

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



Montgomery Park Business Center
1800 Washington Blvd., Suite 330
Baltimore, Maryland 21230

Tel: 410-230-8800
TTY users call Maryland Relay
www.mdlottery.com

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: March 13, 2018

SUBJECT: Report for the March 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. 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. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin
258	\$5.00	Monopoly™	\$14,050,670.00	\$10,110,862.00	\$3,939,808.00
291	\$3.00	Match & Win	\$5,516,853.00	\$3,727,186.00	\$1,789,667.00
264	\$1.00	Monopoly™	\$3,523,248.00	\$2,115,006.00	\$1,408,242.00
268	\$3.00	Cash Craze Crossword	\$7,820,619.00	\$5,313,328.00	\$2,507,291.00

3. *Multiplier Madness* second-chance contest: The first drawing was held 3/6/18; over 900,000 tickets were entered into the drawing.
4. *Home Run Riches*: The second-chance contest, in conjunction with the Orioles sponsorship, Contestant of the Game is back with the launch of \$5 Home Run Riches. A player is selected for each of the 162 Orioles regular season games, to each receive \$500 for being selected and an additional \$500 for every home run hit by an Orioles player.
5. *Marilyn Monroe™* second-chance contest: Non-winning *Marilyn Monroe* scratch-off tickets can be entered for a chance to win one of eight prizes of \$5,000, or the grand prize trip to the Marilyn Monroe spa in NYC plus \$5,000.

ii. Upcoming tasks for this period:

1. March Instant Ticket Launch (3/26/18):
 - a. \$1 – *Instant Pick 3*
 - b. \$2 – *Marilyn Monroe™*
 - c. \$3 – *Bag Toss Bucks*
 - d. \$5 – *\$500 Explosion*

2. *Multiplier Madness* second-chance contest: The next drawing will be held 4/3/18; to date, over 120,000 tickets have been entered into the second drawing.
3. *Home Run Riches* second-chance contest: The first of six drawings will be held 3/27/18; to date, 84,833 entries have been received.
4. *Marilyn Monroe™* second-chance contest: The first of five drawings will be held 4/24/18.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. Keno Sprinkler Promotion: The popular Keno Sprinkler promotion began 3/11 and will continue for five weeks, through 4/15/18. During the promotion, players will have the chance to double or triple their winnings.

ii. Upcoming tasks:

1. Powerball Power Cruise: From 4/14 – 6/6/18, players will again have the chance to win one of 25 five-night cruises aboard Royal Caribbean's Majesty of the Seas ship, visiting Nassau and Cococay Bahamas. Players download the Collect N' Win app and scan Powerball tickets (or enter manually through the website) to receive and collect symbols. Five symbols (plus free space) are collected on a card and a filled card generates an entry into the contest. Six drawings will be held, with the first on 5/3/18.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Marilyn Monroe™*: All media (digital, social, and out-of-home) to support the Marilyn Monroe scratch-off has been placed. It will run from 4/2 through 4/29. All creative elements have been finalized and are with the licensor for final approval.
2. *Home Run Riches*: The Home Run Riches media plan was approved and will run from 4/2 through 4/22. Plan consists of TV, radio, social, and out-of-home. All creative elements have been approved and are in the final stages of production.
3. Powerball Power Cruise: The Powerball Power Cruise media plan was approved. The media consists of radio, gas station media and social and will run from 4/16 through 5/13.
4. *Willy Wonka*: The Willy Wonka TV and radio spots, provided by SGI, were approved with the Maryland Lottery's tag. The Lottery also finalized all digital and out-of-home creative elements. Also approved the Willy Wonka media plan, which will run from 4/30 through 6/17 and consists of TV, radio, digital, social, and out-of-home media.
5. Jackpot Support: Promoted both the Powerball and Mega Millions jackpots. The Lottery ran TV, radio, and digital outdoor in support of Powerball and radio and digital outdoor in support of Mega Millions. Jackpot support ran from 2/23 to 3/14.

6. Minor League Baseball Sponsorships: Approved sponsorships with the Bowie Baysox, Frederick Keys, Delmarva Shorebirds and the Southern Maryland Blue Crabs.

ii. **Upcoming tasks:**

1. *Marilyn Monroe™*: Finalize all creative elements once licensor approval is provided.
2. *Home Run Riches*: Produce Home Run Riches radio spots and finish TV spots the week of 3/12.
3. Powerball Power Cruise: Finalize radio and pump topper creative elements. Review the radio and gas station media buys for final approval.
4. Jackpot Bulletin Boards: On schedule to begin installation of new jackpot bulletin boxes and related creative components in late March or early April.
5. Orioles and MASN: Finish production of all Orioles and MASN sponsorship elements prior to Opening Day.
6. Minor League Sponsorships: Finalize creative elements with each of the four teams in time for their season openers.

b) **My Lottery Rewards**

i. **Key accomplishments:**

1. Multiplier scratch-offs were the most entered tickets in February 2018. All four tickets in this family of games had at least 100,000 tickets entered.
2. On schedule with development of program changes, tentatively scheduled for mid-to-late June.
3. Implemented and/or maintained one second chance promotion and two points-for-drawings promotions during the month of February.

ii. **Upcoming tasks:**

1. Monitor Dormant Account Email program rollout and report KPIs monthly.
2. Continue to work with SGI to further develop and refine planned changes to MLR program. Also working with GKV to develop communication plan for launch.

c) **Web/Digital/Social Media**

i. **Key Accomplishments:**

1. Launched the *Home Run Riches* social campaign.
2. Utilized the Instagram Story feature to promote winners.
3. Promoted the *Multiplier Madness* second-chance contest, *\$2,000,000 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, *Home Run Riches* scratch-off and second chance contest and Problem Gambling Awareness Month.
3. Create digital plans to promote the *Willy Wonka* scratch-off and second-chance contest.

d) **Research**

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1. Developing questionnaire for Wave 5 of Attitude and Usage Tracking Study. Expect to be in field in mid-April.
2. Completed online Retailer survey about a new display unit and shared results with Sales.