

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: Leo Mamorsky, Managing Director and Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: October 16, 2018

SUBJECT: Report for the October 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. September Instant Ticket Launches (9/24/18):
 - a. \$1 – *Trip 7s*
 - b. \$5 – *Maryland 7s*
 - c. \$10 – *All The Money*
 - d. \$20 – *Monopoly™*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
308	\$10	50X The Cash	\$28,397,770.00	\$21,283,813.96	7,113,956.04	8/13/2018
315	\$5	Deluxe Crossword	\$15,349,005.00	\$11,052,696.39	4,296,308.61	8/13/2018
322	\$2	Betty Boop	\$4,579,310.00	\$2,913,894.75	1,665,415.25	8/13/2018

3. *Ravens second-chance contest*: The second drawing was held 9/17: 1,127,340 entries were received. The third drawing was held 10/16/18: 829,261 entries were received.
4. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™ second-chance contest*: The fifth drawing was held 10/16/18; 269,621 entries were received.

ii. Upcoming tasks for this period:

1. October Instant Ticket Launches (10/22/18):
 - a. \$1 – *Holiday Pets*
 - b. \$2 – *Polar Bear Bucks*
 - c. \$3 – *Peppermint Payout*
 - d. \$5 – *Holiday Cash*
 - e. \$10 – *\$100,000 Winter Winfall*
2. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™ second-chance contest*: The sixth drawing will be held 11/19/18.

3. *Ravens second-chance contest*: The fourth drawing will be held on 11/12/18.
4. *Holiday 2018 second-chance contest*: With the launch of our holiday suite of instant tickets, the second-chance contest also becomes available to players. Players enter non-winning holiday instant tickets for chances to win cash, books of scratch-offs and trips to the Warehouse Dash. There are 12 drawings in total; the first will be held 10/30.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments:

1. *\$400,000 Fall Fortune*: This all-games promotion began 10/1 and will run through 11/11, with the final drawing on 11/13/18. During the promotion, players can purchase and enter draw game tickets into My Lottery Rewards; once \$5 worth has been submitted, an entry is generated for a chance to win cash – prizes total \$400,000. The first drawing was held 10/9 – 559,876 entries were received. The second drawing was held 10/16 – 797,917 entries were received.
2. *Game Day Keno Kicker Promotion*: The Game Day Keno Kicker promotion began 10/14/18 and will run through 11/25/18. On these six Sundays, during the designated pre-and partial-game windows, more than 50% of Keno drawings will randomly feature an extra winning number – the “Keno Kicker.” The first Game Day Keno Kicker’s promotional window covered a 7 hour span (11 AM – 6 PM), to cover both Redskins and Ravens pre-and-partial game day hours.

ii. Upcoming Tasks:

1. *\$400,000 Fall Fortune*: The remaining drawing dates are as follows: Drawing three – 10/23; Drawing four – 10/30; Grand Prize Drawing (five) – 11/13.
2. *Game Day Keno Kicker Promotion*: The remaining Game Day Keno Kicker promotion dates are: 10/28, 11AM – 3PM; 11/4, 11AM – 3PM; 11/18, 11AM – 3PM; 11/25, 11AM – 3PM.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Maryland 7s*: All production for *Maryland 7s* radio, TV, out-of-home and digital was completed. The *Maryland 7s* media began running on 10/1 and will continue through the end of October.
2. *Holiday 2018*: The media plan to support *Holiday* scratch-offs follows a two-pronged approach with the first flight promoting the Warehouse Dash and the second flight positioning *Holiday* scratch-offs as gifts. The first flight of media will begin on 11/1. Warehouse Dash radio and TV are moving into the production phase.
3. *Mega Millions Jackpot Support*: The Lottery supported the Mega Millions jackpot with TV, radio and digital outdoor through 10/2. Paid advertising stopped when the jackpot reached \$400+ million.

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ii. Upcoming tasks:

1. *Holiday 2018:* The Lottery's media agency will move forward with buying and securing all Holiday media. The Lottery to work with its creative agency to finalize production on all Warehouse Dash materials. The Lottery continues to work on the Holiday gift giving creative and will finalize all assets in the coming weeks.
2. *FY'19 Planning:* The Lottery met internally to review advertising priorities for January through June. The Lottery will allocate its budget accordingly and will kick-off campaign development for several initiatives.
3. *Sports Sponsorships:* The Lottery will be working with its agency and the various universities to update all sponsorship materials for the basketball season.

b) Web/Digital/Social Media

i. Key Accomplishments:

1. Promoted *Maryland 7s* and *Ravens Multiplier* scratch-offs, high jackpots, the *Fall Fortune* draw games promotion and various winners' stores via social media and web assets.
2. Featured the seven designs of the *Maryland 7s* scratch-off game through social posts, encouraging players to vote for their favorite design.
3. Launched the Ravens - *Show Us Your Moves* Facebook contest.

ii. Upcoming Tasks:

1. Continue to work towards finalizing the new mdlottery.com and mdgaming.com websites and prepare for a November 8th launch.
2. Execute social and digital plans for *Holiday* scratch-offs promoting the Warehouse Dash second-chance contest.
3. Work with GKV to finalize digital and social plans for *Holiday* scratch offs. With a gift giving focus.

c) My Lottery Rewards

i. Key accomplishments:

1. Player engagement grew during September with a 21% year-over-year increase in draw ticket entries and a 23% year-over-year increase in instant ticket entries. The number of unique monthly users for September 2018 was 53,858, which represents a 5% increase from September 2017.
2. The *Ravens x10* was the scratch-off game most entered by *MLR* members in September.
3. Worked with SGI to complete testing of updated website and mobile app.
4. Implemented and/or maintained two second chance promotions and three points-for-drawings promotions during the month of September.

ii. Upcoming tasks:

1. Prepare for mid-November launch of next generation platform.
2. Complete internal demonstrations and information sessions for upcoming program changes.

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d) Research

1. Ipsos shared results from Wave 6 of the Consumer Tracking Study with Lottery marketing team.
2. Discussed updates for Wave 7 and potential move to continuous surveying. Ipsos to provide revised quote and additional information in mid-October.