

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: June 13, 2016

SUBJECT: Report for the June 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. May Instant Ticket Launch (5/23/16):
 - a. \$1 – Blazing 777™
 - b. \$3 – Loteria™
 - c. \$5 – Green Doubler
 - d. \$10 – Maximum Jackpot (made available for retailers to order on 5/11)
 - e. \$10 – Blingo Bingo
 - f. \$20 – Diamond Spectacular
2. Home Run Riches Update: After only 11 weeks in market, this game is more than 55% sold. Due to the successful sales of this \$5 instant ticket, the game is being reprinted, to deliver on 6/29/16. When comparing the same period last year, this ticket is outperforming last year's \$5 *Baseball Bucks* ticket in second-chance entries by 71%.
3. Price Is Right Update: After 6 weeks in market, this game is already 32% sold. As of 6/12/16, there are 295,634 entries in the second-chance contest.

ii. Upcoming tasks for this period:

1. June Instant Ticket Launch (6/20/16), MONOPOLY™ Family of Games:
 - a. \$1 – MONOPOLY™
 - b. \$2 – MONOPOLY™
 - c. \$3 – Cash Craze Crossword
 - d. \$5 – MONOPOLY™
 - e. \$10 – MONOPOLY™
 - f. \$20 – MONOPOLY™ (2nd initial distribution. Due to higher than anticipated sales, this game has been reordered and will deliver on 6/20/16.)

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b. Draw and Monitor Game Products and Promotions

i. Key Accomplishments last period:

1. Keno Sprinkler Promotion: Currently running, will end 6/26.

ii. Upcoming tasks for this period:

1. Pick 3 For Free Promotion: Scheduled to run 7/1-7/31/16, in celebration of the 40th anniversary of the Pick 3 game (7/29). During the promotional period, players have a chance to win one of 40 midday Pick 3 for a Year or 40 evening Pick 3 for a Year prizes.
2. Cash4Life Promotion: Players purchase Cash4Life tickets and enter into My Lottery Rewards from 6/27 - 7/29, 5 drawings throughout the month will select winners every day for the month of July, to each win \$1,000.

2. Creative Services

a. Traditional Advertising

i. Key accomplishments last period:

1. Mega Millions Jackpot: Supporting current jackpot roll with advertising and social media posts.
2. Price Is Right Scratch-off: Additional TV advertising runs from 6/13 through 6/26.
3. MONOPOLY™ Scratch-off Family: MONOPOLY™ advertising campaign begins on 7/4 and ends on 9/4.

ii. Upcoming tasks for this period:

1. Cash4Life: Implement advertising to promote game awareness and support the July promotion.
2. Ravens: Finalize creative materials to support Ravens Scratch-offs.

a. Web/Digital/New Media

i. Key accomplishments last period:

1. Implemented three social media campaigns to support Scratch-off games.
2. Made changes to retailer application section of mdlottery.com.

ii. Upcoming tasks for this period:

1. Launch Cash4Life promotional digital elements.
2. Implement MONOPOLY™ digital and social media campaigns.

b. Research

i. Key Accomplishments last period:

1. Finalized details for two research projects: one consumer and one retailer.

ii. Upcoming tasks next period:

1. Utilize research results to determine MFR measures, which will accompany Agency's FY '18 budget submission.