

RFP 2021-03 Marketing and Advertising Services

Addendum No. 1

Responses to Proposer Questions

Question	Lottery Response
<p>The RFP states that, “The New Hampshire Lottery reserves the right to award one contract for all scope of work identified in this RFP, or award a separate iLottery digital media advertising contract.”</p> <p>However, Section 3 – Proposal Evaluation on page 9, only provides Evaluation Criteria for the entire scope of work with Digital Media Advertising as an option and does not describe how scoring would be calculated if a vendor were to only bid for the iLottery Digital Media Buy Contract. Would the Lottery please provide clarification as to whether vendors can bid solely for the Digital Media Buy Contract and, if so, how such proposals would be evaluated?</p>	<p>A Proposer seeking to bid only for digital marketing should respond to the Responsibility Analysis, Administrative Proposal, Digital Media Case Study and Digital Media Price Proposal.</p> <p>The Lottery will provide an amended evaluation summary to clarify the scoring for proposals that are solely for Digital Media Scope of Work.</p>
<p>If vendors can bid solely on the Digital Media Buy portion—B.2 Scope of Work—of the RFP, please also specify which portions of the Administrative Proposal and Case Studies should be submitted?</p>	<p>A Proposer seeking to bid only for digital marketing should respond to the Responsibility Analysis, Administrative Proposal, Digital Media Case Study and Digital Media Price Proposal.</p>
<p>Regarding the printed submission, we will be delivering a book. Based on your criteria, can each page be 8.5 x 11? Or is the maximum size of the book opened 8.5 x 11?</p>	<p>The pages should be 8.5 x 11. Binders/Books can exceed that size.</p>
<p>Can you elaborate on what you’re looking for in response to question #4 in the administrative proposal “Provide a current credit rating (or other generally accepted credit verification)?”</p>	<p>The Lottery is seeking a credit report from a recognized credit bureau. This document should be marked as confidential and will be treated as such by the Lottery Commission.</p>
<p>Is it possible to get a copy of the existing contract?</p>	<p>The existing contract is publicly available at https://sos.nh.gov/june-7-2017/ (Item # 123)</p>

<p>If we are submitting cost proposals for Master and iLottery Digital work, do we need to duplicate the Bidder Profile content and form?</p>	<p>A proposer submitting for both scopes of work can submit a single bidder profile.</p>
<p>On Page 30 of the RFP it states, “Audience segmentation will be presented to the Lottery to develop rich personas.” Are these personas expected to be provided by the offeror? Or are the personas coming from another third-party in this instance? Or is this ask part of the Research component on Page 25?</p>	<p>We will provide a portion of the sales data to the successful proposer. We expect the successful proposer/contractor to provide segmentation. Yes, this is part of the Research component.</p>
<p>For the paid digital media component, how is a new iLottery player defined, and is there a minimum deposit that needs to be made in order to classify that registration as a conversion?</p>	<p>A new iLottery player is defined as a registered player (someone who has completed the registration process, but has not yet made a deposit). First time depositors (registered players who make their first deposit) will need to make a minimum \$10 deposit.</p>
<p>What is a successful quantity of new iLottery players from the defined budget?</p>	<p>Fiscal Year 2021 garnered 38,979 registrations.</p>
<p>What attribution model is used to assign credit to various media for conversions? (Such as multi-touch attribution model, a last-touch model, or an overall net increase in conversions regardless of attribution source?)</p>	<p>We have begun exploring a multi-touch attribution model to assign value to various paid media conversions. Previously, we used a last-touch modeled approach.</p>
<p>For the goal of “Better search engine marketing” on page 30, does this include both paid search and search engine optimization?</p>	<p>Yes.</p>
<p>Are promo codes or other value exchanges available as a tool to drive new iLottery players?</p>	<p>Yes.</p>
<p>What is the current total of iLottery players/accounts in NH?</p>	<p>Approximately 121,000 members.</p>

<p>Are you open to a designed PDF response to help with visuals and content navigation? Or should the response be limited to Word document formatting?</p>	<p>We are open to a PDF response.</p>
<p>Is the NH Lottery willing to working with a company based outside NH and the lottery tri-state area?</p>	<p>Yes.</p>
<p>Is the incumbent participating in this search? Is there anything you're looking to improve upon with this next contract?</p>	<p>The incumbent contractor is not part of the review process for the RFP. Proposers should submit based on the information provided in this RFP.</p>
<p>Can you share more about your current PR needs? Are they serving you well? Are you working with any additional PR partners?</p>	<p>Currently, our PR team is responsible for drafting press releases to announce jackpots, new games and products, sales goals and more. They are also instrumental in getting media to public events in making announcements, second chance prizes and more. Further, they assist us with crisis management.</p>
<p>Can you share more about your website needs? Are you looking for improvement or evolution from your current solution? Or simple a change in management ownership?</p>	<p>Initially our expectation would be for the contractor to manage the existing website, however we are seeking potential improvements/evolution in the future. The scope of any such improvement/evolution would be dependent on budgetary limits.</p>
<p>On page 17, you mention "expenditures." Can you provide a definition for this? Does it mean out-of-pocket costs like video production? As part of our case studies, we'd like to provide Vimeo links to case study videos to supplement the thorough information we'll provide in our submission. Is this permitted?</p>	<p>Expenditure mentioned on page 17 may be any type of expense not defined in the original approved estimate. It could be but not limited to additional talent, additional production time, additional resources and more. Yes, we will accept Vimeo or some other type of broadcast production links so long as they are supplementary to the written submission.</p>
<p>For the budget provided on page 28 – is this is inclusive of retainer fee? Out-of-pocket production? Or does it just represent media spend (working dollars), and retainer/OOP is in addition?</p>	<p>Page 28 of the RFP does not include a budget.</p>

<p>Will there be a brief/assignment for the oral presentation? And if so, will you be able to provide existing brand/audience information at that time?</p>	<p>Yes, we will identify an agenda if you are selected to present following the review of the written proposals.</p>
<p>How many creative/media campaigns are typically developed each year to support NH Lottery's individual product categories (also referenced on page 39 - spend and sales by product, including iLottery and Sports Betting)?</p>	<p>There are one or two large campaigns created annually, dependent upon the Lottery's goals. Smaller campaigns are also developed to support specific scratch tickets, jackpot alert needs, etc.</p>
<p>How many creative/media campaigns are typically developed each year to support Tri-State's individual product categories?</p>	<p>Two to three smaller campaigns may be produced to support current or new Fast Play games, refresh existing products or to support a Tri-State scratch ticket offered in Maine, New Hampshire and Vermont.</p>
<p>Are there certain games in the portfolio that resonate better with the younger age?</p>	<p>As mentioned in the RFP, New Hampshire has an older age demographic and as such, these are the people who are purchasing our products. The products of Sports Betting and iLottery tend to be played by a slightly younger demographic.</p>
<p>What product/game categories overall generate the most revenue for you?</p>	<p>Please see pages 64 to 68 of our Certified Annual Financial report. https://www.nhlottery.com/Files/PDFs/Financial-Reports/2021/FY20_CAFR_web</p>
<p>Will there be opportunities to have conversations over the phone during this process for fielding questions & answers vs. the written format only?</p>	<p>The process for communication is set forth in the RFP and any addenda thereto.</p>
<p>What is the current agency fee as a percentage of the FY21 budget</p>	<p>The current contract is available at https://sos.nh.gov/june-7-2017/ Item 123.</p>
<p>Do you expect to see creative recommendations in the proposal/presentations? Is it optional, or is it intentionally not included and not desired as a part of the submission?</p>	<p>The Lottery may ask for creative during the oral presentation. The written submission asks for a case study which you are particularly proud of and part of that case study may be explanation of the creative supporting it.</p>

<p>Is it expected that a flat agency retainer fee will remain flat for the three (3) year contract period if the annual budget remains the same? Or is there opportunity for negotiation and evaluations of actual time spent at appropriate intervals (for example, following year one)?</p>	<p>The Lottery expects that the proposed retainer fee be flat for the initial period of the contract. Changes to the fee structure will only be addressed if there is a material change in the scope of work requested from the contractor.</p>
<p>In the Scope of Work you mention that “The Lottery seeks a marketing and advertising partner, to collaborate with and develop plans that increase brand awareness... increase engagement, likability...” Can you share any information on how you currently measure these areas or perhaps any brand measurement research information that you have to-date?</p>	<p>The Lottery has no formal metrics outside of what has been provided in the RFP.</p>
<p>Can you help us understand how the strategic plan referenced in section B.1 Scope of Work is different from the marketing and advertising plans?</p>	<p>The strategic plan is to define the goals of the Lottery while the marketing and advertising plan is what will be done to attain those goals.</p>
<p>Are you willing to share your fiscal 2021 and/or 2022 marketing and communications plans for reference? If not in full, can you share key elements that illustrate your current approach?</p>	<p>These documents are proprietary in nature and will not be shared.</p>
<p>On p.16, Promotional Events Services is listed as a full service agency service - can you give any further detail about what that typically entails in terms of agency involvement? Is this a service that will be included in the retainer fee, or estimated incrementally as event requests or recommendations are brought into consideration?</p>	<p>Examples of promotional events are new game announcements, game/product anniversaries, second chance drawing events and more. Those employees whose work is covered by the retainer fee may be asked to be in attendance. Time for employees not part of the retainer fee, may be included in an event estimate.</p>
<p>May we pre-bill approved media in the month that it’s scheduled to run, then we reconcile the invoices, pay media directly, balance the account, and credit the client for any underspend.</p>	<p>No. Media is to be billed to the Lottery following the receipt of invoice(s) from a media outlet(s).</p>

What is the structure/staffing of the NH Lottery internal marketing group overall?	There are two employees who handle Marketing, Advertising and Public Relations work (the outward face of the Lottery) for the Lottery.
Do you have creative resources on staff such as designers, writers, or videographers?	Generally, no. Draft creative or copy may be provided by Lottery staff if deemed appropriate.
What are some of your favorite NH Lottery creative campaigns/examples over the past few years? And why?	Corporate campaigns are favorably received by the Lottery as well as other creative that captures and entertains our players.
Can you please clarify the note about approving all make-goods?	If/when a deliverable has failed, the Lottery reviews make-goods in order to make sure we receive something of a similar value.
Can you please clarify the note about affidavits and tear sheets accompanying billings?	Affidavits and tear sheets are to be provided with the media invoices.
Outside of the NH Lottery vs. Tri-State, Advertising vs. iLottery budget parameters below, can you optimize and spend dollars flexibly between product/game categories?	Products/game categories must be supported by the associated budget, however, there are opportunities where multiple budgets may be used to produce or support a campaign.
Is there any seasonality that we should be aware of?	There are seasonal trends that are important to the Lottery such as the traditional winter holidays and non-seasonal events such as high jackpots. The successful proposer/contractor should also be sensitive to how the seasons effect media consumption throughout the year.
Do you have any data on why consumers have continued, started, or stopped playing the NH Lottery?	No, we do not have data specific to those patterns of behavior.
Are there any “must buys” or “must avoids” when thinking about the media plan?	That would be discussed with the successful proposer/contractor during planning sessions.

<p>On a daily, weekly, monthly or quarterly basis, what questions are you asked about media performance?</p>	<p>An overall annual media plan is discussed and agreed upon between the agency and Lottery during the marketing and advertising planning at the beginning of the year. The monthly media spend is reviewed prior to the month, particularly if there is a need for a shift in channel or spend.</p>
<p>In the past, what has been the timeframe that you've allowed a channel to run prior to determining it is successful/unsuccessful?</p>	<p>Approximately 2 to 4 weeks prior to removing an underperforming/over performing channel or decreasing/increasing the spend on other channels/mediums.</p>
<p>What is the biggest barrier to entry for consumers playing the lottery?</p>	<p>There is no current research to answer this question.</p>
<p>Does the entire state need to get equitable coverage?</p>	<p>Coverage tends to follow the population of the state.</p>
<p>The RFP states “bidder will be responsible for working with previous contractor to transfer all software, functionality and design of the Lottery’s existing website, mobile application interface, and backend processing in its current technology” Is this statement to indicate that the successive bidder will inherit all of the code from the current website? Or is this statement to indicate that the successive bidder is to write new code and deploy a new website with equivalent functionality?</p>	<p>The bidder will inherit all of the code from the current website to manage.</p>
<p>Specifically as it relates to “mobile application interface”, can the Lottery clarify what this entails? We are unaware of an existing mobile app (iOS/Android) to examine against this statement.</p>	<p>The New Hampshire Lottery will be launching a mobile application in early 2022.</p>
<p>The RFP contemplates a “transfer period” for the website. Is this already defined? If not, how will this become defined?</p>	<p>The transition period is not defined at this time and will be established during the contract negotiation period if such a transfer is required.</p>

<p>The RFP indicates that the successive bidder will be responsible to “pay the existing contractor for any time beyond the transition period”. Disclosure of this cost structure would support a responsible bid response - can the Lottery please provide details?</p>	<p>The Lottery anticipates negotiating a reasonable transfer period between the existing and new contractor, if necessary. Costs would only be implicated if the migration is not completed within the reasonable transfer period.</p>
<p>In relation to the “Data Feed”, assuming the successive bidder is also not the developer of the mobile app, does this mean that the system must provide an integration method (e.g., APIs) to allow the app to fetch backend data to power its interface such as winning numbers, jackpots, retailer locations, etc.? If this is true, can the Lottery provide a list of mobile app features that will need to be supported?</p>	<p>We are currently working with a third party vendor on the creation and management of our mobile application. The appropriate APIs will be provided by our other vendors and will have no crossover with our website at this time. However, as the application develops, that does not guarantee that there will not be future enhancements that cross with website functionalities.</p>
<p>In regards to scratch ticket “prizes remaining” functionality - will this data be provided via a scheduled file transfer or via a real-time API?</p>	<p>This is currently a manual process. Information is provided by the Lottery on a weekly basis to update that information on our website.</p>
<p>Will the successive bidder be responsible for integration work to include registration, login, shopping cart and other iLottery player account management functions on the website? If so, what responsibility, if any, along these lines is required for the mobile app?</p>	<p>Our current iLottery program is maintained by a third party vendor. There will need to be collaboration between the successful bidder and this organization to host iLottery functionalities on the website. There is no responsibility, to date, that includes integration work for the mobile application, but that may be subject to change.</p>
<p>Is the expectation for web/app/backend development costs to be included in the “OTHER COSTS” section of Exhibit C?</p>	<p>Web and backend costs would be part of other costs. At this time, app development is not part of the advertising budget.</p>

<p>Does the Lottery currently have a content management system (“CMS”) to author web/app updates themselves? If so, can the Lottery disclose the CMS software that is in use?</p>	<p>The CMS software used by the advertising agency of record is Kentico.</p>
<p>Can you prioritize, and/or provide percentages of the engagement against, your PR needs?</p>	<p>Currently, our PR team is responsible for drafting Press releases to announce jackpots, new games and products, sales goals and more. They are also instrumental in getting media to public events in making announcements, second chance prizes and more. Further, they assist us with crisis management. These services must be available on an as needed basis.</p>
<p>Can you define your expected media and presentation training needs? For how many people?</p>	<p>Media training is on an as needed basis, however, the use of these services has been infrequent in recent years.</p>
<p>What has been done in the past around responsible gambling awareness campaigns? How much of the program is devoted to this effort?</p>	<p>Cost of production for Responsible Gaming creative has been shared by Maine, New Hampshire and Vermont lotteries which provides an economy of scale for all lotteries. Further, the New Hampshire Council for Responsible Gambling now has annual funding to help offset any costs.</p>
<p>Can you define beneficiary communications?</p>	<p>Beneficiary communications is defined as quite simply, who benefits from the sale of Lottery tickets. This could be public education, the retailers who sell our tickets or the prizes that may be won by players.</p>
<p>For event promotion support - are you only seeking awareness, or is there an event management component?</p>	<p>Awareness and event management is expected.</p>
<p>Can you define the process and parameters around corporate and community outreach?</p>	<p>Examples of corporate and community outreach would be governmental, retail, beneficiary.</p>

<p>What are the specific needs around “Web services management?”</p>	<p>All duties around hosting the New Hampshire Lottery website include content and development needs as they arise.</p>
<p>Can you provide examples of what has been successfully done for public service announcements in the past?</p>	<p>Information may be found About Us New Hampshire Lottery (nhlottery.com) as well as NH Council on Problem Gambling - Recovery 30-sec TV spot - YouTube.</p>
<p>Are there programs that we need to keep in mind to target key retailers from a media perspective?</p>	<p>There are no such formal programs.</p>
<p>Approximately how many unique POS packages and communication materials do you anticipate the successful bidder developing for NH Lottery retailers in a typical year within the retainer?</p>	<p>There is a monthly On Sale Now POS piece that features the new scratch games on sale as well as a quarterly piece produced for placement in the liquor stores. There is a holiday POS package produced along with 3 to 4 other game specific pieces.</p>
<p>There is a note about maintaining an independent research method stance. Can you please explain what you mean by this? (p.32)</p>	<p>The Lottery is seeking an approach where the successful proposer/contractor will engage independent third-parties to research the impact of Lottery initiatives.</p>
<p>The instructions state for the proposals (and presumably the oral presentations as well) that the “illustrative case study samples provided as hard copies or links to the web will not be accepted”. We will plan to include creative static visuals (as stated in the bullets above) in the case studies where applicable, but nothing further. Please confirm if you can that we are interpreting this direction correctly.</p>	<p>We will allow external links in the case studies so long as they are supplemental to the written response.</p>
<p>Can you confirm that these spend totals by product represent “all-in” costs? Meaning, the \$365,505 FY21 spend for scratch tickets includes retainer fees, production and media? Or do these budgets represent media investment only? (p.39)</p>	<p>All costs associated with product promotion.</p>

<p>Does the NH Lottery have access to player demographics and psychographics for its iLottery players to date? If so, can that be shared confidentially for use in preparing our response?</p>	<p>We currently have access to iLottery player demographic and sales data to date. No, this data cannot be shared ahead of time.</p>
<p>Scope of Work, Page 30 – Would the Lottery please clarify whether the \$400,000 is inclusive of media, as well as agency fees, for services such as strategy, creative development, and production?</p>	<p>This budget will cover media buys and the retainer fee associated with the digital media scope of work. Creative will remain a component of the core scope of work.</p>
<p>Page 36 – Would the Lottery please clarify if respondents should provide separate case studies for requirements 1. and 2., and how the similarities may apply to the New Hampshire online lottery product, per requirement 3., for both?</p>	<p>Proposers may refer to the same case study, if they deem that to be responsive to the questions.</p>