

Idaho Lottery Advertising RFP Questions & Answers – Round 1

Issued April 6, 2021

1. What are the marketing priorities for this coming year?

I am currently compiling the plan for FY22. Below are the FY21 priorities. Many of these priorities will carryover with a greater emphasis on digital experience and data storage. Click here to get a copy of the entire FY21 Marketing Plan:

<https://www.dropbox.com/sh/nseboyqxlvnze9s/AABTKUc-S4ZYwNKewJakuv3ka?dl=0>

Executive Summary – Goals & Objectives

The Idaho Lottery has three main goals for FY21:

1. Customer growth > **20,000** New VIP Members + > **44,842,963** Tickets Sold
2. Sales Goal > **\$288 Million (4% increase YOY)**
3. Increase net margins to > **20%**

To meet these organizational goals, we have developed the following Marketing objectives:



2. What are the biggest challenges?

Here are some of the challenges we are facing:

- **Connecting our data in useful and beneficial ways**
- **Reaching consumers in a multi-faceted media environment**
- **Surprising and delighting our customers every day – exceeding consumer expectations**
- **Finding new ways to do even-more-good for our beneficiaries**
- **Maintaining our standard of excellence and integrity**
- **Growing our player base**
- **Growing engagement and loyalty**

3. How effective has the lottery been at reaching a younger audience 18–34?

The Idaho Lottery has been able to grow the younger audience through new mobile initiatives, social engagement and relatable games. We continue to evolve our products and messaging to reach all players and invite new ones as well.

4. What is your production budget for the year?

Our production budget for the year is approximately \$300,000.

5. Is the PROPOSED MEDIA in the creative assignment indicative of the proposed media for ALL 10-12 campaigns that you execute per year or does this vary? For instance, will ALL campaigns have Television productions?

Proposed media for each creative campaign varies per campaign depending upon the strategy and target market.

6. Are ALL campaigns translated into Spanish and are ALL components of the PROPOSED MEDIA for each campaign translated into Spanish?

No. In fact, we have only historically produced Spanish radio once or twice a year.

7. Is it important or mandatory to shoot all live action in Idaho?

No, it is not mandatory to shoot in Idaho. However, as an Idaho State Agency, we do try to make it a priority to keep things local.

8. Do you ever use production companies outside of Idaho?

Yes

9. Would all radio sessions need to be produced in Idaho?

No

10. Given that all travel expenses are the agency's responsibility, what is your expectation for client/agency meetings? Has the Idaho Lottery been successful during COVID using ZOOM, Teams or some other video conferencing tools?

Yes, client/agency meetings can be held either in person or virtually. The Idaho Lottery has been successful utilizing all types of video conferencing tools to hold agency meetings during COVID.

11. The RFP states that the Creative Presentations will take place between May 3 – 12.

- Are you planning on reviewing all the creative presentations on a couple dates within that range? If so, do you know when you will lock-in the exact dates for the presentations (example: May 6 – 7, 9a-11a or 1p-3p, etc.)

If we can condense the presentations to a few days, we will. No dates have been locked in yet. We will review the committee's schedule and check with the agencies presenting to determine the best schedule.

- Will the Creative Presentations be held in-person at the Idaho Lottery, in-person at an alternate location, or virtually?

Yes, we would prefer to have in-person presentations, however, other virtual accommodations can be made and are acceptable.

- If held in-person, are there any restrictions on the number of participants?

We would recommend limited those in-person to a total of five. If more would like to join, we can conference them in via phone or ZOOM.

12. Is the ticket art messaging for the Frenzy Family of Games final/correct? (For example: messaging with "\$500 Million" on the \$10 Ticket)

Sorry, no, this is just a placeholder, and that callout will change.

13. Are you able to provide/share the ticket art files?

Yes, you can download ticket artwork here:

https://www.dropbox.com/sh/hsw08duc028uorh/AAD2IOei1d2EnMONUmti_Bg_a?dl=0