

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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Tel: 410-230-8800
TTY users call Maryland Relay
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: February 14, 2017

SUBJECT: Report for the February 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. January Instant Ticket Launch (1/23/17) Multiplier Family of Games:
 - a. \$1 – 5X the Cash
 - b. \$2 – 10X the Cash
 - c. \$5 – 20X the Cash
 - d. \$10 – 50X the Cash
2. \$5 Fridays: Through 2/22/17, players who enter two non-winning \$5 scratch-offs into My Lottery Rewards are entered into drawings for books of \$5 Monopoly scratch-offs. Two drawings remain, each awarding 21 winners with one book of \$5 Monopoly scratch-offs. To date, the promotion has created more than 100 winners.

ii. Upcoming tasks for this period:

1. February Instant Ticket Launch (2/27/17):
 - a. \$2 – Big Money Spectacular
 - b. \$5 – Home Run Riches
 - c. \$10 – \$250,000 Jackpot
 - d. \$30 – \$2,000,000 Fortune
2. \$5 Fridays: The sixth drawing will be held 2/16/17 – to date, more than 65,000 entries have been submitted.

b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Cash4Life Best Day Ever Promotion: This promotion ended on 1/26/17. 35 winners in total each received \$1,000. When comparing sales from the 4-week promotional period to the 4-weeks prior, Cash4Life sales saw on

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average, a 7.6% lift. The final drawing saw participation from nearly 15,000 unique users.

2. Powerball Power Cruise, Collect 'N Win Promotion: The Powerball Power Cruise Collect 'N Win promotion successfully launched on Sunday, 2/5/17. During the 8-week promotion, six drawings will be held to award 25 Royal Caribbean cruise prizes.

ii. Upcoming tasks for this period:

1. Powerball Power Cruise, Collect 'N Win Promotion: The first of six drawings will be held 2/22/17 – entry deadline is 2/20/17.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. Multiplier FOG: All production for the Multiplier Family of Games campaign was completed. The statewide media campaign began on 2/5 and will continue through mid-March.
2. \$2,000,000 Fortune: The Lottery completed all point-of-sale designs and all pieces are at the printer.
3. High Jackpot TV Campaign: The Lottery supported the recent Mega Millions jackpot run through Friday, 1/27. The Lottery is now promoting the current Powerball jackpot with TV, Radio, Digital Outdoor, and Social media.
4. Powerball Power Cruise: All point-of-sale has been delivered to the retailers. The Lottery has also completed web and LIM graphics in support of the promotion.

ii. Upcoming tasks for this period:

1. \$2,000,000 Fortune: The Lottery is working to finalize the media support and all creative for the launch of \$2,000,000 Fortune.
2. Home Run Riches: The Lottery is in the process of finalizing all point-of-sale for Home Run Riches. The Lottery selected a TV concept and has begun the production process. The Lottery to work on radio, digital, and social creative.
3. Orioles and MASN 2017: The Lottery is in the process of developing sponsorship materials for the 2017 season – signage, in-park assets, radio, TV broadcast, etc.
4. Family Feud: The Lottery is planning a broad advertising campaign in support of Family Feud. The Lottery to select the campaign direction and review the media plan the week of 2/13.
5. Televised Drawings RFP: The Lottery is in the process of finalizing our approach to the Drawings RFP.

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b) Web/Digital/New Media

i. Key accomplishments last period:

1. The Lottery launched the Multiplier FOG landing page and the digital and social media campaigns.
2. The Lottery is currently promoting the Powerball jackpots, \$5 Friday and the Powerball Power Cruise promotions via social media.

ii. Upcoming tasks for this period:

1. Implement various functional updates to mdlottery.com.
2. Finalize social campaigns for Home Run Riches, Betty Boop, and Uno. Begin development of social and digital elements to support Family Feud.

c) Research

i. Upcoming tasks next period:

1. Begin planning for this year's Retailer Satisfaction Survey.