

# 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: Marketing Staff

DIVISIONS: Product Development and Creative Services

DATE: March 8, 2017

SUBJECT: Report for the March 2017 Commission Meeting

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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. 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. *Home Run Riches*: This baseball season, the Home Run Riches scratch-off is back and better than ever. This year's ticket is once again paired with the Orioles sponsorship and Contestant of the Game Contest – new for 2017, there is an extra play area on the back of the scratch-off, for additional chances to win cash instantly. When comparing to the same period last year, there has been a 141% increase in entries and a 116% increase in unique enterers, year-over-year.
3. \$5 Fridays: This promotion ended on 2/22/17 – 147 winners were selected to each receive a book of \$5 Monopoly scratch-offs. Cumulatively, across seven drawings, more than 31,000 players generated over 750,000 entries.

#### ii. Upcoming tasks for this period:

1. March Instant Ticket Launch (3/27/17):
  - a. \$1 – Super 7s Jackpot
  - b. \$2 – Betty Boop™
  - c. \$3 – Uno™
  - d. \$5 – Diamonds & Gold Doubler
  - e. \$5 – Deluxe Crossword
2. *Betty Boop™*: This \$2 scratch-off features Betty Boop in well-known locations around Maryland including the Chesapeake Bay Bridge and the Ocean City

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Boardwalk. To complement the artwork, a second-chance contest, very similar to a successful contest offered last fiscal year, will award four week-long vacations to Ocean City Maryland.

## b) Draw and Monitor Game Products and Promotions

### i. Key Accomplishments last period:

1. Powerball Power Cruise, Collect 'N Win Promotion: To date, eight players have been selected through two drawings, to go on the Powerball Power Cruise.

### ii. Upcoming tasks for this period:

1. Keno Sprinkler Promotion: The Keno Sprinkler promotion will begin on 3/13/17 and run for 4 weeks, through 4/9/17. During the promotional period, players could Double or Triple any winnings, if they receive the corresponding messaging on top of purchased tickets.
2. Powerball Power Cruise, Collect 'N Win Promotion: The third drawing is scheduled for 3/8/17 – entry deadline is 3/6/17.

## 2) Creative Services

### a) Traditional Advertising

#### i. Key accomplishments last period:

1. \$2,000,000 Fortune: The media plan supporting \$2,000,000 Fortune has been finalized and includes Radio and Digital Outdoor from 3/6 – 3/26 and TV from 3/13 – 3/26. Additionally, the Multiplier FOG TV spot was tagged with a mention of the \$2,000,000 Fortune scratch-off and a new radio spot was produced.
2. Home Run Riches: The Lottery approved moving forward with a 3-week TV and Radio buy that will run in all markets; the media is planned to run from 4/3 – 4/23.
3. Family Feud: The Lottery approved a 4-week statewide media plan that consists of TV, Radio, Digital, and Outdoor media; the media is planned to run from 5/1 – 5/28.
4. Frenzy FOG: The Lottery approved a 3-week statewide media plan that includes TV and Radio; the media is planned to run from 6/5 – 6/25.
5. Orioles and MASN: The Lottery has finalized its 2017 sponsorship agreements with the Orioles and MASN.

#### ii. Upcoming tasks for this period:

1. Home Run Riches: The Lottery is in the production stage for the Home Run Riches TV and Radio spots; the TV spots will be shot on 3/9 and the Radio spots will be produced in mid to late March. The Lottery will also produce Digital Outdoor creative. The Lottery will finalize the media buys that begin on 4/3.

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2. Family Feud: The Lottery is moving into the production phase of the Family Feud campaign – this includes TV, Radio, Digital, Outdoor and Point-of-Sale. The Lottery will finalize the media buys that begin on 5/1.
3. Frenzy FOG: The Lottery will finalize the media buys that begin on 6/5. The Lottery selected a TV concept and will begin the production process. The Lottery will work on radio, outdoor, and social creative.
4. Orioles and MASN 2017: The Lottery is in the process of developing sponsorship materials for the 2017 season – signage, in-park assets, announcer copy, etc.
5. Minor League Baseball: The Lottery is in the process of reviewing 2017 sponsorship agreements for five (5) Minor League teams.
6. Televised Drawings RFP: The Lottery is in the process of finalizing a draft of the Drawings RFP.

## b) Web/Digital/New Media

### i. Key accomplishments last period:

1. Launched the Home Run Riches landing page featuring the "Contestant of the Game" second-chance contest.
2. Currently promoting the updated Maryland Lottery Mobile App release, Responsible Gambling Month, Multiplier family of games and the Powerball Power Cruise promotion via social media.
3. Implemented several small-scale changes and improvements to the Lottery's main website in order to make it more streamlined and user friendly.

### ii. Upcoming tasks for this period:

1. Begin work on initial stages of the website redesign.
2. Implement digital and social campaigns for Betty Boop, Uno and Family Feud Scratch-offs.
3. Begin development of social and digital elements to support the Frenzy family of games.

## c) Research

### i. Upcoming tasks next period:

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