

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: December 6, 2016

SUBJECT: Report for the December 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. November Instant Ticket Launch (11/28/16):
 - a. \$2 – Easy Money
 - b. \$5 – Pay Me
 - c. \$10 – The Big \$10 Ticket
 - d. \$20 – 100x The Cash
2. Holiday Cash and Dash Promotion: The sixth drawing was held on 12/6 – 684,942 entries were received.
3. Ravens Second-Chance Contest: The fourth drawing was held 11/6 – 418,308 entries were received.

ii. Upcoming tasks for this period:

1. December Instant Ticket Launch (12/26/16):
 - a. \$1 – Refund Check
 - b. \$2 – Bonus 7-11-21
 - c. \$3 – Treasure Island
 - d. \$5 – All Cash No Taxes
 - e. \$10 – Super Crossword
2. Ravens Second-Chance Contest: The fifth drawing will be held 12/12; As of 12/5, 440,670 entries have been received.

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b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. 50,000 Reasons to Play Promotion: The drawing was held on 11/14 – over 36,000 players participated in the promotion.
2. Keno Sprinkler Promotion: The Keno Sprinkler promotion began 11/28 and will run through the holiday season, ending 1/1/17.
3. Pick 3 and Pick 4 Holiday Bonus Bucks Promotion: Meant to be a thank-you to our most loyal player group, the Holiday Bonus Bucks promotion began 12/1. Through 12/31, Pick 3 and Pick 4 players could receive instant win vouchers in \$2, \$5 or \$10 denominations, just by playing their daily number games.

ii. Upcoming tasks for this period:

1. Cash4Life Best Day Ever Promotion: January marks the first anniversary of the Cash4Life game launch – to celebrate, we're bringing back the Best Day Ever promotion. From 12/26/16 – 1/26/17, players can purchase and enter their Cash4Life tickets into My Lottery Rewards, for a chance to be one of 35 winners of \$1,000.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

- (1) Holiday: Phase 2 of the Holiday scratch-off campaign, which focuses on gift giving, began on Thanksgiving. This phase includes television, radio and outdoor billboards.
- (2) Powerball Jackpot: Advertising support began on Fri, 11/4 and continued through Sat, 11/26 when the jackpot was hit at \$420 million. The Lottery supported this jackpot roll with television, radio, digital outdoor and social media.
- (3) Treasure Island Scratch Off: Both the media plan and creative direction have been approved for Treasure Island.
- (4) Multiplier Family of Games: The Lottery selected a creative campaign and approved the media plan for the Multiplier FOG.

ii. Upcoming tasks for this period:

- (1) Multiplier Family of Games: The Lottery to begin production on the creative campaign, finalize all point-of-sale, and purchase media for the Multiplier FOG initiative.

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- (2) Treasure Island Scratch Off: The Lottery to finalize creative elements, including a landing page and brief “how to play” video, and purchase all media for Treasure Island.
- (3) Powerball Power Cruise: The Lottery to finalize all point-of-sale to support the launch of the Powerball Power Cruise promotion.
- (4) \$2,000,000 Fortune: The Lottery to provide feedback on the creative and media briefs, so both agencies can begin planning for the Lottery’s first \$30 Scratch Off.
- (5) Televised Drawings RFP: The Lottery is in the process of finalizing a draft of the RFP for Lottery Drawings Broadcast and Production Services.

b) Web/Digital/New Media

i. Key accomplishments last period:

- (1) The Lottery’s core mobile app has been updated with several key features:
 - (a) Players can scan tickets to see if they are winners,
 - (b) Players can create and save e-playslips that retailers can scan at the time of purchase, and
 - (c) Players can search and find a retailer near them.

ii. Upcoming tasks for this period:

- (1) Finalize a marketing plan to promote the core app and its new features.
- (2) The Lottery to finalize and launch the Treasure Island landing page.

c) Research

i. Key Accomplishments last period:

- (1) The statewide Lottery Attitude and Usage questionnaire was in the field through the end of November. Top-line results will be available in mid-to-late December and a full report is expected in January.
- (2) Participated in a series of Scratch Off focus groups commissioned by Pollard from November 28 – December 1. These groups focused on both the Scratch Off player experience at retail and new game concept testing.

ii. Upcoming tasks next period:

- (1) The second wave of the Attitude and Usage questionnaire is planned to be in the field in February/March.
- (2) The Lottery is expecting to hold focus groups with light, moderate and core Keno players in late January. The purpose is to evaluate potential new game features.