

# 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: October 14, 2016

SUBJECT: Report for the October 2016 Commission Meeting

Following is a status update of ongoing and special projects in Product Development.

## 1. Product Development

### a. Instant Ticket Products and Promotions

#### i. Key accomplishments last period:

1. September Instant Ticket Launch (9/26/16):
  - a. \$1 – Loose Change®
  - b. \$2 – Scrabble™
  - c. \$5 – 7
  - d. \$5 – Magic Number Bingo
  - e. \$10 – Your Fortune
  - f. \$2 BinGO! – Soft launched 9/6/2016
2. \$2,000 Tuesday Promotion: Now through 10/31/16, players who enter a non-winning \$2 scratch-off ticket will be entered into a drawing every Tuesday for a chance to win \$2,000 and 2,000 MLR Points. The 6<sup>th</sup> drawing had the best engagement numbers to date: 106,551 entries with 11,301 unique enterers.

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

1. October Instant Ticket Launch, Holiday Family of Games (10/24/16):
  - a. \$1 – Winter Wins
  - b. \$2 – Jolly Jackpot
  - c. \$3 – Peppermint Payout
  - d. \$5 – Holiday Cash Times 10
  - e. \$10 – Winter Tripler
2. Holiday Cash and Dash Promotion: The Holiday Cash and Dash promotion is back, and better than ever. Beginning on 10/24/16, the promotion offers players a second-chance to win cash, and trips to Chicago for the Warehouse Dash, and this year, in addition to more winners, players can also win high quality merchandise prizes. There are 12 weeks of drawings, beginning 11/1, running through 1/16/17.

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## **b. Draw and Monitor Game Products and Promotions**

### **i. Key Accomplishments last period:**

1. The Pick 3 & Pick 4 10% Payout Increase Promotion ended on 9/30/16. Any midday and evening Pick 3 and Pick 4 ticket purchase was eligible to receive a 10% Bonus Payout on winnings.
2. 50,000 Reasons to Play, all games promotion: This promotion began on 10/1. Players enter draw tickets into My Lottery Rewards for a chance to win cash and My Lottery Rewards points.

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

1. 50,000 Reasons to Play Promotion: The drawing will be held 11/14, where one player will win \$50,000 and 50,000 rewards points, five players will win \$20,000 and 20,000 rewards points, and five players will win \$10,000 and 10,000 rewards points. When comparing entry data to the last iteration of this contest (2015), entries have increased by 129%.
2. Keno Sprinkler Promotion: This popular player favorite is scheduled to begin 11/28 and will run through 1/1/17. During the promotion, players could receive Doubler or Tripler messages on their tickets – any prizes won on those tickets would be doubled or tripled.

## **2) Creative Services**

### **a) Traditional Advertising**

#### **i. Key accomplishments last period:**

- (1) Maryland Scratch-Off: Completed all advertising materials (TV, Radio, Digital, and Outdoor) to support the Maryland scratch-off. All TV, Radio and Digital media ended on 10/16 and Outdoor will conclude on 10/23. The Lottery's Maryland Scratch-off was the game day sponsor of the University of Maryland homecoming football game on 10/1; the Lottery received increased stadium and radio exposure.
- (2) Scrabble: Scrabble is being supported with a targeted social, mobile, and digital media plan that will run from 10/10-11/13. All creative elements, including internal assets and digital elements, were completed.
- (3) Holiday: The Holiday media plan was approved. Kicks off on 10/31 and will support the Warehouse Dash second-chance contest and phase two will begin on 11/24 and focus on the Lottery's gift giving message. All creative components are in development and will be finalized in the coming weeks.

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## ii. Upcoming tasks for this period:

- (1) Q3 FY'2017 Planning: The Lottery kicked off planning for several upcoming product launches and promotions. The product initiatives will vary in scope.
- (2) Multiplier Family of Games: The Lottery is scheduled to review the creative work for the Multiplier FOG the week of 10/17.
- (3) Televised Drawings RFP: The Lottery has begun work on the technical requirements for the RFP and is exploring various pricing models.

## b) Web/Digital/New Media

### i. Key accomplishments last period:

- (1) Continued to support Ravens and Maryland scratch-off games with social media campaigns.
- (2) Launched the digital and social campaign for Scrabble.
- (3) Completed the landing page for the 50,000 Reasons to Play Promotion.

### ii. Upcoming tasks for this period:

- (1) Complete the landing page for the Holiday second-chance contest. Finalize the social media plan to support the Holiday scratch-offs.

## c) Research

### i. Key Accomplishments last period:

- (1) After a competitive review, GKV and the Lottery selected Ipsos as its research partner to manage the Lottery's Attitude & Usage tracking study.
- (2) The Lottery completed its 2016 player assessment which is required by the legislature every other year.

### ii. Upcoming tasks next period:

- (1) The benchmark Attitude & Tracking study of 1,000 Maryland adults will be fielded in late October.
- (2) The Lottery is conducting a quick player study among Pick 3 and Pick 4 players to assess the recent 10% payout promotion.
- (3) The Lottery is working with Pollard Banknote to conduct focus groups across the State with scratch-off players.