

# 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: Marketing Staff

DIVISIONS: Product Development and Creative Services

DATE: April 10, 2017

SUBJECT: Report for the April 2017 Commission Meeting

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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. March Instant Ticket Launch (3/27/17):
  - a. \$1 – Super 7s Jackpot
  - b. \$2 – Betty Boop™
  - c. \$3 – Uno™
  - d. \$5 – Diamonds & Gold Doubler
  - e. \$5 – Deluxe Crossword
2. *Home Run Riches*: The first drawing was held on 3/28 – over 167,000 entries were received. Drawing number two will be held on 4/25 – as of 4/10, nearly 88,000 entries have been submitted.
3. *Betty Boop™*: This \$2 scratch-off is paired with a second-chance contest that awards four week-long vacations to Ocean City, Maryland. The first drawing is scheduled for 6/6/17; as of 4/10, over 42,000 entries have been received.

#### ii. Upcoming tasks for this 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. *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 6<sup>th</sup>.

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## b) Draw and Monitor Game Products and Promotions

### i. Key Accomplishments last period:

1. Powerball Power Cruise, Collect 'N Win Promotion: 25 Maryland players will set sail aboard the Powerball Power Cruise in January 2018. The final drawing was held 3/31. Cumulatively, this promotion received over 680,000 entries over 8 weeks.

### ii. Upcoming tasks for this period:

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion, originally scheduled to end on 4/9, was extended for two weeks and will now end on 4/23. During the promotional period, players could Double or Triple any winnings, if they receive the corresponding messaging on top of purchased tickets.
2. Racetrax \$6 for \$5 Promotion: The Racetrax \$6 for \$5 promotion will begin 5/1/17, and end on 5/28/17, hitting the two most popular races of the horse racing season: The Kentucky Derby on May 6<sup>th</sup> and The Preakness on May 20<sup>th</sup>. During the promotion, players will receive a \$1 discount on a \$6 purchase, up to \$5 off \$30.

## 2) Creative Services

### a) Traditional Advertising

#### i. Key accomplishments last period:

1. Home Run Riches: All TV and radio production completed for Home Run Riches. The statewide media support began on 4/3 and will continue through 4/23.
  - (a) Orioles and MASN: All creative elements were completed for the Lottery's Orioles and MASN sponsorships. Both started on 4/3.
  - (b) Minor League Baseball: All creative elements were completed and 3 out of the 5 teams began their seasons the week of 4/3. The remaining two teams begin playing later this spring.
2. Family Feud: The Lottery has a 4-week statewide media plan scheduled to run from 5/1 – 5/28. All TV, radio, digital and outdoor media has been purchased.
3. Frenzy FOG: The Lottery has a 3-week statewide media plan scheduled to run from 6/5 – 6/25. All TV and radio media has been purchased.
4. Morgan State University: The Lottery negotiated a sports sponsorship package with MSU. The sponsorship will run from Fall 2017 through Spring 2018, and primarily consists of football and basketball elements.
5. Washington Redskins: The Lottery renewed its current sponsorship with the Washington Redskins for the 2017 season.

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## ii. Upcoming tasks for this period:

1. Family Feud: The Lottery is nearing completion for the production of all Family Feud creative elements – TV and radio spots, digital ads, and outdoor.
2. Magic Moment/Frenzy Family of Games: The Lottery is moving into the production phase of the Magic Moment/Frenzy FOG campaign. The campaign consists of TV, radio and social elements.
3. FY '18 Planning: The Lottery is developing strategies, outlining key marketing initiatives and making preliminary budget allocations for the first half of FY '18.

## b) Digital, Web and Social

### i. Key accomplishments last period:

1. Launched the Betty Boop landing page, featuring a second-chance contest.
2. Currently promoting the Home Run Riches ticket and second-chance contest, UNO scratch-off, Betty Boop scratch-off and second-chance contest and winners' stories via social media.
3. Worked with GKV to create a new content outline, navigation and homepage wireframe for the MD Lottery website redesign.

### ii. Upcoming tasks for this period:

1. Continue making progress in our website redesign project.
2. Implement digital and social campaign for the Family Feud scratch-off, including an interactive game.
3. Begin development of social and digital elements to support the Frenzy family of games.

## c) Research

### i. Key accomplishments last period:

1. Finalized questionnaire for Wave 2 of Attitude and Usage Study. Began fielding in late March.
2. Implemented short survey to receive consumer feedback on name for new promotion.