



ADDENDUM NO. 2 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 6623MG**

Commodity: **Creative Advertising and Media Buying Services**

Dated: **November 30, 2021**

All offerors are required to acknowledge all RFP addenda in their proposals.

2nd Round of Questions and Answers

1. Q: What are the names of both incumbents?

A: Yebo of Virginia and NDP.

2. Q: Are nearby state lotteries (e.g., Maryland, DC) significant competition for the Virginia lottery?

A: With the addition of casino and sports betting introduced into Virginia this year competition from surrounding states is important, but not as important as competing with these other forms of gaming.

3. Q: If so, do you typically plan for media to reach potential buyers in those areas? About how much of your media budget do you target in this way?

A: The Lottery does not advertise in other states. There is spill over in DC, Maryland and North Carolina, but the Lottery does not buy in those areas.

4. Q: How are you currently integrating digital marketing with your website, which is heavily used by existing lottery players to check results, enter “second chance” drawings, etc?(answers to 17 and 21 may already cover this.)

A: Currently, all digital advertising is designed to drive traffic to the Lottery’s website.

5. Q: You stated in answer to previous question 30 that “all personnel are key personnel.” Please specify what “key personnel” means. Specifically, may we substitute other personnel for these named personnel after award? If so, do any restrictions apply to the substitution?

A: Key Personnel are people who are assigned to our account on a daily basis and work the majority of the time on our account. The awarded Contractor may substitute personnel with the Lottery’s approval.



6. Q: Page 9. Is the media budget of \$18-\$24M raw media costs or does it include commission?

A: Raw media costs.

7. Q: Page 35, pricing schedule for Lot 2. Bidders are to fill out a monthly and annual cost for "Media Buying Services."
- a. We assume this figure excludes production costs, as the RFP states those are to be passed through at cost. Is this a correct assumption?
 - b. Please confirm, per question and answer 27, that this figure should NOT include the costs of the media purchased?

A: a. Your assumption is correct. This figure is only the fee for completing the work, and should not include pass-through costs.

b. Yes, confirmed.

8. Q: Is there a budget for either lot of this RFP? I see that it says ability to handle a media buying budget of \$18,000,000-\$23,000,000, but wasn't sure if you had a specified budget for either part otherwise.

A: No budget information is available.

9. Q: Re: RFP Page 13, Section 5, the text states that 3 case studies are requested but there are 4 types of examples listed. Are we to submit 1 case study for each of any 3 of the 4 types listed, or should there in fact be 1 case study for each of the 4 types?

A: Please see Addendum #1.

10. Q: Re; RFP Page 15, Section 5, the text states that 3 case studies are requested but there are 4 types of examples listed. Are we to submit 1 case study for each of any 3 of the 4 types listed, or should there in fact be 1 case study for each of the 4 types?

A: Please see Addendum #1.

11. Q: Can you clarify/confirm the date due for response submittal is December 6, and not November 30 (conflicting dates are listed)?

A: Please see Addendum #1 Question #29.