

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: August 15, 2017

SUBJECT: Report for the August 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. July Instant Ticket Launch (7/24/27):
 - a. \$1 – *Find the 9s*
 - b. \$2 – *Ravens*
 - c. \$3 – *Crossword*
 - d. \$5 – *Ravens*
 - e. \$10 – *Lady Luck*
2. Game Closing/Hard Recall Activity:

Game Number	Game Name	Price Point	Last Activation Date
258	Monopoly	\$5	7/3/2017
291	Match & Win	\$3	7/3/2017
264	Monopoly	\$1	7/31/2017
268	Cash Craze Crossword	\$3	7/31/2017

3. *Home Run Riches*: The fifth drawing was held on 7/25/17; 123,616 entries were received.
4. *Betty Boop*[™]: The third drawing was held on 7/25/17; 47,718 entries were received.
5. *Family Feud*[®]: The second drawing was held on 7/18/17; 169,778 entries were received.
6. *Ravens*: The Ravens branded scratch-offs, sponsorship and second-chance contest all launched on 7/24/17. This year's contest mirrors last years: \$2 Ravens = 2 entries; \$5 Ravens = 5 entries into the season-long second-chance contest. Prizes include Season Tickets for the 2017 and 2018 seasons, Away Game Trips, Season Tickets for Life* (*20 years) and cash. The first drawing was held 8/14/17 – 537,847 entries were received.

ii. Upcoming tasks for this period:

1. August Instant Ticket Launch: (8/28/27):
 - a. \$2 – *Lucky Bingo*

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- b. \$3 – *Ruby Riches*
- c. \$5 – *Yahtzee*
- d. \$10 – *Big Money Bingo*
- e. \$20 – *Cash Explosion*
2. *Home Run Riches*: The sixth drawing is scheduled for 8/29/17 – as of 8/14, 65,447 entries have been submitted.
3. *Betty Boop™*: The fourth and final drawing is scheduled for 8/22/17 – as of 8/14, 28,023 entries have been submitted.
4. *Family Feud®*: The third and final drawing is scheduled for 8/29/17 – as of 8/14, 90,658 entries have been submitted.
5. Ravens Promotion: The second drawing has just opened for entries and will be completed on 9/10/17.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno Kicker Promotion: On Thursdays, Fridays and Saturdays from 4-8pm, 7/6 through 7/29, random drawings featured the Keno Kicker, an extra winning number. The Keno Kicker was the 21st winning number, making it easier for players to match and win. A pattern quickly emerged and held true for the duration of the promotion despite some weather-related challenges: Thursdays and Saturdays out-performed Fridays in terms of sales lifts when compared to average sales for the same day part; the first week of the promotion (beginning of the month) out-performed subsequent weeks.
2. Cash4Life Best Day Ever Promotion: From 6/26/17 – 7/26/17, five drawings were held, awarding one player \$1,000 every day in the month of July. Cumulatively, more than 64,000 entries were received.

ii. Upcoming tasks for this period:

1. Keno Sprinkler Promotion: From 8/14/17 – 9/10/17, players could receive Doubler or Tripler messages on their Keno tickets – any prizes won on tickets marked with a multiplier would be doubled or tripled.
2. Racetrax \$6 for \$5: The Racetrax \$6 for \$5 promotion is back, running 8/14/17 – 9/10/17. During the promotional period, a \$1 discount is awarded for every \$6 purchase, up to \$5 on purchases of \$30 or more.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. Ravens: Production was completed on all Ravens campaign elements – TV and radio spots, in-stadium assets, digital bulletins, social, and point-of-sale. The media plan was approved and all media purchased. The campaign kicked off on 8/7 and will continue through 10/8.
2. Mega Millions: Supported the Mega Millions jackpot from early July through mid-August when it was hit on Friday, 8/11. The jackpot was promoted via TV, radio, out-of-home, and social.

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3. Powerball: Supported the Powerball jackpot from mid-July through Saturday, 8/12 when it surpassed \$400 million dollars. This jackpot was promoted via radio, out-of-home, and social.
4. Yahtzee: Will support the launch of Yahtzee through a digital and social campaign. All creative units were finalized and the media was purchased to run 9/4 -10/1.
5. "Magic Moment" and GOLD Campaign: A second flight of "Magic Moment" TV and radio is planned for October to promote the launch of the \$5 GOLD scratch-off. Point-of-sale has been completed for GOLD and creative production and media planning are both underway.
6. Sponsorships: The Lottery's Ravens and Redskins team sponsorships kicked off on 8/10 with the teams' first pre-season games.

ii. Upcoming tasks:

1. "Magic Moment" and GOLD Campaign: Work with agencies to develop all creative assets and finalize the media plan to support "Magic Moment" and the launch of GOLD. The media is planned to run for 3-weeks, 10/2 to 10/22.
2. \$350,000 Fall Fortune: Finalize all point-of-sale materials to support this draw game promotion. Also work with creative agency to develop a promotional landing page and any internal graphics
3. Mega Millions Game Changes: Finalize all point-of-sale and other supporting materials needed to announce the Mega Millions game changes coming on 10/28.
4. Holiday: Work with agencies to develop various elements to support the Warehouse Dash promotion and the Holiday scratch-offs.
5. Sponsorships: Finalize all creative elements for the University of Maryland and Morgan State University football sponsorships.
6. Jackpot Bulletins: Update six (6) permanent jackpot bulletins in the coming months. The jackpot display boxes will be replaced and we will consider a new design for the bulletins.

b) Web/Digital/New Media

i. Key accomplishments:

1. Hosted a Facebook live video of the Ravens cheerleaders and mascot visiting the Lottery's office. Accumulated over 4,400 views.
2. Executed various social posts and website stories/graphics to increase awareness for the high Mega Millions and Powerball jackpots.
3. Tailored Keno Kicker social posts and website graphics to promote the increased winnings generated by the promotion.
4. Currently promoting the Ravens scratch-offs and second chance promotion, several second chance contest deadlines, Racextrax promotion, Keno sprinkler promotion and various winners' stories via social media and web assets.

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ii. Upcoming tasks:

1. Meet with Lottery and Casino/gaming teams to plan content map for our website redesign project.
2. Develop social and digital plan for Lottery's Holiday scratch offs and Warehouse Dash second chance promotion.

c) My Lottery Rewards

i. Key accomplishments:

1. Reached 300,000 members milestone.
2. 86% of tickets entered into My Lottery Rewards Club during July were scanned using mobile app feature (up from 75% during June).
3. Implemented and/or maintained five second chance promotions and five points-for-drawings promotions during the month of July.

ii. Upcoming tasks

1. Finalize dormant accounts policy/procedures and begin implementation.
2. Plan fourth quarter points-for-drawings promotions.

d) Research

i. Key accomplishments:

1. Reviewed summary of Attitude & Usage Study (Wave 2) findings with larger group.
2. Approved questionnaire for Wave 3 of A & U Study. Includes module specific to Montgomery County residents. Will also boost sample from within this geography to make results more reliable. Began fielding week of August 7th.
3. Received draft of Retailer Satisfaction Survey results. Reviewed results and extracted satisfaction index for Agency's MFR submission.

ii. Upcoming tasks:

1. Distribute Retailer survey results to Sales team and discuss findings.
2. Work with GKV to develop recommendation for new concept testing on a regular basis.