briefs for creative and media elements.
- (7) Monopoly family: Lottery to review campaign briefs for creative and media elements.

**b) Web/Digital/New Media**

**i) Key accomplishments last period:**

- (1) Retailer-focused “Coming Soon” Cash4Life landing page went live.

- (2) Supported world record Powerball jackpot with various web, social and digital tactics. Launched EngagedSciences' Facebook quiz designed to increase engagement as Powerball jackpot grew.
- (3) Launched several on-going promotions through My Lottery Rewards:
  - a. Pandora Jewelry Set
  - b. Sweet Treats and Scents
  - c. Samsung 88-Inch TV
- (4) Finalized development of the Cash4Life landing page, web updates, and digital/social assets.
- (5) Completed transition to new media/ad serving vendor, Point Roll.
- (6) Developed digital assets for "The Walking Dead" scratch-off.

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

- (1) Launch Cash4Life landing page, web updates, and digital campaign.
- (2) Resume phase one of mdlottery.com website redesign.
- (3) Launch "The Walking Dead" digital campaign (in conjunction with television).
- (4) In conjunction with traditional advertising, begin digital planning for Home Run Riches, Price is Right, Crab Cash, Loteria and the Monopoly family.

**c) Research**

**i) Key accomplishments last period:**

- (1) Key Group presented capabilities overview to CMO and discussed upcoming research needs. As part of conversation, Key Group to provide additional cross tabs from 2014 segmentation study to be used for FY 17 planning.
- (2) Planning and implementation of pre-launch Cash4Life baseline awareness study halted due to publicity for record-breaking Powerball jackpot. Results gathered during (and shortly after) this jackpot run would likely have been skewed and not as reliable.

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

- (1) Finalize questionnaire and sample size for post-launch Cash4Life consumer research study with Key. Purpose is to determine game awareness, level of understanding, likability, etc.
- (2) Work with Product Development and Key Group to determine FY 17 research needs. Develop schedule and anticipated budget.