Q#	QUESTION	ANSWER
	GENERAL	
1	Must all required insurance coverage be in force at proposal submission, or can certificates be provided before contract execution?	Certificate of Insurance is due at time of contract execution.
2	Are bidders expected to identify exceptions to the sample contract terms with their proposals, or are the exhibits intended to be accepted as written?	Please review: 2026 Ad Agency RFP Attachments A D, submit ATTACHMENT B: EXCEPTIONS TO STATE'S TERMS AND CONDITIONS
3	Which contract requirements are most important to address early—for example, ownership and licensing of work, indemnification, insurance, audit rights, data security, or payment and invoicing?	The Lottery is not required to discuss or negotiate contract terms that are not identified at the time of proposal submission.
4	Are there specific requirements for diverse-business participation or reporting, beyond the contract's diverse-spend provision?	No
5	Will finalist agencies receive compensation for the strategic planning, creative development, and media recommendations requested as part of the finalist presentation process?	No
	RESEARCH	
6	Can you please share the biannual consumer survey conducted by SCSU/Winona State?	This will not be provided at this time.
7	Research. Can the Lottery share the most recent SCSU/Winona State favorability survey and the segmentation study, or at least the key metrics the agency will be measured against?	This report will not be provided at this time. Key metrics change by campaign and are part of the strategy we are asking the agency to provide.
8	Does the Lottery limit or require disclosure of agencies that also work for other lotteries or lottery vendors?	No
9	On media: who holds the vendor contracts, the agency or the Lottery? If a vendor invoice is disputed after the Lottery has prepaid, who carries the risk?	The Lottery will follow the contract terms.
10	Who is on the evaluation committee? Departments and/or roles would be appreciated.	Information regarding the evaluation committee will not be provided at this time.
	SCORING	
11	will proposals be scored on a proposed measurement framework?	Please review: Section 5, page 13 of 17 of the RFP Document for scoring matrix
12	Section 4 says 700 points, section 5 says 1,000, and the finalist section points to a "3.4.3" that I can't find. Is it 700 technical plus 300 price? How do presentation scores fold into the final score?	Phase 2, 700 Technical Point/300 Price Points, broken out as indicated in #2 of Section 5 Phase 3, 700 Points for Presentation/300 Points for Cost Evaluation, removed "found in 3.4.3" - see 2nd Amended RFP
13	The RFP says finalists will be chosen by the natural break in scores. Roughly how many agencies do you expect to advance, and about how many responses are you anticipating?	Natural breaks are a gap in between the highest scored responders & the lowest. Until all proposals are evaluated we can not anticipate the natural break
14	If a team includes a certified TG/ED/VO firm as a sub or JV partner, does the preference apply to scoring? Is there a minimum share of the work?	No, Preference is given to Lead Agency submitting proposal
15	Can you provide additional detail regarding how the 300 points allocated to price will be evaluated? Will pricing be assessed primarily on the proposed monthly agency fee, or will other cost components be considered?	The monthly agency fee will be evaluated. All other costs will be passed on to the lottery at net with no mark up. Other costs should not be proposed.
16	Are additional points, consideration or preference given to agencies headquartered in or with an existing presence in Minnesota?	No
17	Is there a preference toward working with a local Minnesota or Minneapolis-area agency?	No
18	Please confirm that preference points apply only to responders certified by the State of Minnesota as Targeted Group, Economically Disadvantaged or Veteran-Owned businesses. If a responder's subcontractor holds certification, does the team receive any preference? Will any reciprocal resident-vendor preference adjustment apply to out-of-state responders?	Preference is given to Lead Agency submitting proposal Reciprocity, State shall comply with Minn. Stat. § 16C.06, subd. 7, as that applies to a non-resident vendor.
19	Must Targeted Group Business certification be fully approved by the proposal due date (November 20), or is a pending application sufficient for the 12% preference?	Yes, agencies must be BOTH certified and eligible by the proposal due date/time to receive a preference points
20	Section 5.2 states that preference points are described under Solicitation Terms and will be applied to the total score after points have been awarded. Where can we find the Solicitation Terms?	See 2026 Ad Agency RFP, page 17. #13
	PLAYER PROFILES	
21	Player profiles. Section 1.4 says player profiles for the 25–44 target are "included in the appendix," but no appendix was in the posted documents. Can the Lottery share them, along with the refreshed brand guidelines and the Social Playbook referenced in Exhibit C.3?	Additional appendices have been added to the RFP, including player profiles and a condensed version of the Minnesota Lottery's Brand Guidelines. The Social Media Playbook will be shared with the selected agency following contract award.

	SUBMISSION	
22	For the requested 2024 and 2025 media placement history, may the lead agency include the media buying volume and experience of proposed subcontractors or agency partners?	Yes.
23	For a team response, may the three required case studies draw on work from different participating agencies when each agency's role and results are clearly attributed, or must the lead agency supply all three?	Yes.
24	Relevant Past Performance: The RFP identifies entertainment, packaged goods, and B2C retail experience as desirable qualifications. Will the Lottery consider comparable consumer-facing campaigns conducted for government agencies or other non-retail organizations that demonstrate measurable outcomes as relevant past performance?	Yes.
25	Affiliated Agency Qualifications: Regarding the responses we submit for Section 4 – Proposal Content, may respondents include the experience, awards, creative portfolios, media buying volumes, and technical capabilities of the prime contractor's affiliated companies and proposed subcontractors?	Yes.
26	Minnesota Market Expertise: In evaluating an agency's experience with Minnesota media markets, regional audiences, diverse media outlets, and local cultural considerations, will the Lottery recognize the documented experience targeting similar audience segments from states other than Minnesota?	Yes.
27	Video/audio examples. Since they can't be hosted online, should they be on the same USB as the proposal? Any preferred file formats?	Video and audio examples should be included on the same USB drive as the proposal. As outlined in the RFP, the cost detail must be submitted on a separate USB drive in a separately sealed envelope. Standard video and audio file formats, such as MP4 and MP3, are preferred.
28	Should the audio and video samples be separate from the proposal on the USB drive?	Video and audio examples should be included on the same USB drive as the proposal. As outlined in the RFP, the cost detail must be submitted on a separate USB drive in a separately sealed envelope. Standard video and audio file formats, such as MP4 and MP3, are preferred.
29	Can we use a secured Canva link for our written proposal, including all of our responses and embedded video and audio? We know that video and audio examples cannot be hosted on the internet.	No. As outlined in the RFP, proposals must be submitted on a USB drive. A secured Canva link or other online submission will not be accepted.
30	Section 3.4 states that video and audio examples cannot be hosted on the Internet. What is the preferred delivery method, such as a thumb drive? Please confirm that a QR code linking to hosted work would not be allowed.	Video and audio examples must be included on the USB drive with the proposal, as outlined in the RFP.
31	Submission format. Does "two copies" mean two separate USB drives? Is a printed copy required or welcome? Should the Cost Detail be submitted in Excel, PDF, or both?	Two Technical Proposal USB's & Two Pricing Proposal USB's required. Paper is not required, must be on USB Drives. Cost Details can be in either or both format as long as seperated from the Technical Response.
32	Do the organizational chart, key biographies, and sample reporting dashboards (Section 4.1.6.3) count toward the 30-page limit? What format and length limits apply to the video and audio examples?	Section 4, 4.1 Items to be included within the 30 page limit requested. ~~4.2, 4.3 & 4.4 Not counted towards the 30 page limit~~ As noted in the RFP, the required 4.2 [case studies], 4.3 [staffing] & 4.4 [corporate information], count towards the 30-page limit. Standard video and audio file formats, such as MP4 and MP3, are preferred.
33	Is there a required or preferred page size for the proposal? Do the cover pages, table of contents, section and sub-section divider pages count toward the 30-page limit?	Use reasonable formatting. Yes cover pages, table of contents, etc. will be counted towards the 30 page limits.
34	Page limit. For the 30-page limit: do the cover, table of contents, and section dividers count? Does the 4.1.2.3 creative compilation count toward the 30 pages, or can it be an appendix?	4.1.23 should be included within the 30 page submission, Yes cover pages, table of contents, etc. will be counted towards the 30 page limits.
35	Are reviewed (non-audited) financial statements acceptable for a small agency, and is there flexibility for firms founded less than two years ago?	Yes.
	WHY/SCOPE/WANT	
36	What are the Lottery's most important business and marketing priorities for FY2028 and the contract term?	Please see the introductory portions of the RFP.
37	Of the capabilities identified in the RFP, which represent the greatest opportunity for improvement or increased emphasis under the new contract?	The Minnesota Lottery is seeking an agency partner that can bring expertise, fresh perspectives and innovative ideas across the full scope of services outlined in the RFP. Specific areas of emphasis will be determined based on the Lottery's evolving business and marketing priorities.
38	Are there examples of past work the Lottery considers successful—or unsuccessful—and why?	The Minnesota Lottery has had success with a variety of campaigns and marketing initiatives over the years. The Lottery is open to new ideas and approaches that create opportunities to reach, engage and connect with both new and existing players.
39	What are you looking for anecdotally in an agency?	The Minnesota Lottery values a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.
40	What are the three most important qualities you're looking for in an agency partner?	The Minnesota Lottery values a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.

41	Are there other state lotteries you admire? What are they doing particularly well?	There are many state lotteries doing great work that provide inspiration and ideas. However, the Minnesota Lottery views itself as an entertainment brand and looks beyond the lottery industry for creative inspiration and opportunities to engage with players
42	Favorite work. Looking at the landscape of lottery work by other states, and gaming in general. Who stands out to you as best in class?	There are many state lotteries doing great work that provide inspiration and ideas. However, the Minnesota Lottery views itself as an entertainment brand and looks beyond the lottery industry for creative inspiration and opportunities to engage with players
43	What do you most value in an agency relationship?	The Minnesota Lottery values a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.
44	What do you value most in an agency partner?	The Minnesota Lottery values a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.
45	Is there anything you're seeking in an agency partner or partner output that you're either missing or is not hitting the mark?	The Minnesota Lottery is seeking a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.
46	What prompted this RFP? What is working well today, and what would you most like to improve?	As a state agency, the Minnesota Lottery is required to competitively bid its advertising agency services. The timing of this RFP was determined in part by other major projects underway at the Lottery.
47	How many agencies have been directly invited, how many have expressed interest to date, and how many finalists do you anticipate? Please also confirm the incumbent agency, whether it is eligible and has indicated an intention to participate, and whether this review reflects a routine procurement cycle or specific changes sought in the agency relationship.	This was publically posted & notice of posting sent to over 100+ agencies . We are not able to provide who has expressed interest. No indication of how many submission will be sent to the Lottery for review. The incumbent agency has worked with the Lottery since 2014 and they are eligible to respond.
48	What prompted this RFP? Is it the result of the current contract being fully extended and expiring?	As a state agency, the Minnesota Lottery is required to competitively bid its advertising agency services. The timing of this RFP was determined in part by other major projects underway at the Lottery.
49	How long has the current agency worked with the Minnesota Lottery, and will the incumbent be eligible to respond?	The agency has worked with the Lottery since 2014 and they are eligible to respond.
50	Describe the ideal agency relationship.	The Minnesota Lottery is seeking a collaborative agency partner that brings strategic thinking, creativity and expertise to support its marketing goals.
51	How does the Lottery define its competitive set?	The Minnesota Lottery considers the broader entertainment industry to be its competitive set, as it competes for consumers' discretionary dollars.
52	Why are you RFPing?	As a state agency, the Minnesota Lottery is required to competitively bid its advertising agency services. The timing of this RFP was determined in part by other major projects underway at the Lottery.
53	Are you satisfied with your current agency? Why or why not?	See Answer to 52
	Working Session & Presentation Phases	
54	Working session. Who from the Lottery will take part in the one-hour working session and the finalist presentation	The evaluation committee will participate in the working session and finalist presentation, with potential participation from members of the advisory committee.
55	Will finalists receive the point-of-view assignment topic before the January working sessions?	Yes. Finalists will receive the point-of-view assignment topic shortly after being notified of their finalist status, in advance of the January working sessions.
	OFFICE SPACE	
56	Could you confirm whether agencies headquartered outside Minnesota, including those located in Canada, are eligible to serve as the prime contractor, assuming all other solicitation requirements are met?	Yes, a non-MN company could be considered. Please make sure to review the RFP in its entirety, See pass/fail requirements bullet point 2.
57	Would a hybrid or coworking office satisfy the Minnesota office requirement?	No. Please see the RFP requirements.
58	The mandatory requirements call for "existence or willingness to establish an office space with two or more full-time employees dedicated to the Lottery account." Could you clarify if that office must be in Minnesota, or within a certain distance of the Roseville headquarters?	Must be located in MN, see 2nd Amended RFP. It is expected that staff will attend in-person meetings in the Roseville area.
59	Must the office be established by proposal submission or by contract start?	Contract Start Date
60	Regarding the requirement for an existing office, or willingness to establish one, with two or more full-time employees dedicated to the Lottery account: must this office be located in Minnesota? May these employees be staff of a subcontractor or partner agency? Must the office be operational by the contract start date of March 1, 2027?	Must be located in MN, see 2nd Amended RFP. It is expected that staff will attend in-person meetings in the Roseville area. Must be operational by March 1, 2027.
61	Do any Minnesota-based employees need to be local to the Lottery's office specifically?	They should be easily accessible for onsite meetings at the Lottery office.
62	The RFP requires an agency or agency team to have, or be willing to establish, office space with two or more full-time employees dedicated to the Lottery account. Does "dedicated" mean these employees must work exclusively on the Lottery account, or may they serve other clients while maintaining primary responsibility for the Lottery? Does the office need to be located in Minneapolis Metro?	Must be located in MN, see 2nd Amended RFP. It is expected that staff will attend in-person meetings in the Roseville area.
63	On the two-person office: is the preference for it to be in Minnesota? Would a shared or partner-hosted space count, and can people work hybrid? Does "dedicated" mean full time on the Lottery? What in-person time do you expect beyond the weekly meeting?	Must be located in MN, see 2nd Amended RFP. It is expected that staff will attend in-person meetings in the Roseville area.
64	By what date must the Minnesota office and two full-time employees be in place?	Contract Start Date

	STAFFING	
65	How are responsibilities for social content creation, production, publishing, community management, and reporting divided between the Lottery and the agency? What is the expected volume of ongoing content?	The Lottery develops its own social media content outside the scope of the campaigns. The agency is only responsible for social media content creation and production in relation to assign campaigns or projects.
66	How are the Lottery's marketing and sales teams structured, and what are the positions and titles of the people the agency would work with day to day? Who would be the agency's key points of contact?	The Lottery team is headed by the Director of Sales and Marketing (main point of contact.) Marketing Manager, Assistant Marketing Manager, Creative Director, and Social Media Coordinator will also work closely with the agency.
67	What responsibilities will remain with the Lottery's internal marketing, creative, digital, and public affairs teams, and which activities are expected to be managed primarily by the selected agency?	Agency is expected to handle all responsibilities outlined in the RFP.
68	Has there been a recent leadership or marketing staff change at the Lottery? If so, how has it affected responsibilities, decision-making or service expectations for the selected agency, and what account structure do you anticipate?	No changes to Lottery leadership or marketing staff recently.
69	What level of staffing continuity, senior involvement and on-site presence does the Lottery expect?	A consistent and strong bench of talent is expected from the agency. On-site meetings will be expected and all production takes place within Minnesota.
70	Which responsibilities are handled internally by marketing, digital, field sales, research partners and public affairs, and which are expected from the agency?	Agency is expected to handle all responsibilities outlined in the RFP.
71	What are your expectations for in-person meetings, including cadence and which team members should attend?	Monthly in-person meetings with account staff. Quarterly in-person meetings are typically with most of the agency team assigned to current or upcoming lottery initiatives. Pre-production, production and post-production meetings and activites will all be in-person in Minnesota.
72	What level of exclusivity and which roles are expected for the two dedicated Lottery employees?	Typically, the account manager and asst manager are fully assigned to the Lottery but the roles can be negotiated with the winning agency.
73	Please define "full-time employees dedicated to the Lottery account." Must each devote 100% of their working time to the account, or may full-time agency employees be assigned at the percentages shown in the proposal?	Typically, the account manager and asst manager are fully assigned to the Lottery but the roles can be negotiated with the winning agency.
74	May Minnesota-based employees be supported by team members in other states, provided all information is stored and processed within the United States?	Yes.
75	For the 2+ dedicated full-time staff requirement: must they be W-2 employees, or do long-term contractors qualify?	They should be employees.
	SUBCONTRACTING	
76	Will the Lottery accept a responding team where a specialist media planning and buying partner, such as a CTV and online video specialist, works as a named subcontractor to the prime agency? Does the requirement for a Minnesota office with two full time employees apply only to the prime agency?	Yes. The described arrangement could be acceptible.
77	Office and Staffing Requirements: Section 5 requires an existing office or willingness to establish office space with at least two full-time employees dedicated to the Lottery account. May the office be established following contract award but before the commencement of services?	Yes and Yes
78	Does the requirement for two full-time employees apply specifically to the lead agency, or can the requirement be satisfied collectively through employees of multiple agencies participating in a proposed agency team?	No, does not need to be from Prime Agency.
	COST SUBMISSION & SCORING	
79	Can you clarify which creative services are expected to be included in the monthly agency fee versus those that may be estimated and billed separately? For example, would concept development, copywriting, art direction, graphic design, and video scripting be included in the monthly fee, while video production, photography, animation, and other production expenses would be billed separately?	See the italicized text on page 4 of the RFP.
80	Hours basis. Should hours reflect a standard FTE of 2,000 hours/year, or another figure?	2,000 is acceptable.
81	What's inside the fee. Which of these are covered by the monthly fee vs. billed separately on a signed estimate: sponsorship evaluations (up to 10/yr), event ideation (up to 4/yr), the annual media research project, up to 4 custom online interactive experiences, influencer management, scratch ticket concepts, and PR?	See the italicized text on page 4 of the RFP.
82	Custom online interactive experiences. Exhibit C.3 calls for up to 4 per year but excludes website design. What did recent ones look like? Who builds and hosts them — the agency, the Lottery's web vendor, or a third party — and are development costs in the fee?	If an agency proposes a micro-site as part of a campaign, it is the expectation that the agency would find a third party to build in coordination with the Lottery's website vendor. It would be part of the production cost.
83	Exhibit C calls for quarterly reviews of scope against actual hours, with scope "discussed and/or renegotiated." When hours run above or below the Exhibit D staffing plan, are fees adjusted through a true-up, a reallocation, or a contract amendment?	To be discussed and/or renegotiated during feedback sessions with awarded vendor
84	How does the Lottery expect staff hours to be tracked, reviewed, and reallocated during quarterly scope reviews?	To be discussed and/or renegotiated during feedback sessions with awarded vendor
85	Which services must be included in the monthly fee, and which may be estimated separately, including production supervision, research, organic social media, sponsorship evaluation, public relations and event support?	See the italicized text on page 4 of the RFP.
86	Should pricing assume a flat monthly retainer for all of Exhibit C? How should out-of scope work (collateral, PR, research, ticket design) be priced: hourly rates, project estimates, or both?	See the italicized text on page 4 of the RFP.

87	Is brand lift, incrementality, media mix, attribution or other primary research expected to be funded within the monthly fee?	See the italicized text on page 4 of the RFP.
88	Is there an anticipated media placement fee you expect from the agency?	No.
89	The RFP asks for “an agency or team of agencies” and says the State may make multiple awards. Would the Lottery accept a response covering part of the Exhibit C scope, for example everything except media planning and buying, with the rest handled separately? If not, does the Lottery have a preference between one lead agency with subcontractors, a joint venture, or a single agency covering everything? Is there a limit on how many partners a team can include?	The Lottery will award the contract to an agency or established team of agencies. You should not respond for only a portion of the Scope of Work unless you have coordinated and are part of a team of agencies that can handle the entirety of the scope.
90	Attachment C prices five years, but the term is two plus options. Do you want years 4 and 5 priced now?	Yes.
91	The RFP indicates that media and production will be reimbursed at cost without markup. Does this restriction also prohibit traditional media commissions? Can media planning, buying, trafficking, and management services be incorporated into the monthly agency fee?	Yes. Media planning, buying, trafficking, etc. must be part of the monthly fee.
92	Would the Lottery be comfortable with a team where a specialist partner handles part of the work, such as media? If so, can their hours sit in the media lines of Attachment C, and can their experience and billings count toward the five-year requirement and 4.1.5.3?	The Lottery will award the contract to an agency or established team of agencies. You should not respond for only a portion of the Scope of Work unless you have coordinated and are part of a team of agencies that can handle the entirety of the scope.
93	Blended rate vs. overhead and profit. Attachment C asks for a blended hourly rate per person, then adds overhead and profit margin as percentages of direct labor. Should the blended rate be direct salary cost only (with overhead and profit layered on), or a fully loaded billable rate? We want to avoid double-counting and make sure all bidders are compared on the same basis.	Agencies will be evalued by the "Total Fee for Years One through Three Line." The components are required to give the Lottery a better understanding of the evaluated line.
94	Attachment C calculates and scores total fees for Years One through Three, while the anticipated initial contract term is March 1, 2027 through February 28, 2029. Will price evaluation use three years of fees, and how should Year Three be treated in relation to the optional extension period?	3year with 2 - 1year extensions See 2nd Amended RFP
95	How will the Lottery evaluate price across different fee models? Is there a standard pricing scenario all responders will be scored against? (Section 6 reserves the right to use "estimated usage or scenarios")	Agencies will be evalued by the "Total Fee for Years One through Three Line." The components are required to give the Lottery a better understandin gof the evaluated line.
96	Which services and associated labor costs should be included in the monthly agency fee versus estimated separately?	See the italicized text on page 4 of the RFP.
97	For Attachment C, should annual hours represent expected hours worked or staffing capacity reserved for the Lottery? Can you share current or expected monthly or annual hours to help us calibrate?	See 107
98	Is the pricing evaluation based strictly on the total 3-year or 5-year total agency fee, or will percentages between departments be taken into account?	Agencies will be evalued by the "Total Fee for Years One through Three Line." The components are required to give the Lottery a better understandin gof the evaluated line.
	BILLING	
99	When multiple agencies collaborate under a single lead agency, are all agency services, including creative development, media planning and buying, public relations, and social media management, expected to be covered by a single monthly agency fee? Alternatively, may certain specialized services be estimated and billed separately?	A single monthly fee must be proposed.
100	Pass-through costs. Are influencer fees, talent, music licensing, and paid research treated as production? Are travel and the annual conference attendance ("at Lottery expense") reimbursed outside the fee?	See the italicized text on page 4 of the RFP.
101	Are third-party technology costs for audience data, social listening, ad verification, dashboards, attribution and research included in the fee, billed at cost or handled through signed estimates?	See the italicized text on page 4 of the RFP.
102	Should travel for meetings, production, retailer visits and events be included in the fee or reimbursed separately?	See the italicized text on page 4 of the RFP.
103	Will the selected agency be expected to advance media and vendor costs before reimbursement? If so, what are the State's payment terms and typical payment timing?	Whether media is pre-paid or reimbursed can be discussed during contract negotiations.
104	If the agency can produce material in-house rather than through third parties, would that production fall under the retainer or be eligible for separate bidding?	That would not fall under the retainer. The agency would need to bid competitively against other vendors.

	HISTORICAL MONEY	
105	Approximately how much paid media does the agency place annually, and what is the recent channel allocation?	The Lottery currently pays its agency of record approximately $2 million per year, with the remainder of its budget allocated to production and media. The Lottery, however, as a steward of state dollars is always looking to maximize its return on investment by focusing dollars in high impact media and finding savings in production. A significant part of the evaluation of its agency partner is their strategy to maximize results and minimize costs. Not including agency fees, a good benchmark for budget spending is to keep production less than 30% and media spend greater than 70%.
106	Approximately how many agency hours per month does the current fee support?	See 107
107	What does the Lottery pay its current agency today, and how many people are on the account?	The Lottery expects its agency partners to be equally good stewards of state dollars. While minute by minute timesheets are not generally required or requested, the Lottery wants a general understanding of staff hours allocated towards accomplishing the Statement of Work. As noted above, the total agency fee is what is scored, not the number of hours or the proposed hourly rate.
108	What is the current fee paid to the agency for services?	See 105
109	What is the current agency's annual fee, and what services does it cover?	See 105
110	What is the approximate media spend by channel and number of vendors managed annually? What reporting tools are required, and how are licensing costs handled?	The agency is relied on to create strategic media plans and recommend channels to accomplish the specific objectives for each campaign. Channels and spend vary by campaign and project. Annual spend by channel fluctuates based on the strategy and projects for that year. Reporting tools depend on the agency, but Google Analytics 4 and Google Tag Manager are used by the Lottery for website and social analytics. Any fees for reporting tools would be the responsibility of the agency.
111	The RFP identifies an annual advertising budget of approximately $8.3 million. Can you provide an anticipated allocation among paid media, production, agency compensation, sponsorships, research, and other marketing expenses?	See 105
112	Can you provide a general breakdown of how the $8.3 million annual advertising budget is allocated among agency fees, paid media, production, and other marketing expenses?	See 105
113	What was the Lottery's total paid media spend in FY2025 and FY2026, how was it split across broadcast TV, CTV and streaming video, digital and social, audio and out of home, and is a similar budget expected for FY2027?	See 110
114	Campaign volume. Roughly how many campaigns, flights, and assets did the agency produce in FY26 (e.g., broadcast spots produced vs. re-run, social posts per month, OOH/print units)?	See Exhibit C for scope of work.
115	What is the annual production spend? What is the production spend for the six major annual campaigns?	See 105
116	Can you provide total Lottery sales for fiscal year 2025? Total Sales, scratch sales and lotto games broken out.	Scratch: $524,682,607 Lotto: 183,765,862 Total: 708,448,469 FY25
117	What is the current spend in paid media, excluding sponsorships?	See 105
118	Overall and against the four profiles, are you able to provide information such as; average purchase amount per trip in dollars, number of scratch games tickets / lotto games per trip or any other purchase information that you may have.	No.
	BUDGETING	
119	Is there a target for hours or FTEs behind the Exhibit C scope? Is the fee meant to be a ceiling, given that scope gets reassessed quarterly?	See 107
120	Can you provide an approximate annual budget or anticipated range for the monthly agency fee? We understand this may vary based on the proposed scope and staffing structure, but a general range would help agencies develop appropriate staffing and compensation models.	See 105
121	Is there a target range or not-to-exceed figure for the annual agency fee?	No.
122	What was the approximate FY2026 split by channel (broadcast, digital, out-of-home, sponsorships)?	See 110
123	What was the Lottery's total paid media spend in FY2025 and FY2026, how was it split across broadcast TV, CTV and streaming video, digital and social, audio and out of home, and is a similar budget expected for FY2027?	See 110
124	Approximately how is the $8.3M advertising budget split across net media, production, and agency fees?	See 105
125	What has the historical split been between media, production, and agency fee?	See 105
126	Of the $8.3MM budget, what has been the split between working media and non-working dollars?	See 105
127	In the most recent fiscal year, how was the budget divided across paid media, production, sponsorships, research, agency fees and other expenses?	See 105
128	Is there an expected breakdown of the estimated budget between media placement and campaign execution/creative?	See 105
129	To support accurate pricing, please share typical annual volumes for the following: TV and radio productions, scratch ticket designs, social content deliverables, and the assets typically produced for each of the six annual campaigns.	See Exhibit C for scope of work.

130	Please confirm whether the $8.3 million advertising budget in Section 1.4 is an annual amount expected to remain at that level throughout the initial March 2027–February 2029 contract term, and whether it includes agency fees, paid media, production, and other marketing expenses. Please share the latest full fiscal year's actual spending and anticipated allocation among those categories, including any spending managed directly by the Lottery or other vendors.	The $8.3 million is all-inclusive.
131	What are the expected annual media budgets and approximate allocations by campaign, channel, geography, and product, and how much flexibility will the agency have to recommend changes, testing or experimentation?	See 110
132	How far in advance will we know how the six campaigns will be structured across brand, lotto, scratch, seasonal, and other? What is the typical budget range per campaign?	The Lottery and agency will develop an annual plan and budget prior to each Fiscal Year.
133	What production budget ranges and production volumes should bidders use for planning, recognizing that production and media are billed at cost?	See 105
134	Budget composition. Does the $8.3M advertising budget include production, the agency fee, research, and sponsorships, or is it working media only? What was the approximate FY26 split by channel?	The $8.3 million is all-inclusive. See 105
135	Does the $8.3M annual advertising budget include agency fees, production and research, or is it working media only? If it includes these, approximately what portion is working media?	The $8.3 million is all-inclusive.
136	Is the $8.3M advertising budget inclusive of agency fees, working media only? production, and working media, or is it	The $8.3 million is all-inclusive.
137	The $8.3M ad budget in section 1.4: is that media only, or does it also cover production and the agency fee? A rough split would help.	The $8.3 million is all-inclusive.
138	Is the $8.3 million advertising budget inclusive of all media, sponsorships and production? What falls outside it, such as agency fees?	The $8.3 million is all-inclusive.
139	The RFP cites an advertising budget of $8.3 million. Does it include agency fees, production costs, and sponsorships, or is it media only?	The $8.3 million is all-inclusive.
	CURRENT/EXSISTING AGREEMENTS	
140	Are there existing media commitments, sponsorship agreements, or vendor relationships (for example, sports teams, venues, or station groups) that the agency must carry forward at contract start?	No.
141	will the selected agency be the required channel for original artwork licensing and promotional prize fulfillment, or may the Lottery continue to contract directly with artists and suppliers for those projects under separate agreements?	The selected agency will be the required channel to license artwork, talent fees, licensing fees etc.
142	Does the Lottery have existing media commitments or vendor contracts the incoming agency must honor in year one?	No.
143	Which media or corporate partnerships do you regularly renew, and what sales-related data, if any, do convenience stores provide? (For example, customer demographics, day and time of purchase, loyalty-program participation, etc).	Media partnerships are determined on an annual or campaign basis. Convenience stores do not provide any information.
144	Are there preferred vendors, existing contracts, or vendor onboarding requirements the agency should know about?	No.
	MEDIA	
145	Direct buys. Does the Lottery buy any media directly (e.g., sports and venue sponsorships, in-house programmatic, retail/c-store media), outside the agency of record?	Yes. The Lottery manages and buys direct sponsorships with sports teams and events/venues.
146	Are there specific benchmark CPM/CPP targets, pre-negotiated statewide media packages, or required local news/publication spend thresholds that the Lottery expects agencies to incorporate into their baseline strategy?	No. The Lottery relies on the agency to propose media strategies that best suit the needs of each campaign.
147	How is media attributed to increasing targeted sales and second chance participation?	Through sales tracking, account creation, and second chance entry participation.
148	Looking back over the last two years, what do you consider your most effective outreach/channel overall?	It depends on the campaign and the goals of each program.
149	In recent campaign cycles, there has been an increased emphasis on lower-funnel retail conversion alongside upper-funnel brand building. How does the Lottery currently define the optimal strategic split between driving immediate in-store foot traffic/POS conversion and sustaining long-term brand equity?	Generically, 70/30 driving traffic vs brand equity. However, it again depends on the goals of the campaign and sometimes the content of the proposed creative.

	APP / WEBSITE	
150	The scope requires the agency to evaluate the current site tagging structure and Google Analytics setup. Will the selected agency be responsible for implementing approved tagging and analytics changes, or will recommendations be implemented by the Lottery website development vendor or internal staff?	The selected agency will be responsible for implementing and managing media-related tags through Google Tag Manager. Any recommended changes to the website's Google Analytics configuration or broader analytics setup will be coordinated with the Lottery's website vendor. The agency may collaborate with the website development vendor to communicate media objectives, tracking requirements and measurement goals to ensure analytics are properly configured to support campaign reporting and performance measurement.
151	Are there any planned upgrades or restrictions regarding the Lottery's current Google Analytics setup, website tagging structure, or mobile app architecture that the winning agency will need to integrate with during Year 1?	The selected agency will be responsible for implementing and managing media-related tags through Google Tag Manager. Any recommended changes to the website's Google Analytics configuration or broader analytics setup will be coordinated with the Lottery's website vendor. The agency may collaborate with the website development vendor to communicate media objectives, tracking requirements and measurement goals to ensure analytics are properly configured to support campaign reporting and performance measurement.
152	How much app design and management, email and CRM design and management, website development, analytics implementation and organic community management falls under the agency's purview? Are any of these outside scope unless separately authorized?	The selected agency will not be responsible for overall mobile app or website design and management, email or CRM design and management. These functions are managed by the Minnesota Lottery and its existing vendors. However, for each campaign, the agency is expected to develop creative assets for use across the Lottery's digital platforms, including lifestyle photography from the ad shoots and other campaign-related that may be used on the website and mobile app. The agency will be responsible for implementing and managing media-related tags to support advertising campaign tracking, analytics and performance measurement. If an advertising campaign includes a proposed microsite, interactive website experience or other digital component, the agency will be responsible for the creative development, planning and coordination of those elements in collaboration with the Lottery and its website development vendor. Community management is not included in the agency's ongoing responsibilities unless separately authorized by the Lottery.
	PUBLIC RELATIONS/AUDIENCE	
153	What do you consider your biggest campaign/PR/event/sponsorship win and why?	Any time the Lottery receives positive earned media from a campaign, event, or outreach, it is considered a success.
154	Which diverse or hard-to-reach communities are priorities (for example, in-language audiences, rural, tribal communities)? Should we consider in-language or community media to address these audiences?	The agency is relied upon to know the Minnesota community and search out media/channels that reach a diverse audience.
155	How does the Lottery define and measure a "new player" particularly among the 25 - 44 demographic?	Someone who has not played the lottery, created an account, or engaged with the brand before would be considered a new player.
156	Are there any restrictions heavying up dollars against specific audiences or areas?	No. The Lottery relies on the agency to propose media strategies that best suit the needs of each campaign.
157	How should the agency account for different communities, languages, accessibility needs, or regional considerations across Minnesota?	The agency is relied upon to know the Minnesota community and search out media/channels that reach a diverse audience.
158	What audience-safety, age-targeting, disclosure, responsible-gaming, talent vetting, and approval requirements apply to influencers?	The lottery would work with the winning agency to define those requirements.
159	How would you like consumer perceptions of the Minnesota Lottery to evolve?	We want Minnesotans to see the Minnesota Lottery as an entertainment brand. It's about fun, excitement and the experience of playing, whether that's enjoying a scratch ticket, dreaming about a jackpot or taking part in one of our promotions or events. We want people to feel a connection to our brand.
160	PR division of labor. Given the in-house Public Affairs team, how often has the Lottery used the agency for PR in the past two years, and for what?	The Lottery might utilize agency PR for campaign promotion or launch activities, depending on the concepts proposed by the agency.
161	In addition to supporting campaigns with earned media, sponsorships and events, will the scope of work for public relations also include general media relations, government relations and crisis communications?	Not necessarily. The Lottery may utilize agency PR to supplement or assist in those areas should the need arise.
162	What media-buying, privacy, data-security, or vendor requirements could affect campaign activation or measurement? What guidelines or regulations govern audience targeting, including any standard language or guidelines that must be included?	The lottery is an age-restricted product that should only be promoted within the State of MN.
163	How does MNL balance its goals of increasing Lottery participation with emerging consumers while at the same time ensuring state-wide coverage of all Lottery players? Is MNL targeting emerging consumers with specific media tactics and/or messaging?	The Lottery relies on the agency to propose media plans to best meet the goals of each campaign. Media tactics and messaging to engage emerging consumers would be the responsibility of the agency.
164	Are there any major industry or regulatory changes coming up that you expect will impact your approach to marketing and advertising?	None that we are aware.
165	How should the agency balance product sales and play with responsible gaming and beneficiary awareness?	That is a shared responsibility between the agency and the Lottery. It is determined during annual planning.
166	Regarding the interactive experiences, what have those involved in past years? Can you share examples?	Examples would include livestreams with trivia questions or audience ability to enter prize giveaways by engaging with the platform.

	BRAND	
167	What brand attributes should the work protect or strengthen? Are there existing brand, social, responsible-gaming, or accessibility guidelines beyond those referenced in the RFP?	The Minnesota Lottery wants to continue building on the "Say I'MN" brand, finding new and creative ways to use it while keeping it recognizable and relevant to Minnesotans. A condensed version of the Brand Guidelines has been added to the RFP appendices and the Social Media Playbook will be shared with the selected agency. All assets produced must be fully accessible and comply with applicable Minnesota accessibility laws, standards and regulations. The Lottery will work with the selected agency to provide guidance on responsible gambling messaging and requirements.
168	Minnesota Lottery is a beloved brand, but are there other beloved brands that inspire you to think differently and evolve authentically?	We are looking to the agency to analyze our brand and find inspirational comparisons.
169	You state that your established tagline "I'MN" will continue to be a part of your advertising toolkit. Could you share what is most effective about this tagline, and how you see it being used in the future (what do you love / what do you wish could evolve? What is critical to how it works or resonates with Minnesotans?)	I'MN has become a recognizable part of the Minnesota Lottery brand. One of the things we love most is how naturally our players and followers have embraced it. We regularly see people saying I'MN on our social media channels without any prompting, which shows us that it connects with our audience. We see I'MN continuing to be an important part of our brand, but we also want to keep things fresh. We're looking for an agency partner to bring new ideas and help us continue to evolve the brand, explore different ways to use I'MN and find new ways to connect with Minnesotans ages 18 and older. We're open to creative ideas that build on what's already working.
170	What would you most like Minnesotans to think or feel about the Lottery that they may not today?	We want Minnesotans to see the Minnesota Lottery as an entertainment brand. It's about fun, excitement and the experience of playing, whether that's enjoying a scratch ticket, dreaming about a jackpot or taking part in one of our promotions or events. We want people to feel a connection to our brand.
171	Is there an appetite to see how the brand identity can be further evolved across assets within the I'MN campaign?	We see I'MN continuing to be an important part of our brand, but we also want to keep things fresh. We're looking for an agency partner to bring new ideas and help us continue to evolve the brand, explore different ways to use I'MN and find new ways to connect with Minnesotans ages 18 and older. We're open to creative ideas that build on what's already working.
172	Which audiences or communities do you wish the Lottery connected with more effectively, and what do you believe would make it more relevant to them?	As mentioned in the RFP, one of our key priorities is connecting more with emerging players ages 25–44. We see an opportunity to make the Lottery more relevant to this audience through creative marketing that connects with their interests, lifestyles and entertainment choices. We're looking for an agency partner to bring insights, ideas and best practices to help us better reach and engage this audience, increase lottery participation and improve overall brand favorability, while continuing to connect with our existing players.
173	The document mentions a number of challenges consumers are facing that affect the purchase of lottery games. Are there specific financial or other barriers that are the primary challenges to purchase over others? Are you able to provide them in rank order of impact?	Given the current economy, limited or reduced disposable income (entertainment dollars) is the biggest challenge to consumers today.
174	Between 2025 to 2026 you experienced 3% growth. What are your primary business goals for FY2027?	Continue to grow sales and expand the player base.
175	What is the biggest challenge to achieving those goals?	Given the current economy, limited or reduced disposable income (entertainment dollars) is the biggest challenge to consumers today.
176	Live Streaming was referenced. Are you able to provide information on your expected future goals for these events, such as audience size or overall engagement? What is an ideal number of live stream events per year? Are there additional KPIs/results that can be shared?	The Minnesota Lottery has used livestreams as an effective engagement tool, depending on campaign goals and objectives. Results vary based on the purpose and format of each livestream, with one of our most successful live stream event generating over 27,000 comments in under an hour. The Lottery looks to its agency partner to recommend livestream opportunities when they make sense for a campaign, along with appropriate engagement goals and KPIs.
177	Are the recently refreshed Brand Guide and the Social Playbook available before the proposal deadline?	A condensed version of the recently updated Minnesota Lottery's Brand Guidelines has been added to the RFP appendices. The Social Media Playbook will be shared with the selected agency following contract award.
	SOCIAL	
178	Does the Lottery hold current lottery/gaming advertiser certifications on Meta, Google, TikTok, Snap, and streaming platforms? Are any platforms off-limits or restricted?	The Minnesota Lottery's Social Media Coordinator is currently working toward the Meta certification. TikTok is not currently an available platform for the Lottery due to its gambling restrictions. Advertising across other platforms must comply with age restrictions, applicable laws and individual platform policies. The selected agency will be expected to understand and follow these requirements when recommending media channels and placements.
179	Who publishes and moderates social content, responds to community questions, and handles sensitive or escalated issues?	See answer to question 180
180	Which social channels are active, and who handles community management and organic posting today (Lottery staff, the current agency, or another vendor)? Will that shift to the new agency?	The Minnesota Lottery's active social media channels are listed on its website. Facebook is currently the Lottery's largest social media channel. The Lottery's internal Social Media Coordinator manages organic and paid social media, as well as community management across its channels. These responsibilities will remain with Lottery staff and will not shift to the selected agency.

	INFLUENCERS	
181	Social roles. Who handles organic posting, community management, and livestream production today — Lottery staff or the agency? Who owns the Lottery's influencer relationships?	The Minnesota Lottery's active social media channels are listed on its website. Facebook is currently the Lottery's largest social media channel. The Lottery's internal Social Media Coordinator manages organic and paid social media, as well as community management across its channels. These responsibilities will remain with Lottery staff and will not shift to the selected agency. The agency owns the influencer relationships.
182	What are the most salient takeaways you have about young social trend surfers and traditional risk takers? Can you share relevant research about them?	The Minnesota Lottery has added additional research as appendices to the RFP, including information on updated audience segments. Agencies are encouraged to review the research and use their own insights and expertise to identify key takeaways and opportunities that can help inform their proposed strategies and recommendations.
183	Will you please share a copy of the consumer segmentation that delineates the four distinct groups (rational planners, social trend surfers, traditional risk takers, and techdependent homebodies)?	See answer to question 182.
184	What has been the historical performance split between influencer-generated content and standard agency-produced campaign assets?	This varies by campaign. The Minnesota Lottery typically works with 2–5 influencers per campaign, with each influencer producing approximately four pieces of content, including reels, static, and stories. For standard agency-produced social media content, the Lottery typically develops a minimum of eight assets per campaign. Performance varies depending on the campaign, audience and content type.
185	Does the Lottery have existing influencer relationships, an approved roster, or disclosure and content guidelines (including under Minn. Stat. § 349A.09) the agency must follow?	The Minnesota Lottery has an approved roster of influencers but is always open to exploring new, relevant partnerships based on campaign goals and audiences. General content guidelines are outlined in the Lottery's Social Media Playbook, with additional guidelines developed for specific campaigns and products.
	CREATIVE	
186	Can you share any new games or product launches, beyond the current jackpot games and usual Scratch campaign, planned for FY27-28?	That list is not available at this time.
187	How many smaller creative projects come up in a typical year?	The number of smaller creative projects varies from year to year based on the Lottery's needs and priorities. These projects may include mini campaigns, how-to videos, creating stadium assets, and other creative requests that come up throughout the year.
188	About how many deliverables does each of the six major campaigns typically include,	The number and type of deliverables vary depending on each campaign's goals, objectives and recommended media strategy. As outlined in Section C.5, Media Planning, Buying, and Placement, the Lottery expects the selected agency to recommend the most effective channels, tactics and media partners based on campaign objectives. Creative deliverables should be developed to support the recommended media plan including social.
189	what does each of the four annual scratch ticket ideas involve?	The agency searches for and vetts Minnesota artists to create custom scratch ticket designs for the Lottery's on-going Artist Series. The Agency may be asked to design the graphics themselves for a particular product based on a theme. It varies each year.
190	What channels and tactics have you used in the past?	The Minnesota Lottery has used a variety of channels and tactics depending on the campaign and its objectives. The Lottery looks to its agency partner to recommend the most effective mix of channels and tactics to reach the target audience and achieve each campaign's goals.
191	How much would you like to see your current creative platform, I'MN, utilized? Should it be prioritized in messaging?	We see I'MN continuing to be an important part of our brand, but we also want to keep things fresh. We're looking for an agency partner to bring new ideas and help us continue to evolve the brand, explore different ways to use I'MN and find new ways to connect with Minnesotans ages 18 and older. We're open to creative ideas that build on what's already working.
192	Are there any emerging technologies or evolving capabilities Minnesota Lottery would like its agency partner to be prepared to support during the next contract period?	The Minnesota Lottery looks to its agency partner to stay current with emerging technologies, evolving capabilities and industry trends, and proactively bring forward new ideas and opportunities.
193	What types of interactive experiences are anticipated, and what level of creative and technical development would the agency be responsible for?	The Minnesota Lottery looks to its agency partner to bring forward innovative and interactive experiences that help achieve campaign goals, engage and reach new players, and ultimately increase product sales. The agency would be responsible for the creative and technical development of these concepts. If an experience involves existing Lottery platforms or other vendor partners, such as the website, the agency would be expected to coordinate and collaborate with those partners on development and implementation.

	SCOPE	
194	What recurring reporting deliverables and presentation cadences are expected?	Please refer to the C.2 PLANNING AND REPORTING section in the "Exhibit C: Scope of Work".
195	What does the Lottery consider a “major campaign,” an “interactive experience,” and a “social campaign” in terms of deliverables, duration, and complexity?	A major campaign typically includes a production shoot, full media buy, social media campaign and influencer partnerships. It may also include launch events, interactive experiences or ad hoc PR activities. Interactive experiences can include digital engagement, such as livestreams, or in-person activations. Social campaigns include organic and paid content, videos, reels, stories and influencer partnerships. The duration, complexity and deliverables vary based on campaign goals and media strategy. The Minnesota Lottery looks to its agency partner to recommend the best approach to achieve those goals and reach new audiences.
196	What is the expected volume of smaller, unplanned, or rapid-turnaround work, and how should it be prioritized against the planned scope?	A majority of projects are planned in advance, with a limited number of unplanned or rapid-turnaround requests throughout the year. Major campaign work will typically take priority and the Minnesota Lottery will work with the selected agency to determine priorities and timelines for any additional requests.
197	The RFP identifies approximately six campaigns annually. Can you provide additional context regarding the typical size, duration, and creative requirements of these campaigns? For example, how many typically involve original video production, and how many involve adaptations of existing creative?	The size, duration and creative requirements vary based on each campaign’s goals and objectives. Most major campaigns involve original video production, although some creative, such as beneficiary campaigns, may be used across multiple years. All major campaigns include a full media buy, including social media, and may include influencer partnerships depending on campaign objectives. The Minnesota Lottery looks to its agency partner to recommend the media strategy and tactics, which will help determine the creative assets needed. This includes, but is not limited to, all assets to support the media plan including social, as well as additional campaign creative for other Lottery channels, such as website and mobile app imagery.
198	What is the typical scope of the six annual campaigns, including creative development, production, and deliverables? How many are new campaigns versus extensions of existing work?	See answer to question 197.
199	For each of the six anticipated annual campaigns, can you share a typical range of deliverables, duration, production complexity and channels?	See answer to question 197.
200	Can you clarify the anticipated level of involvement in public relations, sponsorship evaluation, event planning, influencer marketing, and social listening? Are these ongoing responsibilities or services requested on an as-needed basis?	Public relations support will be requested on an as-needed basis. Sponsorship evaluation, event planning, influencer marketing and social listening are ongoing responsibilities of the selected agency, with the level of involvement varying based on campaign goals and the Lottery’s needs.
201	FY2026 sales rose 3%, but the RFP calls results mixed. Which products, price points, or player segments represent the biggest gap or opportunity for the new agency?	Lottery product is something that is widely played across all demographics but at varying degrees. The Lottery determines the products to focus on annually and will strategize with the agency during annual planning.
202	How do the scratch ticket, interactive, social, and influencer projects relate to the six major campaigns, and what is the typical volume of additional work?	Social media assets and media spend are included in every campaign. Influencer partnerships are part of most campaigns, depending on campaign goals. Interactive experiences may be incorporated when they support campaign objectives. Additional projects and deliverables vary throughout the year based on the Lottery’s needs and priorities.
203	How will the Lottery define success for the agency relationship overall—not just campaign by campaign?	A successful relationship involves learning and understanding the Lottery brand. We are looking for an agency team that works collaboratively with the Lottery team, is strategic with creative development/media placement, and communicates efficiently.
204	Are there plans to introduce, or prepare for the launch of iLottery during the contract term?	Not relevent to this RFP.
	HISTORY	
205	Can you share a complete list of the projects and deliverables the current agency delivered in the last full fiscal year?	That is not available.
206	Can the Lottery share retailer locations and sales by ZIP or county? With convenience stores at 80% of tickets sold, this enables proximity and geo-weighted buys around the ~3,000 retailers.	This information would be provided to the winning agency.
207	How amny projects are typical each year, and how are they categorized?	Please refer to Exhibit A.
208	Approximately how many creative adaptations, trafficking units, social posts, videos, radio spots, OOH units, print pieces and retailer materials were completed in the most recent contract year?	This varied by campaign and there were 6 campaigns plus supplemental media buys, sponsorship asset adaption and trafficking, and 2 mini projects.
209	What are the biggest barriers you face with the younger target audience? What has worked best and what has not worked well with your previous attempts to target them?	Most consumers get their entertainment digital, via phone or computer. Not all Lottery products are available in that format which is a barrier to play.
210	What historical campaign, media, website, social, account creation, app, second chance data be provided, at what level and in what format?	Current agency information is not shared for the purposes of this RFP.

	MEASUREMENTS/DATA	
211	Of the primary KPIs (product sales, account creations, website traffic, click-through rates, and second-chance participation), which are prioritized for year one, and are there current baselines or targets?	The Minnesota Lottery will work with the selected agency to establish specific priorities, goals, targets and KPIs based on each campaign's objectives.
212	Can you please share specific numerical goals for the primary marketing KPIs?	See answer to question 211.
213	Are your primary KPIs listed in order of priority or importance in your RFP? ("Increasing targeted product sales, account creations, website traffic, click through rates, and second chance participation.")	See answer to question 211.
214	What performance benchmarks, historical media plans, delivery reports, and prior campaign results can you share? How are KPIs defined and attributed across channels, what reporting standards or measurement tools should the agency use?	The Minnesota Lottery will work with the selected agency to provide relevant data and benchmarks as needed. The Lottery looks to its agency partner to develop strategic media plans based on campaign goals and objectives, rather than relying on historical media plans. The agency will be expected to recommend appropriate media KPIs, measurement tools and reporting methods to evaluate campaign performance. The Lottery team will collaborate with the agency and share ideas or opportunities they think might be a fit, but will look to the agency to lead media strategy and recommendations that drive awareness, sales, engagement and other goals that are included in the campaign brief.
215	Beyond retail sales and first-party data, what measurement tools exist today (for example, Google Analytics), and which can the agency access?	See answer to question 222.
216	What first-party data does the Lottery have (account creations, app users, second-chance entries, email), and which platforms hold it?	See answer to question 222.
217	Does Lottery policy allow hashed player emails to be used in ad platforms or clean rooms for audience building, suppression, and measurement? If not, is aggregated or modeled use permitted?	No.
218	Which measurement and attribution tools does the Lottery use today, for example brand lift studies, sales lift by retail area or ticket sales matchback	Lottery sales are difficult to directly attribute to media because tickets are sold on consignment by retailers and not sold directly online by the Lottery. Aggregate and regional sales data is used to track trends. Second chance entries, click through rates, and other media/website engagment KPI's are used to track engagement.
219	What reporting, analytics, ad-serving, social listening, attribution or dashboard platforms are currently in use, and which contracts will remain in place?	See answer to question 232.
220	What specific third-party verification tools or programmatic parameters does the Lottery currently utilize or prefer?	The Minnesota Lottery looks to the selected agency to recommend appropriate third-party verification tools and programmatic parameters based on industry best practices and campaign goals and objectives.
221	What retail sales data will the agency receive, at what level of detail (game, retailer, ZIP, or county), how often, and with what lag after week close?	The Minnesota Lottery will work with the selected agency to identify and provide appropriate sales data needed to measure and evaluate campaign performance and success. Typically the sales reporting will be delivered weekly.
222	What sales, customer, retailer, app, website, second-chance, analytics and media performance data will be available to the selected agency?	The Minnesota Lottery currently uses Google Analytics 4 (GA4) and Google Tag Manager, and the selected agency will be provided access to these platforms as needed. The agency will also have access to Lottery sales reporting and additional data and reporting, such as CRM and 2nd Chance reporting, can be made available as needed. The Lottery uses Sprout Social for social media management, listening and analytics, but the agency will not have direct access to that platform. Media performance data will be the responsibility of the selected agency.
223	What sales data will be available for campaign measurement, including data by game, date, geography, retailer, or retailer type?	The Minnesota Lottery will work with the selected agency to identify and provide appropriate sales data needed to measure and evaluate campaign performance and success.
224	At what geographic, retailer, product and time-period levels can sales data be shared?	See answer to question 223.
225	What is the day-to-day language of success internally among key stakeholders? What metric or measure is used in hall-way check-ins and headlines daily or weekly status updates?	Sales are a key focus in the Minnesota Lottery's day-to-day conversations and performance updates. For individual campaigns, success is measured through a combination of sales, engagement, new player accounts and other KPIs outlined in the RFP. The specific measures of success vary based on each campaign's goals and objectives.
226	How should we prioritize growth across lotto and scratch games, including their relative profitability, and where do you expect growth in account creations to come from?	The Minnesota Lottery will provide the selected agency with the priorities, goals and objectives each of the six major campaigns annually, including the focus on lotto or scratch games products. These priorities will help guide campaign strategies and recommendations. Player accounts are required to enter a 2nd Chance promotion, which are typically included as part of major game campaigns. New membership account are an important KPI, as growing the Lottery's player base and reaching new players are key goals.
227	You note that a barrier to play includes more entertainment competition. Can you point to other entertainment brands that you think are doing an admirable job in the category, and describe why you think so?	Any brand competing for discretionary entertainment spending is competition.
228	"Account Creation" – does this refer to retailer outlets (i.e. Convenience stores) or individual lottery players participants?	"Account Creation "refers to individual players creating a Minnesota Lottery player account.
229	Secondary KPI – can you provide any results (year to date) for the secondary KPIs that were referenced in the document?	Year-to-date results for the secondary KPIs will not be provided at this time.
230	A SCSU/Winona State Study is referenced. Are you able to provide that study, or a high-level overview of the key learnings that were compiled?	This information will be provided to the awarded agency.

231	Analytics stack. What tools are in place today (GA4, tag manager, CDP, social listening, dashboards)? Will the agency get admin access, and are any tools already licensed by the Lottery that we should plan to use?	The Minnesota Lottery currently uses Google Analytics 4 (GA4) and Google Tag Manager, and the selected agency will be provided access to these platforms as needed. The agency will also have access to Lottery sales reporting and additional data and reporting, such as CRM and 2nd Chance reporting, can be made available as needed. The Lottery uses Sprout Social for social media management, listening and analytics, but the agency will not have direct access to that platform. Any additional analytics, reporting or social listening tools needed to support the agency's work would be the responsibility of the selected agency to acquire and manage.
232	Which measurement and attribution tools does the Lottery use today, for example brand lift studies, sales lift by retail area or ticket sales matchback, and will proposals be scored on a proposed measurement framework?	Lottery sales are difficult to directly attribute to media because tickets are sold on consignment by retailers and not sold directly online by the Lottery. Aggregate and regional sales data are used to track trends. Second chance entries, click through rates, and other media/website engagment KPI's are used to track engagement.
233	Consumer Insights: Can you share any additional insights about prospective versus loyal players, including game preferences, purchasing behaviors, and messaging?	Not at this time.
234	What first-party audience data will the agency have access to for targeting, measurement, and attribution?	The Lottery cannot share account member information directly with the agency.
235	Data access. For attribution and optimization, what sales data can the agency access and how often (e.g., weekly sales by game, by retailer or region)? What first-party data is available from player accounts, the app, and second-chance entries?	The Minnesota Lottery currently uses Google Analytics 4 (GA4) and Google Tag Manager, and the selected agency will be provided access to these platforms as needed. The slected agency will also have access to Lottery sales reporting and additional data and reporting, such as CRM and 2nd Chance reporting, can be made available as needed. The Lottery uses Sprout Social for social media management, listening and analytics, but the agency will not have direct access to that platform. Any additional analytics, reporting or social listening tools needed to support the agency's work would be the responsibility of the selected agency to acquire and manage.
236	What scratch-to-lotto sales mix would maximize MNL's net proceeds, after accounting for each game's prize payouts, operating costs, player demand, and sales volatility -- and how would that mix compare with the current 69:31 split?	Product portfolio management is not within the scope of agency responsibilities.
237	Could you advise whether a publicly available list of interested agencies exists, or whether there is an appropriate process for introducing Lime Media as a potential production resource?	This was publically posted & notice of posting sent to over 100+ agencies . We are not able to provide who has expressed interest. No indication of how many submission will be sent to the Lottery for review.