

# 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: Marketing Staff

DIVISIONS: Product Development and Creative Services

DATE: June 20, 2017

SUBJECT: Report for the June 2017 Commission Meeting

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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. May Instant Ticket Launch: Frenzy Family of Games (5/22/17):
  - a. \$1 – \$50 Frenzy
  - b. \$2 – \$100 Frenzy
  - c. \$5 – \$500 Frenzy
  - d. \$10 – \$1,000 Frenzy
2. *Home Run Riches*: The fourth drawing was held 6/20/17 – over 115,000 entries were received.
3. *Betty Boop™*: The first of four drawings was held 5/30/17, to award an Ocean City vacation package; 176,415 entries were received.
4. *Family Feud®*: The first of three drawings for \$50,000 was held on 6/5/17; 241,230 entries were received.

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

1. June Instant Ticket Launch: (6/24/17):
  - a. \$3 – *Ca\$hingo*
  - b. \$5 – *Power 5s*
  - c. \$10 – *Super Triple 10s*
2. July Instant Ticket Launch: (7/24/17):
  - a. \$1 – *Find the 9s*
  - b. \$2 – *Ravens*
  - c. \$3 – *Crossword*
  - d. \$5 – *Ravens*
  - e. \$10 – *Lady Luck*
3. *Home Run Riches*: The fifth drawing will be held 7/24/17, to select the next batch of Contestant of the Game winners.

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4. *Betty Boop*<sup>™</sup>: The second of four drawings to award Ocean City vacations is scheduled for 6/26/17; as of 6/19, over 38,000 entries have been received.
5. *Family Feud*<sup>®</sup>: The second drawing for \$50,000 will be held 7/17/17 – as of 6/19, over 55,000 entries have been received.
6. Ravens Promotion: The Ravens branded scratch-offs, sponsorship and second-chance contest are back. 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.

## b) Draw and Monitor Game Products and Promotions

### i. Key Accomplishments last period:

1. Racetrax \$6 for \$5 Promotion: The Racetrax \$6 for \$5 promotion ended on 5/28/17. This promotion increased engagement with players, resulting in a double digit sales increase.

### ii. Upcoming tasks for this period:

1. Cash4Life Best Day Ever Promotion: To continue to raise awareness for newest addition to the lottery game portfolio, the Cash4Life Best Day Ever promotion is coming back. Players purchase Cash4Life tickets and enter into My Lottery Rewards from 6/26 - 7/26; Five drawings throughout the month will select winners every day for the month of July, to each win \$1,000.
2. Keno Kicker Promotion: On Thursdays, Fridays and Saturdays from 4-8pm, 7/6 through 7/29, random drawings will feature the Keno Kicker, an extra winning number. The Keno Kicker will be the 21<sup>st</sup> winning number, making it easier for players to match and win. This new promotion is designed to keep Keno players actively playing and watching for the Kicker.

## 2) Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. "Magic Moment" and Frenzy FOG Campaign: Production was completed on the "Magic Moment" TV and Radio campaign. The campaign launched on 6/5 highlighting the Frenzy Family of Games. TV, Radio, Digital Outdoor, and Social will run from 6/5 – 6/25 and again 7/10 – 7/23.
2. Ravens: All point-of-sale for the 2017 season has been finalized and has moved into production. Completed the creative development process for upcoming TV campaign - a concept was selected and it is moving into the production phase with a director search.
3. Powerball: Supported the recent Powerball Jackpot with TV, Radio, Social Media, and Digital Outdoor.

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4. Sponsorships: Finalized sponsorship agreements with the Ravens, Redskins, and Morgan State University.

## ii. Upcoming tasks:

1. Ravens: Continue the creative development process to include Radio, Digital Outdoor, Digital and Social Media, and Stadium Assets. Work with Media Works to develop a media plan to support the Ravens scratch-offs.
2. Yahtzee: Finalize plans to support the Yahtzee scratch-off. Marketing support will include point-of-sale, social/digital media, and internal assets.
3. Sponsorships:
  - (a) In the process of reviewing and negotiating a 2017-2018 proposal from the University of Maryland.
  - (b) Move into the creative development and production phase for all sponsorship assets tied to the Redskins and Morgan State University.
4. 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.
5. FY'18 Planning: Continuing to work on advertising plans for FY'18. Have developed recommendations for the first 6-months of the fiscal and will prepare individual plans for each initiative.
6. Televised Drawings RFP: The Lottery's Televised Drawing RFP was released on June 1, 2017. The Pre-Proposal Conference was held on June 13, 2017.

## b) Web/Digital/New Media

### i. Key accomplishments:

1. Hosted a Facebook live video at the Warehouse Dash event.
2. Established a social campaign around Magic Moments to span the next several months.
3. Promoted official holidays and special days like Memorial Day and Star Wars Day using unique and engaging graphics and animations.
4. Currently promoting the Frenzy family of games, Home Run Riches Scratch-Off and second-chance promotion and winners' stories via social media.

### ii. Upcoming tasks:

1. Meeting with lottery and casino/gaming teams to plan content map for our website redesign project.
2. Continue development of Magic Moment social concepts.

## c) Research

### i. Key accomplishments:

1. Reviewed initial draft of Attitude & Usage Study (Wave 2) findings. Prepared conclusions for July presentation and broader distribution.

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2. Finalized questionnaire and other elements for Retailer Satisfaction Study.  
Anticipated mail drop date June 19<sup>th</sup>.