

# 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 and Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: March 14, 2016

SUBJECT: Report for the March 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 Game Products and Promotions

#### i) Key accomplishments last period:

(1) Cash4Life Game Launch: On January 26, 2016, a new multi-state draw game was launched. 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.

(a) The game consumer promotion used to launch the game ran through March 8. Across all terminal game purchases of \$1 or more, on an Nth ticket basis, free Cash4Life game tickets (\$2 value) were distributed. This promotion was designed to encourage trial of the new game among our core players. At the end of the promotion, per capita net sales were hovering at \$0.11.

### b) Instant Ticket Products and Promotions

#### i) Key accomplishments last period:

(1) February Instant Ticket Launch (2/22/16)

- (a) \$2 – The Walking Dead
- (b) \$3 – Instant Keno
- (c) \$5 – Fantasy 5s
- (d) \$10 - \$250,000 High Rollers Club
- (e) \$20 - Monopoly

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

(1) March Instant Ticket Launch (3/21/16)

- (a) \$1 – Fat \$50s
- (b) \$5 – Home Run Riches
- (c) \$10 – Crossword Deluxe

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- (2) \$5 Home Run Riches – this \$5 game, scheduled to launch 3/21/16, will be paired with the Orioles Sponsorship and Contestant of the Game, second-chance contest. A Contestant of the Game winner will be selected for every regular season Orioles game, where they will win \$500 for being selected and another \$500 for every home run scored by an Oriole player.

## 2) Creative Services

### a) Traditional Advertising

#### i) Key accomplishments last period:

- (1) *The Walking Dead*: All paid advertising kicked-off on 2/28 and will continue to run through 4/3. Advertising includes television spots in *The Walking Dead*, *The Talking Dead* and other similar programs; Hulu targeted to suspense or horror type programs; and digital and social advertising targeted to reach *The Walking Dead* fan.
- (2) Home Run Riches:
  - (a) Point-of-Sale & Promotional Materials:
    - (i) Several pieces of Home Run Riches point-of-sale have been finalized and produced; an 8 ½" x 11" poster, a terminal topper, and a retailer information sheet.
    - (ii) 3,000 baseball caps with the Home Run Riches logo are in production. The baseball caps will be given to top retailers and event staff.
  - (b) Advertising Materials:
    - (i) Production on the Home Run Riches television spot is nearing completion – the animatic, voice over, character design and name, etc. have all been approved.
    - (ii) Four (4) radio scripts were approved.
    - (iii) Digital Outdoor will run in Baltimore and will coincide with the start of the season for 2-weeks 4/4 – 4/17.
  - (c) Minor League Baseball: The Lottery has negotiated season sponsorships with five (5) of the Minor League Baseball teams in Maryland. The teams include the Delmarva Shorebirds, the Southern Maryland Blue Crabs, the Frederick Keys, the Bowie Baysox, and the Aberdeen Ironbirds.
- (3) Price Is Right: The Lottery selected an advertising campaign to support The Price Is Right scratch off ticket. The campaign will include television, radio, out-of-home, digital, social, etc.
- (4) Crab Cash: The Lottery finalized the point-of-sale creative for an 8 ½" x 11" poster.
- (5) Powerball Jackpot: The Lottery supported the latest Powerball jackpot run with Radio and Digital Outdoor from 2/19 – 3/2 and with television from 3/1 – 3/2.
- (6) Keno March Madness: The Lottery will promote Keno in conjunction with *March Madness* from 3/17 – 3/27. Advertising includes social and mobile units and the creative is basketball themed.

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- (7) Loteria: The Lottery reviewed and approved the media brief that will aid in the development of the media recommendation.
- (8) Problem Gambling: The Lottery provided public service announcements to our broadcast and digital outdoor partners for airing during Problem Gambling Awareness month.

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

- (1) Home Run Riches/Baseball: The Lottery will work with GKV to complete production on several items. Items include the television spot, four (4) radio spots, digital outdoor, all sponsorship assets – in-stadium and MASN, and Minor League Baseball sponsorship elements.
- (2) Price Is Right:
  - (a) The Lottery to review/approve the media recommendation to support The Price is Right. Media is estimated to begin on 5/2.
  - (b) Lottery to begin production on several creative elements for The Price is Right campaign, including point-of-sale, television, and radio.
- (3) Crab Cash: The Lottery is scheduled to review creative elements supporting Crab Cash the week of 3/14.
- (4) Loteria: The Lottery to review point-of-sale and radio creative.
- (5) FY16 Planning: The Lottery to determine phase II advertising support for Cash4Life and determine the level of support for the Monopoly family launching at the end of June.
- (6) Ravens 2016: The Lottery to work with the Ravens to determine the 2016 sponsorship assets and the prizes that will be offered through the Lottery's second-chance contest.

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

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

- (1) Launched The Walking Dead digital campaign.
- (2) Completed the Cash4Life "Name the Groundhog" Facebook contest – the winning name is *Shadow*.
- (3) Finalized creative for "Keno Madness" digital campaign.
- (4) Updated the X-CAP retailer location list on mdlottery.com.
- (5) Added Responsible Gaming messages to website/social calendar for Responsible Gambling Awareness month.

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

- (1) Finalize Cash4Life "Pick Your Favorite Scene" social media engagement.
- (2) Launch Home Run Riches campaign.
- (3) Finalize digital and social planning for The Price is Right and Crab Cash.
- (4) Support updates to Lottery's mobile apps.

## **c) Research**

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

- (1) Finalized various details of Cash4Life post-launch survey. Anticipate being in field the week of March 21<sup>st</sup>.

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

- (1) Review/analyze results of Cas4Life survey and make adjustments in communications materials as necessary.
- (2) Work with Key Group to determine any research needs for the remainder of FY 16 and develop plan for FY 17.