

## RFP – LC000066 Professional Media Advertising and Related Services Q&A (Phase I)

- 1) When in the Phase 2 timeline will the oral presentation date & time assignments be issued? Any indication of when those dates will be allocated within the current timeline would be appreciated.

As noted in the RFP, presentations will take place May 19 – May 23, 2025. When Phase II Potential Contractors are notified on April 23, we will provide available dates and times to them and will make every effort to secure times that are acceptable to all by April 28.

- 2) For the in-person presentation of the Technical Proposal, how many attendees are allowed/expected to attend?

For the Technical Proposal presentation, we would appreciate the opportunity to meet with at least two to three members of an agency's team. The individuals who attend in-person should be the presenters. We do not limit the number of attendees but understand that it may not be feasible for a larger group to attend. Team members unable to attend in-person are welcome to join through video conference calls.

- 3) For the technical proposal format, are the following items intended to be written as separate answers, or is the intent that each of these elements is covered in the media plan analysis?
  - a. Analysis of the marketing situation
  - b. Development of media strategy & tactics
  - c. Media Planning Process
  - d. Determination of project budget as part of the annual media allocation
  - e. Analysis of Media Plan Effectiveness and Efficiencies

Either approach is acceptable. We do not wish to be overly prescriptive as to how the information is shared. The NCEL wants to come away with a thorough understanding of an agency's approach to each element.

- 4) Can we resubmit our previous Phase I submission as is?

Yes, previous Phase I submissions may be submitted.

- 5) How many users does the current app have/what the download penetration among the core audiences?

Currently, there are 453,959 individuals who have used the NC Lottery Official Mobile App to play online. Please know that North Carolinians can also play online games through the lottery's website. Player distribution is as follows:

- App Players: 453,959
- Mobile Web Players: 538,578
- Desktop Players: 224,237

It is possible for a player to appear in more than one category as they could have played through more than one platform. We do not know the penetration for core audiences.

- 6) Is there a goal against how many app downloads you are hoping to gain in the coming year(s)?

There is not an app download goal, but there is a goal for acquiring new online players. We hope to attract 144,000 new online players over the next fiscal year. These new online players could play Digital Instants, online draw games, or both. We would anticipate 60% of new players to come from Digital Instant play and approximately 40% from draw game play.

- 7) In the overall media strategy and flowchart, are you looking for more granular details (specific vendor, site, station, programming, etc.), or will higher-level recommendations across channel, tactic, and media type be sufficient?

Potential Contractors are not required to furnish completed materials; however, the assignment should be sufficiently detailed to enable the NCEL to evaluate accurately the capabilities of Potential Contractor.

- 8) Do you currently use print for game launches, or is it primarily to support Beneficiary? Would you anticipate seeing print in proposed plans to support Scratch-Offs and/or Digital Instants Games?

We do not currently use print for game launches. Potential Contractors may decide what, if any, additional channels should be included beyond those specified in the RFP. The RFP currently includes:

- TV/Cable/OTT
- Terrestrial and non-terrestrial radio
- Digital communications campaigns
- Paid social media strategy for Facebook, Instagram, and X

9) Does OOH currently support anything other than draw?

Currently, OOH is only used to display Powerball and Mega Millions jackpot amounts.

10) Are we required to incorporate the “Draw Station Commitments” into this proposal?

No, draw station commitments do not need to be incorporated into the proposal. They have been shared to provide an agency additional insight into buying requirements.

11) How are your existing audience segments currently used in media plans?

- a. For example: do you assign audience segments based on the game theme, then layer on relevant targeting parameters within the media buy?
  - i. Or have you selected specific audience segments by channel?
  - ii. Or have you combined them into an overall prospecting target used for media?
  - iii. Or is audience segmentation primarily being used for creative/messaging?

Generally, our audience segments are combined into an overall prospecting targets used for our buys. That said, we may use specific channels to reach demos or segments as needed.