

## WRITTEN QUESTIONS AND ANSWERS

### SP-17-0033 Advertising, Marketing & Public Relations Services

**ANSWERS ARE IN BLUE**

1.	<p>Whether companies from Outside USA can apply for this? (like, from India or Canada)</p> <p><i>See Addendum 1-Change of Specifications for Section 2.4.B.</i></p>
2.	<p>Whether we need to come over there for meetings?</p> <p><i>See Section 2.6.C of the RFQ.</i></p>
3.	<p>Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p> <p><i>See Addendum 1-Change of Specifications for Section 2.4.B</i></p>
4.	<p>Can we submit the proposals via email?</p> <p><i>No. See page 1 of the RFQ.</i></p>
5.	<p>On section 2.4 VENDOR Qualifications, item D:</p> <p>The vendor must currently have a minimum of five (5) active advertising and marketing accounts, with at least two (2) accounts having annual billings exceeding \$1 million.</p> <p>Does that mean two accounts EACH billing at least \$1 million, or two accounts whose combined billings exceed \$1 million?</p> <p><i>See Addendum 1-Change of Specifications for Section 2.4.D.</i></p>
6.	<p>Section 2.6 Ongoing Requirements</p> <p>The RFP states at least one dedicated staff member be assigned to manage the daily operations of OAL. Does the word “dedicated” indicate that this person must have 100% of their time assigned to the lottery account?</p> <p><i>See Addendum 1-Additional Specifications for Section 2.6.A.</i></p>
7.	<p>Section 2.8 Website Hosting Item F</p> <p>May we propose upgraded alternative web hosting solutions that exceed the minimum hosting requirements?</p> <p><i>See Section 1.16.G of the RFQ.</i></p>
8.	<p>Questions related to the Response Packet for RFP SP-17-0033</p> <p>Proposed Subcontractor Form</p> <p>Are companies such as video/film companies, recording studios and printers considered “subcontractors” to be listed on this form or are they considered “external contractors” that will be solicited <b>by project</b> based on capabilities and not listed on this form?</p> <p><i>See Addendum 1-Additional Specifications for Section 1.12.</i></p>

9	<p>Information For Evaluation</p> <p>E.2 Item P</p> <p>Can you tell us specifically what is construed as a conflict of interest? Should the list of identified competitors impacting the lottery's future success outlined in the Camelot Five-Year Business Plan be used as a guideline for identifying conflicts? If so, is this list definitive or are there other account conflicts that should be identified?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.5.H and 2.5.H.1.</a></p>
10.	<p>Will the winning agency be developing a new website or will the agency just take over the hosting of the existing website?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.8.G.</a></p>
11.	<p>Would there ever be a need for the development of an e-commerce platform for future sales on the website?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.8.H.</a></p>
12.	<p>Although neither the Request for Qualification or Response Packet reference any part of the campaign being translated into any language(s) other than English, were any of the past or current campaigns translated into a different language(s)? If so, what was that language(s) and will this new contract require any translations and for what mediums?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.3.C.</a></p>
13.	<p>Is there a page limit on the Request for Qualifications response document?</p> <p><a href="#">No. However, see RFQ Section 1.7.A.4. See also the Response Packet—Information for Evaluation Section, page 1, second bullet point.</a></p>
14.	<p>Will there be a second round of questions for the finalists that reach the oral presentation stage?</p> <p><a href="#">See Addendum 1-Change of Specifications for Section 1.19.D.</a></p>
15.	<p>Can more than one public relations case study be submitted?</p> <p><a href="#">No. See the Response Packet, Information for Evaluation Section, page 1, second bullet point.</a></p>
16.	<p>What are the key marketing time periods during the year?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.2.</a></p>

17.	<p>There are five Arkansas metro markets that are listed as the key marketing areas. Are there any other priority marketing areas across the state?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.3.D.</a></p>
18.	<p>What are the primary and secondary demographic target audiences (age/income/presence of children, etc.)?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.3.B.</a></p>
19.	<p>Section 1.12.C – Subcontractors Will these responsibilities need to be outlined in the RFQ response or once the bid has been awarded?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 1.12.</a></p>
20.	<p>Section 1.20. B – Minority Business Policy Is there to be a Response Signature Page for the primary vendor <b>and</b> the minority partner, or just one Response Signature Page for the primary vendor?</p> <p><a href="#">For joint responses, see RFQ Section 1.14.A and Addendum 1-Change of Specifications for Section 1.14.</a></p>
21.	<p>Section 2.3 - In the development of new campaigns, will any of the existing campaign materials be mandated to be utilized?</p> <p><a href="#">See Addendum 1-Additional Specifications for Section 2.11.</a></p>
22.	<p>Section 2.7.2 - With regard to collaterals (e.g. merchandising items and point-of-sale, etc.), will vendor procure merchandising items and print production for point-of-sale in addition to design development? If so, are costs of the merchandising items and printing costs considered part of the total campaign budget or are there separate resources for these procurements?</p> <p><a href="#">See Addendum 1-Change of Specifications for Section 2.7.A.2.</a></p>
23.	<p>Response Packet - PART 1, E.2, K it asks to describe your firm's experience with metrics, analytics and comprehensive reporting. We are asking for a bit more clarification – is this for paid media? Social media? Website? All of the above?</p> <p><a href="#">See Addendum 1 for Revised Response Packet.</a></p>
24.	<p>Response Packet - PART I, E.6, B 4 - Does the Office of the Arkansas Lottery desire examples of <u>all</u> components and creative executions of the client case study or just a sampling of each medium used in the campaign? If print is part of the case study campaign, does the Office of the Arkansas Lottery desire actual print samples (i.e., brochures, signage, etc.) to be included in the response, or may vendor provide artwork/photo examples of the print components used? Is the Office of the Arkansas Lottery's response to this question the same response for E.6, D 4?</p> <p><a href="#">See Addendum 1 for Revised Response Packet.</a></p>

25. Response Packet - PART I, E.6, C 5. Does Media refer to the media buys for the specific Sample Work Submission or does it refer to the specific mediums used for the campaign? Is the Office of the Arkansas Lottery's response to this question the same response for E.6, E 5 Media?

[See Addendum 1 for Revised Response Packet and Section 3.1.D.2 for Maximum Raw Points Possible for Information for Evaluation for Sub-Section E.6.](#)

[See Addendum 1 for Revised Response Packet and Section 3.1.D.2 for Maximum Raw Points Possible for Information for Evaluation for Sub-Section E.7.](#)