

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: December 11, 2017

SUBJECT: Report for the December 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. November Instant Ticket Launch: (11/27/17):
 - a. \$2 – *Money Multiplier*
 - b. \$5 – *\$50,000 Bonus Cash*
 - c. \$10 – *\$100,000 Crossword*
 - d. \$20 – *Win Big*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
252	\$20	Monopoly	\$29,286,800	\$22,853,653	\$6,433,147	11/7/2017
222	\$20	Million Dollar Spectacular	\$18,880,580	\$14,668,323	\$4,212,257	11/9/2017
254	\$1	Wild Tic Tac Toe	\$3,446,191	\$2,035,321	\$1,410,870	11/9/2017
273	\$10	Maximum Jackpot	\$19,183,150	\$14,354,751	\$4,828,399	11/9/2017
282	\$2	Maryland	\$4,282,966	\$2,742,812	\$1,540,154	11/9/2017
299	\$10	Winter Tripler	\$13,651,870	\$10,223,878	\$3,427,992	11/9/2017
263	\$5	Green Doubler	\$17,616,685	\$12,682,252	\$4,934,433	11/21/2017

3. *Ravens*: The fifth drawing was held 12/11/17 – 542,979 entries were received.
4. *Cash and Dash*: The third drawing was held 11/14/17 – 529,221 entries were received; the fourth drawing was held 11/22/17 – 500,488 entries were received; the fifth drawing was held 11/28/17 – 422,031 entries were received; the sixth drawing was held 12/5/17 – 726,991 entries were received.

ii. Upcoming tasks for this period:

1. December Instant Ticket Launch: (12/26/17):
 - a. \$1 – *Triple Cash*
 - b. \$3 – *Prize Lines*
 - c. \$5 – *Payday Doubler (Taxes Paid)*
 - d. \$5 – *Deluxe Crossword*

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2. *Ravens*: The entry deadline for the sixth drawing is 1/15/18 – an entry update will be provided next month.
3. *Cash and Dash*: The seventh drawing was held 12/12/17 – entries as of 12/10 were up to 542,979; a final entry update will be provided next month.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. \$350,000 Fall Fortune: The final drawing was held on 11/20/17 – all non-winning entries from the previous four drawings were eligible, as well as new entries – a total of 3,413,255 entries were included.
2. Keno Sprinkler Promotion: On 11/27, the Winter Keno began. This player favorite will run for 5 weeks, ending on 12/31/17.
3. Pick 3, Pick 4 Let It Snow Promotion: This promotion began on 12/4/17 and is rewarding the loyal Pick 3 and Pick 4 player base, just in time for the holidays. During the promotional period, players could receive instant win vouchers in \$2 or \$5 denominations, just by playing their favorite daily number games.

ii. Upcoming tasks for this period:

1. Keno 25th Anniversary Promotion: January 4th is Keno's 25th selling anniversary; to celebrate the occasion, players will have a second-chance to win cash prizes. From 1/4 - 1/31/18, players can enter their Keno tickets into My Lottery Rewards, for a chance to win one of 25 cash prizes of \$250, one prize of \$2,500 or the grand prize of \$25,000. All prizes will be awarded on 2/1/18.

2. Creative Services

a) Traditional Advertising

i. Key Accomplishments:

1. Holiday Scratch-Offs: Completed production on all Holiday scratch-off materials that focus on gift giving. Second phase of the media began running on Thanksgiving and will continue through 12/24.
2. Multiplier Family of Games: Approved the Multiplier FOG media plan, airing from 1/29-2/25. Approved two Multiplier FOG radio scripts and planned edits to the original Multiplier FOG TV spot. Completed production on all Multiplier FOG point-of-sale.
3. \$30 Mega Bucks: Selected point-of-sale creative and developed production specifications.
4. Powerball Jackpot: Began radio and digital outdoor advertising on 12/8 promoting the growing Powerball jackpot.
5. Orioles 2018 Sponsorship: Finalized 2018 sponsorship agreement with the Baltimore Orioles.
6. Towson University: Finalized 2017-2018 agreement with Towson University for men's and women's basketball and lacrosse. All materials began running in early November and will continue through the end of the lacrosse season.

ii. Upcoming Tasks:

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1. Multiplier Family of Games: Complete all TV and radio production for the Multiplier FOG campaign and finalize media buys.
2. Marilyn Monroe: Review media and creative briefs with both agencies and begin development of the Marilyn Monroe marketing campaign.
3. MASN: Finalize 2018 sponsorship agreement with MASN.
4. FY'18 January – June Planning: Work with advertising agencies to develop marketing campaigns for several upcoming initiatives – Home Run Riches, Powerball Power Cruise 2, and Willy Wonka.
5. Jackpot Bulletins: Continue work on the production process to update five (5) jackpot bulletins billboards.

b) Web/Digital/New Media

i. Key Accomplishments:

1. Completed digital campaign for the first phase of the Holiday promotion. Focus was on promoting the Warehouse Dash second chance contest.
2. Promoted Ravens scratch-off winners' trip to Green Bay by posting photos, videos and a live video on social media.
3. Currently promoting the Holiday scratch-offs and second-chance contest, Ravens scratch-offs and second chance contest, Keno Sprinkler promotion, Pick 3 and Pick 4 Let It Snow promotion and various winners' stories via social media and web assets.

ii. Upcoming Tasks:

1. Continue refining the design and content of the new mdlottery.com website and MLGA/Gaming combined website.
2. Execute digital campaign for the second phase of the Holiday promotion, focusing on gift giving.
3. Create digital plans to promote the new Multiplier family of games and second chance contest.

c) My Lottery Rewards

i. Key Accomplishments:

1. Recorded 55,832 unique MLR ticket enterers for November. This number is approximately 10% above the monthly average.
2. Maintained three second-chance promotions and five points-for-drawings promotions during the month of November.
3. Finalized email designs for dormant accounts.
4. Reviewed draft of MLR Configuration Guide detailing program change.

ii. Upcoming tasks:

1. Implement dormant account email procedure with SGI.
2. Finalize implementation timeline and communication plan for 2018 MLR program changes, including subscription program conversion.

d) Research

i. Key Accomplishments:

1. Wave 4 of Attitude and Usage Tracking study in the field. Anticipate completing before the holiday.
2. Emailed short questionnaire to My Lottery Rewards members to obtain feedback on program.