

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: Marketing Staff

DIVISIONS: Product Development and Creative Services

DATE: May 12, 2017

SUBJECT: Report for the May 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. April Instant Ticket Launch (4/24/17):
 - a. \$2 – Double Match
 - b. \$5 – Family Feud®
 - c. \$10 – Maximum Money
 - d. \$20 – Ultimate Riches
2. *Home Run Riches*: The second drawing was held 4/25/17 – 171,781 entries were received.
3. *Family Feud*®: This \$5 scratch-off launched as part of the April line-up, and got off to a great start with very strong activations.

ii. Upcoming tasks for this period:

1. May Instant Ticket Launch: Frenzy Family of Games (5/22/17):
 - a. \$1 – \$50 Frenzy
 - b. \$2 – \$100 Frenzy
 - c. \$5 – \$500 Frenzy
 - d. \$10 – \$1,000 Frenzy
2. *Home Run Riches*: The next drawing will have been held 5/23/17, to select the next batch of Contestant of the Game winners. As of 5/15/17, 113,516 entries have been submitted.
3. *Betty Boop*™: The first of four drawing to award Ocean City vacations is scheduled for 5/30/17; as of 5/15, over 146,000 entries have been received.
4. *Family Feud*®: Players will have extra chances to win cash through the Family Feud second-chance contest. Three drawings will each award \$50,000 to one player and \$500 to 10 lucky players. The first drawing is scheduled for June 6th, to date, 118,000 entries have been submitted.

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

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion, originally scheduled to end on 4/9, was extended for two weeks and ended on 4/23. During the promotional period, players could Double or Triple any winnings, if they received the corresponding messaging on top of purchased tickets.
2. Racetrax \$6 for \$5 Promotion: The Racetrax \$6 for \$5 promotion began 5/1/17, and will end on 5/28/17. During the promotion, players will receive a \$1 discount on a \$6 purchase, up to \$5 off \$30.

ii. Upcoming tasks for this period:

1. Cash4Life Best Day Ever Promotion: To continue to raise awareness for newest addition to the lottery game portfolio, the Cash4Life Best Day Ever promotion is coming back. Players purchase Cash4Life tickets and enter into My Lottery Rewards from 6/26 - 7/26; Five drawings throughout the month will select winners every day for the month of July, to each win \$1,000.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. Family Feud: Production was completed on all Family Feud elements. The Lottery's 4-week statewide media buy began on 5/1 and will continue until 5/28.
2. Frenzy FOG: All Frenzy point-of-sale was completed. Frenzy media was purchased and is scheduled to run 6/5 - 6/25.
3. Ravens: The Lottery received approval on its 2017 Ravens licensing and prizing agreement.

ii. Upcoming tasks for this period:

1. Magic Moment/Frenzy FOG:
 - (a) Nearing completion on the production of *This Magic Moment* TV spot. The initial launch of the spot will feature the Frenzy family of Scratch-Off games. The Lottery is also producing companion Radio spots that will run in campaign.
 - (b) Planning a second-phase of *This Magic Moment*/Frenzy media to run in July. The Lottery to finalize the media recommendation.
2. Ravens:
 - (a) Finalize advertising sponsorship agreement with the Ravens.
 - (b) Move forward with developing Ravens point-of-sale items
 - (c) Develop advertising plan for the 2017 Ravens season, including production of materials and media support.

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

3. Sports Sponsorship Agreements:
 - (a) Washington Redskins: Finalize 2017 sponsorship agreement with the Redskins.
 - (b) Morgan State University: Finalize 2017/2018 sponsorship agreement with the Redskins.
 - (c) University of Maryland: Continue to work with UMD to develop a sponsorship package for the 2017/2018 year.
4. FY'18 Media Contracts: In the process of finalizing contract renewals for the Lottery's permanent jackpot bulletins and metro dioramas. In the coming months, the Lottery will work to redesign and update these units.
5. FY'18 Planning: Continuing to work on plans for FY'18. The Lottery has laid out its budget and initiatives for the first 6-months and will begin to develop individual plans for each initiative.
6. Televised Drawings RFP: The Televised Drawing RFP has been reviewed by DBM and is in the process of being finalized for release.

Web/Digital/New Media

i. Key accomplishments last period:

1. Implemented a landing page to support the Family Feud Scratch-Off that features a virtual, for entertainment only, Family Feud game.
2. Currently promoting the Family Feud, Home Run Riches and Betty Boop Scratch-Offs, their respective second chance contests and winners' stories via social media.
3. Presented recommendation for web content reorganization to key users.

ii. Upcoming tasks for this period:

1. Finalize new content maps for web redesign project.
2. Promote Warehouse Dash with Facebook Live video at event.
3. Continue development of social and digital elements to support the Frenzy family of games.

b) Research

i. Key Accomplishments last period

1. Interviews for Wave 2 of Ipsos Attitude and Usage Study completed. Currently analyzing top line results. Detailed report due by the end of the month.
2. Developed implementation plan for Retailer Satisfaction Survey project. Anticipate fielding in mid-to-late June.

