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| **RFP NUMBER AND TITLE:** | RFP# 202502029 Lottery Marketing, Advertising, and Public Relations Services |
| **RFP ISSUED BY:** | Department ofAdministrative and Financial Services |
| **SUBMITTED QUESTIONS DUE DATE:** | June 13, 2025 |
| **QUESTION & ANSWER SUMMARY ISSUED:** | June 23, 2025 |
| **PROPOSAL DUE DATE:** | July 3, 2025, no later than 11:59 p.m., local time (**as amended**) |
| **PROPOSALS DUE TO:** | Proposals@maine.gov |
| **Unless specifically addressed below, all other provisions and clauses of the RFP remain unchanged.** |
| **DESCRIPTION OF CHANGES IN RFP:** 1. The proposal submission deadline is amended.
2. Part IV, Section II is amended to remove the balance sheets and income statements from the required information. Only a copy of the Bidders’ current Dun and Bradstreet Business Information Report Snapshot is required.
3. Part IV, Section IV and Appendix D is amended to clarify that agency fees are NOT inclusive of production fees. Production fees are reimbursed outside of the agency fee.
 |
| **REVISED LANGUAGE IN RFP:**1. All references to the proposal submission deadline of June 26, 2025 no later than 11:59 p.m. local time are amended to **July 3, 2025 no later than 11:59 p.m. local time**.
2. Part IV, Section II is amended to read:
3. **Financial Viability**

Bidders must provide a current copy of their Dun & Bradstreet Business Information Report Snapshot.1. Part IV, Section IV, 4. Advertising Budgets and Appendix D is amended to read:

**4. Advertising Budgets**Bidders are required to submit an Agency Fee price for each of the initial three-year contract period. The Agency Fee must be all inclusive of all creative, and account services fees. There will be no billable hourly rates. By submitting a proposal, Bidders understand that the advertising budgets listed below are subject to change.**Appendix D**Bidders must submit a cost proposal that includes the costs necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements. Bidders are required to submit a cost for each year of the initial three-year contract period as defined in Part I of the RFP. The Agency Fee must be all inclusive of all creative, and account service fees. There will be no billable hourly rates. By submitting a proposal, Bidders understand that the advertising budgets listed below are subject to change. |

**Provided below are the submitted written questions received and the Department’s answer.**

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| **1** | **RFP Section & Page Number** | **Question** |
| Section II Organization Qualifications and Experience, 5. Financial Viability Page 13 | As a private company, we necessitate an NDA before we can provide a copy of our reviewed financial statements. Would a D&B Report along with a bank/vendor references list suffice for this requirement to assist The State of Maine in assessing our firm’s financial health? If not, is The State of Maine willing to sign an NDA prior to the RFP submission deadline so that we may provide our audited financial statements in a protected manner?  |
| **Answer** |
| See Amendment #1. Any information required as part of the proposal must be available for evaluators to review at the time of submission.  |

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| **2** | **RFP Section & Page Number** | **Question** |
| Part II – Scope of Services, Advertising & PR Services (p. 9) | Does the Bureau anticipate a standard number of campaign flights or deliverables annually across creative, media, PR, and digital—or is the volume expected to be dynamic based on Lottery performance?  |
| **Answer** |
| Dynamic based on lottery performance. |

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| **3** | **RFP Section & Page Number** | **Question** |
| Part II – Implementation Workplan, Creative & Production Services (p. 9) | Are there established timelines for creative and media approvals, or should the agency build in review cycles when estimating workload and deadlines?  |
| **Answer** |
| The lottery does not have generic established timelines. Each project will have timelines established based on necessity. |

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| **4** | **RFP Section & Page Number** | **Question** |
| Part II – Media Services / Social Media (p. 9) | Are there any Lottery-imposed platform restrictions beyond age-gating (e.g., TikTok prohibitions) for web-based and social ads?  |
| **Answer** |
| The State of Maine is not allowed to use Tik Tok. |

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| **5** | **RFP Section & Page Number** | **Question** |
| Part II – Advertising & PR Services (detailed analysis line) (p. 9) | Does the Lottery require a specific reporting platform or will a custom agency dashboard suffice for the ‘detailed analysis’ called for in social-media management?  |
| **Answer** |
| There are no required reporting platforms. The lottery will consider an agency platform. |

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| **6** | **RFP Section & Page Number** | **Question** |
| Part II – Implementation Workplan, Creative & Production Services (p. 10) | Can the Bureau describe its typical review and approval process across creative, media, and PR deliverables—including number of reviewers and average timeline?  |
| **Answer** |
| Agency provides original creative. Lottery reviews and provides feedback to agency. This process continues until approved by the lottery. |

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| **7** | **RFP Section & Page Number** | **Question** |
| Part II – Advertising & PR Services, Account-Executive bullet (p. 10) | Will the agency have a single primary client contact, or will we work with multiple stakeholders across departments or Lottery product teams?  |
| **Answer** |
| There is a single and secondary point of contact within the lottery marketing team. |

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| **8** | **RFP Section & Page Number** | **Question** |
| Part II – Advertising & PR Services (public-relations plan) (p. 10) | Should crisis-comms protocols for controversial jackpot stories or security issues be included in the initial scope or handled via ‘special services’?  |
| **Answer** |
| The initial scope of services. |

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| **9** | **RFP Section & Page Number** | **Question** |
| Part IV – Cost Proposal, Advertising Costs & Expenditures (p. 16) | Could the Bureau confirm whether OOP technology costs (e.g., marketing dashboards, research tools, social-listening tools, DAM platforms) fall under ‘special services’ or are expected to be included in the fixed agency fee?  |
| **Answer** |
| Expected to be in the agency fee. |

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| **10** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3a - Annual Marketing Plan Page 9 | How many ad campaigns does Maine Lottery run annually? Do you classify campaigns as "A" (full media support) vs "B" (limited support)? How many of each?  |
| **Answer** |
| The number of campaigns vary by game launches and enhancements. Campaigns could be both full media support or limited based on needs. |

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| **11** | **RFP Section & Page Number** | **Question** |
| Part IV, Section IV.4 - Advertising Budgets Page 14 | What is the average cost and duration of a standard campaign?  |
| **Answer** |
| Costs and length of campaign will vary. |

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| **12** | **RFP Section & Page Number** | **Question** |
| Part IV, Section IV.3c - Tri-State rights; Part I – Definitions Page 14, Page 4 | How many Tri-State joint campaigns are planned annually? How is this work developed and managed?  |
| **Answer** |
| Joint campaigns vary, however, typically not more than two per year. Each lottery agency can provide creative bids and one is selected. |

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| **13** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1l - Sales Promotions; Section 3l – Events Page 8, Page 9 | How many consumer promotions do you run annually? Do you handle combined Tri-State promotions?  |
| **Answer** |
| Promotions vary from year to year. Typically, there are approximately 5 per year. |

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| **14** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1j - Direct Marketing Page 8 | What is the frequency and scope of direct mail programs?  |
| **Answer** |
| The lottery currently does not execute direct mail programs. |

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| **15** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1k - Event Planning; Section 3l, 3n – Events Page 8, Page 9 | How many special events do you implement annually? How does your events team operate?  |
| **Answer** |
| Special events are scheduled when needed. Typically, no more than one per year. Lottery does not have an events team. |

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| **16** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3j - Winner awareness Page 9 | How do your winner awareness programs work and who manages them?  |
| **Answer** |
| The lottery manages winner awareness with our gaming vendor. |

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| **17** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3j - New games press info Page 9 | What are your new product releases frequency?  |
| **Answer** |
| Instant games are released monthly as needed. Fast Play games are refreshed as sales dictate. Draw games are updated or released when new products become available. |

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| **18** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1k - Event Planning; Section 3l, 3n – Events Page 8, Page 9 | Please explain how your Special Events team operates and what type and how many special events does Maine Lottery implement in a year?  |
| **Answer** |
| See Question #15. |

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| **19** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1g, 3j - Public Relations Page 8, Page 9 | What is your agency’s brand management scope?  |
| **Answer** |
| Maine Lottery’s brand strategy, creative direction and communications exist across all channels to ensure consistent, engaging, and responsible representation. |

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| **20** | **RFP Section & Page Number** | **Question** |
| N/A | What retailer types exist (full product, scratch-only, vending)? How many of each?  |
| **Answer** |
| All Maine Lottery retailers sell Instant, Fast Play and Draw games. Approximately 275 locations have vending. A total of 1150 retailers. |

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| **21** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3o - Account executive coordination Page 9 | How do Sales and Marketing teams coordinate on launches, campaigns, and merchandising?  |
| **Answer** |
| In person/online weekly meetings and electronic communications. |

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| **22** | **RFP Section & Page Number** | **Question** |
| Part I.A - Purpose and revenue generation Page 5 | Does Maine Lottery operate as marketing-driven or sales-driven?  |
| **Answer** |
| Marketing-driven. |

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| **23** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3e - Pre-production approval Page 9 | What is the typical lead time for campaign approval and launch?  |
| **Answer** |
| The lead time will vary depending on the scope of the campaign. Full campaigns including Television Radio and POP typically have a two- or three-month lead time. |

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| **24** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3c - Creative strategic planning Page 9 | Are there specific brand guidelines, tone, or creative restrictions we should be aware of?  |
| **Answer** |
| The lottery is an age restricted product and should be marketed as such. Promoting responsible playing is a priority. |

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| **25** | **RFP Section & Page Number** | **Question** |
|  | What is your greatest marketing challenge?  |
| **Answer** |
| Ensuring we are reaching a statewide audience in a consistent manner within our regulatory framework. |

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| **26** | **RFP Section & Page Number** | **Question** |
|  | How are you measuring ROMI today?  |
| **Answer** |
| A combination of sales data, media spend tracking and campaign performance metrics. |

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| **27** | **RFP Section & Page Number** | **Question** |
|  | Can you provide any guidance on previous Agency Fees and production budgets with past / current vendors?  |
| **Answer** |
| The fee structure has been a percentage of the total advertising budget. Production budgets vary based on scope of work. |

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| **28** | **RFP Section & Page Number** | **Question** |
|  | Are there any existing brand guidelines, tone, or positioning documents that bidders must adhere to or build upon?  |
| **Answer** |
| There are limited guidelines such as responsible gaming messaging, state lottery logo and game logos. |

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| **29** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3b - Social media analysis Page 9 | What media reporting frequency and metrics are expected (weekly, monthly, quarterly)?  |
| **Answer** |
| Weekly. Engagement, reach, and demographics. |

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| **30** | **RFP Section & Page Number** | **Question** |
|  | Are there preferred production vendors (TV, radio, printing) already in place or recommended?  |
| **Answer** |
| It is the agency’s responsibility to make recommendations. |

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| **31** | **RFP Section & Page Number** | **Question** |
|  | Are there any specific performance metrics (e.g., CTR, conversion rates) or platforms prioritized for digital and social campaigns?  |
| **Answer** |
| The lottery is open to recommendations. |

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| **32** | **RFP Section & Page Number** | **Question** |
|  | Will the agency be expected to manage paid media budgets directly or through a state-managed platform?  |
| **Answer** |
| The lottery is unclear of the specific media in question. |

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| **33** | **RFP Section & Page Number** | **Question** |
|  | What scale and frequency of live promotional events is expected (e.g., monthly activations, annual celebrations)?  |
| **Answer** |
| No more than one per year. |

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| **34** | **RFP Section & Page Number** | **Question** |
|  | Are there historical examples or attendance expectations for these events?  |
| **Answer** |
| The lottery has held events from 50 people to 4,000.  |

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| **35** | **RFP Section & Page Number** | **Question** |
|  | Should the agency plan for crisis communication strategy and media relations as part of ongoing work?  |
| **Answer** |
| Yes |

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| **36** | **RFP Section & Page Number** | **Question** |
|  | Are there any current or anticipated public sentiment issues the PR strategy needs to address? |
| **Answer** |
| No. |

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| **37** | **RFP Section & Page Number** | **Question** |
|  | Are the creative samples required to be for actual clients or can speculative/portfolio work be submitted?  |
| **Answer** |
| Actual clients. |

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| **38** | **RFP Section & Page Number** | **Question** |
|  | What format is preferred for the creative samples (links, embedded videos, attachments)?  |
| **Answer** |
| Please see Part III, Section C of the RFP for proposal submission format instructions. |

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| **39** | **RFP Section & Page Number** | **Question** |
|  | Will finalists be given specific prompts or scenarios for the Stage Three demonstration?  |
| **Answer** |
| Yes. |

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| **40** | **RFP Section & Page Number** | **Question** |
|  | How long should we plan for the demonstration (e.g., 30 minutes, 1 hour)?  |
| **Answer** |
| Demonstrations are anticipated to be scheduled for 1 hour. |

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| **41** | **RFP Section & Page Number** | **Question** |
|  | Should the proposed agency fee be expressed as a flat dollar amount or a percentage of the budget?  |
| **Answer** |
| See Appendix D of the RFP. |

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| **42** | **RFP Section & Page Number** | **Question** |
|  | Will the agency invoice monthly, quarterly, or annually?  |
| **Answer** |
| Monthly. Please see Part VI, B. 2. of the RFP. |

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| **43** | **RFP Section & Page Number** | **Question** |
|  | To confirm: Should all production, creative, and account services be included in the agency fee, and not itemized separately?Are talent costs, sponsorship buys, or platform fees reimbursable outside of the agency fee? |
| **Answer** |
| Amendment #1 clarifies the fees to be included in the Agency Fee – creative and account service fees only. Bidders must provide a total Agency Fee for each fiscal year outlined in Appendix D. Talent costs, and sponsorship buys are reimbursable outside the agency fee. |

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| **44** | **RFP Section & Page Number** | **Question** |
|  | What are the expected marketing priorities or seasonal campaign timelines (e.g., holiday campaigns, summer launches)?  |
| **Answer** |
| The Lottery launches an annual holiday campaign. There are no other regularly scheduled seasonal campaigns. |

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| **45** | **RFP Section & Page Number** | **Question** |
|  | Is there a requirement for a formal launch campaign beginning August 1, 2025, or will planning begin at that time?  |
| **Answer** |
| Planning will begin at that time. |

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| **46** | **RFP Section & Page Number** | **Question** |
|  | What is the expected level of day-to-day contact and availability from the agency (e.g., weekly status calls, on-site meetings)?  |
| **Answer** |
| Weekly status meetings and daily communications as needed.  |

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| **47** | **RFP Section & Page Number** | **Question** |
|  | Is there a preference for agencies with physical presence in Maine?  |
| **Answer** |
| There are no requirements for the agency to be in Maine.  |

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| **48** | **RFP Section & Page Number** | **Question** |
|  | If we mark pricing or creative strategy as confidential, how will the Department handle FOAA requests?  |
| **Answer** |
| Bidders should be aware that copies of their proposals are not published publicly unless requested pursuant to the Freedom of Access Act (FOAA). 1 M.R.S. § 402. The RFP contains specific provisions related to FOAA – please see Part I, B, 7 & 8. |

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| **49** | **RFP Section & Page Number** | **Question** |
|  | What prompted the issuance of this RFP? Is this a renewal of an existing contract, and if so, what are key changes or pain points?  |
| **Answer** |
| The current agency contract is expiring. No key changes or pain points. |

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| **50** | **RFP Section & Page Number** | **Question** |
|  | If we submit a joint proposal, can both partners use their creative samples and references in the evaluation?  |
| **Answer** |
| Yes. |

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| **51** | **RFP Section & Page Number** | **Question** |
|  | How will success be measured during the contract—sales goals, brand awareness, digital engagement metrics, etc.?  |
| **Answer** |
| All of the above. |

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| **52** | **RFP Section & Page Number** | **Question** |
|  | Can subcontractors change over the course of the contract if approved by the state?  |
| **Answer** |
| Yes, if necessary.  |

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| **53** | **RFP Section & Page Number** | **Question** |
| Part ll, Page 9 | Is there a preferred structure or set of performance metrics the State expects in the annual Lottery Marketing Plan?  |
| **Answer** |
| The lottery is open to reviewing the agency recommendation. |

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| **54** | **RFP Section & Page Number** | **Question** |
|  | Are there specific demographics or target audiences (e.g., younger players, rural communities) the Lottery wants to better reach?  |
| **Answer** |
| The lottery is looking to expand our reach over a wide range of demographics. |

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| **55** | **RFP Section & Page Number** | **Question** |
| Part Vl, 20 | Will the State retain full ownership and usage rights of all creative assets produced under this contract, including raw files and working files?  |
| **Answer** |
| Yes. |

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| **56** | **RFP Section & Page Number** | **Question** |
| Part ll, Page 9 | For event planning and staffing, what level of on-site presence and frequency does the State typically expect from the awarded agency? |
| **Answer** |
| The lottery expects the agency to be fully involved in the planning and execution from start to completion. |

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| **57** | **RFP Section & Page Number** | **Question** |
|  | Can the State clarify the expected monthly volume of content or campaigns for social media platforms like Facebook, X,Instagram, and YouTube?  |
| **Answer** |
| Daily engagement with players on all platforms. |

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| **58** | **RFP Section & Page Number** | **Question** |
| Part ll, Page 10 | The RFP document mentions that the selected vendor will assist the Lottery team in Social Media efforts. What types of responsibilities will be expected of the awarded vendor? Ex. Organic posting, community engagement, strategy or recommendations, etc?  |
| **Answer** |
| Please see Part II, Section 3 of the RFP. |

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| **59** | **RFP Section & Page Number** | **Question** |
| Part ll, Page 9 | Will the selected vendor be responsible for website edits?  |
| **Answer** |
| No. |

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| **60** | **RFP Section & Page Number** | **Question** |
| Part lV, Page 14 | Will DDL be responsible for directly placing media buys with vendors, or will the State handle payment and contracting with media outlets?  |
| **Answer** |
| The agency is responsible for all contracts, media buys, and payment. |

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| **61** | **RFP Section & Page Number** | **Question** |
| Appendix D, Part lV, Pages 25 and 14 | Does the required ‘all-inclusive Agency Fee’ cover strategic planning, reporting, and day-to-day account service— excluding only media and production costs?  |
| **Answer** |
| Yes. |

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| **62** | **RFP Section & Page Number** | **Question** |
|  | If DDL proposes additional value-add services (e.g., in-house video production or influencer outreach), should those be included in the base fee or offered as optional line items?  |
| **Answer** |
| In house video or optional value added services should not be included in the base fee. |

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| **63** | **RFP Section & Page Number** | **Question** |
| Part V, Page 17 | Will the evaluation team weigh the relevance of creative samples to the lottery/gaming industry more heavily than general creativity or storytelling quality?  |
| **Answer** |
| The lottery evaluation team will consider all samples regardless of subject matter. |

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| **64** | **RFP Section & Page Number** | **Question** |
| Part V, Page 16 | For Stage Three Demonstrations, will bidders be asked to respond to a specific prompt or is it a general capabilities and creative showcase?  |
| **Answer** |
| The lottery will provide guidance prior to the demonstration. |

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| **65** | **RFP Section & Page Number** | **Question** |
| Part V, Page 17 | Will experience with Maine-based organizations or regional lottery campaigns provide additional scoring consideration under the experience section?  |
| **Answer** |
| The lottery will review bidders’ experience in all areas of marketing and advertising. |

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| **66** | **RFP Section & Page Number** | **Question** |
| Part l, Page 7 | Will you consider working with out of state agencies or are local agencies favored?  |
| **Answer** |
| All qualified bidders will be considered. |

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| **67** | **RFP Section & Page Number** | **Question** |
|  | If you work with another agency, Will there be an onboarding window or transition overlap with the current agency? If so, what is the timeline and expected coordination?  |
| **Answer** |
| There will be no onboarding or overlap. |

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| **68** | **RFP Section & Page Number** | **Question** |
|  | Does the State use any specific marketing platforms or tools (e.g., CRM, analytics, social media scheduling) that the agency must work within?  |
| **Answer** |
| Currently the lottery schedules social media through Meta Business Suite for Facebook and Instagram. |

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| **69** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3b, p.9 | We understand the agency will be responsible for assisting with the daily operations of the Lottery’s social media channels. Does this include developing content, posting content and community management, or is that handled internally?  |
| **Answer** |
| The role of the agency for social media is strategic in nature and consists of providing performance analysis and strategic direction. |

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| **70** | **RFP Section & Page Number** | **Question** |
|  | What are the primary business objectives beyond awareness? Are you focused on play frequency, or specific game launches?  |
| **Answer** |
| Both. |

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| **71** | **RFP Section & Page Number** | **Question** |
|  | How do you currently segment your player base, and are there underperforming segments you’d like to prioritize?  |
| **Answer** |
| The lottery has not completed a segmentation study for several years and does not currently segment players. |

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| **72** | **RFP Section & Page Number** | **Question** |
|  | Are there any geographic regions within Maine that are strategic priorities or underperforming that we should consider?  |
| **Answer** |
| No. |

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| **73** | **RFP Section & Page Number** | **Question** |
| General Provisions #3/Page 5 | Are we allowed to respond to the Appendix C questions in a separately designed document OR do we need to enter our content in this word doc format?  |
| **Answer** |
| Bidders must include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP. Please refer to Part III, C, 3 for submission format instructions. |

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| **74** | **RFP Section & Page Number** | **Question** |
| General Question | Will you consider full-service created agencies located outside the state of Maine for this RFP?  |
| **Answer** |
| Yes. |

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| **75** | **RFP Section & Page Number** | **Question** |
| Appendix C/Page 26 | Item F: “approximate value of services provided”. Are you looking for a total budget range inclusive of agency fee?  |
| **Answer** |
| Yes. |

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| **76** | **RFP Section & Page Number** | **Question** |
| Appendix C/Page 27 | Can we combine the Strategic Approach and Creative Samples sections to support the three case studies we will cover?  |
| **Answer** |
| No. Please follow the template. |

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| **77** | **RFP Section & Page Number** | **Question** |
| Appendix C/Page 27 | Creative Samples section: Please explain what you’re looking for with “2 different Marketing Plans”. This is usually considered highly confidential materials for any client and separate from creative case studies and work examples.  |
| **Answer** |
| The plans do not need to contain client specific information. |

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| **78** | **RFP Section & Page Number** | **Question** |
| Appendix C/Page 27 | You request a number of creative samples, but what’s your typical year of marketing deliverables? This will be key in order for all agencies to create an accurate scope of work and fee range.  |
| **Answer** |
| Varies in response to strategic marketing objectives. |

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| **79** | **RFP Section & Page Number** | **Question** |
| Stage Three Demonstrations/Page 18 | You mentioned advancing proposals will “provide a demonstration to the evaluation team”. Please confirm if this is an interview to review the submitted proposal or if a strategic/creative assignment will be issued to advancing agencies for an Instant Game or Fast Play product.  |
| **Answer** |
| The lottery will provide guidance prior to the demonstration. |

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| **80** | **RFP Section & Page Number** | **Question** |
| General Question | How large is your current marketing team and how is it structured, e.g, digital/social/comms/PR, etc?  |
| **Answer** |
| We have one Marketing Manager and two Marketing Specialists. |

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| **81** | **RFP Section & Page Number** | **Question** |
| General Question | What marketing research do you have that can influence planning and strategy? Do you have any current brand tracker or other audience research reports you can share with participants now as we prepare our submission?  |
| **Answer** |
| None. No. |

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| **82** | **RFP Section & Page Number** | **Question** |
| General Question | Is the current distribution of sales by game category how you would like it to be or are there particular games you would like to see increase/decrease in year one?  |
| **Answer** |
| Growth for all game categories. |

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| **83** | **RFP Section & Page Number** | **Question** |
| General Question | Is the current agency incumbent pitching this RFP?  |
| **Answer** |
| This is unknown until proposals are received. |

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| **84** | **RFP Section & Page Number** | **Question** |
| General Question | Would you ever consider creating a big campaign idea for the state of Maine lottery brand that unites all your product games around an ownable tagline? If yes, tell us more about your vision?  |
| **Answer** |
| Agencies are encouraged to present their creative concepts. |

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| **85** | **RFP Section & Page Number** | **Question** |
| General Question | Beyond sales, what other metrics or KPIs have you prioritized to gauge the success of your campaign efforts?  |
| **Answer** |
| Increased loyalty club membership, positive social media engagement, website traffic. |

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| **86** | **RFP Section & Page Number** | **Question** |
| General Question | What methods or measures do you have in place today for attributing sales back to individual marketing tactics?  |
| **Answer** |
| Comparing sales against campaign schedules and game performance during similar sales periods and jackpot amounts. |

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| **87** | **RFP Section & Page Number** | **Question** |
| General Question | What’s been your most successful campaign for Instant Game or Fast Play? Why was it successful?  |
| **Answer** |
| There have been several successful campaigns. |

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| **88** | **RFP Section & Page Number** | **Question** |
| General Question | If the State of Maine’s Lottery Operations were a famous person or celebrity, who would it be and why?  |
| **Answer** |
| The Department declines to answer.  |

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| **89** | **RFP Section & Page Number** | **Question** |
| Appendix C | Are we required to fill our responses in the text box provided in the appendix, or are we able to provide it as a cover page of that file with the proceeding pages explaining each part of appendix C?  |
| **Answer** |
| Bidders must include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP. |

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| **90** | **RFP Section & Page Number** | **Question** |
| Appendix C | In the section for creative samples, are samples that we provide able to overlap in the different required samples in the appendix? Ie. 1 example covers the television ad, radio ad, press release and another example covers those, fulfilling the required “2 different” in each of those categories?  |
| **Answer** |
| Yes. |

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| **91** | **RFP Section & Page Number** | **Question** |
| Part IV, Section I, items 1 and 2, page 12 | It is understood that if two businesses can submit a joint proposal, but that one of the businesses must be designated as the primary Bidder (pg. 6). Does only the primary bidder need to submit the Proposal Cover Page and Responsible Bidder Certification or do both bidders.  |
| **Answer** |
| Just the primary bidder. |

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| **92** | **RFP Section & Page Number** | **Question** |
| Part IV, Section II, items 5 and 6, page 13 | It is understood that if two businesses can submit a joint proposal, but that one of the businesses must be designated as the primary Bidder (pg. 6). Does only the primary bidder need to submit their most current Dunn and Bradstreet report: Balance Sheets and Income (Profit/Loss) Statements or do both bidders? Likewise, does just the primary bidder need to submit a Certificate of Insurance, or do both bidders.  |
| **Answer** |
| Just the primary bidder. Please see Amendment #1 regarding the Financial Viability section. |

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| **93** | **RFP Section & Page Number** | **Question** |
| Part IV, Section II, item 6, page 13 | For item 6, is it acceptable to submit a Dun & Bradstreet Report and then separate financial statements?  |
| **Answer** |
| Please see Amendment #1. |

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| **94** | **RFP Section & Page Number** | **Question** |
| Appendix C, page 22-24 | If two businesses are submitting a joint proposal, can we combine our information on Appendix C, if we clearly define each agencies roles and responsibilities? Do we list both bidders at the top of this Appendix, or just the primary bidder?  |
| **Answer** |
| Only the primary bidder should be listed at the top of the appendix. All submitted information must reflect the primary bidder, regardless of the originating business. |

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| **95** | **RFP Section & Page Number** | **Question** |
| Appendix D, page 25 | If two businesses are submitting a joint proposal, do we list both bidders at the top of this Appendix, or just the primary bidder?  |
| **Answer** |
| Primary |

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| **96** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3, items l. and n., page 9 | Approximately how many promotional events does the Maine Lottery host each year?  |
| **Answer** |
| Typically, not more than one. |

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| **97** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3, item o. | Will the primary account executive need to attend Tri-State Lottery meetings?  |
| **Answer** |
| Yes. |

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| **98** | **RFP Section & Page Number** | **Question** |
| Part II, Section 2, Item c (v.), page 8 | It is our understanding that OOH billboards are banned in Maine. What other types of OOH media has the Maine Lottery employed?  |
| **Answer** |
| Sponsorship signage at public venues. |

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| **99** | **RFP Section & Page Number** | **Question** |
| PART IV pg 13 | 3-year strategic work plan and implementation timeline is required by the bidder. Is a sample plan acceptable from our experience with clients in this industry?   |
| **Answer** |
| Yes, with the understanding that the sample plan would be evaluated as it applies to this RFP and any resulting contract. |

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| **100** | **RFP Section & Page Number** | **Question** |
| Section IV pg 14 | The RFP states that 45% of budget is for media (TV, radio, digital). Are you looking for our recommendation on how to allocate this by channel or will you provide the team with more budget direction?  |
| **Answer** |
| The lottery will work with the agency to determine specific channels and budgets. |

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| **101** | **RFP Section & Page Number** | **Question** |
|  | Does a typical year of advertising have heavy-up periods or seasonal themes? How many creative refreshes do you typically build into a year of advertising?  |
| **Answer** |
| Yes. Varies depending on need. |

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| **102** | **RFP Section & Page Number** | **Question** |
|  | Are you looking for a Maine-based agency partner?   |
| **Answer** |
| The agency is not required to be located in Maine. |

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| **103** | **RFP Section & Page Number** | **Question** |
|  | Are you looking for a creative agency to reinvent your approach to ad campaigns or continue with what the current agency has created, with refreshes?  |
| **Answer** |
| Open to agency recommendations and guidance. |

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| **104** | **RFP Section & Page Number** | **Question** |
|  | How have you been measuring success in recent years from your media campaigns? What forms of reporting and tracking are expected?  |
| **Answer** |
| Comparing sales against campaign schedules and game performance during similar sales periods and jackpot amounts. Open to agency recommendations. |

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| **105** | **RFP Section & Page Number** | **Question** |
| PART II pg 9 | Will the agency be responsible for daily posting, content creation, and community management across all social media platforms?  |
| **Answer** |
| The role of the agency for social media is strategic in nature and consists of providing performance analysis and strategic direction. |

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| **106** | **RFP Section & Page Number** | **Question** |
| PART II pg 8 | What has been the Lottery’s approach to out-of-home advertising to date?  |
| **Answer** |
| OOH has been limited. |

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| **107** | **RFP Section & Page Number** | **Question** |
| Part I, Section B.3,Page 5 | Understanding that we need to adhere to the instructions and formatrequirements outlined in the RFP, do we need to use the forms as they were provided in the RFP or can we apply design (as needed) for specific files to bring to life our response(s) as long as we maintain the same structure?  |
| **Answer** |
| Please see the instructions at the beginning of Part IV of the RFP. Bidders must include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.  |

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| **108** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3.c,Page 9 | Are there specific macro goals beyond increased sales that should informthe creative strategy–for example, increasing awareness (of overall lottery or specific properties), boosting frequency of purchase, or shifting perceptions of lottery more broadly (e.g., showing the positive outcomes resulting from the lottery proceeds to the state’s general fund)?  |
| **Answer** |
| Yes. |

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| **109** | **RFP Section & Page Number** | **Question** |
|  | How are you measuring success of marketing and advertising aroundthe lottery currently (e.g., brand tracking, marketing mix modeling)?  |
| **Answer** |
| Comparing sales against campaign schedules and game performance during similar sales periods and jackpot amounts. |

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| **110** | **RFP Section & Page Number** | **Question** |
|  | Are there specific groups or target audiences that are an ongoingfocus (and why)?  |
| **Answer** |
| The lottery is looking to expand our reach over a wide range of demographics. |

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| **111** | **RFP Section & Page Number** | **Question** |
|  | Can we get access to past media buys and performance data afterthe job is won or beforehand?  |
| **Answer** |
| Some data will be made available to the successful bidder. |

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| **112** | **RFP Section & Page Number** | **Question** |
| Part IV, Section3.b, Page 14 | There is mention of using other MUSL & Tri-State materials.How frequently should we expect to receive and integrate thesematerials (e.g., monthly? seasonally?)? When using, will the materials need adjustments like localization, orwill they run as-is?  |
| **Answer** |
| The frequency will vary depending on the needs of the lottery and game changes required. Typically provided materials will require localization. |

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| **113** | **RFP Section & Page Number** | **Question** |
| Part IV, Section 3.c,Page 14 | Can you please clarify what the intended outcome is for refunding the media commissions?  |
| **Answer** |
| The intent is to ensure the lottery is receiving the full benefit of the media buy. |

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| **114** | **RFP Section & Page Number** | **Question** |
| Part IV, Section4.4, Page 14 | An annual advertising budget of $3,600,000 is provided with an estimatedpercentage for each area of expenditure, below:Media Buy (TV, Radio, Digital) 45%Production (TV, Radio, Digital) 20%All Other (Sponsorships, POS, events, etc.) 35%State of Maine RFP# 202502029Rev. 12/13/2024 – DAFS/Office of State Procurement Services27 The Agency Fee is meant to be all inclusive of all production fees, creative and account service fees, however, the areas of expenditure above do not include creative and account service. When we are calculating our Agency Fee, where should we be allocating fees for creative and account service?  |
| **Answer** |
| The fee for creative and account services will be paid from the agency fee. The percentages listed above are applied to the remaining funds after the agency fee is deducted. Please see Amendment #1 for changes to the cost proposal section and Appendix D. |

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| **115** | **RFP Section & Page Number** | **Question** |
| Appendix D, Page25 | APPENDIX D states that Bidders must submit a cost proposal. Is that meant to be in supplement to filling out the table in APPENDIX D or is completion of the table our “cost proposal”? If there is meant to be a further cost proposal beyond the table in APPENDIX D, what specific information needs to be included?  |
| **Answer** |
| The table in Appendix D is the cost proposal. |

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| **116** | **RFP Section & Page Number** | **Question** |
|  | What specific pain points has the lottery identified in its current marketing efforts?  |
| **Answer** |
| The lottery has no specifics currently. |

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| **117** | **RFP Section & Page Number** | **Question** |
|  | What new technologies have been tested for lottery or gaming experiences?  |
| **Answer** |
| None. |

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| **118** | **RFP Section & Page Number** | **Question** |
|  | What were the outcomes of tested technologies for lottery or gaming experiences?  |
| **Answer** |
| Not applicable. |

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| **119** | **RFP Section & Page Number** | **Question** |
|  | Who is the lottery’s current core player?  |
| **Answer** |
| A wide range depending on game type. Typically an older demographic of players over the age of 40. |

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| **120** | **RFP Section & Page Number** | **Question** |
|  | Is there data supporting the profile of the lottery’s current core player? x  |
| **Answer** |
| A wide range depending on game type. Typically an older demographic of players over the age of 40. |

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| **121** | **RFP Section & Page Number** | **Question** |
|  | How has the core player’s demographic shifted in the past 5 years?  |
| **Answer** |
| No change noted. |

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| **122** | **RFP Section & Page Number** | **Question** |
|  | How has the core player’s demographic shifted in the past 10 years?  |
| **Answer** |
| No change noted. |

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| **123** | **RFP Section & Page Number** | **Question** |
|  | Who does the lottery see as its primary expansion or opportunity player?  |
| **Answer** |
| Younger demographic age 21 to 35. |

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| **124** | **RFP Section & Page Number** | **Question** |
|  | Is there data supporting the identification of the primary expansion or opportunity player?  |
| **Answer** |
| No specific data. |

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| **125** | **RFP Section & Page Number** | **Question** |
|  | What notable trends exist among the lottery’s core or opportunity players?  |
| **Answer** |
| Question unclear. |

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| **126** | **RFP Section & Page Number** | **Question** |
|  | What notable attributes characterize the lottery’s core or opportunity players?  |
| **Answer** |
| Question unclear. |

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| **127** | **RFP Section & Page Number** | **Question** |
|  | What areas does the lottery want to avoid in its marketing efforts?  |
| **Answer** |
| The lottery must avoid underage audiences and politically sensitive material. |

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| **128** | **RFP Section & Page Number** | **Question** |
|  | Are there specific player segments the lottery aims to grow engagement with?  |
| **Answer** |
| Younger demographic age 21 to 35. |

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| **129** | **RFP Section & Page Number** | **Question** |
|  | Are there existing vendor relationships the successful bidder must coordinate with?  |
| **Answer** |
| No. |

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| **130** | **RFP Section & Page Number** | **Question** |
|  | What is the lottery’s vision for engaging new or younger players?  |
| **Answer** |
| Receptive to agency input and suggestions. |

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| **131** | **RFP Section & Page Number** | **Question** |
|  | Are there ethical concerns the lottery has about firms using AI in marketing or research?  |
| **Answer** |
| The lottery is open to considering varying forms of marketing and research, as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards>  |

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| **132** | **RFP Section & Page Number** | **Question** |
|  | What restrictions, if any, does the lottery impose on AI usage by firms in this engagement?  |
| **Answer** |
| Only those as described in State of Maine IT policy.<https://www.maine.gov/oit/policies-standards>  |

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| **133** | **RFP Section & Page Number** | **Question** |
|  | Is the lottery interested in AI-driven market research to identify player preferences?  |
| **Answer** |
| The lottery is open to considering varying forms of marketing and research, as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **134** | **RFP Section & Page Number** | **Question** |
|  | Does the lottery expect firms to disclose AI usage in their marketing proposals?  |
| **Answer** |
| Yes. |

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| **135** | **RFP Section & Page Number** | **Question** |
| Part I General Provisions Page 6 | Is there pending legislation that could affect Maine’s lottery operations?  |
| **Answer** |
| Not currently. |

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| **136** | **RFP Section & Page Number** | **Question** |
| Part I Purpose and Background Page 5 | Why is the Maine State Lottery issuing this RFP?  |
| **Answer** |
| The current agency contract is expiring. |

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| **137** | **RFP Section & Page Number** | **Question** |
| Part I Purpose and Background Page 5 | Which games drive the most revenue for the lottery?  |
| **Answer** |
| Instant games. |

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| **138** | **RFP Section & Page Number** | **Question** |
| Part I Purpose and Background Page 5 | What factors contribute to the success of the lottery’s top revenue-driving games?  |
| **Answer** |
| Price point, play style and theme. |

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| **139** | **RFP Section & Page Number** | **Question** |
| Part I Purpose and Background Page 5 | Are there any particularly noteworthy games in the lottery’s portfolio?  |
| **Answer** |
| All games have a place in the portfolio. |

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| **140** | **RFP Section & Page Number** | **Question** |
| Part II Account Management Page 12 | What are the lottery’s expectations for the frequency and format of performance reporting?  |
| **Answer** |
| To be agreed upon with the successful bidder. |

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| **141** | **RFP Section & Page Number** | **Question** |
| Part II Advertising and Public Relations Services Page 14 | What messaging areas does the lottery want to emphasize?  |
| **Answer** |
| Benefits of the lottery to the citizens of Maine. Responsible gaming. |

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| **142** | **RFP Section & Page Number** | **Question** |
| Part II Advertising and Public Relations Services Page 14 | What is the lottery’s process for approving creative concepts and media plans?  |
| **Answer** |
| Agency provides original creative. Lottery reviews and provides feedback to agency. This process continues until approved by the lottery. |

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| **143** | **RFP Section & Page Number** | **Question** |
| Part II Advertising and Public Relations Services Page 14 | Does the lottery support AI use for analyzing consumer sentiment in marketing campaigns?  |
| **Answer** |
| The lottery is open to considering varying forms of analytics, as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **144** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | What changes in messaging is the lottery seeking?  |
| **Answer** |
| The lottery is open to strategic suggestions. |

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| **145** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | What changes in tone is the lottery seeking?  |
| **Answer** |
| The lottery is open to strategic suggestions. |

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| **146** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | What changes in strategic approach is the lottery seeking?  |
| **Answer** |
| The lottery is open to strategic suggestions. |

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| **147** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | How does the lottery define a “favorable position” for its products in the entertainment market?  |
| **Answer** |
| This has not been defined. |

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| **148** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | How does the lottery prioritize brand awareness versus direct sales in its marketing strategy?  |
| **Answer** |
| Both are important. |

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| **149** | **RFP Section & Page Number** | **Question** |
| Part II Advertising Strategy Page 13 | Are there specific competitors the lottery aims to differentiate from?  |
| **Answer** |
| No. |

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| **150** | **RFP Section & Page Number** | **Question** |
| Part II Creative and Production Services Page 13 | Are there specific creative styles the lottery prefers for its advertising campaigns?  |
| **Answer** |
| The lottery is open to recommendations. |

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| **151** | **RFP Section & Page Number** | **Question** |
| Part II Creative and Production Services Page 13 | How does the lottery view the use of AI in creating advertising content such as TV or radio commercials?  |
| **Answer** |
| The successful bidder shall make recommendations as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **152** | **RFP Section & Page Number** | **Question** |
| Part II Creative Development Page 13 | What creative areas does the lottery want to emphasize?  |
| **Answer** |
| The successful vendor shall make recommendations. |

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| **153** | **RFP Section & Page Number** | **Question** |
| Part II Evaluation and Recommendation of Promotions and Sponsorships Page 12 | How does the lottery evaluate the success of past promotional events or sponsorships?  |
| **Answer** |
| Evaluate against spend. |

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| **154** | **RFP Section & Page Number** | **Question** |
| Part II Event Planning Page 15 | How many promotional events does the lottery hold annually?  |
| **Answer** |
| Typically, no more than one. |

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| **155** | **RFP Section & Page Number** | **Question** |
| Part II Event Planning Page 15 | What types of promotional events does the lottery hold?  |
| **Answer** |
| Anniversary events, special games that offer event attendance. |

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| **156** | **RFP Section & Page Number** | **Question** |
| Part II Event Planning Page 15 | How complex are the lottery’s promotional events?  |
| **Answer** |
| This varies depending on the scope and size of the event. |

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| **157** | **RFP Section & Page Number** | **Question** |
| Part II Event Planning Page 15 | What is the typical attendance at lottery promotional events?  |
| **Answer** |
| 50-4,000 |

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| **158** | **RFP Section & Page Number** | **Question** |
| Part II Event Planning Page 15 | What is the lottery’s view on using AI to optimize planning for promotional events?  |
| **Answer** |
| It is up to the agency to make recommendations as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **159** | **RFP Section & Page Number** | **Question** |
| Part II Media Services Page 13 | What is the lottery’s preferred balance between traditional and digital advertising channels?  |
| **Answer** |
| The agency should make recommendations as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **160** | **RFP Section & Page Number** | **Question** |
| Part II Media Services Page 13 | What is the lottery’s stance on AI-driven media planning and buying for advertising campaigns?  |
| **Answer** |
| The selected bidder shall make recommendations as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |
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| **161** | **RFP Section & Page Number** | **Question** |
| Part II Public Relations Page 15 | How does the lottery integrate responsible gaming messaging into its advertising?  |
| **Answer** |
| The selected bidder shall make recommendations. |

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| **162** | **RFP Section & Page Number** | **Question** |
| Part II Public Relations Page 15 | What is the lottery’s position on AI-generated content for public relations such as press releases?  |
| **Answer** |
| The selected bidder shall make recommendations as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **163** | **RFP Section & Page Number** | **Question** |
| Part II Social Media Advertising and Promotions Page 14 | Are there specific data analytics tools or platforms the lottery currently uses or prefers?  |
| **Answer** |
| No |

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| **164** | **RFP Section & Page Number** | **Question** |
| Part II Social Media Advertising and Promotions Page 14 | What is the lottery’s vision for leveraging emerging media trends in the next three years?  |
| **Answer** |
| The lottery will look to the selected bidder for recommendations. |

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| **165** | **RFP Section & Page Number** | **Question** |
| Part II Social Media Advertising and Promotions Page 14 | How does the lottery feel about firms using AI to manage social media marketing strategies?  |
| **Answer** |
| The lottery is open to suggestions from the selected bidder as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **166** | **RFP Section & Page Number** | **Question** |
| Part II Social Media Advertising and Promotions Page 14 | How open is the lottery to AI-powered analytics for tracking social media performance?  |
| **Answer** |
| The lottery is open to suggestions from the selected bidder as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **167** | **RFP Section & Page Number** | **Question** |
|  | Can you please provide any past annual lottery marketing plans?  |
| **Answer** |
| The Department will not provide previous marketing plans. Bidders are encouraged to present their best proposal using the information provided in the RFP.  |

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| **168** | **RFP Section & Page Number** | **Question** |
|  | Are you open to advertising on TikTok?  |
| **Answer** |
| No, Tik Tok is not allowed to be used. |

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| **169** | **RFP Section & Page Number** | **Question** |
|  | Can you provide an estimate of the total number of events the vendor will need to plan and coordinate each year? |
| **Answer** |
| No more than one per year. |

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| **170** | **RFP Section & Page Number** | **Question** |
|  | Can you provide an estimate of the total number of times the account manager will need to travel to Maine each year?  |
| **Answer** |
| A minimum of once per month. |

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| **171** | **RFP Section & Page Number** | **Question** |
| Part II Strategic Planning Page 12 | What strategic areas does the lottery want to emphasize?  |
| **Answer** |
| The lottery is open to suggestions from the selected bidder. |

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| **172** | **RFP Section & Page Number** | **Question** |
| Part II Strategic Planning Page 12 | What is the lottery’s position on firms using AI to develop strategic marketing plans?  |
| **Answer** |
| The lottery is open to suggestions from the selected bidder as it is allowable under State of Maine IT policies: <https://www.maine.gov/oit/policies-standards> |

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| **173** | **RFP Section & Page Number** | **Question** |
| Part IV Advertising Costs and Expenditures Page 33 | What role does the Multi-State Lottery Association (MUSL) play in shaping marketing strategies?  |
| **Answer** |
| MUSL typically manages the games and has more recently begun offering some marketing support with promotions. The MUSL has limited role in the lottery marketing. |

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| **174** | **RFP Section & Page Number** | **Question** |
| Part IV Cost Proposal Page 33 | How does the lottery prioritize cost efficiency versus innovation in its advertising budget?  |
| **Answer** |
| The lottery is always looking to get the most effective marketing at the best costs. |

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| **175** | **RFP Section & Page Number** | **Question** |
| Media Services, Page 8 | What was the media mix and approximate budget allocation across channels (TV, radio, digital, OOH, etc.) for the Maine Lottery's marketing efforts in the last fiscal year (FY2025)?  |
| **Answer** |
| Approximately 60% TV, 25% Radio, 15% Digital. |

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| **176** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | What internal resources (e.g., data analytics, creative assets, research) does the Maine Lottery currently have available that an awarded agency could leverage?  |
| **Answer** |
| The lottery has limited resources available internally and relies on our gaming system vendor and advertising agency to assist in those areas. |

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| **177** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | Are there any specific past campaigns or initiatives that the Maine Lottery considers highly successful or unsuccessful, and why?  |
| **Answer** |
| Lottery campaigns are often difficult to accurately measure the success based on factors such as jackpot amounts and game releases. |

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| **178** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | Beyond generating revenue for the General Fund, what are the key strategic objectives for the Maine Lottery in the next 1-3 years (e.g., increasing player base, retaining existing players, promoting specific game types, enhancing brand perception)?  |
| **Answer** |
| The objectives are always to generate revenue for the state in a responsible manner. Promoting games and brand awareness are always priorities. |

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| **179** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | Are there specific growth targets for different game categories (instant, draw, fast play, multi-jurisdictional) that the agency should be aware of?  |
| **Answer** |
| No. |

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| **180** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | What are the Maine Lottery's long-term growth aspirations (e.g., target market expansion, digital innovation), and how does marketing fit into those goals?  |
| **Answer** |
| Continue to grow the overall positive sales trajectory to generate revenue for the state. |

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| **181** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | Beyond general demographics, what psychographic profiles or behavioral insights does the Maine Lottery have on its most valuable current players and desired new players?  |
| **Answer** |
| The lottery has no information beyond demographics. |

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| **182** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | What are the key barriers to entry or common misconceptions about the Maine Lottery that the agency should aim to address through marketing?  |
| **Answer** |
| There is a misconception that the lottery does not have many winners and the games are not fair. |

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| **183** | **RFP Section & Page Number** | **Question** |
| Advertising Strategy, Page 8 | How open is the Maine Lottery to innovative or non-traditional media channels and creative approaches, especially in the digital and social space?  |
| **Answer** |
| The lottery is open to agency suggestions and recommendations. |

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| **184** | **RFP Section & Page Number** | **Question** |
| Advertising and Public Relations Services, Page 9 | What have been the primary advertising and marketing challenges the Maine Lottery has faced in the past 2-3 years?  |
| **Answer** |
| Reaching a younger audience in a responsible manner without having the ability to sell products online. Cutting through the digital noise to maintain engagement. |

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| **185** | **RFP Section & Page Number** | **Question** |
| Part II, Scope of Services – Page 8 | Does the State have a preferred approach or past experience with fully integrated campaigns that include digital, social, traditional, and event-based marketing?  |
| **Answer** |
| The lottery is receptive to a variety of approaches. |

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| **186** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1(a) – Strategic Planning | How open is the Lottery to campaign structures that are optimized and adjusted in real time based on in-flight performance data?  |
| **Answer** |
| The lottery is open to adjusting in real time provided it is beneficial to meeting our objectives. |

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| **187** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(b) – Social Media Management | Will the successful bidder have access to any historical audience segmentation data or first-party data that can inform digital targeting strategies?  |
| **Answer** |
| The lottery has minimal data regarding segmentation. |

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| **188** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(a) – Annual Marketing Plan | Does the State expect the agency to propose custom audiences and lookalike modeling using third-party behavioral or transactional data for campaign targeting?  |
| **Answer** |
| The lottery expects the agency to propose the options best suited to the lottery business needs. |

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| **189** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(a) – Annual Marketing Plan | What KPIs are most important to the Lottery in evaluating campaign performance (e.g., ticket sales, awareness, foot traffic to retailers, digital engagement)?  |
| **Answer** |
| KPI’s are campaign dependent based on the goals of the campaign. |

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| **190** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(b) – Social Media Reporting | Does the State expect access to a real-time dashboard for campaign tracking, or will reporting be delivered in regular intervals?  |
| **Answer** |
| Regular intervals however real-time dashboard for tracking would be beneficial. |

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| **191** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(c) – Creative Development | Is there a preference for producing creative in-state, or can production resources be flexibly allocated across markets as long as objectives are met?  |
| **Answer** |
| There is flexibility where production occurs. |

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| **192** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(e) – Storyboards and Layouts | Are there creative guardrails, tone requirements, or past examples that the State can share to guide development?  |
| **Answer** |
| There are limited guardrails, however, responsible gaming is always a priority. |

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| **193** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(a) – Annual Marketing Plan | How often does the Lottery anticipate launching new campaigns or promotions throughout the year?  |
| **Answer** |
| As needed, based on game launches and promotional activities. |

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| **194** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(h) – Talent and Technical Materials | Will the State support the use of rapid creative testing (A/B testing, multivariate) and dynamic creative optimization in digital formats?  |
| **Answer** |
| Yes. |

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| **195** | **RFP Section & Page Number** | **Question** |
| Part II, Section 3(o) – Account Executive | Will the awarded agency have direct collaboration with Lottery stakeholders (e.g., product, retail, media buying) or work through a designated intermediary?  |
| **Answer** |
| Direct collaboration with media outlets for the purpose of buying media. Work with lottery staff for product and retail marketing. |

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| **196** | **RFP Section & Page Number** | **Question** |
| Part II, Section 1(a) and (m) – Strategic Planning / Promotions | Does the State anticipate any collaboration with national or multi-state campaigns (e.g., MUSL), and how should those be integrated or localized?  |
| **Answer** |
| Yes. Localization will depend on the campaign. Also, please see the answer to Question #173. |

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| **197** | **RFP Section & Page Number** | **Question** |
|  | Is there an incumbent? If so, do you expect them to submit?  |
| **Answer** |
| Yes, there is an incumbent. We will not know if they plan to submit until bids are received. |

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| **198** | **RFP Section & Page Number** | **Question** |
| Part III, 3. k., pg.9 | Can you provide information on the number of participating agent locations receiving point-of-sale and signage materials, and the frequency with which materials are updated?  |
| **Answer** |
| Approximately 1150 retailers. POS materials as needed typically six times per year. |

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| **199** | **RFP Section & Page Number** | **Question** |
| Part III, 3. l., pg.9  | How many promotional live events to you expect to execute in the RPF contract period?  |
| **Answer** |
| No more than one per year. |

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| **200** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | Can you share the historical breakdown of media campaign objectives, specifically, what percentage has typically focused on impact of the Lottery revenue versus direct response or sales activation?  |
| **Answer** |
| Most media efforts have focused on sales activation, with less on revenue impact messaging. |

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| **201** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | Can you provide an overview of the key messaging themes that have been in-market over the past 12 months? Which messages or campaign narratives have proven most effective based on your performance metrics, and which have not resonated as expected?  |
| **Answer** |
| Key messaging has focused on new game releases, responsible gaming and second chance promotions.  |

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| **202** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | Can you share any upcoming innovations, new game formats, or ways to play that the Lottery has recently introduced or plans to launch in the coming year? Understanding future product direction will help us align media strategy with awareness and education goals.  |
| **Answer** |
| The lottery will be launching new draw game products at the national level along with monthly instant game releases.  |

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| **203** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | How central is the Maine Lottery’s brand platform compared to the promotion of individual games—should marketing efforts prioritize brand-building, game-specific sales, or a balance of both.  |
| **Answer** |
| Balance of both. |

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| **204** | **RFP Section & Page Number** | **Question** |
| Part IV Section III (1) and (2) Proposed Services *and* Section IV Cost Proposal (1) | For the purposes of this RFP response, are you seeking a proposed tactical media plan or theoretical framework, or is the focus primarily on qualifications and fee structure at this stage?  |
| **Answer** |
| The focus is primarily on qualifications of the agency and can be a theoretical framework for the purposes of this RFP. |

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| **205** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | Can you provide an overview of sales trends for Maine Lottery games over the past five years? Understanding historical performance will help inform strategic media planning and message prioritization.  |
| **Answer** |
| Sales have trended up over the past five years, however, current year sales are slightly behind last year. |

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| **206** | **RFP Section & Page Number** | **Question** |
| Part II (2) (a) | Since the legalization of online sports betting in Maine, has there been any measurable impact, positive or negative, on traditional lottery game sales? If so, are there specific trends or insights you can share?  |
| **Answer** |
| There has been no measurable impact that we are aware of. |