



## VIRGINIA LOTTERY

Creative Advertising & Media Buying Services  
Pre-Proposal Conference

11.8.2021



# Table of Contents

**01. Statement of Needs**

**02. RFP Requirements**

**03. Questions**

# Statement of Needs

## Description of Lottery Account



- Our account requires full-service capabilities.
- We produce new materials and ad campaigns throughout the year.
- We require a full staff of seasoned and professional partners to work on our business.
- We strive to be the best in the Lottery business.
- In our 33-year history we have only once not met our Sales and Return to Education goals.
- This year, our retail sales goal is approximately \$2.5 Billion.
- Since 1999, we have contributed \$11B to K-12 education in the Commonwealth of Virginia.

# Statement of Needs

## Creative Advertising Strategy and Media Buying



- Two Lots:
  - Creative Advertising Strategic Services  
Develop and Support the Lottery's Creative Advertising
  - Media Buying Services  
Develop and Manage the Lottery's Media Buying Strategy and Purchases



# Statement of Needs

## Workload Expectations

- Yearly Activities
  - 4 to 6 Statewide Mass Media Campaigns
  - 2 to 4 Statewide Digital Campaigns
  - 5 to 6 PACR Campaigns
  - Launch 40 to 50 Scratch games and 1 to 3 *new* Draw games each year.
- Monthly Activities
  - In-Store POS for over 5,400 retailers (Printed and shipped to our 100 Sales Representatives)
  - In-Store TV Network Updates
  - Sponsorship updates
  - Merchandising Items production and shipping to our six CSC Warehouses
- Meeting Requirements
  - Weekly in person Status Meeting
  - Monthly Catch-up meetings with Ad Manager and Marketing Director
  - Campaign Kick-off Meetings
  - Creative and Media Wraps

# Statement of Needs

## Creative Advertising



- Branding
  - Serve as the creative and strategic lead for all retail Lottery products to ensure all marketing initiatives are aligned and holistic to guarantee continuity and brand vision.
- Advertising Services
  - Mass Media Advertising
  - Retail Advertising
  - Social Media Advertising
- Production Services
  - Produce assets to support campaigns
- Creative Development
  - Support TV, radio, digital, social media, print, and POS
- Campaign Management
  - Track and report performance of campaigns

# Statement of Needs

## Media Buying



- Develop comprehensive media buying plans
- Provide customized dashboard for reporting
- Produce post-buy analyses and future recommendations
- Annual media buying budget range of \$18M - \$23M

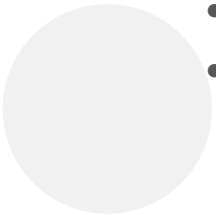


# Statement of Needs

## PACR Usage



- Smaller scale than Marketing, but no less important
- Key Timeframes/Campaigns:
  - January – February: General Assembly and Thank A Teacher Art Contest
  - March: Play Responsibly
  - April – May: Thank A Teacher (core)
  - September: Back to School
  - December: Gift Responsibly
- Key Audiences
  - Legislators
  - Educators
  - General Population





# Statement of Needs

## Summary



### The Lottery is looking for:

- A dedicated full time Account Team of seasoned advertising professionals.
- Media services that deliver measurable results that provide appropriate blend of traditional media and emerging digital opportunities.
- Creative services that will help the Lottery achieve its Sales goals, but also make it an industry leader.
- Production services that can handle audio, video, and a significant amount of print production.

# RFP Requirements

## Important Dates

Description	Dates
First Round of Questions Due	11/9/21 12:00 PM
Approx. Date of Addendum 1	11/12/21
Second Round of Questions Due	11/22/21 12:00 PM
Approx. Date of Addendum 2	11/29/21
RFP Due Date and Time	12/6/21 3:00 PM

Issue date of Addenda are dependent of the number of questions received.

Highly recommended that you make schedule a time with Mike Gerdes to hand deliver your proposal if that is your preferred delivery method.

**NO LATE RESPONSES WILL BE ACCEPTED**

# RFP Requirements

## Proposal Requirements



May propose for one or both lots.

Separate proposal and pricing must be submitted for each lot if proposing on both lots.

50 Page Limit (See RFP Page 11)

Organize Proposal as Outlined in the RFP

Cannot negotiate General Ts and Cs

Provide redlines to any Special Ts and Cs

Do not rehash RFP Requirements. The Lottery is interested in how you will meet the requirements and the value your organization can provide.

May provide additional information, if what is asked for is provided as well

# RFP Requirements

## Proposal Requirements



Clearly identify proprietary information

The SWaM percentages you propose in your response will be expected to be met during the contract term

SWaM and Pricing will be evaluated objectively

All other evaluation criteria will be evaluated subjectively

Must acknowledge Addenda

Lottery will not sign another organization's documents or agree to any MSA

# RFP Requirements

## Pricing

**Offerors must complete the required pricing schedules in the RFP.**

Offerors are encouraged to provide alternate pricing solutions that provide additional value to the Lottery.

Offerors are encouraged to provide additional services with pricing.

Media buys and production costs shall be pass through costs and support with invoices.

Pricing must be submitted separately from the rest of your proposal.

# RFP Requirements

## Evaluation Criteria

### Creative Advertising Services:

Evaluation Criteria	Scoring Points Available
Creative Services	30
Advertising Services	20
Account Management	20
Case Studies	10
SWaM	10
Pricing	10
Total Points Available	100

### Media Advertising Services:

Evaluation Criteria	Scoring Points Available
Media Campaign Strategy, Planning, and Buying	35
Account Management/Strategic Planning	30
Case Studies	15
SWaM	10
Pricing	10
Total Points Available	100

# Thank you

All questions will be officially answered in an addendum.

Contact us : Mike Gerdes, Procurement Manager



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