

# 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: June 18, 2018

SUBJECT: Report for the June 2018 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, Jackpot Family of Games (5/21/18):
  - a. \$1 – \$2,000 Jackpot
  - b. \$2 – \$20,000 Jackpot
  - c. \$5 – \$100,000 Jackpot
  - d. \$10 – \$200,000 Jackpot
2. *Home Run Riches* second-chance contest: The third drawing was held 5/29/18; 164,327 entries were submitted.
3. *Marilyn Monroe™* second-chance contest: The second drawing was held 5/22/18, 109,910 entries were received.
4. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The first drawing for the BILLION DOLLAR CHALLENGE was held 5/29; 622,538 entries were received.

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

1. June Instant Ticket Launch (6/25/18):
  - a. \$2 – *Old Bay® Bucks*
  - b. \$3 – *Dominoes*
  - c. \$5 – *Hot Riches*
  - d. \$10 – *Diamond 10s*
  - e. \$20 – *\$1,000,000 Blowout*
2. *Home Run Riches* second-chance contest: The fourth drawing will be held 6/26/18; as of 6/17, 86,414 entries have been received.
3. *Marilyn Monroe™* second-chance contest: The third of five drawings will be held 6/19/18; as of 6/17, 79,252 entries have been received.
4. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The second drawing will be held 7/3; as of 6/17, 353,394 entries have been submitted.

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

### **i. Key accomplishments:**

1. **Powerball Power Cruise:** The Powerball Power Cruise promotion ended on 6/6/18; the final drawing was held on 6/7/18. Throughout the promotion, nearly 17,000 active users generated 99,505 completed entries via the Collect N' Win promotional platform. On average, 77% of those entries were submitted via the mobile application (71% phone, 6% tablet), and 23% were submitted via desktop computer, through the website. A total of 25 winners received Cruise vacation packages.
2. **Racetrax \$6 for \$5 promotion:** The Racetrax \$6 for \$5 promotion ended on 6/10/18. During the promotional period/Triple Crown Racing season, Racetrax enjoyed two sales-record breaking weeks, and for the first time since the game's launch, Racetrax daily sales surpassed Keno on 6/4/18 (Racetrax sales = \$720,813; Keno sales = \$712,413 for the day).

## **2. Creative Services**

### **a) Traditional Advertising**

#### **i. Key accomplishments:**

1. **Old Bay® Bucks:** The Old Bay Bucks television commercial was shot on 6/6 and is in the rough-cut stage. Two radio commercials were produced on 6/13. All out-of-home and print creative has been finalized. All media has been placed and is scheduled to begin on 7/2 and run through the middle of August.
2. **Ravens:** The Lottery has finalized the creative direction for this year's scratch-off campaign.
3. **MD-7s:** The Lottery held a kick-off meeting with its agencies to develop the advertising campaign to support the launch of the MD-7s scratch-off.
4. **Jackpot Bulletins:** The Lottery installed new vinyl and new digital jackpot display boxes on two additional jackpot bulletin boards; four out of six bulletins are now installed.
5. **Sponsorship Agreements:** The Lottery has finalized sponsorship deals with the Washington Redskins, University of Maryland, and Towson University for the 2018-2019 season.

#### **ii. Upcoming tasks:**

1. **Old Bay® Bucks:** The Lottery to complete post production of the Old Bay Bucks television commercial and finalize production of all digital and social creative elements.
2. **Ravens:** The Lottery to move into the production phase of the Ravens scratch-off campaign. Creative elements include radio, digital, video, social, in-stadium signage, etc. The Lottery will also finalize the advertising sponsorship agreement with the Baltimore Ravens.
3. **Win \$50 or \$100:** The Lottery to review the Win \$50 or \$100 media plan on 6/25. The Lottery's creative agency to provide point-of-sale and digital creative for review.
4. **MD-7s:** The Lottery to work with both agencies to develop the creative campaign and media plan to support the launch of MD-7s, which is planned to begin on 10/1.
5. **Jackpot Bulletins:** The Lottery will install the remaining two jackpot bulletins in June/July.

6. *Sponsorship Agreements*: The Lottery to finalize the sponsorship agreements with the Washington Redskins and Towson University. The Lottery to move forward with creative development and production for the Redskins, Towson University and University of Maryland sponsorships. The Lottery to continue to work with Morgan State University to develop and finalize its 2018-2109 sponsorship.

**b) Web/Digital/Social Media**

**i. Key Accomplishments:**

1. Promoted the Willy Wonka Golden Ticket™ scratch-off game and second-chance contest, Jackpot Family of Games, Powerball Power Cruise second-chance promotion, Home Run Riches scratch-off and second-chance contest and various winners' stories via social media and web assets.
2. Promoted the Warehouse Dash event with teaser posts on social media and a Facebook live video.
3. Presented the development sites for the new [mdlottery.com](http://mdlottery.com) and [mdgaming.com](http://mdgaming.com) to the Lottery's management team.

**ii. Upcoming Tasks:**

1. Continue development of the new [mdlottery.com](http://mdlottery.com) and [mdgaming.com](http://mdgaming.com) websites.
2. Execute social and digital plans for the Old Bay Bucks scratch-off.
3. Create digital and plans for the Ravens scratch-offs.

**c) My Lottery Rewards**

**i. Key accomplishments:**

1. Player engagement with MLR grew in May, with a 25% year-over-year increase in the value of tickets entered.
2. The number of unique monthly active users saw a 20% year-over-year increase in May.
3. The Willy Wonka Golden Ticket™ was the scratch-off game most entered by MLR members in May.
4. Worked with SGI to meet key milestones for upcoming program changes and companion marketing elements; new program launch date pushed back to 8/13.
5. Implemented and/or maintained three second chance promotions and two points-for-drawings promotions during the month of May.

**ii. Upcoming tasks:**

1. Monitor Dormant Account Email program.
2. Continue working with SGI to finalize program changes.
3. Complete POS, FAQs, and rules for program changes.

**d) Research**

**i. Key accomplishments:**

1. Completed *Wave 5* of Ipsos player tracking study. Presentation to review results with Lottery team scheduled for 7/20.
2. Finalized questionnaire for Retailer Satisfaction Study. Anticipate mailing to retailers in late June.