

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: John Gorman, Managing Director and Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: October 19, 2017

SUBJECT: Report for the October 2017 Commission Meeting

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

1. Product Development

a) Instant Ticket Products and Promotions

i. Key accomplishments last period:

1. Soft launch: Super 7s Jackpot reprint, game #361: 9/21/17
2. September Instant Ticket Launch: (9/25/17):
 - a. \$1 – *Loose Change*
 - b. \$2 – *4 Way Cash*
 - c. \$3 – *Bingo x3*
 - d. \$5 – *Gold*
 - e. \$5 – *Bingo Plus*
 - f. \$10 – *\$100 Grand*
3. *Ravens*: The third drawing was held 10/10/17 – 789,980 entries were received.
4. *Yahtzee*: The third drawing was held 10/10/17 – 64,479 entries were received.

ii. Upcoming tasks for this period:

1. October Instant Ticket Launch: (10/23/17):
 - a. \$1 – *Candy Cane Cash*
 - b. \$2 – *Gifts Galore*
 - c. \$3 – *Polar Payout*
 - d. \$5 – *Holiday Riches*
 - e. \$10 – *Winter Ice Multiplier*
2. *Ravens*: The fourth drawing will be held 11/6/17; to date, 121,235 entries have been submitted.
3. *Yahtzee*: The fourth drawing will be held 10/24/17; to date, over 20,000 entries have been submitted.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Pick 3 Double Pay on Box Play: The Double Pay on Box Play promotion began on 9/11 and ran through 10/8/17.

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2. \$350,000 Fall Fortune: This all games promotion began 10/9 and will run for 6 weeks; During the promotional period, any draw game ticket purchased and entered into My Lottery Rewards is eligible for cash prizes ranging in value from \$5,000 to \$150,000.

ii. Upcoming tasks for this period:

1. \$350,000 Fall Fortune: The first drawing will be held on 10/23 – to date, more than 190,000 entries have been received.
2. Thursday Night Football Keno Kicker: On 10/26, the Ravens play the Miami Dolphins for Thursday Night Football – to capitalize on fans patronizing Keno establishments, from 6pm – midnight, players could see the Keno Kicker - an extra number drawn on Keno games.
3. Mega Millions Game Change: On 10/28, Mega Millions will be changing – the new structure will offer jackpots starting at \$40 million that roll higher, faster.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. “Magic Moment” GOLD Campaign: Media to support the GOLD scratch-off began running on 10/2 and will conclude on 10/22. The plan consists of TV, Radio, Social, and Digital Outdoor.
2. Holiday Scratch-Offs: The media plan to support Holiday scratch-offs was finalized. It consists of TV, Radio, Social, and Out-of-Home. The media will run in two phases; phase 1 (11/1 – 11/23) will support the Warehouse Dash promotion and phase 2 (11/24 – 12/24) will position Holiday scratch-offs as a great gift option. All Out-of-Home creative has been finalized. The Warehouse Dash radio spot has been produced and is ready for the 11/1 media buy.
3. Towson University: The Lottery reached a sponsorship agreement with Towson University for its Men’s Basketball and Lacrosse seasons.

ii. Upcoming tasks:

1. Holiday Scratch-Offs: The Lottery shot its Holiday TV spot on 10/19 and production will be complete in time for the spot to begin airing on 11/24. Lottery will also produce a Holiday Gift Giving radio spot which will begin airing on 11/24.
2. FY’18 January – June Planning: The Lottery met internally and with its agencies to discuss upcoming initiatives for the January – June 2018 time period. The Lottery will work with its agencies to develop individual plans for each product/promotion.
3. Multiplier Family-of-Games Scratch-Offs: The Lottery kicked off planning for the January launch of its newest Multiplier Family of Games. The Lottery will work with its media agency to finalize the media plan and its creative agency to develop and produce all creative elements.
4. Jackpot Bulletins: The Lottery finalized updated designs for all jackpot bulletins and the decided on the Sunshine jackpot display units it will

purchase. The Lottery is working to update its five (5) bulletins in the coming months.

5. Orioles & MASN: The Lottery met with the Baltimore Orioles and MASN to review 2017 sponsorships and to discuss 2018 opportunities. The Lottery will work with both organizations to finalize 2018 sponsorships and solidify a 2018 second chance promotion through MASN.
6. Towson University: The Lottery will fulfill all creative deliverables for the Towson University Men's Basketball and Lacrosse sponsorship.

b) Web/Digital/New Media

i. Key Accomplishments:

1. Launched digital campaign for the new Gold scratch-off, using engaging videos and graphics on social media.
2. Established a plan to inform players of Mega Millions changes across social media, email and on Lottery's website.
3. Created posts for Instagram Stories - a new polling feature introduced by Instagram that is a fun and easy way to engage players.
4. Currently promoting the Ravens scratch-offs and second-chance promotion, Gold scratch-off, \$350,000 Fall Fortune promotion, Keno Kicker promotion and various winners' stories via social media and web assets.

ii. Upcoming Tasks:

1. Launch social media campaign for Lottery's Holiday scratch-offs and Warehouse Cash and Dash promotion.
(a) Continue refining the design of the new mdlottery.com website and MLGCA/Gaming combined website.
2. Create digital plan to promote the new Multiplier Family of Games scratch-offs and second-chance promotion.

c) Research

i. Key Accomplishments:

1. Facilitated presentation of the results of the third wave of Lottery's Attitude and Usage Study to Lottery executives.
2. Worked with GKV to select vendor, develop questionnaire and field short study regarding potential scratch-off game designs. Launch date is scheduled for 10/19.

ii. Upcoming Tasks

1. Work with GKV and Ipsos to plan and schedule fourth wave of Attitude and Usage study.
2. Monitor fielding and facilitate analysis and reporting of scratch-off design project.