

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, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: February 13, 2018

SUBJECT: Report for the February 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. January Instant Ticket Launch, Multiplier Family of Games (1/22/18):
 - a. \$1 – *5x The Cash*
 - b. \$2 – *10x The Cash*
 - c. \$5 – *20x The Cash*
 - d. \$10 – *50x The Cash*
2. Game Closing Activity: No games with final claim dates in February 2018 – next update in March.
3. Ravens final drawing: The grand prize winner of Seats for Life (20 years) was revealed at an event at M&T Bank stadium on 2/7/18. Winner was chosen from a group of 10 finalists, who were all invited to the event.

ii. Upcoming tasks for this period:

1. February Instant Ticket Launch (2/26/18):
 - a. \$2 – *Triple 333s*
 - b. \$5 – *Home Run Riches*
 - c. \$10 – *Quarter Million Large*
 - d. \$30 – *\$2,000,000 Mega Bucks*
2. Multiplier Madness second-chance contest: A second-chance contest, offering players additional opportunities to win cash prizes, launched with the suite of Multiplier Family of Games on January 22, 2018. To reinforce the multiplier theme, each price point entered garners players a multiplied number of entries. \$1 5x The Cash = 5 entries; \$2 10x The Cash = 10 entries; \$5 20x The Cash = 20 entries; \$10 50x The Cash = 50 entries. Three drawings will each award one \$5,000 prize, one \$10,000 prize, one \$20,000 prize and one \$50,000 prize. The first drawing will be held 3/6/18 – to date,

over 400,000 tickets across the four price points have been entered, resulting in over 8,000,000 entries.

3. *Marilyn Monroe*: The Board of Public Works has approved the contract for the Marilyn Monroe licensed property. The \$2 game will be released on March 26, 2018, and will have a second-chance contest to accompany the game launch. Further details will be provided in the March Director's report.
4. *Willy Wonka*: The Board of Public Works has approved the contract for the Willy Wonka and the Chocolate Factory and Billion Dollar Challenge second-chance contest. The \$10 game and complementary second-chance contest will be released on April 23, 2018. Further details will be provided in subsequent Director's reports.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno 25th Anniversary Promotion: The drawing was held on 2/1/18, players were selected to win: 25 prizes of \$250, one prize of \$2,500 and one prize of \$25,000. Over 1,007,000 entries were received.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. Multiplier Family of Games: The media campaign for the Multiplier FOG began on 1/29 and will continue through 2/25. The campaign includes television commercials running throughout the Olympics in the Baltimore and D.C. markets.
2. Marilyn Monroe: Reviewed and approved digital, social, and out-of-home creative elements for the Marilyn Monroe scratch-off, then forwarded to licensor for feedback and/or approval. Reviewed corresponding media plan that is scheduled to begin on 4/2 and run for 4 weeks.
3. Home Run Riches: Selected a campaign direction for TV and radio. Also, reviewed preliminary out-of-home, digital and in-stadium creative options. Signed off on the media brief and will review media plan the week of 2/12.
4. Powerball Power Cruise: Approved the initial creative direction for point-of-sale, internal assets and radio to support this promotion. Signed off on the media brief and will review the media plan in mid-to-late February.
5. Willy Wonka: Approved point-of-sale and edits to the existing TV and radio scripts.

ii. Upcoming tasks:

1. Marilyn Monroe: Finalize all creative elements and media plan once licensor approval is provided.
2. Home Run Riches: Review and finalize the Home Run Riches broad market media plan by late February. Begin production of all TV and radio spots and continue to work with creative agency to finalize all in-stadium, out-of-home and digital assets.
3. Powerball Power Cruise: Finalize media plan by late February. Also finalize all creative elements and move into production.
4. Willy Wonka: Review media brief for the Willy Wonka campaign. Continue to work with licensor on all creative elements.

5. Minor League Baseball Sponsorships: Review sponsorship proposals from the local Minor League teams.
6. Jackpot Billboards: Continue to work with agency and out-of-home vendors on the upgrade of five (5) jackpot billboards.

b) My Lottery Rewards

i. **Key accomplishments:**

1. 65,154 unique players entered tickets into the program during January 2018. This number was the highest in MLR program history and represented a 20% increase over January 2017.
2. Due to a high jackpot at the start of the month, 42,238 players entered a Mega Millions ticket in January 2018. This represents the first month where we have seen more than 40,000 players enter a ticket for that game.
3. Implemented Dormant Account Email program.
 - (a) 220,641 emails were sent to players who had been inactive for six months or more.
 - (b) 11.3% of these emails were opened.
 - (c) 2,027 previously inactive players entered a ticket or redeemed points.
4. Implemented and/or maintained four (4) second chance promotions and two (2) points-for-drawings promotions during the month of January

ii. **Upcoming tasks:**

1. Monitor Dormant Account Email program rollout and report KPIs monthly.
2. Continue to work with SGI to provide timeline/implementation schedule for MLR program upgrades.

c) Web/Digital/Social Media

i. **Key Accomplishments:**

1. Launched the Multiplier FOG social and digital campaigns
2. Broadcasted the reveal of the winner of 2017 Ravens season tickets for 20 years on Facebook live.
3. Promoted the Multiplier Madness second-chance contest, Mega Bucks scratch-off and various winners' stories via social media and web assets.

ii. **Upcoming Tasks:**

1. Continue development of the new mdlottery.com website and MLGCA/Gaming combined website.
2. Execute social and digital campaigns for the Marilyn Monroe scratch-off and second-chance contest.
3. Create digital plans to promote the Willy Wonka scratch-off and second-chance contest and the Home Run Riches scratch-off and second-chance contest.

d) Research

i. **Upcoming Tasks:**

1. Reviewed Wave 4 of Attitude and Usage Tracking Study results and worked with Ipsos and GKV to develop presentation to management conducted on 2/15.
2. Worked with GKV to develop a short online survey that was sent to Retailers gauging their interest in a new display unit the Lottery is considering. Survey sent out week of 2/12.