

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center
1800 Washington Blvd., Suite 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

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: April 7, 2016

SUBJECT: Report for the April 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) March Instant Ticket Launch (3/21/16):
 - (a) \$1 – Fat \$50s
 - (b) \$5 – Home Run Riches
 - (c) \$10 – Crossword Deluxe

ii) Upcoming tasks for this period:

- (1) April Instant Ticket Launch (4/25/16):
 - (a) \$1 – Wild Tic Tac Toe
 - (b) \$2 – Crab Cash
 - (c) \$5 – The Price Is Right®

2) Creative Services

a) Traditional Advertising

i) Key accomplishments last period:

- (1) Home Run Riches:
 - (a) One (1) :30 television spot and four (4) :30 radio spots completed and began airing on MASN the week of 4/4 (Orioles Broadcast).
 - (b) All in-stadium assets and MASN elements produced.
 - (c) The Lottery provided all five (5) of the Minor League Baseball teams with the required stadium signage, live read copy, video announcements, etc.
- (2) One (1) :30 “Spring Scratch” radio spot, promoting scratch-off games was produced to air statewide in conjunction with a Home Run Riches radio spot.
- (3) Price Is Right: Production of broadcast elements in process. All point-of-sale finalized and are in production.
- (4) Crab Cash: The media plan for Crab Cash has been approved and will run from 5/26 – 6/19.

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ii) Upcoming tasks for this period:

- (1) Price Is Right:
 - (a) Media plan to be executed for a 5/2 start and run for 5-weeks.
Finish production on all television and radio spots. The Lottery will also finalize outdoor and digital creative.
- (2) Crab Cash: Produce two (2) :30 radio spots. Complete the Facebook creative and the gas station pump topper art.
- (3) Loteria: All creative elements will be finalized and submitted for licensor approval.
- (4) Ravens 2016: The Lottery will kick-off planning with its media and creative agencies for the 2016 season.

b) Web/Digital/New Media

i) Key accomplishments last period:

- (1) Finished development of new Powerball jackpot graphics for LIMS and mdlottery.com.
- (2) Planned social media programs for The Price is Right, Home Run Riches and Crab Cash scratch-offs.
- (3) Updated portions of the retailer application section of the Retailer Corner on mdlottery.com.
- (4) Launched on-going promotions through My Lottery Rewards:
 - (a) Game Room Package
 - (b) FitBit Package

ii) Upcoming tasks for this period:

- (1) Finalize and launch The Price is Right landing page, digital elements and “Hi-Lo” social media contest.
- (2) Finalize Home Run Riches social contest and present implement schedule for approval.
- (3) Continue work on mdlottery.com front-end updates.
- (4) Finalize digital and social planning for Crab Cash.

c) Research

i) Key accomplishments last period:

- (1) Cash4Life post-launch survey implemented; awaiting top-line results.

ii) Upcoming tasks for this period:

- (1) Review/analyze results of Cash4Life survey.