

# 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: April 16, 2018

SUBJECT: Report for the April 2018 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 (3/26/18):
  - a. \$1 – *Instant Pick 3*
  - b. \$2 – *Marilyn Monroe™*
  - c. \$3 – *Bag Toss Bucks*
  - d. \$5 – *\$500 Explosion*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin
272	\$5.00	7	\$12,438,295.00	\$8,949,353.52	\$3,488,941.48
274	\$20.00	Diamond Spectacular	\$24,630,440.00	\$19,140,315.24	\$5,490,124.76
278	\$2.00	BinGO	\$4,509,056.00	\$2,890,756.16	\$1,618,299.84
280	\$10.00	Your Fortune	\$15,582,070.00	\$11,667,854.27	\$3,914,215.73
303	\$3.00	Treasure Island	\$5,406,162.00	\$3,632,929.02	\$1,773,232.98

3. *Multiplier Madness* second-chance contest: The first drawing was held 3/6/18, over 19 million entries were submitted. The second drawing was held 4/3/18, over 10 million entries were submitted.
4. *Home Run Riches* second-chance contest: The first drawing was held 3/27/18; 170,709 entries were submitted.

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

1. April Instant Ticket Launch (4/23/18):
  - a. \$1 – *Double Doubler*
  - b. \$5 – *Cash Craze Doubler*
  - c. \$10 – *Willy Wonka Golden Ticket™*
2. *Multiplier Madness* second-chance contest: The next drawing was to be held 5/1/18 – to date, 4,511,085 entries have been received.
3. *Home Run Riches* second-chance contest: The second drawing was to be held 4/24/18; to date, 134,810 entries have been received.

4. *Marilyn Monroe™* second-chance contest: The first of five drawings was to be held 4/24/18; to date, 96,513 entries have been received.
5. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The \$10 Willy Wonka Golden Ticket scratch-off marks the first time a licensed property has been applied to the \$10 price point. With the launch of the game, the BILLION DOLLAR CHALLENGE also goes live – players enter non-winning \$10 Willy Wonka Golden Ticket scratch-offs into My Lottery Rewards for a chance to win a trip to Las Vegas to compete in the BILLION DOLLAR CHALLENGE, a game show style experience to win cash, up to \$1 billion.

**b) Draw and Monitor Game Products and Promotions**

**i. Key accomplishments:**

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion ended 4/15/18.
2. Powerball Power Cruise: This promotion launched on 4/14/18 and through 6/6/18, players have the chance to win one of 25 five-night cruises aboard Royal Caribbean's Majesty of the Seas ship, visiting Nassau and Cococay Bahamas. Six drawings will be held, with the first on 5/3/18.

**ii. Upcoming tasks:**

1. Racetrax \$6 for \$5 promotion: Coinciding with the Triple Crown horseracing season, the Racetrax \$6 for \$5 promotion is scheduled to begin 4/30/18 and run through 6/10/18. During the promotion, players will receive \$1 discount for every \$6 spent, up to a maximum discount of \$5 on a \$30 purchase.

**2. Creative Services**

**a) Traditional Advertising**

**i. Key accomplishments:**

1. Home Run Riches: The Home Run Riches TV and radio spots were finished along with all other creative elements. The campaign kicked off during the Orioles Home Opener on 3/29. The market wide campaign was to continue through 4/22 and the MASN/Orioles sponsorship continues throughout the season.
2. Marilyn Monroe: The Marilyn Monroe advertising campaign went live on 4/2 and will continue through 4/29.
3. Powerball Power Cruise: The Powerball Power cruise radio spots were produced and all other creative elements were completed. The PBPC media plan launched on 4/16 and continues through 5/13.
4. Willy Wonka: The Lottery is in the process of finishing creative elements for the Willy Wonka campaign. All media for the launch of Willy Wonka has been placed and the Lottery is working on coordinating radio promotions with select stations in each market. The Willy Wonka campaign is scheduled to launch on 4/30 and continue through 6/17.
5. Jackpot Support: The Lottery supported the Mega Millions and Powerball jackpots until both were hit in March.
6. Ravens: The Lottery reached an agreement with the Baltimore Ravens to license a Ravens themed scratch-off for the 10<sup>th</sup> consecutive season. Included in the deal are Ravens second-chance prizes – tickets and trips to travel with the team to an away game. The Lottery also held a kick-off

meeting with its agency to begin the creative development for the Ravens campaign.

ii. **Upcoming tasks:**

1. Willy Wonka: The Lottery to finalize all radio station promotions for the launch of Willy Wonka. The Lottery to also complete a few ancillary creative elements – live reads, digital outdoor, print ads, etc.
2. Old Bay: The Lottery and its agency presented the recommended Old Bay creative campaign to McCormick. Now awaiting approval/feedback.
3. Jackpot Bulletins: The first install of the new jackpot bulletin boxes is scheduled for 4/13. Additional installs will occur in April and May.
4. Ravens: The Lottery to work with the Ravens to finalize its 2018 advertising sponsorship agreement. The Lottery to continue to work with its agency to begin the development of the 2018 Ravens campaign.
5. Out-of-Home Contracts: The Lottery is working with its media agency to secure annual contracts for the permanent jackpot bulletins, jackpot metro dioramas, and digital bulletins in Baltimore.

b) **My Lottery Rewards**

i. **Key accomplishments:**

1. Engagement with the program continuing to grow, with March tracking a 19% year over year increase in the value of tickets entered.
2. Development of program changes continuing. On schedule for a mid-to-late June launch.
3. Implemented and/or maintained three second chance promotions and two points-for-drawings promotions during the month of March.

ii. **Upcoming tasks:**

1. Monitor Dormant Account email program.
2. Continue working with SGI and the rest of the team to finalize MLR site changes and program design.

c) **Web/Digital/Social Media**

i. **Key Accomplishments:**

1. Launched the *Marilyn Monroe* digital and social campaigns.
2. Utilized Instagram Story and Facebook Story to promote high jackpots, mid-roll jackpot increases and winners.
3. Promoted the *Home Run Riches* scratch-off and second-chance contest, *\$2,000,000 Mega Bucks* scratch-off, Powerball and Mega Millions jackpots, and various winners' stories via social media and web assets.

ii. **Upcoming Tasks:**

1. Continue development of the new [mdlottery.com](http://mdlottery.com) website and MLGCA/Gaming combined website.
2. Execute social and digital campaigns for the *Willy Wonka* scratch-off and second-chance contest and the Powerball *Power Cruise* promotion.
3. Create digital plans to promote the *Old Bay* scratch-off.

d) **Research**

1. Finalized questionnaire for Wave 5 of Attitude and Usage Tracking Study. Fielding began in mid-April.
2. Completed online player survey about potential ticket designs for 2018 Ravens scratch-off initiative.