

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: January 16, 2018

SUBJECT: Report for the January 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. 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*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
263	\$5.00	Green Doubler	\$17,616,685.00	\$12,682,251.81	\$4,934,433.19	11/21/2017
253	\$2.00	Scrabble™	\$3,614,992.00	\$2,314,679.69	\$1,300,312.31	12/4/2017
259	\$10.00	Monopoly™	\$19,359,490.00	\$9,986,252.44	\$9,373,237.56	12/4/2017
306	\$2.00	10X The Cash	\$5,919,328.00	\$3,792,513.62	\$2,126,814.38	12/22/2017

3. *Ravens*: The sixth drawing was held 1/16/18 – over 515,000 entries were received.
4. *Cash and Dash*: The tenth drawing was held 1/2/18 – 516,357 entries were received; the eleventh drawing was held 1/9/18 – 522,528 entries were received; the twelfth and final drawing was held 1/16/18 – over 380,000 entries were received.

ii. Upcoming tasks for this 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. \$5 – *50x The Cash*
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.

3. *Ravens final drawing*: The grand prize winner of Seats for Life (20 years) will be revealed at an event at M&T Bank stadium on 2/7/18. Winner is chosen from a group of finalists.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno 25th Anniversary Promotion: January 4th was the 25th anniversary of the launch of Keno; to celebrate the occasion, players have a second-chance to win cash prizes. From now through 1/31/18, players can purchase and 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 drawn on 2/1/18.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. Multiplier Family of Games: All TV and Radio production was completed for the launch of the Lottery's latest Multiplier Family of Games. All media is finalized and will run from 1/29-2/25.
2. \$30 Mega Bucks: In the production phase for all point-of-sale. Expect delivery in late January.
3. Powerball and Mega Millions Jackpot: Began promoting the growing jackpots in early December. The jackpots were supported with TV, Radio, Digital Outdoor, and Social advertising. The Mega Millions jackpot was hit on 1/5 and Powerball was hit on 1/6.
4. Marilyn Monroe: Approved media and creative briefs for Marilyn Monroe scratch-off ticket. In the final stage of point-of-sale development.
5. Home Run Riches: Reviewed an initial round of TV and Radio concepts for the 2018 Home Run Riches campaign.
6. Willy Wonka: Begun working with SGI on the various creative assets available to the Lottery for this licensed scratch-off.

ii. Upcoming tasks:

1. Multiplier Family of Games: Complete development all Outdoor and Digital creative for the Multiplier FOG campaign.
2. Marilyn Monroe: Review the Marilyn Monroe media plan and creative concepts the week of January 22nd. Finalize all point-of-sale.
3. Home Run Riches: Review a second round of creative for Home Run Riches and make a selection. Review the media brief in mid-to-late January.
4. Powerball Power Cruise: Review the media brief in mid-January and determine the creative assets needed for the launch.
5. Willy Wonka: Continue to work with SGI and GKV on all creative development. Review media brief from Media Works and discuss the media direction for the launch of Willy Wonka.

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6. MASN: Finalize 2018 sponsorship agreement with MASN.
7. Jackpot Bulletins: Continue work on the production process to overhaul five (5) jackpot bulletins.

b) Web/Digital/Social Media

i. Key Accomplishments:

1. Completed digital campaign for the second half of the Holiday promotion. Focus was on giving scratch-offs as gifts.
2. Executed Holiday scratch-off giveaway contest on Facebook. There were 3,700 entries into the contest.
3. Currently promoting the final entry deadlines for the Holiday and Ravens second-chance contests, Keno 25th Anniversary 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 MLGCA/Gaming combined website.
2. Execute social and digital campaigns for the Multiplier family of games and second-chance contest.
3. Create digital plans to promote the new Marilyn Monroe scratch-off and second-chance contest.

c) My Lottery Rewards

i. Key Accomplishments:

1. December marked the third consecutive month we set records for the retail value of tickets entered by MLR members. This figure is 28% above the retail value reported in December 2016.
2. During December, the team implemented and/or maintained two second chance and four points-for-drawings promotions.
3. Finalized format, artwork and promotion details to be utilized in effort to reactive those members with dormant or inactive accounts.

ii. Upcoming Tasks

1. Implement dormant account email program.
2. Work with SGI to determine implementation schedule for upcoming MLR program changes. Concurrently, develop communications plan to members.

d) Research

i. Key Accomplishments:

1. Fielding complete for Wave 4 of Attitude and Usage Tracking Study. Ipsos currently analyzing data for presentation of results to Lottery in mid-February.