



**ADVERTISING AGENCY SERVICES
REQUEST FOR PROPOSALS**

March 20, 2025

RFP ID01-25

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SECTION 1 – GENERAL INFORMATION

1.1 LOTTERY MISSION AND VISION

The mission of the Idaho Lottery is to responsibly provide entertaining games with a high degree of integrity to maximize the dividend for Idaho Public Schools and Buildings.

The vision for the Idaho Lottery is to be the highest performing jurisdiction in North America.

1.2 Request for Proposal (RFP) OVERVIEW

The Idaho Lottery, (hereinafter “Lottery”) is inviting responses (hereafter “Proposal” or “Bid”) from qualified, marketing/advertising agencies to provide “Agency Services” including creative and marketing strategy, development of creative, production, and delivery of final creative elements to appropriate channel and/or media services agency.

Qualified agencies submitting Proposals (“Respondents”) meeting the requirements and specifications contained in the RFP shall take into consideration all associated costs of providing the services requested in this RFP and offered in its Proposal. Any additional costs incurred by the Respondents will be the responsibility of the Respondent.

Successful Respondent(s) must ensure that they are fully capable of providing the services requested no later than July 1, 2025, the anticipated start date for the resulting Contract.

1.3 OBJECTIVES

The Idaho Lottery is issuing this RFP to meet the following objectives:

- 1) Responsibly maximize net revenue from Lottery sales for the benefit of Idaho Public Schools and Buildings as outlined in Idaho Code §67-7403.
- 2) Conduct marketing related programs in such a manner as to promote the positive image and integrity of the Lottery. *[Idaho Code §67-7401. Purpose - ...The lottery commission and the director of the lottery shall be responsible for operating the lottery at the least public expense and the smallest staffing possible, commensurate with all other policies stated in this chapter. Additionally, all advertising by the lottery shall be*

conducted in a manner consistent with the dignity of the state and the sensibilities of its citizens.]

1.4 PROJECTED TIMELINE

The anticipated timeline of events is as follows:

<u>EVENT:</u>	<u>DATE AND YEAR:</u>
Publish RFP	March 20, 2025
Deadline for Questions to be Submitted	April 7, 2025
All Questions and Answers Posted on Web	April 11, 2025
Proposals Submission deadline (4:00 p.m. MST)	April 18, 2025
Agency Presentations	April 30 – May 7, 2025
Committee Recommendation to Lottery Director	May 13, 2025
Recommendation to Idaho Lottery Commission	May 15, 2025
Notification to Respondents	May 15, 2025
Contract Negotiation	May 15 – June 30, 2025
New Contract in Place	July 1, 2025

This timeline is subject to change at the discretion of the Lottery.

1.5 ISSUING OFFICE

This RFP is issued through the Idaho Lottery. The RFP Coordinator is the sole point of contact for this procurement. Any other communication that isn't directed to the RFP Coordinator will be considered unofficial and non-binding on the Lottery. The RFP Coordinator shall be solely responsible for clarification, amendment, modification, or withdrawal of specifications, requirements, terms and conditions of the RFP.

1.6 RFP COORDINATOR

The RFP Coordinator is:

Sherie Moody-St.Clair

Deputy Director of Marketing, Idaho Lottery

1199 Shoreline Lane, Suite 100

Boise, ID 83702

(208) 780-2530 or cell (208) 608-3893

sms@lottery.idaho.gov

1.7 LATE PROPOSALS

Any Proposals received after 4:00 p.m. MST on April 18, 2025, will be disqualified from further consideration.

1.8 RFP CLARIFICATION QUESTIONS

Questions relevant to the RFP must be emailed to sms@lottery.idaho.gov. Please include in your subject line “**Ad RFP Questions.**” You will receive an email letting you know we have received your questions. All inquiries should be written in generic terms and contain no pricing information. All written questions and the Idaho Lottery’s answers to the questions submitted will be posted on the Idaho Lottery’s website at www.idaholottery.com/pages/RFP.

1.9 RESPONSIVE PROPOSAL SUBMISSION CRITERIA

Each Respondent must submit one (1) Proposal only for the Agency Services RFP. Please keep your response precise and to a minimum, no more than 30 pages. Five (5) copies of your Proposal and creative work samples are required.

Additionally, two (2) electronic versions (.pdf file) must be supplied. The first complete electronic version (.pdf file) of your entire proposal is for Idaho Lottery records only. The second electronic version must be a redacted electronic version with any trade secret or proprietary materials marked, redacted and ready for public request. The Idaho Lottery will not be responsible for the breach of trade secret or proprietary materials unredacted in your supplied electronic version.

Your pricing proposal and worksheet (“Pricing Proposal”) should be submitted in a separate sealed envelope and provided separately from the rest of your Proposal. Only one (1) copy of your Pricing Proposal is required.

Creative samples including, but not limited to, television, radio, outdoor and social media samples should be submitted on a jump drive. Please supply five (5) jump drives, one for each copy of your Proposal.

Failure to comply with or adequately respond to requested information in any section of the RFP may result in Proposal rejection. The Idaho Lottery will confirm receipt of all Proposals via e-mail provided on the enclosure.

SECTION 2 – RESPONDENT INFORMATION

2.1 CONTACT AND LEGAL DATA

- a. State Respondent's name, address, telephone, e-mail, and website.
- b. Provide the names, addresses, and telephone numbers of the principal officers as well as any owner that has more than 5% interest in your company.
- c. Specify the legal status of your firm (partnership, corporation) and the year your establishment was organized to do business, as it now exists.
- d. State the location of the facility from which you would service the Idaho Lottery account.

2.2 RESPONDENT QUALIFICATIONS

- a. Describe your firm including size, areas of specialization, expertise, and client base.
- b. Please provide appropriate bank credit references.
- c. List your firm's six largest accounts and describe the work you do with each and how long you have been working with each one. Please indicate how many hours per month you spend on these accounts.
- d. Please list any new accounts acquired within the last three years, including organization name, contact persons, phone numbers, and e-mail addresses. Provide a brief explanation of why you were chosen for these accounts.
- e. Please list any accounts you resigned from or who chose not to retain your services within the last three years, including organization name, contact persons, phone numbers, e-mail addresses, and billing size of account. Provide a brief explanation of why the account was lost or resigned. If your firm has had a contract terminated for default, please indicate as such. Termination for default shall be defined as notice to stop performance due to non-performance or sub-standard performance.

2.3 ACCOUNT PERSONNEL

Provide a description of your proposed team for Agency Services. Please provide a current organizational chart by job title. Indicate whether team members are employees or contractors. Please provide the following for each team member:

- Name and title
- Educational background
- Work experience
- Significant accomplishments
- Length of service with your firm

Identify the responsibilities those team members would have when working on the Idaho Lottery account and a list of the other accounts these members would be working on with percentage of time estimates provided for each account. If you make changes to the proposed team after responding to this RFP, please provide written notification of the changes to the Idaho Lottery RFP contact person listed in Section 1.6.

2.4 ROUTINE EXPENDITURES

The selected Respondent must pay for all charges incidental to the routine conduct of business, including, but not limited to:

- Postal charges
- Overnight deliveries
- Carrier/delivery charges
- Telephone charges
- Copying (color and black/white)
- Storyboard creation
- Costs associated with attending media production and editing sessions in Idaho
- Costs for visiting media partners

The selected Respondent shall pay for all travel related expenses incurred by their staff.

SECTION 3 – AGENCY SERVICES - CREATIVE AND MEDIA

3.1 ACCOUNT MANAGEMENT

Project management is critical to ensuring that our projects are implemented correctly and on time. While projects in themselves are unique, cost control, timeline development, resource procurement and risk management are standards for product development that stay the same. The Respondent selected for potential award of the Contract (“Successful Respondent”) must provide resources dedicated to the Idaho Lottery account. An account supervisor must head the account service team. The Idaho Lottery reserves the right to approve all personnel assigned to the account services team.

The account services team, Lottery marketing staff, and possibly other vendors will meet, on a regularly scheduled basis, to recap, plan, and forecast marketing and advertising activities. The Successful Respondent shall provide written reports of all activities, instructions, and decisions made in those meetings.

Please describe what your strategy would be to manage the Idaho Lottery marketing and advertising initiatives to ensure success in the execution of strategies. What is your philosophy on collaboration and how would you optimize your role to achieve the most legendary work?

Each Respondent must provide a sample of a post client report itemizing activities, instructions, and decisions made during a meeting.

3.2 BRAND MANAGEMENT

The Successful Respondent will work in tandem with the Idaho Lottery marketing staff and, if applicable, other partners in the planning, designing, and execution of the Lottery’s marketing and advertising activities. The Successful Respondent shall actively strive to increase the value of the Lottery product lines and overall brand equity through strategic planning initiatives developed for the Idaho Lottery. This may be done in conjunction with Lottery staff and any other marketing/advertising agencies/vendors as deemed appropriate by the Lottery.

The Successful Respondent will be required to set financial and market performance objectives. Each executed plan is required to be evaluated with a return on investment analysis provided to the Lottery for further evaluation.

The Successful Respondent would be required to conduct periodic status meetings to maintain team strength and streamline executions of all marketing and advertising strategies.

Describe your capabilities and give assurances regarding the required advertising services identified in this section. Respondents are encouraged to indicate any additional services they are willing and able to perform. Responses need to indicate the methods the Respondent will employ to meet the advertising services listed above.

Describe your experience with programs to generate brand development or awareness. Provide an example and give the objectives, strategies, creative approach (examples), media mix, and results against those objectives.

3.3 THE MARKETING PLAN

The Successful Respondent shall assist the Idaho Lottery, Deputy Director of Marketing, in developing and maintaining a continuous marketing plan. The plan will support the Lottery, its games, and promotions.

3.4 MANAGING THE BUDGET

The annual advertising budget will be determined by the Idaho Lottery and provided to the Successful Respondent prior to July 1 of each year of the contract. The Successful Respondent shall manage the advertising budget portion for which they are responsible and will provide monthly updates.

The Successful Respondent shall prepare and deliver to the Idaho Lottery, on a mutually agreed time schedule, all billings and invoices pertaining to advertising services provided. Each invoice must include an itemized accounting of the expenditure. On the face of all invoices, the Successful Respondent must identify the expenditure by name and Lottery account number. See the example of Breakout by GL Code and Campaign in Appendix F. The Successful Respondent must maintain appropriate accounting records and shall be subject for audit or review.

The Successful Respondent will submit estimated budgets for advertising campaigns or projects prior to implementation/production. The Successful Respondent must receive approval from the Idaho Lottery prior to any campaign or project; expenditures incurred by the Respondent that were not approved will not be reimbursed.

Although Lottery advertising and promotional contracts are exempt from formal state competitive procurement procedures, the Successful Respondent is still required to ensure adequate competition between entities for advertising services provided to the Idaho Lottery.

3.5 CREATIVE STRATEGY

The Successful Respondent shall be required to delineate the creative positioning/strategic development process and rationale and provide input for marketing and advertising planning. A Creative Director shall be provided to develop creative approaches to find new ways to grow sales through advertising and implementation of marketing strategies and to follow and participate in the development of concepts from ideation, through production, and to completion, to ensure proper implementation. Describe your creative strategy process and why you'd be the best agency for collaborating with our Marketing Department to achieve our goals.

3.6 CREATIVE DEVELOPMENT

The Successful Respondent will be responsible for the creation of Idaho Lottery multi-media advertising. The Successful Respondent shall design, develop, and produce advertisements and marketing materials for media, promotions, and marketing efforts including, but not limited to, radio, television, vending machine, and social media videos/animation as needed. The Successful Respondent will be required to develop multi-media campaigns in support of the games, promotions or brand initiatives identified in the Idaho Lottery Marketing Plan, or as requested by the Idaho Lottery.

The Successful Respondent shall present creative solutions for all proposed advertising campaigns. Creative briefs, storyboards, scripts, ads, and all other creative concepts must be approved by the Idaho Lottery prior to implementation. The cost of storyboards and/or Agency Presentation materials will be the responsibility of the Successful Respondent. A minimum of (3) creative alternatives per campaign is required, unless otherwise approved by the Idaho Lottery.

The Successful Respondent and the Idaho Lottery will meet as needed to review, plan, and approve all creative concepts. Please describe your preferred meeting structure, and venue. Since timing will be extremely important, so that all elements will be cohesive, how will you ensure timelines are met?

The Successful Respondent will work with the Idaho Lottery to occasionally assist in headline and creative copy needs. Please give three (3) examples of stellar copy or headlines and why they were successful.

The Idaho Lottery will produce outdoor, POS materials, digital, social media, and other elements that must also work seamlessly with the Respondent's campaign elements. Please describe how you will ensure a wholistic approach to campaigns.

All creative concepts, materials developed, or produced for the use of Idaho Lottery advertising will become the property of the Idaho Lottery.

3.7 PRODUCTION PLANNING AND EXECUTION

The Successful Respondent shall produce and deliver advertising or marketing materials for media including, but not limited to, radio, television, vending machine, and social videos.

The Successful Respondent shall submit production estimates for television, radio, or miscellaneous production to the Idaho Lottery for approval prior to production and/or development. Estimates must be submitted at least two days prior to production and/or development to allow the Lottery ample time for the approval/decision making process.

Agency representative(s) are expected to attend all aspects of the production process and pricing for that must be included in your overall bid for Agency Services. The Idaho Lottery will only pay outside actual production costs to the selected production company based upon estimates provided. Although Lottery advertising and promotional contracts are exempt from formal state competitive procurement procedures, the Respondent shall still ensure adequate competition for production work. Production subcontractors will be subject to Idaho Lottery approval.

Describe your production planning and execution strategy. Provide samples as necessary.

3.8 CREATIVE WORKLOAD

The Idaho Lottery has a significant amount of ongoing creative initiatives and innovative ideas. Please include pricing that covers all costs to service such a client. Our calendar usually includes a creative campaign deployed once per month or every six (6) weeks.

See Appendix D for FY26 Advertising Calendar. This calendar is for example only and is subject to change. Also included as Appendix E is a sample “Materials Needed” list from our current Media Services agency.

3.9 CREATIVE SAMPLES

Submit your top three (3) examples each of radio, outdoor, out-of-home, television, social media videos, and digital advertisements your firm has produced within the past three years. All items offered must have been created by your firm and must include reference to any production subcontractors who were used.

Describe your experience with programs to generate sales of consumer retail products. Provide an example and give the objectives, strategies, creative approach (provide sample), media mix, and results against those objectives. Describe all important elements that you had to assess in your creative development and execution as well as media selection, such as key situational facts, target audience, advertising objective, creative positioning, campaign execution, and evaluation of campaign results. Define which members of your creative staff worked on the creative samples provided, if they are still at your organization, and if they will be working on the Idaho Lottery account.

Describe the process your company goes through in developing creative and what role the Idaho Lottery would play in this process.

3.10 BILINGUAL SERVICES

The Successful Respondent must have the ability to create and produce Spanish advertisements for radio and television. Respondents must indicate in its Proposal any past Spanish advertising it has created and in what medium they were used. Translation services fees shall be the responsibility of the Successful Respondent. Please list the translation services/person you would use for the Idaho Lottery.

3.11 MEDIA PLANNING

The Successful Respondent shall analyze the advertising budget and develop a proposed media plan for Idaho Lottery approval. The proposed media buy shall include all necessary scheduling details.

Provide an example of an actual multi-market media plan you have developed for a client. Describe the project and the results.

3.12 MEDIA BUYING

The Successful Respondent, as directed by the Idaho Lottery, shall be responsible for negotiation and purchase of all television, radio, digital, streaming, out-of-home, print, and other services as well as the placement of all advertising, promotional, print, outdoor, broadcast, and other media.

The Successful Respondent shall negotiate all “make goods” and ensure compliance.

The Successful Respondent shall, at all times, negotiate the best media pricing possible.

Describe your tactics for negotiating the best media pricing.

Describe your relationship with media partners and provide references.

3.13 MEDIA EVALUATION

The Successful Respondent, as directed by the Idaho Lottery, shall be responsible to verify that the media services purchased are delivered according to contracts and placement instructions. The Respondent shall evaluate media performance and broadcast schedules against ratings estimates.

The Successful Respondent shall conduct post buy analysis and audit the placement of media on a quarterly basis. The analysis should focus on the measure of effectiveness of media buys in terms of cost, engagement, reach, and frequency. The Successful Respondent will report the findings to the Lottery and use the findings to refine future media buys. In the absence of rating systems or media supplied post reports, Respondent must issue a written post report explaining the effectiveness of advertising bought, which should include, but not be limited to, comparisons to other mediums and/or return on investment.

The Successful Respondent and the Idaho Lottery will reconcile all media invoices monthly; invoices must include station affidavits.

Describe a media buying negotiation tactic you utilized during the past twelve months and how it impacted your client's business.

In fiscal year 2024 the Idaho Lottery's media budget was divided in the following way:

- 19% Digital advertising
- 34% Television advertising (includes streaming TV)
- 16% Radio advertising (includes live read Radio)
- 30% OOH (includes billboards)
- 2% Instore POS (NOTE: the Idaho Lottery prints POS in-house)

Please indicate if your firm thinks this is an appropriate mix, how, if at all, would you adjust this mix, and why.

3.14 AGENCY ASSIGNMENT

Respondents will be asked to present creative, advertising strategy and a media plan during the meeting for a new upcoming Scratch campaign. Your assignment should not be included in the initial written proposal but saved and presented to the Lottery. This assignment is outlined in the Campaign Overview Sheet provided in Appendix C.

SECTION 4 – AGENCY ASSIGNMENT AND PRESENTATION

4.1 AGENCY PRESENTATION REQUESTS

Respondents will likely be invited to present their Agency Assignment to the evaluation committee and must be available for such presentations on dates set forth in Section 1.4. Presentations will be requested and held at the discretion of the Idaho Lottery and may be waived by the Idaho Lottery evaluation committee. A Respondent's refusal to honor a request for an Agency Presentation meeting shall disqualify the respondent.

4.2 AGENCY ASSIGNMENT

Respondents will be asked during the meeting to present creative, advertising strategy, and media recommendations for a new upcoming Scratch campaign. This assignment is outlined in the Campaign Overview Sheet provided in Appendix C.

4.3 AGENCY PRESENTATION MEETING SCHEDULE

The Idaho Lottery will schedule a time for each presentation. Presentations are planned to take place April 30 – May 7, 2025. Meetings with Respondents will be a maximum of 2 hours and held at the Lottery. If possible, persons who would be assigned to work on the Lottery account should be present.

4.4 PURPOSE OF AGENCY PRESENTATIONS

The evaluation committee will use agency presentations in the following way:

- 1) Meet prospective account teams, creative, and media personnel and/or owners and get a feel for company objectives and collaboration strategies.
- 2) To pose situational questions related to this RFP.
- 3) To evaluate creative skills, processes, and solutions as it relates to the assignment.
- 4) To evaluate media skills, processes, and solutions as it relates to the assignment.

The Idaho Lottery reserves the right to change the format and content of the meetings based on content of written proposals.

SECTION 5 – PROPOSAL EVALUATION

5.1 INTRODUCTION – EVALUATION COMMITTEE

The Lottery will conduct a comprehensive and impartial evaluation of all responsive Proposals. That evaluation will be conducted by an Evaluation Team of qualified personnel selected by the Lottery (“Evaluation Committee”).

The RFP Evaluation Committee will evaluate all responsive Proposals. The goal of the Evaluation Committee is to select the Proposal that offers the best value in terms of price, performance, services, media strategy, and creativity. The Evaluation Committee will evaluate each properly submitted Proposal and will make a contract award recommendation to the Lottery Director. The recommendation will then be presented to the Idaho Lottery Commission for approval.

Proposals that fail to provide specific information to adequately describe a Respondent’s proposal for the Agency Services requested in this RFP may be deemed non-responsive and may be rejected.

Respondents must be as specific as possible in describing the details of their Proposals. Respondents are forewarned that a Proposal that meets requirements with the lowest price might not be selected if, in the Lottery’s judgment, a higher-priced Proposal offers greater overall value to the Lottery. The closer Proposals are in general merit, the more important price becomes a factor in the final contract award decision(s).

5.2 INFORMATION FROM OTHER SOURCES

The Lottery and the Evaluation Committee reserve the right to obtain information concerning a Respondent, which the Lottery or the Evaluation Committee deems pertinent to the RFP, and to consider such information in the Proposal Evaluation.

5.3 EVALUATION STEPS

The Proposal Evaluation process and Contract Award will consist of the following steps:

- Phase 1: Proposal Submission Requirements Review

- Phase 2: Proposal Distribution to Evaluation Committee
- Phase 3: Respondent's Proposal Evaluation
 - Step 1: Preliminary Review by Individual Evaluation Committee Members
 - Step 2: Committee Review
 - Step 3: Written Proposal Evaluation
 - Step 4: Notification of Agency Presentations
- Phase 4: Agency Presentations by Finalists
- Phase 5: Pricing Proposal Evaluation
- Phase 6: Final Decision on Contract(s) Award Recommendations
- Phase 7: Approval by Lottery Director and Idaho Lottery Commission
- Notification of Successful Respondent and Contract Negotiation
- Contract Award

5.4 SCORING OF PROPOSALS

Each responsive Proposal will be evaluated and scored based upon the Respondent's ability to provide the marketing and/or advertising products and services described in this RFP. Below is an outline of the point values assigned to each area of your proposal.

Agency Services Scoring:

Written Proposal	30 points
Agency Presentations	50 points
<u>Price Proposal</u>	<u>20 points</u>
	<u>100 points</u>

SECTION 6 - PRICING

6.1 LETTER OF TRANSMITTAL AND PRICE PROPOSAL FORMAT

The Price Proposal must include a submittal letter signed by an individual authorized to obligate Respondents to the prices quoted. Those prices must be valid for at least 180 days from the Proposal submission date.

Respondents must complete the Pricing Worksheet (Appendix B) and submit it in a sealed envelope with their Proposals consistent with instructions set forth at Section 1.9 of this RFP. All prices are to be expressed in U.S. dollars. Respondents must submit their Price Proposal in a separate sealed envelope, which must accompany their entire Proposal package. The proposed pricing must include all required services as outlined in this RFP.

6.2 PRICING REQUIREMENTS

The Idaho Lottery currently pays an annual fixed fee with a yearly increase based on percentage of net sales. Pricing submitted may be a combination of options. For instance, you may bid a flat fee with a percentage of net sales bonus, less the flat fee at the end of the year. You may also consider an increase in the fee if the contract is extended. Keep in mind this contract has perpetual one year extension options so the pricing must be reflective of those terms. For purposes of this RFP, "net sales" means total sales of all Draw Game tickets and Scratch™ tickets, less returns, and free issues. Additionally, PullTab/TouchTab ticket sales, free replays as prizes, promotional free tickets and cancelled transactions shall not be considered part of net sales. Idaho Lottery's net sales for fiscal year 2024 were \$339.5 million. By submitting a Bid, you acknowledge your willingness to work within these guidelines.

APPENDIX A
RESPONDENT'S CERTIFICATION FORM

I certify that I have the authority to bind the Respondent indicated below to the specific terms and conditions imposed in the RFP and offered in the Respondent's proposal. By my signature on this document, the Respondent specifically agrees to all waivers, restrictions, and requirements of the RFP as conditions precedent to submitting this proposal. I also certify that the Respondent has not knowingly made false statements in its response to this RFP or consulted with others for the purpose of restricting the competitive solicitation process.

RESPONDENT _____

CONTACT _____

TITLE _____

SIGNATURE _____

DATE _____

___ I have read and agree to the terms and conditions of this RFP and the General Contract Terms in preparation for the resulting Contract.

APPENDIX B
PRICING WORKSHEET

Please fill out this form and submit in a sealed envelope. This should be included in the back of your proposal. Pricing proposals can be creative and include a combination of any options below. For example, your price could be a flat fee per month, or it could be a flat fee per month with a percentage of sales bonus at the end of the year (\$X/mo. + 0.01% of net sales bonus at end of year capped at \$X). In addition, one could bid a straight percentage of sales at 0.05% or \$X, to be paid in monthly installments. If necessary, for purposes of evaluating/comparing between fixed price bids and percentage of net sales bids, percentage of net sales bids will be evaluated based on the \$340 million net sales estimate for Fiscal Year 2025.

Respondent's Name: _____

Agency Services Bid:

Indicate your proposed price for providing Creative and Media Services below. Please fill in the appropriate option. Provide a price/percentage only if you wish to give the Lottery that choice. You may use a combination of options for your price proposal (see example provided above).

Option 1: Fixed Price Bid amount \$_____ per month

Option 2: Percentage of net sales amount _____ %

Option 3: Hourly cost \$ _____

Option 4: Option ____ + _____% increase per year if contract is extended

Option 5: Option ____ + end of year bonus of _____% of sales

Option 6: Option ____ + Option ____ + Option _____

Other (please explain):

APPENDIX C

ASSIGNMENT – CAMPAIGN OVERVIEW SHEET

Your assignment is to develop creative, advertising strategy, and a media plan for the following Lottery campaign. Be prepared to pitch your ideas at your upcoming Agency Presentation.

Campaign: MONSTER JACKPOT

Campaign Dates: August 18 – October 20, 2025

Campaign Overview:

The Idaho Lottery is launching a family of Money Monster Scratch games in the first quarter of FY26. Games within the family will be a \$5, \$10, and \$20. All three of these games will have a scary fun 2nd Chance Code on them that will allow players to enter the 2nd chance.

The 2nd chance promotion will have an interactive component that provides a simple, high quality, fun, and highly entertaining game experience. The player will enter an 8-digit Alphanumeric code found on the ticket front that allows them to spin the skull and crossbones in the graveyard to reveal how many entries they've won.

Drawings will be held once a month: September 1, October 1 and November 1. Players have a chance to win the 2nd chance jackpot amount available at the cut-off for the draw. The jackpot will start at \$3,000. The jackpot will grow based on each ticket entered. The jackpot will reset each month. The more tickets entered into the 2nd chance, the larger the jackpot! There will be a dynamic web feed so that the current jackpot is always displayed online. The final 2nd chance draw cut-off will be on October 31st at 11:59 pm MT.

Objectives:

- Achieve an index of 120 on each game (an average game's index is 100)
- Increase VIP Club membership by 2,000 new members
- Reach 70,000 tickets entered into the 2nd chance
- Sell out all games by December 31, 2025

Monster Jackpot Family of Games are:

- \$5 – \$50,000 Money Monster
- \$10 – \$100,000 Money Monster
- \$20 – \$200,000 Money Monster

Ticket Artwork will be provided upon request. Please send request to the RFP Coordinator.

Target Market:

- age 25 - 49
- Proud Victors, Savvy Socializers and Fun Companions
- 50% male, 50% female

Attitude:

Scary Fun, Entertaining, Humorous

Must haves:

Lottery logo, Benefiting Idaho Public Schools and Buildings. Play Wise.

Restrictions:

Use of kids, Promoting irresponsible play, Alcoholic Beverages

APPENDIX D ADVERTISING CALENDAR

FY2026											
2025											
July		Aug		Sept		Oct		Nov		Dec	
GROW THE DIVIDEND	Jurassic World						\$1,000,000 Raffle				
			Monster Jackpot					Holiday Scratch			
GROW COMMUNITY	Do Good TV/Radio										
	Classroom Wishlist										
	Dividend		Bucks for Books								
GROW PEOPLE	Monthly Marketing Emails										
			West & East Fairs			Bucks for Books Deliveries				Office School Drive	
MULTIPLIER PROMO						HOLIDAY SCRATCH PROMO					
FY2026											
2026											
Jan		Feb		March		April		May		June	
GROW THE DIVIDEND				\$10 Frogger							
	Multiplier Family		Lucky for Life Promo					Let's Make a Deal			
GROW COMMUNITY	Do Good TV and Radio										
	Classroom Wishlist										
	Scratch for Schools										
GROW PEOPLE	Monthly Marketing Emails										
		Lottery Love			SFS Event Volunteers					Sales Conf.	

APPENDIX E

MATERIALS NEEDED EXAMPLES

(Items produced by the Agency and those produced by the Idaho Lottery)

AGENCY PRODUCED CREATIVE:		
Media		
Television	Duration/Spec	ISCI
TV	:30 Spot	
TV	:15 Spot	
Social Media	Duration/Spec	Details
Social Copy (English)		
Social Video (English)	:06-:15; 16:9, 9:16, 1:1 Ratios both with and without captions	
Social Copy (Spanish)		
Social Video (Spanish)	:06-:15; 16:9, 9:16, 1:1 Ratios both with and without captions	
Radio	Duration/Spec	ISCI
Radio Spot	:30	n/a
Radio Spot (Spanish)	:30	n/a
Live Read	30-35 Words	
Media		
Outdoor	Type	Specs
Yesco	Digital Bulletin	1408w x 400h, 72 DPI
Gander Digital (Thain)	Digital Bulletin	864w x 396h, 72 DPI
Gander Digital (D Street)	Digital Bulletin	1024w x 504h, 72 DPI
North Idaho Digital	Digital Bulletin	1504w x 416h, 72 PPI
Lamar	Poster Flex Art	22'8"w x 10'5"h
Out of Home		
Bench Billboard - Sandpoint	Bench Billboard	72.5"w x 23.5"h (2" bleed, 2" margin, no crop or print marks)
Bench Billboard - Bonners Ferry	Bench Billboard	36.25"w x 23.5"h (2" bleed, 2" margin, no crop or print marks)
Bench Billboard - Moscow	Bench Billboard	36.25"w x 23.5"h (2" bleed, 2" margin, no crop or print marks)
The Village Sign	Vertical Sign	Actual Poster Size: 47.5"w x 70"h; Live Area: 46"w x 67.1875"h; Copy Area: 44.5"w x 64"h (please keep all live copy within this area)
In-Store/Machine Video	Duration/Spec	Details
PAD - Retailer Monitors	any length mp4	
DreamTouch	any length mp4	
DreamTouch Smart	any length mp4	

LOTTERY PRODUCED CREATIVE:		
Digital Retailer Signage		Specs
Fast Eddy's	Digital Signage	1880w x 830h
Fast Eddy's	Digital Signage	1200w x 320h
Valley Co-ops	Digital Signage	720w x 360h
Mr. Gas	Digital Signage	192w x 432h
Mr. Gas	Digital Signage	240w x 384h
Mr. Gas	Digital Signage	800w x 600h
Hayden Jifistop	Digital Signage	432w x 192h
Oasis Stop'n Go	Digital Signage	200 x 80
Oasis Stop'n Go	Digital Signage	126 x 90
Oasis Stop'n Go	Digital Signage	175w x 60h
Oasis Stop'n Go	Digital Signage	144w x 48h
Oasis Stop'n Go	Digital Signage	1920w x 1080h
Oasis Stop'n Go	Digital Video	
Alpine Country Store	Digital Signage	800w x 600h
La Clede Store	Digital Signage	240w x 120h
HiCo Country Store	Digital Signage	192w x 384h
Cenex Co-op	Digital Signage	144w x 336h
Cenex Co-op	Digital Signage	336w x 144h
Castle Corner	Digital Signage	336w x 144h
Boonies	Digital Signage	1200w x 320h
Tamrak Center	Digital Signage	150w x 80h
Ridley's	Digital Signage	1280w x 720h
Jifi Stop	Digital Signage	1920w x 1080h
Online		
Social Advertising - Display	Banner	1200x628, 1080x1080, 1080x1920
Remarketing & Programmatic	Banner	300x250, 300x600, 160x600, 728x90, 320x50
Other Digital Needs	Banner	640x640, 500x500, 600x300, 970x250
Lottery Owned Properties		
VIP Homepage Banner	Banner Ad	630x286
Footer Ads	Banner Ad	728x90
General Ad	Banner Ad	220x272
Facebook Cover	Online Static	851x315
Twitter Cover	Online Static	1500x500
YouTube	Online Static	2560x1440
Soundcloud	Online Static	2480x520
Mobile App Ad	Banner Ad	1080x250
Cashword Web Ad	Banner Ad	1180x150
POS	Size (w x h)	Document Size/Printed on Paper Size
Merch Poster	16" x 5.125"	11" x 17" (2 up)
Playcenter Poster	11" x 17"	12" x 18"
Incounter Strip	18" x 1"	13" x 19" (If no diecut 8 - 10 up, diecut 5 up)
PAD Topper	18.5" x 5"	13" x 19" (if no diecut, 2 up)
Register Topper	7.5" x 5"	8 1/2" x 11"
DreamTouch Poster	4" x 6"	8 1/2" x 11" (2 up)
J-Cube Poster	15" x 4 1/2"	11" x 17" (2 up)
Endcap	See Template	
Hose Talker	See Template	
Incounter Poster	See Template	
Sign Inserts (flip signs)	24" x 36"	

APPENDIX F

EXAMPLE OF BREAKOUT BY GL CODE

Idaho Lottery January 2025		
Category	GL Code	Amount
Scratch Advertising		\$ 115,877.72
TV/Streaming TV	9041A	\$ 33,526.62
Radio/Streaming Radio	9041B	\$ 16,238.43
Digital	9041C	\$ 17,830.74
Out-of-Home (OOH)	9041D	\$ 36,371.00
Paid Social	9041E	\$ 11,910.93
Draw Advertising		\$ 24,038.00
TV/Streaming TV	9042A	\$ -
Radio/Streaming Radio	9042B	\$ -
Digital	9042C	\$ -
Out-of-Home (OOH)	9042D	\$ 24,038.00
Paid Social	9042E	\$ -
Brand/Benefits Advertising		\$ 59,838.94
TV/Streaming TV	9043A	\$ 38,456.53
Radio/Streaming Radio	9043B	\$ 5,778.30
Digital	9043C	\$ 5,350.09
Out-of-Home (OOH)	9043D	\$ -
Paid Social	9043E	\$ 10,254.02
Outdoor Advertising (Billboards)	9050	\$ 24,896.00
Sponsorships	9053	\$ -
Production Draw	9060	\$ 3,280.00
Production Scratch	9100	\$ 2,010.00
Production Benefits	9110	\$ -
Promotions	9270	\$ 68.33
Paid Social	9310	\$ -
TOTAL		\$ 230,008.99

Idaho Lottery January 2025 By Campaign

GL CODE	CATEGORY	TOTAL	Jackpot Alert	Lucky for Life	Love Is In The Air	Holiday Scratch	Do Good	Winner Awareness
Scratch Advertising		\$ 115,877.72	\$ -	\$ -	\$ 115,897.53	\$ (19.81)	\$ -	\$ -
9041A	TV/Streaming TV	\$ 33,526.62			\$ 33,526.62			
9041B	Radio/Streaming Radio	\$ 16,238.43			\$ 16,238.43			
9041C	Digital	\$ 17,830.74			\$ 17,850.55	\$ (19.81)		
9041D	Out-of-Home (OOH)	\$ 36,371.00			\$ 36,371.00			
9041E	Paid Social	\$ 11,910.93			\$ 11,910.93			
Draw Advertising		\$ 24,038.00	\$ -	\$ 24,038.00	\$ -	\$ -	\$ -	\$ -
9042A	TV/Streaming TV	\$ -						
9042B	Radio/Streaming Radio	\$ -						
9042C	Digital	\$ -						
9042D	Out-of-Home (OOH)	\$ 24,038.00		\$ 24,038.00				
9042E	Paid Social	\$ -						
Brand/Benefits Advertising		\$ 59,838.94	\$ -	\$ -	\$ -	\$ -	\$ 54,584.87	\$ 5,254.07
9043A	TV/Streaming TV	\$ 38,456.53					\$ 38,456.53	
9043B	Radio/Streaming Radio	\$ 5,778.30					\$ 5,778.30	
9043C	Digital	\$ 5,350.09					\$ 5,350.09	
9043D	Out-of-Home (OOH)	\$ -						
9043E	Paid Social	\$ 10,254.02					\$ 4,999.95	\$ 5,254.07
9050	Outdoor Advertising (Billboards)	\$ 24,896.00	\$ 24,896.00					
9053	Sponsorships	\$ -						
9060	Production Draw	\$ 3,280.00		\$ 3,280.00				
9100	Production Scratch	\$ 2,010.00			\$ 2,010.00			
9110	Production Benefits	\$ -						
9270	Promotions	\$ 68.33			\$ 68.33			
9310	Paid Social	\$ -						
TOTAL		\$ 230,008.99	\$ 24,896.00	\$ 27,318.00	\$ 117,975.86	\$ (19.81)	\$ 54,584.87	\$ 5,254.07

APPENDIX G

LEGAL STUFF

GOVERNING LAW

The Lottery is statutorily exempt from Idaho State purchasing laws and regulations (section 67-7451, Idaho Code). Despite this exemption, it is the Lottery's policy to conduct its contracting affairs generally in accordance with state competitive bidding principles, reserving the right to use alternative contracting and procurement practices that take into account market realities. The Idaho Lottery Commission approved the issuance of this RFP.

INFORMATION FROM OTHER SOURCES

The Lottery reserves the right to obtain information from outside sources concerning the Respondent(s).

CONTACT WITH RESPONDENTS DURING RFP PROCESS

During this procurement process, no interested Respondent, and no employee or agent of any interested Respondent, may initiate any unsolicited contact with Lottery employees, managers, officers, or commissioners regarding this procurement. All contact regarding this procurement should be directed through the RFP Coordinator. Any false or misleading representations made by any interested Respondent, their employees or agents, to any Lottery employee or Lottery retailer shall be grounds for disqualification. Any Respondent to this RFP currently doing business with the Lottery may continue to do so and communicate with Lottery employees, however, any communication regarding this RFP, other than through the RFP Coordinator, is prohibited.

PROPOSAL CLARIFICATION PROCESS

The Lottery reserves the right to request clarification or resolve ambiguities on one or more statements made by a Respondent in its Proposal at any point during the Proposal Evaluation. All clarification will be requested in writing and will be sent to the contact person representing the Respondent. Any such communication may be made by e-mail, fax, mail, overnight courier, or hand delivered. Respondent will be given a specific deadline to submit a response. The Respondent will make every effort to respond within the time frame indicated. If it proves unfeasible, the Lottery and the Respondent may discuss modification of the deadline. The clarification process will not allow revision or supplementation of the Respondent's offering.

Clarification is not a negotiation process.

AMENDMENTS TO RFP

The Idaho Lottery reserves the right, in its sole discretion, at any time prior to the contract award deadline to change, modify, or cancel all or part of this RFP and procurement. Any addendum(s), amendments(s), or cancellations(s) will be posted on the Idaho Lottery's website at <https://www.idaholottery.com/pages/rfp> and notification by the Idaho Lottery to all responding vendors will be sent via email.

PUBLIC RECORDS AND REQUESTS FOR CONFIDENTIALITY

All Proposals received shall remain confidential until a notice of intent to award a contract is issued. Thereafter, the Proposals shall be deemed public records as defined in Idaho Code, Title 74, Chapter 1.

The Public Records Law contains certain exemptions. One exemption potentially applicable to parts of Proposals may be for trade secrets. Trade secrets include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.

If Respondents consider any material provided in its proposal to be a trade secret, or otherwise protected from disclosure, Respondent MUST so indicate by marking as "exempt" EACH PAGE containing such information. Marking the entire Proposal as exempt is not acceptable or in accordance with the RFP or the Public Records Law and WILL NOT BE HONORED. In addition, a legend or statement on one (1) page that all or substantially all of the response is exempt from disclosure is not acceptable or in accordance with the Public Records Law and WILL NOT BE HONORED. Prices provided in the Proposal are not a trade secret.

The Lottery, to the extent allowed by law and in accordance with the RFP, will honor a designation of nondisclosure. Any questions regarding the applicability of the Public Records Law should be addressed to your own legal counsel PRIOR TO SUBMISSION of the Proposal.

If a Respondent's Proposal contains information that it considers to be exempt, Respondent must also submit an electronic redacted copy of the Proposal with all exempt information removed or blacked out. The Lottery will provide this redacted Proposal to requestors under the Public Records Law.

The Respondent must be able to defend the confidentiality of its information through the judicial process and shall indemnify, defend and hold the Lottery harmless against any action, liability, claims, damages, losses, expenses, attorney fees and suits brought against the Lottery as a result of the Lottery's honoring a Respondent's identification and marking of what Respondent considers exempt information. If any information is marked as trade secret or proprietary in the Proposal, that information will not be available until the affected Respondent has been given an opportunity to seek a court injunction against the requested disclosure. The Respondent's failure to designate as exempt any document or portion of a document that is released by the Lottery shall constitute a complete waiver of any and all claims for damages caused by any such release.

PROPERTY OF THE LOTTERY

Materials submitted in response to this RFP will become the property of the Lottery and will not be returned. The Idaho Lottery shall have the right to use all ideas, adaptations of ideas, and concepts contained in any Proposal received in response to the RFP subject to the intellectual property rights of the Respondent. The Lottery reserves the right to use any and all information contained in a Proposal to the extent permitted by law. Selection or rejection of the proposal will not affect this right.

INCURRED COSTS ASSOCIATED WITH PROPOSALS

The Respondent must not hold the Lottery liable for any of the costs incurred by a Respondent in preparing or submitting a Proposal including, but not limited to, preparation, copying, postage, and delivery fees, and expenses associated with the oral presentations, which may be required by the RFP evaluation committee.

ACCEPTANCE PERIOD

Proposals shall remain valid and subject to acceptance by the Lottery for a period of 180 days from the Proposal due date of April 18, 2025. Failure to adhere to this requirement may result in Proposal disqualification. Respondents will be strictly held to the terms in their Proposals. The contents of the RFP and the Proposal will become contractual obligations in the event of Contract Award.

DISCLOSURE PROHIBITION

Information provided in a Proposal, including Price Proposal, must be held in confidence by the Respondent and not be revealed or discussed with competitors except as required by

jurisdictional law. The Proposals must remain confidential while the evaluation committee reviews all of the Proposals submitted in response to the RFP.

The Proposals will be available for inspection according to Lottery policy and jurisdictional law after the Notice of Intent to award a Contract is announced by the Lottery. All matters set forth in a Respondent's Proposal including, without limitation, technical information, required services, question responses, and creative samples may be subject to disclosure after Contract. Once again, the Lottery will base its disclosure decision on existing Idaho law.

DISQUALIFICATION FOR BUSINESS INCAPABILITY

Financial and business stability of the Respondent and wherewithal to perform and support the Lottery are required. Criminal and financial background checks will be conducted prior to awarding a contract. If insufficiencies, as determined by the Lottery at its sole discretion, are found a contract will not be awarded.

If, at any time prior to signing of a written Contract, the Lottery reasonably determines that a Respondent does not possess adequate financial ability or requisite stability to carry out the obligations of the Contract, the Respondent may be disqualified from further consideration.

If, at any time after Contract execution, the Lottery reasonably determines that the Successful Respondent does not possess adequate financial ability or business stability to continue to carry out the obligations of the Contract, the Contract may be terminated.

DISCLOSURE OF ABORTION RELATED MATTERS

Potential Respondents should be fully aware of this provision when considering whether to submit Bids. The Idaho Lottery is subject to the No Public Funds for Abortion Act, Idaho Code title 18, chapter 87 (the "Act") and State employees who intentionally violate the provisions of the Act are subject to criminal prosecution. This provision will be included in a resulting Contract to aid in compliance with the Act. The Idaho Lottery requests that any Respondent to this RFP that is initially awarded the Contract be able to disclose, unless it is within one of the exemptions provided in the Act, if it or an affiliate is or becomes, during the term of any resulting Contract, an abortion provider and if it will use State facilities or public funds to provide, perform, participate in, promote or induce, assist, counsel in favor, refer or train a person for an abortion related activity. Please refer to the Act for definitions of the terms used in this section.

OWNERSHIP OR OPERATION BY CHINA

Pursuant to Idaho Code section 67-2359, any Respondent awarded a Contract must be able to certify that it is not currently owned or operated by the government of China and will not for the duration of the Contract be owned or operated by the government of China. The terms in this section which are defined in Idaho Code section 67-2359 shall have the meaning defined therein. If a Respondent will not be able to so certify, it should forego submitting a Proposal.

CERTIFICATION CONCERNING BOYCOTT OF ISRAEL.

Pursuant to Idaho Code section 67-2346, if a Respondent to this RFP employs ten or more persons, it certifies that it is not currently engaged in, and will not for the duration of any Contract awarded to it, engage in, a boycott of goods or services from Israel or territories under its control. The terms in this section defined in Idaho Code section 67-2346 shall have the meaning defined therein.

OWNERSHIP OR OPERATION BY CHINA.

Pursuant to Idaho Code section 67-2359, Respondents submitting Proposals to this RFP certify that it is not currently owned or operated by the government of China and will not for the duration of any Contract awarded to it be owned or operated by the government of China. The terms in this section which are defined in Idaho Code section 67-2359 shall have the meaning defined therein.

REJECTION/SELECTION OF PROPOSALS

The Lottery may reject any or all Proposals or any portion thereof, advertise for new Proposals, arrange to receive or itself perform and obtain the services requested in the RFP, abandon the need for such requested services, or award in whole or in part a Contract deemed to be in the best interests of the Lottery.

Respondents will be held to the terms submitted in their Proposals but may be required to reduce costs depending upon aspects of the proposed services that may be determined by the Lottery to be unnecessary.

The Lottery will notify in writing those Respondents who submit a Proposal in response to the RFP, but who are not awarded the Contract. The acceptance of a Proposal will not diminish the

Lottery's right to negotiate specific contract terms, including price, with the apparent Successful Respondent.

INDEPENDENT PRICE DETERMINATION

By submission of a Proposal, the Respondent must certify – and in the case of a joint Proposal, each party thereto must certify as to its own organization – that in connection with the Proposal the prices in the Proposal have been arrived at independently, without consultation, communication, or contract for the purpose of restricting competition as to any matter relating to such prices with any other Respondent or with any competitor.

CHANGE OF OWNERSHIP/FINANCIAL CONDITION

If a Respondent (including the parent or holding company of the Respondent) experiences a substantial change in its ownership or financial condition after its Proposal has been submitted and prior to the execution of the Contract with the Successful Respondent, the Respondent must notify the Issuing Office as set forth in Section 1.5 of this RFP in writing at the time the change occurs or is identified.

A “substantial change” in ownership or financial condition is defined as an event which following generally accepted accounting principles, would require a notation in the Annual Report of a publicly traded United States or Canadian corporation, or equivalent standard.

Failure to notify the Issuing Office, as set forth above, of such a substantial change may result in the disqualification of the Respondent.

NEWS RELEASES

News releases pertaining to the RFP or the services, study, data, or project to which it relates must not be made without prior written Lottery approval, and then only in accordance with explicit written instructions from the Lottery. The results of the RFP process must not be released without prior approval of the Lottery, and only then to designated persons and/or media organizations.