

Maryland Lottery and Gaming Control Agency

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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: February 17, 2016

SUBJECT: Report for the February 2016 Commission Meeting

Following is a status update of ongoing and special projects in Product Development and Creative Services.

1) Product Development

a) Draw/Monitor Game Products and Promotions

i) Key accomplishments last period:

- (1) Cash4Life Game Launch: On January 26, 2016, a new multi-state draw game was launched. The game offers a top prize of \$1,000 a Day for Life and a second-tier prize of \$1,000 a Week for Life. Players select 5 numbers from 1-60, and 1 Cash Ball number from 1-4. Matching all 5 numbers and the Cash Ball results in a top prize win; matching 5 numbers results in a second-tier prize win.
- (2) The game launched with a consumer promotion scheduled to run through March 8. Across all terminal game purchases of \$1 or more, on an Nth ticket basis, free Cash4Life game tickets (\$2 value) will be distributed. This promotion is designed to encourage trial of the new game among our core players.

b) Instant Ticket Products and Promotions

i) Key accomplishments last period:

- (1) January Instant Ticket Launch (1/25/16)
 - (a) \$1 - \$1,000 Gold Rush
 - (b) \$2 - \$10,000 Gold Rush
 - (c) \$5 - \$50,000 Gold Rush
 - (d) \$10 - \$100,000 Gold Rush

ii) Upcoming tasks for this period:

- (1) February Instant Ticket Launch (2/22/16)
 - (a) \$2 - The Walking Dead
 - (b) \$3 - Instant Keno
 - (c) \$5 - Fantasy 5s
 - (d) \$10 - \$250,000 High Rollers Club
 - (e) \$20 - Monopoly

2) Creative Services

a) Traditional Advertising

i) Key accomplishments last period:

- (1) Cash4Life: The statewide advertising campaign to support the launch of Cash4Life kicked-off on 1/18. The campaign includes television, radio, digital, and out-of-home advertising. The Lottery adjusted the launch effort, with broadcast support ending on 3/20.
- (2) The Walking Dead:
 - (a) A targeted advertising campaign is scheduled to run from 2/28 – 4/3. The campaign includes running television spots on The Walking Dead, The Talking Dead and other similar programs. Hulu has also been included and will reach those watching suspense or horror type programs. Digital and social advertising will be geared to reach The Walking Dead fan.
 - (b) A 30-second television spot has been edited to include the Lottery's new Walking Dead scratch-offs and new digital ads have been created.
- (3) Home Run Riches:
 - (a) The Lottery settled on three pieces of point-of-sale, a die cut terminal topper, an 8.5" x 11" poster and a retailer information sheet. The artwork for all pieces has been approved and is in production.
 - (b) The Lottery's agency presented several new television concepts to promote the Lottery's latest baseball themed scratch-off. The Lottery selected one of the concepts and the agency is working to select an animator for the spot.
- (4) Price Is Right: The Lottery reviewed and provided feedback on the creative and media briefs for the launch of The Price Is Right. The Lottery has also been researching the audience composition of the game show and its recognition among various age segments to determine the appropriate target audience for the campaign.

ii) Upcoming tasks for this period:

- (1) Cash4Life: Continued support for Cash4Life is important to the success of the game. The Lottery is planning a second phase of advertising to occur in the spring (date TBD). The Lottery will work with its agencies to determine the exact timing of phase II and the advertising elements that will be included.
- (2) Home Run Riches/Baseball
 - (a) The Lottery's agency will present creative for all in-stadium and on-air sponsorship elements and radio the week of 2/15. Upon review, the Lottery will provide approval/feedback and then move into the production of all elements.
 - (b) Orioles & MASN Sponsorships: The Lottery provided initial comments regarding the 2016 agreements to the Orioles and to MASN and will work to finalize both in the coming weeks.
- (3) Price Is Right: The creative for all campaign elements will be presented to the Lottery on 2/23. The media recommendation for the launch of The Price Is Right is due on 3/2.
- (4) Crab Cash: The Lottery to provide the agency with feedback on the creative brief. The media brief is due to the Lottery on 2/22.

- (5) Loteria: The Lottery's creative agency will begin updating radio copy, point-of-sale art, and other graphic elements to support Loteria. The media brief is due to the Lottery on 3/7.

b) Web/Digital/New Media

i) Key accomplishments last period:

- (1) Launched Cash4Life landing page, web updates, and digital/Facebook paid campaign.
- (2) Launched "Name the Groundhog" Facebook contest and Facebook paid campaign.
- (3) Finalized "The Walking Dead" Facebook paid campaign.
- (4) Kicked-off digital planning for Home Run Riches.
- (5) Went live with an updated Retailer Corner application and directions.
- (6) Updated the gallery graphic carousel on the homepage of mdlottery.com. The web view carousel is now linked to the mobile carousel.
- (7) Updated the Cash4Life "How to Play" Video.

ii) Upcoming Tasks for this period:

- (1) Launch "The Walking Dead" digital campaign.
- (2) Kick-Off digital planning for The Price is Right and Crab Cash.
- (3) Complete web updates for new scratch-offs – inputting instant ticket details ahead of the data push by IT.
- (4) Investigate paid Twitter advertising for Lottery.
- (5) Explore Salesforce state acquisition for the Creative Services department.
- (6) Update X-CAP application on Retailer Corner website.
- (7) Planning for digital elements for Responsible Gambling Month.

c) Research

i) Key accomplishments last period:

- (1) Key Group provided further insight on several player related questions posed by the Lottery. This information will be helpful as we move forward with FY 17 planning.
- (2) Key Group is also working on the post launch Cash4Life survey questionnaire. This effort will measure awareness, understanding, likability and potential level of play for the Lottery's new draw game.

ii) Upcoming tasks for next period:

- (1) Work with Key Group to finalize Cash4Life questionnaire and begin fielding study in mid-to-late March.
- d) Determine Lottery's upcoming research needs and finalize plan for FY 17.