

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, Chief Marketing Officer

DIVISIONS: Product Development and Creative Services

DATE: April 13, 2021

SUBJECT: Report for the April 2021 Commission Meeting

Following is the status update of ongoing and special projects in Product Development and Creative Services, for April.

1. Product Development

a) Scratch-Off Products and Promotions

i. Key accomplishments last period:

1. April Scratch-Off Launch (4/19/21):
 - a. \$1 – *I Love To Win*
 - b. \$2 – *Summer Fun*
 - c. \$5 – 24 Karat Gold
 - d. \$10 – *Royal Cash Fortune*
2. *Game Closing Activity:*

Game	Price	Game Name	Total Sales	Prize Expense	Gross Margin	Final Claim Date
429	\$3	Skee Ball	\$9,413,400.00	\$6,204,747.54	\$3,208,652.46	3/1/2021
440	\$10	Ravens	\$24,529,000.00	\$18,040,600.91	\$6,488,399.09	3/1/2021
472	\$10	\$100,000 Crossword	\$22,229,500.00	\$16,122,097.59	\$6,107,402.41	3/1/2021

3. *Multiplier Second-Chance Contest:* The second bonus drawing was held 3/15/21; 6,621,837 entries were received. The third drawing was held 3/31/21; 8,313,866 entries were received. The third bonus drawing was to be held 4/14/21; as of 4/11/21, 9,614,575 entries were received.
4. *Willy Wonka Golden Ticket™ Second-Chance Contest:* The first drawing was to be held 4/13/21; as of 4/11/21 389,894 entries were received.
5. *Summer Fun Second-Chance Contest:* Players can enter non-winning Summer Fun Instant Tickets into My Lottery Rewards and automatically receive one entry into the 2nd Chance contest. There will be four drawings in which five winners will be chosen to win \$2,500 cash (20 winners total). Entries are not cumulative.

ii. Upcoming tasks for this period:

1. May Scratch-Off Launch (5/24/21):
 - a. \$1 – *\$50 Loaded*
 - b. \$2 – *\$100 Loaded*

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- c. \$5 – \$500 Loaded
 - d. \$10 – \$1,000 Loaded
 - e. \$20 – \$5,000 Loaded
2. *Multiplier Second-Chance Contest*: The fourth and final drawing will be held 4/28/21; as of 4/11/21; 9,614,575 entries have been received.

b) Draw and Monitor Game Products and Promotions

i. Key accomplishments last period:

1. *FAST PLAY 1st Anniversary All-Games Promotion*: From 4/5/21 – 5/2/21 (4 weeks) players will have a chance to win a free FAST PLAY ticket when purchasing their favorite terminal games. This is an Nth ticket promotion with 3 prize tiers. All terminal game purchases made during the promotion period could receive:
 - Free \$1 7-11-21® FAST PLAY ticket
 - Free \$2 Bloomin' Bucks FAST PLAY ticket
 - Free \$10 Jackpot Party FAST PLAY ticket

ii. Upcoming tasks for this period:

1. *Racetrax \$6 for \$5 Triple Crown*: From 4/26/21 – 5/2/21 (7 days to coincide with the Kentucky Derby) any player that makes a \$6 Racetrax purchase will receive a \$1 discount. The maximum discount received will be \$5 off any ticket valued at \$30 or more.
2. *Bonus Match May*: From 5/3 – 5/30/21 (4 weeks) players will receive a free \$1 quick pick *Bonus Match 5* ticket when they buy 9 boards for \$6. Only a \$6 (or more) *Bonus Match 5* purchase on a single ticket will activate the promotion and the terminal will automatically generate the free \$1 quick pick ticket.

c) FAST PLAY Products and Promotions

i. Key accomplishments last period:

1. April FAST PLAY Launch (4/5/21)
 - a. \$1 – 7-11-21®
 - b. \$2 – Bloomin' Bucks
 - c. \$10 – Jackpot Party (Progressive)
2. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The first drawing was held 3/30/21; 37,619 entries were received.

ii. Upcoming tasks for this period:

1. *Home Run Riches FAST PLAY Contestant of the Game Second-Chance Promotion*: The second drawing will be held 4/28/21; as of 4/11/21, 62,421 entries have been received.

2. Creative Services

a) Traditional Advertising

i. Key accomplishments:

1. *Home Run Riches – FAST PLAY*: Finished production of our second *Home Run Riches* television spot and four (4) radio spots that will run throughout the 2021 *Orioles* season.
2. *FAST PLAY – April Launch*: Completed production of all *FAST PLAY* creative elements, including a :30 and :15 television spot, radio spots, out-of-home, digital media, and social media. The media plan began running the week of 4/5 and will conclude on 5/10.
3. *Loaded Family of Games Scratch-Offs*: Selected the creative direction for the *Loaded FOG* campaign. We are now moving into production for all creative assets. We are also reviewing media options from 9Rooftops for this campaign.
4. *Orioles and MASN-TV Sponsorships*: Completed production of all creative assets for the Lottery's *Orioles* and *MASN-TV* sponsorships in advance of the 4/1 start of the MLB season.
5. *Ravens 2021 Sponsorship*: Finalizing our *Ravens 2021* advertising and pricing agreements.

ii. Upcoming tasks:

1. *Loaded Family of Games Scratch-Offs*: Complete production of all creative materials for the launch of the *Loaded FOG* scratch-offs. Also finalize the *Loaded FOG* media plan.
2. *Ravens 2021*: Begin planning marketing and advertising support for the launch of *Ravens 2021* scratch-offs.
3. *FY'22 Planning*:
 - a. Negotiate annual out-of-home contracts for FY'22 – jackpot bulletins, metro station dioramas and live boards, digital bulletins, etc.
 - b. Begin developing FY'22 advertising plans for July through December.

b) My Lottery Rewards

i. Key accomplishments:

1. 43,202 players engaged with *My Lottery Rewards* during March 2021; up 1% vs. February 2021.
2. The *Double Your Money* scratch-off was popular with MLR members. It had the most ticket entries and the most unique enterers in March.
3. We saw 2,820 new registrations in March 2021; down 1% vs. February 2021.
4. There were 59,513 MLR App users in March 2021; 9,600 of these were new users.
5. Implemented and/or maintained three second chance promotions and ten points-for-drawings promotions in March.

ii. Upcoming Tasks:

1. Implement targeted emails to FAST PLAY players.
2. Continue to implement push notifications and emails in line with the CRM strategy.

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c) Web, Digital and Social

i. Key accomplishments:

1. Promoted the WILLY WONKA GOLDEN TICKET™ Scratch-Off and second-chance contest, the FAST PLAY Home Run Riches ticket and second-chance contest, four (4) new FAST PLAY tickets and various winners through social media and the website.
2. Began the transition to a new, more robust email platform.

ii. Upcoming Tasks

1. Execute social and digital plans for the *Summer Fun* scratch-offs and second-chance promotion.
2. Create social and digital plans for the *Loaded FOG* scratch-offs.
3. Develop strategy and goals for our new email program.