

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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www.mdlottery.com

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 6, 2016

SUBJECT: Report for the September 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. 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
2. Instant Pick 4: Free \$1 Pick 4 Straight/Box Quick Pick offer.
3. \$2,000 Tuesday Promotion: From 8/22/16- 10/31/16, players who enter a non-winning \$2 scratch-off ticket will be entered into a drawing every Tuesday for a **chance to win \$2,000 and 2,000 MLR Points**. We will have 10 winners, 100 in total.

ii. Upcoming tasks for this period:

1. September Instant Ticket Launch (9/26/16):
 - a. \$1 – Loose Change®
 - b. \$2 – Scrabble™
 - c. \$5 – 7
 - d. \$5 – Magic Number Bingo
 - e. \$10 – Your Fortune
2. \$2 BinGO! Soft launched 9/6/2016.

b. Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

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

ii. Upcoming tasks for this period:

1. Pick 3 & Pick 4 10% Payout Increase Promotion: From 9/1-9/30/16, ANY midday and evening Pick 3 and Pick 4 ticket purchases is eligible to receive a 10% Bonus Payout on any winnings.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

- (1) Ravens Scratch-Offs: Completed production of all broadcast and in-stadium advertising materials to promote Ravens Scratch-Off tickets during an initial advertising period in September/October and throughout the football season.
- (2) Redskins: Produced radio and digital assets to promote the Lottery's 2016 promotion with the team.
- (3) Maryland Scratch-Off: Finalized the media that will run in September and October to launch the Maryland Scratch-Off. Completed all in-stadium elements for the University of Maryland sponsorship.

ii. Upcoming tasks for this period:

- (1) Maryland Scratch-Off: Complete production of the broadcast and out-of-home advertising materials.
- (2) Holiday: Produce numerous creative elements and develop the media plan to support the Holiday Scratch-Offs.
- (3) Scrabble: Develop a low-level digital marketing plan to support the launch of Scrabble.

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.
- (2) Launched the digital and social campaign for Ravens.
- (3) Launched landing pages for the 2016 Redskins promotion and for the \$2000 Tuesdays promotion.

ii. Upcoming tasks for this period:

- (1) Continue to support the Ravens Scratch-Off through digital and social efforts.
- (2) Launch digital and social campaign elements for the Maryland Scratch-Off.

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c) Research

i. Key Accomplishments last period:

(1) Worked with GKV to develop requirements for new research provider and solicitation document.

ii. Upcoming tasks next period:

(1) Work with GKV to review and evaluate Usage & Attitudes/tracking study proposals received as a result of their solicitation.

(2) Select vendor and begin implementation of a more frequent consumer tracking survey as soon as possible.