

Idaho Lottery Advertising RFP Questions & Answers – Round 2

Issued April 21, 2021

1. Based on our understanding of the RFP, we believe Spec Creative will be part of the presentations, and is not required for the RFP response. Are we correct in this understanding? Is there any preference for spec creative to be included in our first response?

Yes, that is correct. The Spec Creative is for the presentations only, as mentioned in 3.6. I'll update our Questions/Answers online to include that it doesn't need to be submitted in the initial response.