

Minnesota Lottery Advertising RFP Questions

Target Audience and Campaign Strategy

1. How confident are you in the “trend surfers” and the “risk takers” as your core audience within the 25-44 age range? Do you see these groups as your audience of the future, or are you looking for a fresh perspective and/or optimization?

The Lottery is fairly confident the profiles are still relevant but are open to a fresh perspective.

2. Can you share some examples of past creative and media tactics that have been successful with this demographic?

Rather than provide you with past successes, the Lottery would prefer to see your ideas and perspectives on the future. The Lottery has had both successful and less successful components, and a large part of this competitive procurement is seeing your agency’s recommendations.

3. What is the Lottery's capability and appetite for testing new creative platforms and ad formats? For example, you note 6 major campaigns for FY2024. Are you looking for net new creative for these -- OR a continuation/evolution of current campaigns?

The Lottery is very open to trying new things creatively. All six major campaigns will be new creative.

4. How are your current two target personas translated into media buying definitions?

Personas are used to find the channels and media most likely to be seen by these targeted audiences.

5. Do you have an overview of your current users (demographic, psychographic or otherwise) broken down by the type of game they play and channel where the tickets are purchased (specifically, channel of purchase by age)?

No.

6. It appears you’ve been aiming to grow your appeal among a younger demographic for several years. What efforts have been the most successful, in both messaging and media channels?

See the Lottery’s response to question 2, above.

7. You’ve identified several barriers for the younger adult consumers that prevent them from participating with the lottery. What are the misaligned perceptions that your current target has about lottery players?

The misaligned perceptions include equating Lottery products with other gambling options.

8. Are you able to share your current media plan details/calendar showing the timing of the 6 campaigns? Are these consistent year over year or do they vary?

No. The Lottery expects campaigns to change every fiscal year and should be aligned with its marketing objectives.

9. What is the current perception of the MN State Lottery amongst your 25-44 audience?

The Lottery does not have current data on this question but is planning additional research. In general, the landscape has shifted quickly and dramatically over the last few years, making prior research less relevant.

10. Have you done lookalike modeling off of your current database?

The Lottery has started doing lookalike modeling based on its current databases, but this is also an area for future development.

11. Has there been an analysis of your 1st party data to better understand your current customers?

No.

12. When were the audience segments created and how often have they been updated since creation? Can you provide additional insight into what has prompted updates?

The included audience segments are approximately five years old. The Lottery has not updated them since creation due to Covid and other Lottery priorities.

13. What impacts have persona and/or targeting updates had on campaign performance and overall sales?

The Lottery uses personas to keep its marketing focused and appropriately targeted.

14. Can you expand upon the lottery's reputation with the emerging player segment (ages 25-44)?

No. See the Lottery's response to question 9, above.

15. Can you share any more customer learning re: ideal prospects vs. lottery loyalists (e.g. favored games/ticket sales, message relevance, engagement preferences)?

No. See the Lottery's response to question 9, above.

16. What has been the MN Lottery's most successful integrated campaign to date? What made it so successful? How did you measure it?

See the Lottery's response to question 2, above.

17. What is the balance of urban (Twin Cities, Duluth, St. Cloud and Rochester) and rural advertising and marketing?

- How have tactics differed between them?
- Which tactics were most successful in each?

The Lottery budgets based on the population of Minnesota: approximately 40% in Greater Minnesota and 60% in the metro. The Lottery does not have separate campaigns or creative for Greater Minnesota.

18. Can you share your market research you've utilized to develop your target personas? Are they coming from a particular source such as MRI?

No. The target personas were created by the Lottery's current agency.

19. Have you conducted research pertaining to your customer journey? If so, can you share?

Yes, however, customer journey research is challenging based on the nature of lottery purchases. The limited research is not appropriate to share in this context.

20. For the I'MN brand, what type of evolution (if any) do you foresee moving forward?

The I'MN brand has been very successful, and the Lottery expects it to continue. Improvements and evolution of the brand are expected.

21. What is the current cadence of outbound to the 188K active members?

Outbound marketing depends on the member's preferences and Lottery marketing strategies and objectives. Members receive messages daily, weekly, or on the Lottery's schedule.

22. What might currently fall under "other notifications" (p 8) that go out to active members?

Other notifications could include promotions, ticket launches, events, or giveaways.

23. Are there other, perhaps inactive member emails that could be available for re-engagement?

Re-engagement is part of the Lottery's current program.

24. Is there an openness to SMS database marketing?

This is unlikely to be part of Lottery marketing efforts currently.

25. Are there any rules around marketing (or marketing automation) to your database that is perhaps unique to the Lottery, given its relationship to the State?

The Lottery must comply with data practices, anonymity, and other state laws that may be different from other marketers. The Lottery also cannot share data with other marketers. However, in general, the Lottery does not consider these laws a significant impediment.

26. Is there a current B2B component to the Lottery's marketing automation efforts? To retailers, partners, etc.

No.

27. Will there be a need for additional (outside) market research beyond what the internal Lottery research team provides/conducts?

Possibly.

28. If profile and path to purchase work can be done for the two other segments — "rational planner" and "tech-dependent homebody" — can that work also be shared?

The Lottery does not believe this information would be helpful or relevant to your proposal, and therefore declines to answer.

29. What are your long-term goals for the organization (3-5 years out)?

Grow sales and increase the customer base in the face of a competitive entertainment landscape.

30. How does media planning fit into the overall communications strategy?

The Lottery considers media planning to be an essential component of each campaign.

31. With the core segments (rational planners, social trend surfers, traditional risk takers, and tech-dependent homebodies), what internal techniques or processes do you currently employ to adjust or alter the characteristics of each over time? How is this best communicated with your current agency partner and applied in strategies/execution?

See the Lottery's response to question 9, above.

32. How flexible is the Lottery in exploring unconventional strategies to future-proof its advertising efforts in an ever-changing landscape?

The Lottery is very interested in future proofing.

33. Branding: Do you see the need for any significant brand re-positioning?

Generally, no.

34. The audience personas you sent are dated between 2016-2019. Are you open to expanding upon the two existing audience segments and/or creating new ones?

See the Lottery's response to question 9, above.

35. Do you have any current research that shows the impact "I'MN" has had on beneficiary perceptions? Has the percentage of Minnesotans understanding your beneficiary efforts increased?

See the Lottery's response to question 9, above.

36. Is the current distribution of sales by game category how you would like it, or are there particular games you would like to see increase/decrease?

The Lottery generally targets specific products each year and devises campaigns around those products. Featured products may have different goals, such as to attract new customers, grow sales of that particular product, or introduce new products.

37. What has been your favorite "I'MN" brand or scratch ticket creative you've done to date, and why are they your favorite?

See the Lottery's response to question 2, above.

38. How do you hope your new brand creative will be different from what you've done in the past?

See the Lottery's response to question 2, above.

39. How has the marketplace reacted to "I'MN" as an idea platform?

I'MN has been embraced by customers and noncustomers alike.

40. Do you expect agencies to work within the "I'MN" idea platform or are you open to exploring new directions?

See the Lottery's response to question 20, above.

41. What tactics / activations so far have been most successful with the 25-44 year-old segment?

See the Lottery's response to question 2, above.

Measurement and Optimization

42. What specific metrics are used to define success for your campaigns? You mentioned revenue and branding goals. Any specifics you can provide would be helpful.

In addition, the Lottery looks at KPIs like impressions, clickthrough rates, completions, etc.

43. For digital and social, do you have existing audience segments or lookalike modeling that can be leveraged?

See the Lottery's response to question 9, above.

44. Does the Lottery utilize any geolocation or geofencing in its media targeting?

Yes.

45. How are you measuring growth within audience segments; i.e., age 25-44?

See the Lottery's response to question 9, above.

46. How is brand awareness and favorability currently measured?

See the Lottery's response to question 9, above.

47. How have you attributed sales to advertising?

Attributing sales to advertising is both important and challenging. The Lottery is interested in innovations and data that may provide answers to this question.

48. In the RFP, you listed several KPIs for quality of audience. Is there a weighting or level of importance?

The relative importance of KPIs is dependent on the goals of each campaign.

49. KPIs as listed: traffic (desktop & mobile), social community growth, interaction and sharing, online brand mentions, sweepstakes entries, publication requests, blog subscriptions, mobile app downloads and consistent usage, other miscellaneous website conversions, etc.

The relative importance of KPIs is dependent on the goals of each campaign.

50. What are the strongest performing and most important (if prioritized) metrics that you track and measure (e.g. mnlottery.com traffic (desktop and mobile), social community growth, interaction and sharing, online mentions, sweepstakes entries, publication requests, blog subscriptions, mobile app downloads, website conversions)?

See the Lottery's response to question 48, above.

51. What has been the MN Lottery's most successful integrated campaign to date? What made it so successful? How did you measure it?

See the Lottery's response to question 2, above.

52. We noticed that one of your primary measurements is engagement, (desktop & mobile), social community growth, interaction and sharing, online brand mentions, sweepstakes entries, publication requests, blog subscriptions, mobile app downloads and consistent usage, other miscellaneous website conversions, etc. ... With the understanding that you are looking to expand into digital/event marketing, it seems that the advertising budget has been focused primarily around traditional media. **Are you using advanced measurement to track those metrics up to this point?**

Much of this is handled in house, but the Lottery works cooperatively with its agency to measure and track all marketing efforts.

53. Does your in-house research team perform brand lift studies?

No.

54. Can you provide any data surrounding your database marketing efforts?

Database marketing is predominantly handled in house; however it ties into most campaigns and the Lottery often looks to its agency partners for advice and support.

55. Do you have preferred metrics for the ongoing campaign media reporting? Or are you looking for that recommendation?

The Lottery is looking for recommendations.

56. What are your goals and objectives for the year? Do you have existing metrics and benchmarks?

See the Lottery's response to question 29, above.

57. From a media plan perspective, what has worked well in the past?

See the Lottery's response to question 2, above.

58. What test & learn tactics have you deployed?

The Lottery is continuously testing new channels and technologies to see what resonates with its targeted audiences.

59. Are you looking for a partner with their own analytics solutions for reporting and/or to integrate within your existing analytics solutions? If leveraging existing solutions, what are the platforms, requirements from your Agency partner and limitations (e.g. access) we should be cognizant of?

The Lottery would expect its agency partner to have and share their own analytics solutions as part of the Scope of Work.

60. Are you currently using a third-party partner to measure brand health? If so, can you share the partner's name?

The Lottery uses Sprout Social to measure brand health on social media.

61. Do you enroll in a testing mechanism for concepts prior to approval and/or testing final concepts or assets prior to going live, and if so, can you describe the type/duration/agency requirements for the testing?

No.

62. What are the key KPIs for you when considering brand awareness?

Generally, no.

63. What are the data/metrics you have regarding retail performance by geo, channel, audience? Is this something you can share as part of the proposal process?

See the Lottery's response to question 28, above.

64. What is in your current marketing tech stack? Do you have any new marketing technology on the horizon?

The Lottery's current tech stack includes HubSpot, social media, website, and email marketing. The Lottery is in the final stages of launching a mobile convenience application that will allow for further messaging, including push notifications.

65. Do you have a preferred project management platform/tool?

No.

66. Project Success: Thank you for providing the rubric. Are there project KPIs or even anecdotal goals not found within the RFP?

No.

67. You refer to the tagline as established. What are the current metrics you use to evaluate that establishment?

The Lottery is confident in the I'MN brand.

68. Service Gaps: Are there any specific gaps in agency services that you hope to address through this review?

See the Lottery's response to question 28, above.

69. Current Campaigns: Do you believe your current campaigns are falling short of expectations?

See the Lottery's responses to questions 2 and 28, above.

70. What would you say were the most, and least, successful efforts you've made over the last 3 years, and what makes you say that?

See the Lottery's response to question 2, above.

71. Measurement and Reporting: Does MN Lottery have current marketing objectives and KPIs that they would like to expand upon or modify?

- i. How are you currently measuring awareness, familiarity and purchase intent? Is this done through annual research, and if so, who conducts the research?
- ii. Is measurement and reporting applicable to media KPI's or are there other metrics to consider?
- iii. What current technologies, tools and data do you currently utilize for reporting and analytics?
- iv. How do you currently attribute conversions or success to your media program?
- v. Do you have relevant research that shows how the emerging player segment views the MN lottery, or lotteries in general, differently from the historical player?

The Lottery has answered these questions in other portions of this document.

72. How do you ensure brand synergy between the broad media creative and the point-of-sale work?

The Lottery expects close collaboration between its staff and ad agency staff.

73. What marketing research do you have that can influence your planning and strategy? Do you have any current brand tracker or other research reports you can share with participants?

See the Lottery's response to question 9, above.

74. Beyond sales, what other metrics or KPIs have you prioritized to gauge the success of your [digital] campaign efforts?

See the Lottery's response to question 42, above.

75. What methods or measures do you have in place today for attributing sales back to individual marketing tactics?

See the Lottery's response to question 47, above.

76. How much growth in this [digital] database is you targeting for the next year?

The Lottery has ambitious goals for the growth of its database due to the launch of the convenience app and focus on digital in the coming years.

77. Can you share what performance reporting looks like today and what KPI's your team primarily tracks towards?

See the Lottery's response to question 42, above.

78. Can you summarize your current approach/practices to measurement and testing?

The Lottery relies on its agency partner to develop a sophisticated approach and practice to measuring and testing advertising efficacy.

79. The RFP says the Lottery team is interested in "data-based precision targeting and optimization". It also notes that the team has built up a database of 188K active members.

a. What permissions exist for the marketing team to reengage with those members, and through which channels?

b. To what extent are activities at <https://www.mnlottery.com/> tracked today, given the site's implementation of Google Analytics? Is retargeting a component of the marketing mix?

The Lottery has workflows that allow the marketing team to reengage with its members through existing channels, which is typically e-mail and social, but will soon include push notifications. The Lottery uses Google Analytics regularly.

Current Agency Satisfaction and Partnership Goals

80. On a scale of 1 to 10, how satisfied are you with your partnership with Periscope?

The Lottery has a productive and collaborative relationship with its current agency partner. The Lottery has high expectations of its agency partner and continuously pushes itself and others to innovate and improve. While the Lottery is required to put all contracts out for competitive procurement, the Lottery also use this opportunity to ensure that it is receiving best-in-class service at competitive prices.

81. What works well with your current agency partnership and what are some opportunity areas?

See the Lottery's response to question 80, above.

82. What are some of the intangibles you're looking for in an agency partner?

The Lottery expects a high degree of collaboration, uniquely Minnesotan ideas, and an agency that understands the Lottery brand and mission.

83. How many agencies are you reaching out to for this potential partnership?

Any eligible agency is encouraged to submit a proposal.

84. What have been your most common pain points when working with agency partners?

See the Lottery's response to question 80, above.

85. What are the three most important characteristics that you're seeking from an agency partner?

See the Lottery's responses to questions 80 and 82, above.

86. Once you select an agency partner, when do you plan to have new creative work in the market?

The Lottery would start working on new creative immediately, with a first campaign delivered within the first several months.

87. If we were to be selected for this opportunity, in preparation for approach, would you be open to shared reporting access to appropriate business managers to develop a planning approach? Would you be open to sharing historical information based on requested data points?

Yes. The Lottery works closely with its agency to provide any needed information.

88. What elements of your relationship with your current agency do you hope to enhance with a new agency relationship?

See the Lottery's responses to questions 80 and 82, above.

89. What areas are working well and what shifts do you want to see with your new AOR?

See the Lottery's response to question 80, above.

90. What is the primary reason driving you to review agencies?

See the Lottery's responses to questions 80 and 82, above.

91. How will you measure overall success of this partnership?

See the Lottery's responses to questions 80 and 82, above.

92. If you were looking back 2-3 years from now, how would you describe the perfect partner?

See the Lottery's responses to questions 80 and 82, above.

93. How would you define your ideal agency relationship?

See the Lottery's responses to questions 80 and 82, above.

94. What does your ideal engagement model look like (e.g. cadence of meetings, reporting delivery, etc.)?

The Lottery meets with its agency at minimum weekly, and often much more frequently depending on the needs of the work. Reporting is ongoing during campaigns with quarterly recaps.

95. What are the top 3 things you are looking for in your next agency?

See the Lottery's responses to questions 80 and 82, above.

96. What, if anything, is lacking in your current agency relationship that you would wish to fulfill?

See the Lottery's responses to questions 80 and 82, above.

CRM

97. Per the RFP: "Increased database marketing and CRM functionality is a priority over the coming year." Can you tell us more about how you are using your current CRM data, and how you plan to improve functionality over the next year? Do you plan to change platforms?

The Lottery's current CRM is HubSpot, which is managed internally by Lottery staff. The Lottery would expect its agency partner to help maximize the effectiveness of its database marketing by providing expertise, ideas, and tactics.

98. What CRM system do you use, and will the agency have view access to it when working with you?

Generally, the Lottery does not provide view access.

99. You list enhancing your CRM as a key goal. Is CRM and database functionality the responsibility of the agency or are you looking to leverage CRM in targeting solutions? What are the CRM goals (e.g. CRM database growth, other?)

See the Lottery's response to question 97, above.

100. Will we be able to utilize your CRM data via LiveRamp for targeting needs?

Generally no.

101. What is your current CRM setup?

See the Lottery's response to question 97, above.

102. What platforms do you currently use for your CMS, CRM, social, search and analytics?

In addition to HubSpot, the Lottery's current CMS provider is Craft, and the Lottery uses Sprout Social for managing its social media platforms and analytics.

103. Are you happy with these platforms or are you looking for agency support to make changes or improvements?

The Lottery is generally happy with its platforms.

104. The RFP says the Lottery is prioritizing more database marketing and CRM functionality next year. What platform does the team use for this today—and is that platform the one which the winning agency would be utilizing on your behalf?

See the Lottery's responses to questions 97 and 102, above.

Lottery Team Structure

105. You mention you run lean in your RFP. Can you describe what your day-to-day client team looks like, and your desired level of service from Account and Project Management on a daily basis?

The Lottery's current partner has approximately three people on the account management team that the Lottery works with closely.

106. How would you describe the Lottery team organizationally - especially as it regards interaction with your Agency team (i.e. briefing and review process, levels of approval, required interactions such as status, quarterly reviews, business analysis)?

The Lottery team that works closest with its agency partner is comprised of a marketing director, a marketing manager, creative services manager, digital manager, and others.

107. Public Relations - is there any expectation for out-of-state media coverage or is the sole expectation for in-state media only?

All marketing and PR efforts should be within Minnesota.

108. Public Relations - what are the channels where the beneficiary advertising or storytelling appears? How successful have you been telling these beneficiary stories through PR, influencers or social media?

The Lottery tells beneficiary stories through all channels, but will look to its agency partner for expertise and ideas about maximizing reach. The Lottery has been very successful using influencers and social media.

109. Public Relations - who is the Lottery spokesperson for media and does that contact require formal media training?

Spokesperson responsibilities will be handled by Lottery staff.

110. Public Relations - is influencer marketing a strategy you have explored or executed in the past? If so, has it been effective? If not, do you have interest in employing influencer marketing as part of the consumer outreach and engagement mix?

See the Lottery's response to question 108, above.

111. Public Relations - what are examples of successful partnerships that you have done in the past?

See the Lottery's response to question 2, above.

112. Public Relations - is crisis and issue management handled by the external agency partner or internally?

Generally, these issues are handled internally, but the Lottery may call on external partners for advice and expertise.

113. MN Lottery Team: Who is on the decision-making team for the agency partner selection process? When it comes to the project, will these same people be involved in approvals? Are there executive stakeholders that will need to give approvals outside of the core team?

The first question is answered in the RFP. Regarding ongoing marketing, see the Lottery's response to question 6, above.

114. For the work session with agencies, you mention it will happen over video. Can in-person sessions at the agencies be considered?

Please see the Amended RFP, which now requires in-person sessions and agency tours.

115. How large is your digital/social team and how do they currently collaborate with their agency partner when it comes to developing innovative ideas that target your largest audience segment and drive positive business outcomes?

The Lottery has a dedicated social media coordinator, but there are approximately four people who focus on digital marketing. The Lottery works closely with its agency partner on social and digital strategy and this is a key part of the agency relationship.

Partnerships and Sponsorships, Events

116. What level of support is expected for managing partnerships and sponsorships?

The Lottery uses its outside agency partner to evaluate partnerships and sponsorship proposals, but day-to-day management is handled by Lottery staff.

117. For event and experiential, can you share more detail on the type of support you are seeking? Is this only the evaluation or at times inclusive of event planning as well (e.g. sourcing vendors, hiring street teams, creating agendas)? Are these events run by the MN Lotto or are they events where the Lotto has a presence but isn't running the event (e.g. State Fair)? Or a combination of both?

Generally, when event and experiential is part of a proposed campaign, the Lottery expects its agency to handle most if not all aspects of the execution. For long-running events like the State Fair, the Lottery may ask its agency partner for ideas or expertise, but these events are predominately handled by Lottery staff.

118. What are some examples of events you have had a presence at in the past? What events have worked well?

See the Lottery's response to question 2, above.

119. Earned media – 'What are the expectations of activity, proactive press outreach, number of events throughout the year? How much of this effort lands on the promotions agency vs the events agency?

The Lottery hopes that earned media has an increased role in its marketing efforts in the coming years. But the amounts, types, and budgets are dependent on the proposed campaign components.

120. Partnerships: Do you have any planned partnerships for FY25 that you are able to share at this time?

The Lottery has partnerships with most professional sports organizations in Minnesota and a presence at many large events like the State Fair.

Budget / Pricing

121. Your RFP states that you invest approximately \$8,200,000 annually. Is this your all-in budget inclusive of agency fee, media spend and production out of pocket dollars?

Yes.

122. If so, what is the annual budget range for production costs like video and photography?

Generally, the Lottery's goal is for production to be less than 25 to 30% of media spend.

123. In the RFP it mentions two separate budgets of \$8.2M for "Advertising Budgets" and \$4.8M for "Paid Media Budgets". Is this RFP intended to support the full \$8.2M in spend or the \$4.8M for paid media? If the latter, are you able to share what the additional \$3.4M is allocated towards?

Generally, the \$3.4 million is allocated to production, agency fees, partnerships/sponsorships, and research.

124. Are there media budgets allocated towards supporting the numerous promotions, contests, and sponsorships throughout the year (e.g. running radio/video/social ads for an event the Lottery is putting on) that are incremental to the \$4.8M paid media budgets? Is creative production factored into paid media budgets or incremental to the budgets listed above?

See the Lottery's response to question 123, above.

125. Do you envision this contract budget including any primary research, or do you currently handle research through a separate partner?

Primary research is shared between the Lottery's agency partner, in-house expertise, and separate research partners as discussed in the Scope of Work.

126. As listed, promotions and public relations are not considered advertising. Can you please confirm that this means there is a separate budget for both fees and associated OOP costs?

There is not a separate budget for promotions and public relations. These costs refer to internal coding and accounting designations.

127. You mentioned an approx. \$8.2MM advertising investment for 2024. You've included the specific media investment. Can you share historical agency fees and production budgets?

The Lottery expects its agency partners to generate fantastic work while knowing that great work is not free. But the Lottery also demands efficiency in spending on production and fees, knowing that these costs are included in the \$8.2 million budget.

128. Are you currently spending to support the app up to this point?

It is likely that the Lottery will integrate the mobile app in future campaigns.

129. Is there a defined approach to the two primary targets (55+/25-44)? Do you have your own creative/budget allocation? Are you open to that?

The Lottery generally differentiates its targets through media placement rather than creative.

130. Is there an approved budget range established for this project that can be shared? Is this budget inclusive of both agency fee and OOP costs (e.g., purchased imagery for new brand platform and collateral)?

See the Lottery's response to question 123, above.

131. In the Scope of Work support for 6 campaigns including social and website integration is mentioned. Does the MN Lottery team implement these campaigns on the social media channels and on the website or does the agency?

Generally, the agency provides campaigns that are implemented by Lottery staff on social media and the website.

132. How do you determine budget outlay for the advertised games?

Generally, the Lottery does an annual budget plan at the beginning of each fiscal year.

133. In addition to the \$4.8M allocated to paid media budgets, what is the mix/allocation of the remaining budgets (\$3.4M)?

See the Lottery's response to question 123, above.

134. Is the media mix breakdown on page 7 accurate to your 2023 media mix and/or what you anticipate for 2024?

The Lottery is looking for agency expertise in determining the optimal media mix for each campaign.

135. Are there additional channels outside of this breakdown that should be considered?

See the Lottery's response to question 134, above.

136. The proposed SOW includes earned media/public relations, yet page 7 of the RFP calls out "For the purpose of this statutory budget limit, promotions and public relations are not considered advertising." Could you clarify whether promotions and public relations are to be included in the pricing proposal?

See the Lottery's response to question 126, above.

Overarching/General

137. Do you have a goal for the number of new players YOY?

The Lottery does not have a specific goal, but is focused on growth.

138. Current product split is 69% Scratchers and 31% Draw games. Where do you see the most growth potential, and from whom?

The Lottery has targeted scratch and lotto games at various times for growth, and thinks there are growth opportunities throughout its portfolio, and hopes the agency will assist in determining where best to focus its efforts.

139. What is your greatest marketing opportunity for improvement beyond audience targeting and segmentation?

See the Lottery's response to question 2, above.

140. What was your greatest marketing "win" in the last couple of years?

See the Lottery's response to question 2, above.

141. It looks like between 2022 and 2023 you experienced 6% growth. What are your business goals for 2024?

The Lottery generally has an ambitious target of 3% growth in scratch sales for FY2024.

142. What is the biggest threat to the MN Lottery not achieving its goals?

Like any discretionary entertainment product, the Lottery faces competition from numerous online and offline competitors in a fragmented media market.

143. How evolutionary vs. revolutionary do you hope to transform the current MN Lottery I'MN brand campaign and go-to-market strategy?

See the Lottery's response to question 2, above.

144. What do you think works well (or doesn't work) with your most recent creative work?

See the Lottery's response to question 2, above.

145. Please fill in the blank: I wish the Minnesota Lottery stood for _____.

The Lottery looks forward to hearing your answer to this question.

146. Other than the MN Lottery, can you name a state lottery (or two) that you really admire and tell us why? How do they set the bar?

While the Lottery often looks to other lotteries for ideas and execution, it admires great marketers in any industry. The Lottery looks to brands with great recognition, creative, brand definition, and customer loyalty for inspiration.

147. Based on the language, can you please clarify if you consider streaming (TV and/or radio) traditional or digital media?

Streaming TV and radio are included in the traditional media budget.

148. Are there any digital tactics that you've explored that you were particularly interested in?

See the Lottery's response to question 2, above.

149. How do you currently communicate the good you're doing to the broader audience?

See the Lottery's response to question 108, above.

150. Can you provide any information around the 120 preference points in the scoring criteria?

See RFP page 15.

151. Is there an Excel sheet with the specified formulas set for the pricing exercise that can be provided?

No.

152. Will we have the opportunity to speak / meet with the team before the submission?

That is not part of the initial process but is included in the Finalist portion of this procurement.

153. If we had only 60 seconds to tell you about us, what would you prioritize as most important things to know?

See the Lottery's response to question 2, above.

154. For the proposal, we would not be able to provide firm details regarding out of pocket costs for production or any additional research needed as that would be contingent on the final approved work. Can that be confirmed to be acceptable?

Yes. Production and out of scope research are determined by each campaign.

155. Are there other State or National lottery brands you think are doing an excellent job marketing to a younger audience?

See the Lottery's response to question 146, above.

156. What brands do you admire? And why?

See the Lottery's response to question 146, above.

157. What is the biggest opportunity for the Lottery that you haven't quite been able to figure out how to maximize?

See the Lottery's response to question 2, above.

158. Do you have 3- 4 example brands (within category or out of category) that you admire/perceive as a success?

See the Lottery's response to question 146, above.

159. Agencies involved: How many agencies are included in the RFP? Is your current agency participating in this review?

See the Lottery's response to question 83, above.

160. Pricing Worksheet: Can we get a working file for the pricing worksheet?

Yes, see the posted Word versions of the pricing matrix and Appendices B, C, and D.

161. How do you view the MN lottery challenge as similar or different from lottery challenges in other states? Are there examples from other states that you envy, or feel you can learn lessons from?

See the Lottery's response to question 2, above.

162. What are some of your favorite creative campaigns outside of the lottery industry, and why are they your favorite?

See the Lottery's response to question 146, above.

163. Are you open to [agency] scoping only the content development/creative portion of the work (e.g. Traditional, Digital, Ticket Design)?

All aspects of the Scope of Work must be completed by an agency or team of agencies.

164. What campaigns within or outside of the lottery category do you most admire?

See the Lottery's response to question 146, above.

165. How important is current lottery experience?

See the Lottery's response to question 146, above.

Social

166. What has been your biggest barrier to expanding your social audience and reach, and how have you tried to remedy it in the past?

Generally for any brand, it is challenging to stay relevant to existing and potential customers. The Lottery hopes to stay on top of trends and meet its players where they are in the everchanging digital landscape.

167. What is the key value the Lottery offers to social users on its pages?

The Lottery strives to offer fun, informative, and engaging content and chances to win additional prizes and experiences.

168. Is the Lottery open to strategic realignment of channels and possible additions of new channels?

Yes.

169. How has video content helped shape your current strategy? What have been your wins and challenges with it?

Video content is an important part of all of the Lottery's strategies and the Lottery expects that to continue.

170. Does the Lottery use any social measurement and reporting tools? If so, which?

See the Lottery's response to question 60, above.

171. Are you able to make charitable donations more of a content theme to attract targeted audiences?

The Lottery generates funds for important beneficiaries, but does not make charitable donations. The degree this is the focus of Lottery marketing is an important question for the agency partner.

172. When you refer to social media campaigns, are you referring to organic or paid social media? Is comprehensive organic social media support a high priority in agency support?

The Lottery relies on its partners to develop and execute effective paid social media campaigns.

Website

173. How is content currently managed and updated on the site? Does it follow a process with a separation of responsibilities for authoring and publishing?

Managing the website is handled internally and is not generally part of the Scope of Work. However, the Lottery sometimes looks to its agency partner for advice and content for its webpages.

174. Are there any custom-built solutions or integrations that need to be considered?

Not at this time.

175. Does the website leverage any third-party services? If so, are there any licensing dependencies associated with these services?

Not at this time.

176. What security measures are in place and when was the last security audit completed?

See the Lottery's responses to questions 173 and 28, above.

177. What level of development maintenance does the website currently require? Regularly scheduled platform updates, plugins, code revisions on updating, etc.

See the Lottery's responses to questions 173 and 28, above.

178. Is there any supporting documentation regarding the website's architecture, technologies used, and coding requirements?

See the Lottery's responses to questions 173 and 28, above.

179. There is no mention of SEO/SEM in the current advertising outline, are these items that you've considered/need support on?

Yes. The Lottery does use SEO/SEM in its current advertising strategy and looks to its agency partner to maximize these efforts.

180. "Digital" can be interpreted broadly. When you think of your digital needs, what are the top priorities? What are you specifically looking for? How is it differentiated from media?

The Lottery is looking for expertise and advice from its agency partner on this important question.