

# 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: November 7, 2016

SUBJECT: Report for the November 2016 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. October Instant Ticket Launch, Holiday Family of Games (10/24/16):
  - a. \$1 – Winter Wins
  - b. \$2 – Jolly Jackpot
  - c. \$3 – Peppermint Payout
  - d. \$5 – Holiday Cash Times 10
  - e. \$10 – Winter Tripler
2. Holiday Cash and Dash Promotion: Promotion launched on 10/24, with the first drawing held on 11/1 – 310,847 entries were received.
3. \$2,000 Tuesday Promotion: The 10<sup>th</sup> and final drawing, awarding 10 players \$2,000 and 2,000 My Lottery Rewards Points, was held on 11/1 – 73,752 entries were received.
4. The Price Is Right: Final drawing, awarding \$50,000 to one lucky player, was held on 10/27 – 78,016 entries were received.

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

1. November Instant Ticket Launch (11/28/16):
  - a. \$2 – Easy Money
  - b. \$5 – Pay Me
  - c. \$10 – The Big \$10 Ticket
  - d. \$20 – 100x The Cash

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## b. Draw and Monitor Game Products and Promotions

### i. Key Accomplishments last period:

1. 50,000 Reasons to Play, all games promotion: This promotion runs through 11/13 – drawing will be held 11/14. Players enter draw tickets into My Lottery Rewards for a chance to win cash and My Lottery Rewards points. As of 11/7, there has been a 22% increase in entries, when comparing to the 2015 promotion of the same name.

### ii. Upcoming tasks for this period:

2. Keno Sprinkler Promotion: This popular player favorite is scheduled to begin 11/28 and will run through 1/1/17. During the promotion, players could receive Doubler or Tripler messages on their tickets – any prizes won on those tickets would be doubled or tripled.
3. Pick 3 and Pick 4 Holiday Bonus Bucks Promotion: A popular promotion, with a new name – the Bonus Bucks Promotion offers players the chance to receive instant wins in \$2, \$5 or \$10 denominations, just by playing their daily numbers games. This promotion is scheduled to run 12/1 – 12/31/16.

## 2) Creative Services

### a) Traditional Advertising

#### i. Key accomplishments last period:

##### (1) Holiday

- (a) Phase 1 of the Holiday scratch-off campaign, focusing on the Warehouse Dash, began on 10/31. Radio and digital elements are running in support of the popular second-chance contest.
- (b) Phase 2 of the Holiday scratch-off campaign, which focuses on gift giving, will begin on Thanksgiving. This phase includes television, radio and outdoor billboards.

- (2) Powerball Jackpot: Advertising support began on Fri, 11/4 in support of the growing Powerball jackpot. Advertising support consists of Radio, Digital Outdoor and Social Media.

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

- (1) Holiday – Phase 2 (Gift Giving): The Lottery to finalize creative elements for this gift giving/second phase.
- (2) Treasure Island: Treasure Island will receive low-level advertising support consisting of digital and social media. The Lottery will finalize the media plan and creative for Treasure Island.

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- (3) Multiplier Family of Games: The Lottery to select a creative campaign direction for the Multiplier FOG. The Lottery will also finalize the point-of-sale. The Lottery expects to review a media plan in mid-November.
- (4) Powerball Power Cruise: The Lottery will finalize all point-of-sale.
- (5) Televised Drawings RFP: The Lottery is working on the technical requirements for the RFP.

## b) Web/Digital/New Media

### i. Key accomplishments last period:

- (1) The Holiday landing page went live, and the digital/social campaign for Phase 1 (Warehouse Dash) of Holiday began.
- (2) The Lottery's core mobile app has been updated with several key features: players can scan their tickets to see if they are a winner, players can create and save an e-playslip that retailers can scan at the time of purchase, and players can search and find a retailer near them.

### ii. Upcoming tasks for this period:

- (1) Finalize a marketing plan to promote the core app and its new features to Lottery players and retailers.

## c) Research

### i. Key Accomplishments last period:

- (1) The Lottery worked with GKV and Ipos to develop an initial Attitude and Usage study questionnaire. Expect survey to begin fielding the week of 11/7.

### ii. Upcoming tasks next period:

- (1) Monitor fielding of A&U study and summarize any pertinent results for management team.
- (2) Continue working with Pollard Banknote to develop materials required for scratch-off focus groups to be conducted statewide the week of 11/28.