

# 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: Leo Mamorsky, Managing Director and Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: September 11, 2018

SUBJECT: Report for the September 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. August Instant Ticket Launch (8/27/18):
  - a. \$2 – *Heads or Tails*
  - b. \$5 – *Deluxe Crossword*
  - c. \$10 – *Win \$50 or \$100*
2. Game Closing Activity:

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
304	\$5.00	All Cash No Taxes	\$15,506,920.00	\$11,163,259.27	\$4,343,660.73	7/16/2018
311	\$10.00	\$250,000 Jackpot	\$19,220,290.00	\$14,426,742.39	\$4,793,547.61	7/16/2018

3. *Home Run Riches* second-chance contest: The sixth and final drawing was held on 8/28; 97,337 entries were received.
4. *Ravens* second-chance contest: The first drawing was held 8/14; 695,785 entries were received, which translates to 171,398 tickets entered (53,735 \$2 Ravens X5 and 117,663 \$5 Ravens X10).
5. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The fourth drawing was held 9/11/18; 110,081 tickets were entered, translating to 339,839 completed entries.

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

1. September Instant Ticket Launch (9/24/18):
  - a. \$1 – *Trip 7s*
  - b. \$5 – *Maryland 7s*
  - c. \$10 – *All The Money*
  - d. \$20 – *Monopoly™*
2. *Willy Wonka Golden Ticket™ BILLION DOLLAR CHALLENGE™* second-chance contest: The fifth drawing will be held 10/15/18.
3. *Ravens* second-chance contest: The second drawing was held on 9/18/18; as of 9/10, 914,332 entries had been submitted.

## b) Draw and Monitor Game Products and Promotions

### i. Key accomplishments:

1. Monitor Game Promotions, Keno Sprinkler and Racetrax \$6 for \$5:  
These two promotions are player favorites – the Keno Sprinkler and the Racetrax \$6 for \$5 promotions began on 8/13 and ran through 9/9/18.

## 2. Creative Services

### a) Traditional Advertising

#### i. Key accomplishments:

1. *Ravens*: All elements of the Ravens campaign are in-market. The TV began on 9/3 and will continue through 9/30; digital outdoor will run through late September and social media will run through October. The Ravens team sponsorship began with the pre-season and will continue through the regular season.
2. *Win \$50 or \$100*: The digital and social media began on 9/3 and will continue through October. All digital and social creative is complete.
3. *Maryland 7s*: The *Maryland 7s* media plan was approved and will begin running on 10/1; the media plan includes TV, radio, out-of-home, digital and social media. All of the creative is either in development or in production and will be complete in the coming weeks.
4. *Holiday 2018*: The Lottery began campaign development with its creative and media agencies. Completed the *Holiday Warehouse Dash* point-of-sale.
5. *Mega Millions Jackpot Support*: To support the growing jackpot, the Lottery began radio and digital outdoor advertising on 9/10.
6. *Sport Sponsorships*: All of the Lottery's sports sponsorships are finalized and will begin at the start of the respective football seasons.

#### ii. Upcoming tasks:

1. *Maryland 7s*: Complete production of the *Maryland 7s* television and radio commercials and to release the out-of-home art to printers.
2. *Holiday 2018*: Reviewed agency recommendations for the various creative elements for *Holiday* scratch-offs advertising the week of 9/10 and the media plan the week of 9/17.
3. *FY'19 Planning*: Determine which product initiatives will receive advertising support during the second half of FY'19 (January – June) and the level of support appropriate for each initiative selected.
4. *Sports Sponsorships*: Continue to monitor the various sponsorships and update creative materials as needed.

### b) Web/Digital/Social Media

#### i. Key Accomplishments:

1. Promoted the *Win \$50 or \$100* scratch-off, the *Ravens Multiplier* scratch-offs, Lottery activities at the Maryland State Fair and various winners' stores via social media and web assets.

2. Promoted the *Ravens Multiplier* second-chance contest winners' shopping spree at the Ravens store throughout all social channels.

ii. **Upcoming Tasks:**

1. Continue to work towards finalizing the new [mdlottery.com](http://mdlottery.com) and [mdgaming.com](http://mdgaming.com) websites and prepare for launch.
2. Execute social and digital plans for the *Ravens Multiplier* and *Maryland 7s* scratch-offs.
3. Work with GKV to develop digital and social plans for the *Holiday* scratch-offs and second-chance contest.

c) **My Lottery Rewards**

i. **Key accomplishments:**

1. Program highlights:
  - (1) Player engagement continued to grow in August, with a 19% year-over-year increase in the value of tickets entered.
  - (2) The value of all tickets entered into the program during August reached a program high of \$35.6M.
  - (3) The value of draw game tickets entered into MLR in August grew to more than \$20M for the first time.
  - (4) The \$5 *Ravens Multiplier* was the scratch-off game most entered by MLR members in August.
2. Worked with SGI to finalize scheduled program changes; began review and testing of new site.
3. Implemented and/or maintained four second-chance promotions and five points-for-drawings promotions during the month of August.

ii. **Upcoming tasks:**

1. Complete testing for new MLR website and mobile app in advance of program launch.
2. Begin player communication of upcoming program changes; pre-launch email, website and LIMS graphics and social media posts.
3. Provide detailed demonstration of new program to key internal departments.
4. Provide information requested to support internal audit of MLR program.

d) **Research**

1. Review top line results from Wave 6 of the Ipsos Consumer Tracking Study and prepare to share with group.