

Idaho Lottery Creative Services RFP Questions & Answers

Issued March 27, 2024

1. Does the creative need to be produced in Idaho or with Idaho vendors?

As an Idaho State Agency, we make it a priority to keep things in Idaho, however, we also want to do the best for our beneficiaries and if that means using outside vendors, we do that, if it is deemed appropriate.

2. Is it a requirement for the winning agency to maintain an office in Idaho?

No, it's not a requirement to have an office in Idaho.

3. What is your yearly cadence for TV production?

TV production is usually dictated by the advertising campaign calendar and production happens prior to the media flight. We are open to shifting strategies if there are benefits to us and our consumers.

4. How many full campaigns are expected per year?

This varies based on strategy, but approximately 8 – 10.

5. What is your average TV production spot fee?

This varies based on strategy. TV production can range from \$5,000 - \$100,000 based on concept and longevity of use.

6. Can you share average TV production budget?

The TV production budget for FY2024 is approximately \$380,000.

7. How many assets are required for each channel/ campaign?

Proposed media for each creative campaign varies per campaign depending upon the strategy and target market. However, an example of assets for each campaign is in the RFP under Appendix E.

8. The RFP states the contract has perpetual one-year extension options. Is there a mandatory review (RFP) after a certain time? Is this current RFP happening due to a mandatory review or because of a business need?

There is not a mandatory review for Creative Services, however, the Idaho Lottery likes to do an annual review meeting with its partners to maximize efficiencies, give feedback and get feedback. The current RFP is happening due to a business need.

9. On the Creative Assignment, the Target Market is listed as "Fast Funsters" and "Steadfast Supporters". Can you provide more background about these two groups-such as life attitudes, media habits—beyond the age and gender breakdown?

To be honest, we are getting ready to do a new Scratch segmentation study because the segments mentioned are pretty dated. However, here is what we know about each group:

Fast Funsters:

- Purchase several types of games regularly
 - Scratch (92% in last month)
 - Powerball (81%)
 - Mega Millions (59%)
- Very engaged in other gaming activities
 - 26% visit a casino weekly or monthly
 - 36% play/watch poker and other card games
- Likely to play for fun and “live for the moment”
- Averse to complicated/challenging games
- More likely to be swayed by new game information
 - Includes website visitation, media and word-of-mouth

Steadfast Supporters:

- Biggest spenders on scratch games
 - 84% spent \$100+/year, 39% more than \$100/month
- Scratch is favorite game by far (86%)
 - Also frequent Powerball/Mega Millions players
 - Also very likely to visit casino or play poker
- Consistently play the same games, but also more likely to try new games
- Strongly attracted to game ‘themes’
- Not deterred by more challenging games
- Most likely to consider themselves lucky

10. Can you share PNGs or JPEGs of the individual Scratch Multipliers-higher in resolution than the image in the RFP pdf?

Yes. Click here to access images of the Multiplier Scratch Family images.

<https://www.dropbox.com/scl/fo/98j6ibhabho2rl1s85tum/h?rlkey=s1281ia4lm4acsq7jjb6acje&dl=0>

11. Can you share any good quality images of your retailer vending machines?

Yes. [Click here to access images of our retailer vending machines.](https://www.dropbox.com/scl/fo/izgf1pzxc0abfy7vts19j/h?rlkey=hhnaajs9btq32awa18r0976yt&dl=0)

(<https://www.dropbox.com/scl/fo/izgf1pzxc0abfy7vts19j/h?rlkey=hhnaajs9btq32awa18r0976yt&dl=0>)

12. Do you want to continue using the current Idaho Lottery tagline (Wooh!), or is there interest in exploring alternatives?

We see the Wooh! mnemonic as somewhat of an iconic Idaho Lottery brand element, however, we are always open to exploring ways to innovate and elevate the brand.

13. In our ad creative, can we show players' reactions to winning...and cash prizes on indeterminate amounts? Any restrictions?

Yes. You may show players winning and their reactions to winning. The only restriction would be promoting irresponsible play.

14. For game families, can we highlight the "total prize pool"? If the total pool can be highlighted, what is that amount for these Multipliers?

Yes, absolutely. The total prize pool for the multiplier family is \$6,495,480.

15. What is the average production budget for an Idaho Lottery :30 TV spot with :15 cutdown?

This varies based on strategy. TV production can range from \$5,000 - \$100,000 based on concept and longevity of use.

16. What is the overall timeline of the contract? I saw the campaign examples at the end and those were from July-September, but I wanted to see if there was an overall timeline.

The contract term is July 1, 2024, through June 30, 2025, with auto renewal unless either party decides they do not wish to continue, with 90 days written notice.

17. We understand the pitch assignment is for a creative campaign for a specific Scratchers game, but are there any business challenges or perception issues we should be aware of? And can you share any research or information regarding the target audience segment and existing barriers to play?

Great question. There are three key organization objectives you should be aware of: Grow Community, Grow People and Grow the Dividend. See the page from the Marketing plan below:

Idaho Lottery Marketing Plan Executive Summary

The Idaho Lottery has three main goals for FY24:

1. Customer growth = **35,000** New VIP Members + > **52,439,247** Tickets Sold
2. Sales Goal > **\$405,000,000**
3. Do Good awareness growth > **Do Good Info Box deliveries to 100 schools + increase in Do Good participants statewide**

Our key organization objectives are:



Digital Innovation:

Customers will increasingly demand personalization and a timely experience. Launch HubSpot and continue to improve the communications with VIP Members, VIP Club website, and all digital channels. Ease pain points with mobile cashing.

Create and Share Stories:

Help players feel good about their purchases and feel part of the Lottery family by sharing Do Good and Winner stories. Consider adding a Winner Awareness campaign as a secondary message at least once a year.

Leverage the 35th Anniversary to connect with Retailers, Beneficiaries, Stakeholders, Staff and Players.

Focus on statewide tour to grow community and favorability for the Idaho Lottery and it's causes. Continue to thank players and retailers for the Do Good they make happen. Find ways to tell the story of 35 years of the Lottery in Idaho.



Do Good Participation and Inclusion:

Organization-wide inclusion in Do Good programs throughout the year including Classroom Wishlist, Bucks for Books, Scratch for Schools, and the Dividend presentation.

Communicate, Communicate, Communicate:

Continue to do our best to communicate upcoming promotions and events. Share Do Good and Winner stories. Encourage participation from all lottery staff on game names/ideas and creative campaigns. Gather feedback on campaigns.

Create Efficiencies: Automate processes and forms to create better experiences for retailers, lottery staff, and partners.

Celebrate:

Use the 35th Anniversary to bring people together. Use past accomplishments and stories to create connections.



Focus on Scratch:

Focus on the games we can control. Continue to optimize the game portfolio. Continue game innovation to create excitement to engage new players.

Let players play when they want, how they want:

Look at new and different ways to offer Lottery play in a cashless society. Investigate opportunities for different forms of payment. Continue to push mobile strategies to ease pain points.

Grow Player Base:

Create awareness for the free 18th birthday ticket utilizing the VIP Club, retailers, and grass-roots efforts.

Maximize Advertising:

Use advertising to maximize reach and awareness of key initiatives. Explore new methods including partnerships to maximize impact.

Create Engaged Players:

Increase the number of active members in the VIP Club by 20%. Activate promotions, communication method strategies, sweepstakes, and other activities to create a more engaged club.

Under Grow the Dividend, you will notice “Focus on Scratch.” The Multiplier Family of Games was strategically selected because it is one of our top performing families and tends to focus on core players (Steadfast Supporters). Historically, July and August are slow sales months, focusing on games our players love will help us achieve our sales goals during this time. Offering family of games also allows the Idaho Lottery to advertise multiple price points in the scratch portfolio, therefore maximizing impact for the advertising dollar spent. Something to consider is we will just be coming off of our 35th Anniversary and will want to keep the momentum high and continue to nurture the relationship with new players at whichever price point they feel comfortable. Lastly, this window will be during the Summer Olympics. The Idaho Lottery has secured a Gold sponsorship of the summer Olympics programming through our top network in our largest DMA. Many of these spots will run during Olympics programming, as well as, regular scheduled media. Maximizing opportunities during this campaign will be important to maintain player engagement and grow the dividend.

For information about the target segments see the answer to previous question #9.

[Click here to download the “Grow Scratch” documentation and research.](https://www.dropbox.com/scl/fi/ln6l6av6ao38bwnn41c4q/Grow-Scratch-Plan-Consolidated-...-2-20-24.pdf?rlkey=8707c1n54eqfzncuyrob7s3gt&dl=0)

<https://www.dropbox.com/scl/fi/ln6l6av6ao38bwnn41c4q/Grow-Scratch-Plan-Consolidated-...-2-20-24.pdf?rlkey=8707c1n54eqfzncuyrob7s3gt&dl=0>

18. Creative Examples: Can we submit video case studies to demonstrate our work and 360 campaigns, rather than individual spots or executional pieces? Is this a creative submission approach that you are open to?

Absolutely, feel free to demonstrate your work and expertise in any creative manner you see fit.

19. For the list of sample deliverables per campaign, it says that POS and OOH is Idaho Lottery responsibility and implies that respondent would not be creating/producing those materials. Just confirming this is the case, as this would have significant bearing on scope development and resourcing?

That is correct, the Idaho Lottery will design and produce all the POS and OOH materials. The bidding agency will only be responsible for TV (broadcast & streaming), Radio (broadcast & streaming), and social, in-store monitor video/animation as needed. We do want to make sure creative strategy for each campaign is aligned, so we will wait to produce the POS and OOH materials until you have pitched your creative strategy for each campaign. In addition, TV, Radio, Video/Animation and Outdoor production costs to third parties is all paid for separately by the Idaho Lottery and should not be included as part of the agency fee.

20. Can you disclose Idaho Lottery's annual media spend? Exact figure not needed, even a ballpark range would help.

The Idaho Lottery's annual media spend is approximately \$2.2 Million. This does not include production costs.

21. Is there a max figure you can share for the full duration of the multi-year contract that the contract is not to exceed?

Unfortunately, I do not have a max figure.

22. Do you have a preference and/or requirement on SAG vs. non-SAG talent/productions?

We normally do not have SAG talent/productions, but we are not opposed to it. My understanding it just comes with more restrictions and requirements, so we are willing to navigate that if it is important for the talent/production choice.

23. Is the incumbent agency participating?

They have been invited and are welcome to participate, however, but I do not know if they will participate or not.

24. Is this RFP a scheduled / required bid due to an expiration of renewals?

This is not a required/scheduled RFP. We are going out to bid because of our need to continue to explore opportunities and to push our creative to be legendary.

25. How many agencies were informed of the RFP?

We notified approximately 80 agencies and published it on our website for public consumption.

26. If there is an in-state presence requirement or scoring implication? We have a presence in Montana, but currently none in Idaho. Though, we would be willing to consider establishing a presence in the state.

No, it's not a requirement to have an office in Idaho.

27. What is the state's budget allocation to advertising support for the Lottery and your agencies allocation of budget to this contract?

The state requires us to limit our advertising support to 3.5% of lottery sales. We normally spend approximately 2%. Historically the allocation of budget to all agency fees including Strategy, Media and Creative is 0.14% of lottery sales.

28. For 3.3 when you suggest providing samples for production planning and execution, does that mean you want a storyboard production example from a previous video campaign?

The goal of this is for the Idaho Lottery to fully understand how you organize media production. If you use spreadsheets, calendars, storyboards, etc., including those items as samples can help us understand. Please make sure to describe your process.

29. For 3.5, when it says submit your top three examples, do the creative work samples need to be included in the 30 pages or do you want them to be in a separate folder in the jump drive only?

No, you do not need to include them in the 30 pages, they can be on the jump drive.

30. For the five copies of our proposal, are you referring to our electronic PDF proposal?

The Idaho Lottery requires five (5) physical copies of your Proposal along with your two (2) electronic versions (redacted and full versions). We also need five (5) jump drives of your creative samples to go with the physical copies. There will be five (5) committee members so these will be distributed, one to each member.

31. What is the approximate production budget for this year?

The TV production budget for FY2024 is approximately \$380,000.

32. We realize that the need for Television depends on the particular campaign strategy of each but how many TV spots were produced last year?

In 2023 there were seven (7) TV spots/campaigns produced and two (2) TV spots just revised/updated. Note each TV campaign usually requires a :30 and a :15. Last year we also did a new Do Good TV campaign with a different spot per DMA, so four (4) different spots.

33. Are the TV productions required to be UNION Talent and/or crew?

There is no requirement for the talent or crew to be Union or Non-Union.

34. Have there been any policy changes around shooting or producing out of state that we should know about as a Connecticut agency?

As an Idaho State Agency, we strive to keep things in Idaho, however, we also want to do the best for our beneficiaries and if that means shooting or producing out-of-state we could agree to that.

35. Has an out-of-state agency ever held this contract with the Idaho Lottery?

No, an out-of-state advertising agency has never held this contract with the Idaho Lottery.

36. Is the Idaho Lottery comfortable working remotely with their agency? We would be present for productions, of course, but most of our interactions would take place via video conference.

Yes, the Idaho Lottery is comfortable working remotely with an agency. We have learned over COVID that doing presentations and meetings via Zoom/Teams works just as well as being in person.

37. Are there any particular elements of your past marketing efforts that you'd like to approve upon?

Everything. Seriously, we always strive to continually improve our marketing efforts. We are all about trying new things, pushing the envelope and rolling up our sleeves to work together to make legendary work that makes a difference for our beneficiaries.

38. Are you able to share the final ticket art for the creative assignment?

Yes. Click here to access images of the Multiplier Scratch Family images.

<https://www.dropbox.com/scl/fo/98j6ibhabho2rl1s85tum/h?rlkey=s1281ia4lm4acsxq7jib6acje&dl=0>

39. Regarding 2.4 ROUTINE EXPENSES, would the Idaho Lottery be open to covering travel costs, per the current Idaho government per diem rates, in some instances where it was deemed necessary by both the Idaho Lottery and the agency? Examples could be that travel is required to represent different Idaho geographies in production or if the Idaho Lottery explicitly asks the agency to attend lottery conferences, conduct statewide research, or attend/present at out-of-town meetings.

In situations where we have production in other locations, the cost of travel is usually included in the production costs, so yes, in that instance. Normally, during these most meals are included with the production, as well, so if there was something outside of that the Idaho Lottery would expect the agency to cover anything additional.

The Idaho Lottery would not require agency staff to attend lottery conferences or out-of-town meetings. While these may be beneficial for the agency, if an agency decides to attend, these costs would need to be covered by the agency.

40. Regarding 2.4 ROUTINE EXPENSES, please clarify, by citing examples, what types of “costs associated with attending media Production and Editing sessions” would not be covered.

Any expenses not covered by the production company and included in the bid would not be covered by the Idaho Lottery. An example of this might be the cost of parking at the airport or enjoying a snack at your hotel.

41. Of course, there will be times when Idaho-based creative and production talent is the proper fit for a creative concept; however, that is only sometimes the case. What is the Idaho Lottery's current appetite and policy for utilizing non-Idaho-based creative talent and production companies?

As an Idaho State Agency, we strive to keep things in Idaho, however, we also want to do the best for our beneficiaries and sometimes that means using out-of-state creative talent or production companies.

42. When multiple agencies have worked together on the Idaho Lottery, what has been the most recent cross-agency meeting cadence to align tactics and strategies (e.g., weekly, monthly, quarterly, etc.)?

We normally meet every two weeks.

43. Can you provide the outside production budget the Idaho Lottery is working against and an average per television/video spot budget?

The TV production budget for FY2024 is approximately \$380,000. We will determine the FY2025 budget prior to the start of the new contract, July 1, 2024. TV production can range from \$5,000 - \$100,000 based on concept and longevity of use. For spots that are for a short window and will not be used again, we tend to lower the budget. If it's a larger initiative, or is meant to run for multiple years, we have a larger budget. This is something we will discuss prior to creative development so we are all on the same page and agree to the needed resources.

44. What is the total media budget slated for the anticipated start date through the completion of the contract? The average media budget for the last three years would also be helpful.

The media budget has not been set for FY2025 which would run July 1, 2024 – June 30, 2025. This will be set before June 30, 2024. Below are the past three years of media budgets:

FY2024 – \$2.325 Million

FY2023 - \$2.19 Million

FY2022 – \$2.125 Million

Keep in mind, these numbers DO NOT include the following costs: production, public relations, research, POS, promotions, annual events, fairs, sponsorships, community ambassadors, VIP Club, web development, signage, Do Good programs, social media, premiums and agency fees.

45. Is Appendix D locked in and final for FY2025, or could new initiatives be added that require agency creative and production?

The first 6 months of Appendix D is pretty locked in. The rest could change, but because we do zero-base budgeting not much can be added above what we have budgeted. If any, we could swap out a campaign for something else if we felt like it would be more engaging to our customer and would meet our business objectives.

46. In Appendix D, do any of the listed initiatives already have creative that is produced and ready to run in the media (e.g., not needing any/very minimal services from the creative agency)?

Yes, the Lucky for Life promo spot could be re-used and might only need the VO edited and a date edited. In addition, we just produced new Raffle creative this past year and our goal is to re-use it with minimal editing. We have a two-year contract with the Raffle Master. We try to be as efficient and effective with our dollars to return the most to Idaho public schools and buildings through our dividend.

47. Appendix E shows a mix of responsibility between Creative Agency/Idaho Lottery in rich media, social, and display. Please add context regarding what the creative agency needs to deliver/produce in a “typical” campaign.

Typically, we would do Rich Media for Social and In-store animations for PAD, DT and Diamond Game devices. However, sometimes our agency will have a creative way to tie the campaign together by using a portion or additional footage for those elements. We take it campaign by campaign and determine what we think will break through the clutter and inform the consumer. For the most part we do require a social video from the creative agency. Videos tend to perform better than animations on social.

All of this would be discussed between the Idaho Lottery and creative agency for each campaign.

48. Can you explain the color coding in Appendix D so we can better understand the chart?

Yellow = Scratch Games/InstaPlay Games

Blue = Draw Games

Green = Do Good

Orange = Internal Lottery

49. Idaho lottery spends 3.5% on media. Are you willing to spend more and if so, how much more?

I'm not sure where you are getting the 3.5% figure. We are mandated to not exceed 3.5% of our revenues for advertising costs. This was set by the Legislature and likely will not change. We are open to explore ways to maximize the dividend for our beneficiaries, so if that means increasing media spend, we would thoughtfully consider that.

50. Can you please define what assets a campaign consists of and how many assets per channels are required?

The number of assets per channel depends on the target market, overall objective and longevity, however, here is a general idea below.

Television: Typically, if we do television, we do a :15 and a :30 so we can be more flexible with our traffics. If we are in Jackpot Alert, we can traffic a jackpot alert with the campaign television spot, so both messages are out there.

Radio: If it's radio and part of a long campaign over the summer, we may do 2-3 spots so there isn't a wear out factor and so we can build a better story.

Social: This can vary. Sometimes if it's more of a digital solution or a long campaign, we will do 2 – 3 social videos/content items for the campaign.

We would expect that you will recommend a creative strategy with a number of items per channel. This might also mean working with our media and strategy agency to strategize and implement.

51. Regarding the agency fee percent, what amount goes to creative agency of record?

The Lottery pays (1) an annualized fee of .06% of net sales paid in monthly installments of \$10,000 upon invoice with a true-up balance paid annually. Net sales is defined as total sales of all Draw Game tickets and Scratch tickets less returns.

PullTab/TouchTab ticket sales, free replays as prizes, promotional free tickets and cancelled transactions shall not be considered part of net sales.