

Questions and Answers 10/22/2024

This list of questions and responses is being issued to clarify certain information contained in the above-named Request for Proposals (RFP). Nothing in the State’s responses to these questions is to be construed as agreement to or acceptance by the State of any statement or interpretation on the part of the entity asking the question. The responses are not binding on the State unless the State expressly amends the RFP.

The following are questions submitted pursuant to the RFP and the Maryland Lottery and Gaming Control Agency’s (“MLGCA” or “Lottery”) responses to those questions:

	RFP Reference Number	RFP Page Number	Question	Response
50			Do out-of-state firms qualify for this Maryland state work? Are there criteria for out-of-state firms to meet in order to qualify for state agency contracts like this?	Out of state firms meeting the minimum qualifications are eligible to submit proposals and be selected for Contract award. Out of state firms must register with the state and be assigned a Contractor eMM ID number
51			Can you share the budget dedicated to this contract, particularly labor v. paid media?	This data was shared with interested offerors on October 4, 2024. https://www.mdgaming.com/wp-content/uploads/2024/10/ESTIMATED-MEDIA-BUDGET-MEDIA-SPEND-FY23-FY25.pdf
52			Can you share the KPIs and measurements for success for this work?	The MLGCA establishes KPI’s for each initiative and these vary based on the campaign. Things like impressions, click throughs, video views and email open rates are some of the most common KPIs utilized; however, we also measure awareness rates, message delivery, reported participation and game play.
53			Can you share who the incumbent agency is on this work?	Functional Area I: Gray, Kirk/VanSant Advertising, Inc., Baltimore, MD Functional Area II: 9Rooftops Marketing, LLC, Pittsburgh, PA (Formerly MARC USA, LLC)
54			What has worked well on these campaigns previously and what do you hope to accomplish going forward?	The MLGCA has found that multi-level campaigns, using a variety of paid and owned assets work well for us. Going forward, we hope to grow our player base, and ultimately sales, in this highly competitive environment.
55	Section 2.3.3 E		Social Media: Is there a required or preferred social media management tool for scheduling and community management?	Currently, the Lottery’s Digital Manager schedules social media posts via Meta and Hootsuite.
	Section 2.3.3 E		Social Media: Can you outline any current requirements or processes around social media contests and giveaways? How often are these executed?	The MLGCA executes social media giveaways approximately 10-15 times throughout the year. We give away scratch-off tickets and tickets to events that the Lottery sponsors. All social media giveaways must follow guidelines for giveaways as outlined by Meta. The Lottery creates rules and procedures for

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				each giveaway and these must be reviewed and approved by the Office of the Attorney General for the MLGCA before they can go live. The Lottery's Digital Manager conducts drawings to randomly select the winners of these giveaways, then works with our Communications Department to complete the claiming process for winners.
56	General		What media KPIs are utilized to determine campaign success for digital & social paid media tactics?	KPIs vary based on the type of creative used in each post throughout each campaign. For example, we measure total reach, impressions, engagement rate, video views.
57	Section 2.5		Functional Area Assignments - Has it been determined yet the timing for when offerors will be invited to submit for the assignment and when that written response will be due?	The written response for each assignment will be due after the Procurement Officer notifies the offerors that their proposal has been determined to be reasonable and they are deemed responsible. At present, the internal schedule has oral presentations occurring in mid-December. An offeror should identify which functional area(s) they intend to submit a proposal for.
58	General		Does the Lottery's current advertising partner for media provide a dashboard for the Lottery to view media channel performance?	The MLGCA's current FA II contractor provides media performance by channel and by campaign; however, this reporting is not online or in real-time.
59	General		Is it possible for the Lottery to share topline budget breakdown by media channel such as video, audio, Out-of-home, social media, etc?	A budget breakdown was shared with potential offerors on October 4, 2024. See Q51. The information shared represents the only breakdown that is available.
60	General		Can the Lottery provide overall media budgets for the past couple of years as well as the number of promotions supported annually?	This question has been answered previously. The response to Q 23 provides insight into the number of initiatives supported annually. The media budget breakdown was distributed to potential offerors on October 4, 2024. See Q51.
61	General		Does the Lottery have any plans to sell tickets online or are ticket sales to remain via in-store sales?	This question has been answered previously. Please refer to Q28.