

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: January 17, 2017

SUBJECT: Report for the January 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. 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. Holiday Cash and Dash Promotion: With the holiday cash and dash contest coming to a close, as expected, entries and unique entrants peaked the weeks surrounding the Christmas holidays. Drawing # 9 (entry period 12/20 – 12/26) had 431,000 entries; Drawing #10 (entry period 12/27 – 1/2/17) had 546,487 entries. The final drawing was held on 1/16 – 306,512 entries were received. This year's contest as a whole had 52% more tickets entered and more than 20,000 more players participating than last year.
3. Ravens Second-Chance Contest: The fifth drawing was held 12/11 – 551,487 entries were received. The sixth drawing was held 1/16 – 516,748 entries were received.

ii. Upcoming tasks for this 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

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b) Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion ended on 1/1/17.
2. Pick 3 and Pick 4 Holiday Bonus Bucks Promotion: Promotion ended on 1/1/17.
3. Cash4Life Best Day Ever Promotion: This promotion began on 12/26 and will continue through 1/26/17. 35 winners in total will each receive \$1,000.

ii. Upcoming tasks for this period:

1. Powerball Power Cruise, Collect 'N Win Promotion: The Powerball Power Cruise national promotion is prepared to set sail in February; Maryland is one of 23 lottery jurisdictions participating in the program (entry period: 2/5 – 3/29/17). During the entry period, players purchase Powerball tickets and enter them via the Collect N Win mobile or desktop application after creating an account; each player account has three active cards to fill with symbols (5 symbols + 1 free space on each card), and every Powerball ticket entered awards a variable amount of symbols to the player (2-10). Once a game card is filled, an entry into the contest is automatically generated. Prizes include: 25 cruise prizes (player + guest) on a lottery-winner exclusive Royal Caribbean cruise ship, Brilliance of the Seas.

2) Creative Services

a) Traditional Advertising

i. Key accomplishments last period:

1. Multiplier FOG: The Lottery finalized the media plan and placed all media for the launch of the Multiplier FOG. All point-of-sale has been finalized and delivered. Advertising Campaign in post-production.
2. High Jackpot TV Campaign: The Lottery completed production on new high jackpot TV spots tagged individually with Powerball and Mega Millions. The Lottery will now be able to promote the jackpot amount of either game to support varying jackpot levels. The Lottery will continue to monitor both games and will begin running the new TV spots when the jackpot has reached the designated thresholds.
3. Powerball Power Cruise: All point-of-sale has been finalized and has been released to the printer.
4. Orioles 2017 Season: The Lottery has finalized its 2017 sponsorship agreements with the Baltimore Orioles and MASN-TV. Both sponsorships will support the Lottery's baseball themed scratch-off, Home Run Riches.

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ii. Upcoming tasks for this period:

1. Multiplier FOG: The Lottery to finish production on the TV and Radio spots. The Lottery to finalize the digital media plan and all digital/social creative.
2. \$2,000,000 Fortune: The Lottery to release all point-of-sale art to the printer. The Lottery to finalize the media plan and all creative.
3. Home Run Riches: The Lottery to finalize all point-of-sale art and release to the printer. The Lottery to select a TV concept and move forward with production.
4. Televised Drawings RFP: The Lottery is in the process of exploring alternatives for our approach to the Drawings RFP.

b) Web/Digital/New Media

i. Key accomplishments last period:

1. The Lottery launched the Treasure Island landing page and the digital and social media campaigns.
2. The Lottery is currently promoting the \$5 Fridays and Cash4Life promotions via social media.
3. The Lottery's core mobile app has been updated with several key features: players can scan their tickets to see if they are a winner, players can create and save an e-playslip that retailers can scan at the time of purchase, and players can search and find a retailer near them.

ii. Upcoming tasks for this period:

1. The landing page for the Multiplier FOG is schedule to go live in late January; finalizing the digital and social campaigns.
2. The Lottery to develop social campaigns for the launch of \$2,000,000 Fortune, Home Run Riches, and Powerball Power Cruise.

c) Research

i. Key Accomplishments last period:

1. Top-line results for the state-wide Attitude and Usage survey have been delivered. Ipsos is providing additional data runs and the final report will be presented in early February.
2. Pollard Banknote commissioned scratch-off focus groups, managed by Ipsos, and the findings have been presented to the Lottery.

ii. Upcoming tasks next period:

1. The second wave of the Attitude and Usage study is currently being scheduled to be in the field in mid-March.
2. Scientific Games commissioned Keno focus groups are in the planning stage and are expected to be held in calendar Q1. The purpose is to evaluate potential new game features.