

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: September 18, 2017

SUBJECT: Report for the September 2017 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. August Instant Ticket Launch: (8/28/17):

- a. \$2 – *Lucky Bingo*
- b. \$3 – *Ruby Riches*
- c. \$5 – *Yahtzee*
- d. \$10 – *Big Money Bingo*
- e. \$20 – *Cash Explosion*

2. Game Closing/Hard Recall Activity:

Game Number	Game Name	Price Point	Last Activation Date
272	7	\$5	9/4/2017
274	Diamond Spectacular	\$20	9/4/2017
278	BinGO!	\$2	9/4/2017
280	Your Fortune	\$10	9/4/2017
303	Treasure Island	\$3	9/4/2017

3. *Home Run Riches*: The sixth and final drawing was held on 8/29/17; 105,219 entries were received.
4. *Betty Boop*[™]: The fourth and final drawing was held on 8/22/17; 37,667 entries were received.
5. *Family Feud*[®]: The third and final drawing was held on 8/29/17; 130,807 entries were received.
6. *Ravens*: The second drawing was held 9/11/17 – 789,980 entries were received.
7. *Yahtzee*: The first drawing was held 9/12/17 – 69,975 entries were received.

ii. Upcoming tasks for this period:

1. Soft launch: Super 7s Jackpot reprint, game #361: 9/21/17
2. September Instant Ticket Launch: (9/25/17):
 - a. \$1 – *Loose Change*
 - b. \$2 – *4 Way Cash*
 - c. \$3 – *Bingo x3*

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

- d. \$5 – *Gold*
- e. \$5 – *Bingo Plus*
- f. \$10 – *\$100 Grand*
3. *Ravens*: The third drawing will be held 10/10/17; to date, 164,925 entries have been submitted.
4. *Yahtzee*: The second drawing will be held 9/26/17; to date, over 25,000 entries have been submitted.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion ran from 8/14 through 9/10/17. During the promotional period, Doubler and Tripler messages were distributed on an Nth ticket basis – if players won on tickets with Sprinkler messaging, winnings would be multiplied.
2. Racetrax \$6 for \$5: Every \$6 purchase of Racetrax received a \$1 discount from 8/14 – 9/10/17.
3. Pick 3 Double Pay on Box Play: The Double Pay on Box Play promotion began on 9/11 and will continue through

ii. Upcoming tasks for this period:

1. Pick 3 Double Pay on Box Play: The Double Pay on Box Play promotion began on 9/11 and will run through 10/8/17, for Pick 3 only. On an Nth ticket basis, Pick 3 boxed tickets could receive a Doubler message – prizes won on those tickets will be doubled.
2. \$350,000 Fall Fortune All Games Promotion: Set to begin 10/9 and run for 6 weeks, the \$350,000 Fall Fortune promotion is sure to please players. During the promotional period, any draw game ticket purchased and entered into My Lottery Rewards is eligible for cash prizes ranging in value from \$5,000 to \$150,000! Eighteen players in total will win cash prizes, for a total combined value of \$350,000.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. Yahtzee: The Yahtzee digital and social media campaign kicked off on 9/4 and will run through 10/1.
2. “Magic Moment” GOLD Campaign: Media for the GOLD campaign has been purchased. The TV and Radio buys have been placed as well as all social and digital outdoor media.
3. \$350,000 Fall Fortune: All point-of-sale supporting the \$350,000 Fall Fortune has been printed and delivered.
4. Mega Millions Game Changes: All point-of-sale announcing the Mega Millions game changes coming on 10/28 has been finalized and is being printed.
5. Holiday Scratch-offs: All point-of-sale supporting the Warehouse Dash second-chance promotion has been finalized and is being printed. The Lottery also selected the campaign direction for the “Gift Giving” phase of the Holiday campaign.

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

6. Sponsorships: All creative elements for the University of Maryland and Morgan State University have been finalized. Both teams kicked off their home football season on 9/9.

ii. **Upcoming tasks:**

1. "Magic Moment" and GOLD Campaign: Produce the end tag promoting the GOLD scratch-off for use in the Magic Moment TV spot. Will also record the GOLD radio spots the week of 9/18 and finalize all outdoor creative.
2. Holiday Scratch-Offs: Work with advertising agencies to finalize all aspects of the Holiday campaign -- production and media. Production will include TV and radio spots, out-of-home, and social. Finalize the statewide media plan that will run from 11/1 – 12/24.
3. Jackpot Bulletins: Selected a new creative design for six (6) permanent jackpot bulletins. Production to begin in the coming weeks.
4. Multiplier Family-of-Games Scratch-offs: Begin planning for the January launch of the latest family of games.

b) **Web/Digital/New Media**

i. **Key Accomplishments:**

1. Accompanied Ravens season ticket winners on a shopping spree at M&T Bank Stadium. Photo and video posts of the event were posted across all social media platforms to increase winner awareness and promote our Ravens second-chance contest.
2. Executed various social posts and website stories/graphics to increase awareness for the high Mega Millions and Powerball jackpots. Also promoted Maryland's \$1 million Powerball winner across social media channels and on our website.
3. Currently promoting the Ravens scratch-offs and second-chance promotion, Yahtzee scratch-off and second-chance promotion, Pick 3 Box Play promotion and various winners' stories via social media and web assets.

ii. **Upcoming Tasks:**

1. Continue to develop design templates for interior pages of an updated mdlottery.com site.
2. Finalize social and digital plan for Lottery's holiday scratch-offs and Warehouse Cash and Dash promotion.
3. Create digital plan to promote the \$350,000 Fall Fortune all games promotion.

c) **My Lottery Rewards**

i. **Key accomplishments:**

1. Finalized fourth quarter points-for-drawings promotions.
2. Reviewed plan for potential next phase of MLR which includes a bonus wheel, revised prizes and revamped prize structure. Meeting scheduled later this month to discuss benefit of migrating to new format.
3. Implemented and/or maintained six second chance promotions and five points-for-drawings promotions during the month of August

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

4. Approximately 5,300 players registered for MLR during the recent Powerball jackpot run (8/17 to 8/30); almost twice as many as we would normally expect during the same timeframe.

ii. **Upcoming tasks:**

1. Finalize layouts for dormant account emails. Confirm schedule for implementation.
2. Meet with SGI to discuss program enhancements in greater detail and develop recommendations.

d) **Research**

i. **Key accomplishments:**

1. Fielding complete for Attitude & Usage Study (Wave 3). Top line findings due to Lottery week of September 18th.
2. Implemented short survey about potential baseball scratch-off ticket designs on both Facebook and through Survey Monkey to our email database. Initial response rates were strong and encouraging.

ii. **Upcoming tasks:**

1. Review detailed Attitude and Usage Study (Wave 3) findings and develop conclusions. Schedule meeting to present highlights to larger group.
2. Work with GKV to finalize recommendation for new concept testing.