

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: May 14, 2018

SUBJECT: Report for the May 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. April Instant Ticket Launch (4/23/18):
 - a. \$1 – *Double Doubler*
 - b. \$5 – *Cash Craze Doubler*
 - c. \$10 – *Willy Wonka Golden Ticket™*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
275	\$3	Diamond Bingo	\$7,543,452.00	\$5,069,954.52	\$2,473,497.48	4/9/2018
276	\$10	Bingo Gold	\$12,440,040.00	\$9,317,589.96	\$3,122,450.04	4/9/2018
300	\$10	The Big \$10 Ticket	\$19,609,740.00	\$14,683,773.54	\$4,925,966.46	4/9/2018
302	\$1	Refund Check	\$3,733,609.00	\$2,243,525.91	\$1,490,083.09	4/9/2018
305	\$1	5x The Cash	\$4,020,153.00	\$2,415,710.16	\$1,604,442.84	4/9/2018
307	\$5	20x The Cash	\$23,019,000.00	\$16,575,856.09	\$6,443,143.91	4/9/2018

3. *Multiplier Madness* second-chance contest: The final drawing was held 5/1/18, over 8.5 million entries were submitted.
4. *Home Run Riches* second-chance contest: The second drawing was held 4/24/18; 179,613 entries were submitted.
5. *Marilyn Monroe™* second-chance contest: The first of five drawings was held 4/24/18, 133,518 entries were received.

ii. Upcoming tasks for this 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 will be held 5/29/18; to date, 103,344 entries have been received.

3. *Marilyn Monroe™* second-chance contest: The second of five drawings will be held 5/22/18; to date, 79,401 entries have been received.
4. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The first drawing for the BILLION DOLLAR CHALLENGE will be held 5/29; to date, 364,798 entries have been submitted.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. Powerball Power Cruise: Two drawings have been held so far in the Powerball Power Cruise promotion, awarding cruise trip vacation packages to four winners each (eight total). Power Cruise 2 is out-performing Power Cruise 1 in the monitored key performance indicators: the active player count is up more than 68% and the tickets entered count has seen a 13% increase year over year.
2. Racetrax \$6 for \$5 promotion: The Racetrax \$6 for \$5 promotion began on 4/30 and will continue through the Triple Crown horseracing season, ending on 6/10/18.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Willy Wonka Golden Ticket™*: All TV, radio, digital, and out-of-home creative is complete. Willy Wonka advertising began on 4/30 and will conclude on 6/17.
2. *OLD BAY*: Selected the creative direction for the OLD BAY television and radio commercials. A comprehensive media plan was developed for the launch of OLD BAY. The plan includes TV, radio, out-of-home, digital and social; the plan will begin on 7/2 and continue through 8/19.
3. Powerball - Jackpot Support: Supporting the current Powerball jackpot with radio and digital outdoor; ad support began on 5/11.
4. *Ravens*: Finalized 2018 advertising sponsorship with the Baltimore Ravens. Kicked-off the creative development for this year's \$2 and \$5 Ravens scratch-off games.
5. Jackpot Bulletins: Installed new vinyl backings and new digital jackpot display boxes on two jackpot bulletins. Installation for the other four bulletins will occur in May/June.
6. University of Maryland: Renewed advertising sponsorship agreement with the University of Maryland for the 2018-2019 Football and Basketball seasons.
7. Out-of-Home Contracts: Secured annual (2018-2019) contracts for permanent jackpot bulletins, jackpot metro dioramas, and digital bulletins in Baltimore.

ii. Upcoming tasks:

1. *Willy Wonka™*: Finalize a few remaining radio station promotions.
2. *OLD BAY*: Move forward with production of the OLD BAY creative elements. Finalize and purchase all media.
3. *Ravens*: Work with GKV to develop creative materials for the Ravens 2018 sponsorship.

4. Sponsorship Agreements: Continue working with the Washington Redskins, Morgan State University, and Towson University to reach agreements for the 2018-2019 season.

b) My Lottery Rewards

i. **Key accomplishments:**

1. Engagement with the program continues to grow, with a 21% year over year increase in the value of tickets entered.
2. Program registrations hit a 3-year high with 12,892 new members in April.
3. Development of program changes continues. The new program is on schedule to launch in mid-to-late June.
4. Implemented and/or maintained four second chance and two points-for-drawings promotions during the month of April.

ii. **Upcoming tasks:**

1. Monitor Dormant Account email program.
2. Continue working with SGI to finalize the program changes and begin testing the new site.

c) Web/Digital/Social Media

i. **Key Accomplishments:**

1. Launched the Willy Wonka and Powerball Power Cruise digital and social campaigns.
2. Promoted the Marilyn Monroe scratch-off and second-chance contest, 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.

ii. **Upcoming Tasks:**

1. Continue development of the new mdlottery.com website and MLGCA/Gaming combined website.
2. Promote the Warehouse Dash event with teaser posts and a Facebook live video.
3. Create digital plans to promote the OLD BAY scratch-off.

d) Research

1. Fieldwork for Wave 5 of the Attitude and Usage Tracking Study is complete. The Lottery received preliminary results to help market the OLD BAY scratch-off game. Complete findings and analysis will be available in mid-July.
2. The annual Retailer Satisfaction research will go into the field in late June.