



Nebraska Lottery, Advertising and Marketing Services RFP
Questions and Answers, December 17, 2021

The following are the questions raised by agencies interested in the Nebraska Lottery RFP for Advertising and Marketing Services, and the answers provided to those questions.

Q: Is the incumbent agency bidding on this RFP?

A: Until the proposals are received on February 24, 2022 we do not know who will be bidding.

Q: Is the Nebraska lottery interested in working with a new agency or was the RFP issued because the contract with the incumbent agency has expired?

A: The RFP was issued due to the contract with the incumbent agency ending on June 30, 2022. By statute we have to go out for bid for major procurements. All responses to the proposal received will be fairly judged based on the merits of each response, including the materials in the response and the price bid.

Q: Is it permissible for a contractor/vendor to not be within a 100 mile distance of the NE lottery offices? Our agency is, but if we wanted to contract with a vendor for any of the services, can they be located in a different state?

A: Yes, the agency can contract with vendors located outside the 100 mile distance or in another state.

Q: Re: PAGE 17, #6 RFP states "Additionally, with each monthly billing, Nebraska Lottery accounting staff must be provided with an electronic file that can be directly uploaded into the Nebraska Lottery QuickBooks software package." Please clarify format of this file and what content fields are required.

A: The file is an .iif file. Content fields we currently receive are Vendor, Memo, Agency Invoice Number, QB Accounting Account Number, and Amount.

Q: Re: PAGE 22, #E RFP states "The Contractor may be asked to recommend, conduct or coordinate, and analyze marketing research and research studies ..." Please clarify the extent of advertising agency involvement in creating/fielding market research. Were research examples as provided as supporting documents (eg. Lotto Segmentation Study) for this RFP were managed by the advertising agency? Please provide examples/scope of any alternate/additional research that will be expected.



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A: We currently contract, through our Lottery System Contractor IGT, with People Principles to conduct a wide variety of research each year. The studies in the supporting documents provided were conducted by People Principles. We don't anticipate anything but a supporting role from our agency. The agency may be asked to review research to help them better understand upcoming promotions or games, to assist in locating resources for research opportunities and for suggestions for new research projects. The requirement for involvement in creating/fielding market research would only be in a supportive role.

Q: Re: PAGE 23, #H, #1 RFP states "The Contractor must be prepared to play a role in or be responsible for activities related to the digital media that may include ... " Please provide context about the current website. Are hosting and maintenance managed under separate agreement with another vendor? Would "creative" involve simply artwork or require programming/html development?

A: The hosting and maintenance of the website is internal to the Nebraska Lottery. The contractor has no responsibility for hosting or maintenance. The contractor will be required to provide creative elements for the website including artwork, graphics and landing pages. There will be programming/html development related to the landing pages. Here is a link to a current landing page on the website, <https://nelottery.com/instantjoy/>.