

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: August 5, 2016

SUBJECT: Report for the August 2016 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. July Instant Ticket Launch (7/25/16):
 - a. \$2 – Ravens
 - b. \$3 – Diamond Bingo
 - c. \$5 – Ravens
 - d. \$5 – Triple Green Crossword
 - e. \$10 – 10x Cash
2. Ravens Update: For this year's Ravens campaign, there are two instant tickets (\$2 and \$5), both eligible for the same contest, offering second-chances to win prizes like Season Ticket for Life, single season Ticket packages, game day packages and trips with the team to an away game.
3. Home Run Riches Update: Home Run Riches game #249 exceeded all sales expectations for the game – as a result of the success, the game was reordered. Home Run Riches #286 began shipping to retailers on 7/11/16.

ii. Upcoming tasks for this period:

1. August Instant Ticket Launch (8/22/16):
 - a. \$1 – Instant Pick 4
 - b. \$2 – Maryland
 - c. \$3 – Match & Win
 - d. \$5 – You Win
 - e. \$10 – Bingo Gold
 - f. \$20 – \$1,000,000 Platinum Play

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b. Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Cash4Life Best Day Ever Promotion: From 6/27 through 7/29, players could enter their non-winning Cash4Life tickets into My Lottery Rewards for a chance to win \$1,000. Five drawings were held throughout the month, to select winners – cumulatively, 214,624 entries were received.
2. Pick 3 For Free Promotion: In celebration of the 40th Anniversary of the Pick 3 game, 40 midday Pick 3 for a Year and 40 evening Pick 3 for a Year prizes were awarded; the drawing was held on 8/1 and 828,204 entries were received.

ii. Upcoming tasks for this period:

1. Keno Sprinkler Promotion: From 8/1 – 9/5/16, players have the chance to receive a Doubler or Tripler message on Keno tickets – any prizes won on those tickets would be doubled or tripled.
2. Racetrax \$6 for \$5 Promotion: From 8/1 – 9/5/16, a \$1 discount will be given to any \$6 purchase, up to \$5 off a \$30 purchase.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

- (1) Monopoly Scratch-Offs: Radio campaign ended in late July. Out of home continues through August.
- (2) Summer Scratch-Off Radio: Begins airing on August 8th for two weeks.
- (3) Ravens Scratch-Offs: Produced various advertising materials to promote Ravens Scratch- Off tickets during team's preseason games.
- (4) Redskins: Finalized comprehensive sponsorship with team for upcoming season.

ii. Upcoming tasks for this period:

- (1) Ravens Scratch-Offs: Complete broadcast materials that will be used to support Ravens Scratch-Offs for an initial advertising period in September and throughout the football season.
- (2) Maryland Scratch-Off: Produce numerous creative elements to support Maryland Scratch-Off ticket.

b) Web/Digital/New Media

i. Key accomplishments last period:

- (1) Continued to support Monopoly and Home Run Riches Scratch-Off games with social media campaigns.

ii. Upcoming tasks for this period:

- (1) Launch digital and social campaign elements for Ravens and Maryland Scratch-Offs.

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c) Research

i. Key Accomplishments last period:

- (1) Completed fielding annual consumer and retailer satisfaction surveys.
Currently analyzing results.

ii. Upcoming tasks next period:

- (1) Implement more frequent/continuous consumer tracking survey.