



**Advertising & Media Agency Services
Request For Proposals
CLC2025011
Addendum Issuance Date: March 6, 2026**

**Addendum #3
CLC Responses to Phase II Questions**

The responses provided in this Addendum are intended to give additional insight into CLC's business objectives and to clarify CLC's requirements and expectations set forth in the RFP in order to assist proposers in preparing high-quality, responsive proposals. CLC anticipates further refinement of its specific needs and requirements in collaboration with the Successful Proposer(s).

1. **General Business & Retail Network; Sales Volume by Day of Week**
To support launch flighting strategy and retail traffic concentration, please confirm whether a specific day of the week historically generates the highest scratch ticket sales volume. If available, please provide supporting data.

CLC Response: With the launch of our First Tuesday campaign, retailers receive their new scratch tickets as early as Thursday and Friday of the prior week, and we are seeing a spike in sales on those Thursdays and Fridays. The First Tuesday campaign has helped with turning over inventory faster, and CLC is adjusting quantities to accommodate the growth.
2. **General Business & Retail Network; Retailer Zip Code Data**
Please provide ZIP code-level data for the approximately 2,800 retail locations referenced in Section 1.3 and Appendix A to inform geographic media allocation modeling.

CLC Response: The requested data will be provided to all Phase II Proposers via email.
3. **General Business & Retail Network; Retailer Channel Mix**
Please provide a breakdown of retailer types within the 2,800-location network (e.g., convenience, grocery, gas station, liquor, etc.) to support retail-weighted media strategy.

CLC Response: The requested data will be provided to all Phase II Proposers via email.
4. **General Business & Retail Network; Retailer Marketing Ownership**
For the recurring "First Tuesday" scratch launches, please clarify which CLC team manages retailer-facing communications and sell-in efforts and how agency partners integrate into that workflow.

CLC Response: The Marketing department creates the retailer facing POS. The Sales department is responsible for sell-in and placement at retail locations. The creative agency is responsible for creating the customer facing POS.

5. Sales Data & Reporting Cadence; Retail Sales Reporting Frequency
How frequently does CLC provide sales data to its agency partner (e.g., daily, weekly, monthly)?

CLC Response: Lottery sales data is provided to the agency daily.

6. Sales Data & Reporting Cadence; Sales Data Granularity
At what level of detail is sales data provided (e.g., store-level, ZIP-level, regional, DMA-level)?

CLC Response: CLC currently provides the agencies daily sales data by game aggregated across all retailers. More detailed data can be provided. CLC will discuss regularly providing more detailed sales data with the Successful Proposer(s).

7. Sales Data & Reporting Cadence; Daily Data Availability – 21-Day Launch Window
Given the stated importance of maximizing sales within the first 21 days of launch (Appendix A), please confirm whether daily, store-level sales data will be available for modeling and optimization purposes. If not, please specify the cadence and level of detail that will be provided.

CLC Response: See response to Question #6.

8. Sales Data & Reporting Cadence; Retail Performance Tiering
Please confirm whether the Successful Proposer will have access to high- and under-performing retail zone or store-level performance data to inform geographically weighted media allocation during the initial 21-day launch period.

CLC Response: Yes.

9. Budget Clarification; Reference: Section 1.5 – Budget; Estimated Budget – Monthly Scratch Launch Assignment
Based on the FY25–FY26 budget allocations outlined in Section 1.5, please confirm the anticipated media investment range per monthly scratch launch, assuming three to four supported launches annually.

CLC Response: Media investment for scratch ticket launches varies based on factors such as launch timing, promotional duration, and other concurrent product launches. For example, Holiday scratch tickets launch in November and are typically promoted through Christmas, while other launches such as Multiplier, Loaded, or Hits tickets generally run four to six weeks depending on sales performance. Some launches, such as those in May, may have limited or no supporting campaign.

CLC will look to the Successful Proposer to recommend appropriate media spend levels for each campaign. Proposers should also assume more than three to four supported launches annually; a more conservative estimate would be approximately six to eight supported launches per year, with the potential for up to ten in later years of the contract.

10. Budget Clarification; Reference: Section 1.5 – Budget; Concurrent Campaign Impact on Allocation
Should proposers assume that additional campaigns such as branding, beneficiary awareness, responsible gaming, or draw games will draw from the same media allocation, thereby affecting the budget available for monthly scratch launches?

CLC Response: Yes, this would be the case in most instances. However, it is likely that additional funding may be budgeted in years where a major initiative is planned. For example, the launching of a new brand and brand campaign would likely coincide with an increased investment to support the campaign.

11. Media Modeling & ROI Framework; Reference: Section 3.6(C)(2)(a) – ROI and Media Modeling Example; Baseline Methodology for Incremental Lift
Please clarify the baseline methodology CLC currently uses to evaluate incremental lift (e.g., historical run rate, year-over-year comparison, pre-launch trend line, econometric model, etc.) so that proposed modeling frameworks align with CLC’s existing performance evaluation standards.

CLC Response: CLC uses year-over-year comparisons currently and is open to additional methodologies if proposed.

12. Media Modeling & ROI Framework; Reference: Section 3.6(C)(2)(a) – ROI and Media Modeling Example; Post-Launch Sales Curve Evaluation
How does CLC currently account for natural sales tapering following the initial 21-day launch period within its ROI or performance evaluation models?

CLC Response: CLC does not currently utilize a formal ROI or performance evaluation model but is looking for to utilizing those tools with the Successful Proposer(s).

13. Operational Cadence; Reference: Section 3.6(C)(2)(c)(i) – Media Assignment Overview; Internal Media Approval Lead Time
For the recurring “First Tuesday” monthly launch cadence, please confirm the typical internal approval lead time required for final media plan authorization to ensure on-time deployment and staffing alignment.

CLC Response: Media Planning is done quarterly, so approval is usually done a few months prior to the start of the new quarter. However, CLC will be working towards annual planning with minor quarterly updates.

14. Contractual Clarification; Reference: Section 4.2 – Indemnification; Indemnification Scope
With respect to Section 4.2, please confirm whether the indemnification provision is intended to apply to claims arising directly from the Successful Proposer’s negligence, willful misconduct, or contractual breach, and whether proportional responsibility would apply in instances involving third parties or CLC actions.

CLC Response: CLC will consider concerns and requested clarifications during the negotiation phase, after the preliminary notice of contract award is issued.

15. Pricing Proposal
Should we need to denote pass-through costs not detailed on the Pricing Appendices, may we outline it in our written proposal?

CLC Response: Proposers must submit their fixed, all-inclusive pricing for Creative Services as provided in Appendix B and for Media Services as provided in Appendix C. CLC typically pays vendors directly for media and production costs. Hence, those costs should not be included in the Proposers' Price Proposals.

16. Staffing Plan
Can you provide an overview of your internal team structure and the roles of the key people our team will be working with?
- i. How many key stakeholders would we be working with?
 - ii. What level of access will the team have to your senior leadership?

CLC Response: The Successful Proposer(s) will interface with the Director of Advertising and the Senior Director of Marketing, and to a lesser extent the Chief Operating Officer and the CEO. There are additional team members that may be included on a regular basis including the Digital Marketing Manager, Games Director and members of the Sales leadership team.

17. Technical Proposal: Media Assignment; Budget & Planning
For the assignment, what is the budget for the new multiplier scratch tickets? Or is the expectation to do zero-based budgeting?
- i. If zero-based, can you share the anticipated overlap in consumption between new multiplier scratch tickets and other lotto products?
 - ii. Should we assume a full year plan?

CLC Response: The Proposer is to prepare a media plan to launch Multiplier tickets. Proposer should use their recommended budget for a four-week launch.

18. Technical Proposal: Media Assignment; Budget & Planning
How does seasonality impact your business?

CLC Response: June, July and August are CLC's slower sales months. Media planning and buying is adjusted accordingly during those months.

19. Technical Proposal: Media Assignment; Data, Analytics & Technology
Is media pixel tagging for performance tracking possible on the website and/or mobile app?

CLC Response: Yes.

20. Technical Proposal: Media Assignment; Data, Analytics & Technology
Would you be able to provide a more comprehensive overview of your current marketing and analytics tech stack (e.g., beyond the Optimove CRM platform)?

CLC Response: In addition to the Optimove CRM platform and 2nd Chance CRM, the gaming system vendor provides comprehensive data on the games and our players.

21. Technical Proposal: Media Assignment; Data, Analytics & Technology
Would you be able to share 1st-party data with us if we were to be your agency of record?
- CLC Response:** Yes.
22. Technical Proposal: Media Assignment; Data, Analytics & Technology
What is the volume of the CRM list (number of records)? Can sample field names be provided?
- CLC Response:** Our CRM list contains over 200,000 players. Sample field names will not be provided at this time.
23. Technical Proposal: Media Assignment; Data, Analytics & Technology
Do you have an in-house analytics/marketing science team that does any LTV and churn modeling against your 1st-party data set?
- CLC Response:** No.
24. Technical Proposal: Media Assignment; Data, Analytics & Technology
Could you share more information on any specific 3rd-party data partners or platforms you are currently using for programmatic targeting and lookalike audiences?
- CLC Response:** The current agency uses a vendor that creates the lookalike audience, as well as Nielsen and Adobe.
25. Technical Proposal: Media Assignment; Data, Analytics & Technology
Do you have an existing MMP (Mobile Measurement Partner)? If so, who is it and what app events are most closely looked at?
- CLC Response:** CLC does not have an existing MMP.
26. Technical Proposal: Media Assignment; Data, Analytics & Technology
What are your expectations for reporting? Who is the primary audience for these reports?
- CLC Response:** For CLC's expectations regarding media reporting, please refer to Sections 2.2(B)(1), 2.2B(2), 2.2(H), and 2.2(H)(1) of the RFP. The primary audience is CLC's Director of Advertising, Senior Director of Marketing, and CEO.
27. Technical Proposal: Media Assignment; Media, Platforms & Partnerships
Are there specific responsible gaming, privacy, or regulatory constraints we should apply to targeting and optimization beyond 18+ (for example, income proxies, proximity to certain locations, frequency caps for high-value segments)?
- CLC Response:** There are no explicit constraints. However, it would be best to avoid having Out-Of-Home advertising that is located next to, or directly across from, schools or religious institutions if possible.
28. Technical Proposal: Media Assignment; Media, Platforms & Partnerships
Does CLC have any existing media commitments in place that the proposer is expected to facilitate on your behalf?

CLC Response: CLC has six Mega Millions/Powerball tall Digi OOH units.

29. Technical Proposal: Media Assignment; Media, Platforms & Partnerships
Is it a requirement for digital platforms/publishers that the proposer brings forward to be licensed with the state of Connecticut?

CLC Response: No.

30. Technical Proposal: Media Assignment; Media, Platforms & Partnerships
Does CLC require or prohibit any specific platforms or vendors for digital media execution?

CLC Response: No.

31. Technical Proposal: Media Assignment; Media, Platforms & Partnerships
Are there any specialty scratch-off games in which IP/licensing is used, or are all games proprietary to CLC? If so, are there any media implications because of IP usage?

CLC Response: CLC periodically launches scratch games featuring licensed IP. Each license agreement identifies specific usage rights. Any restrictions will be shared with the media agency as applicable.

32. Technical Proposal: Media Assignment; Sales & Product Landscape
What share of lottery purchases are made in cash vs. iLottery / card pay?

CLC Response: Online (iLottery) sales account for less than 2% of the total overall sales.

33. Technical Proposal: Media Assignment; Sales & Product Landscape
Are you tracking debit card purchases of scratch-offs?

CLC Response: No.

34. Technical Proposal: Media Assignment; Sales & Product Landscape
Can you share any information on cannibalization? For instance, how many digital players are coming from in-store scratcher purchases?

CLC Response: iLottery players are a mix of online only and retailer players. Since iLottery only allows for draw game purchases, players still must visit retailers for scratch game and Fast Play purchases.

35. Do you have persona data/player profiles, audience segmentation by game, etc.?

CLC Response: The last segmentation study was done in November 2019 and will be shared with the Successful Proposer(s).

36. Are there any restrictions on using AI in planning, audience profiling, etc.?

CLC Response: No.

37. Do you have any audience exclusions/sensitivities for targeting paid media?

CLC Response: Only age restrictions.

38. Do you typically have a min/max age targeting preference for paid media in general or for specific games.

CLC Response: Target audiences for lottery 18 - 65 and sports betting 21 - 65. Specific audiences will be determined on a campaign-by-campaign basis.

39. How much access will we have to sales data, and what is turnaround on sales data requests/cadence?

CLC Response: See response to Questions #6.

40. Can sales data be provided by game/category and day?

CLC Response: See response to Question #6.

41. What is the size of second rewards audience (app users) and availability of that CRM list for campaign targeting (broader: are CRM lists available for various games to use for targeting paid media)?

CLC Response: See Section 1.4(A)(4) of the RFP for information regarding our 2nd Chance players. Our Optimove CRM list contains over 200,000 players. As indicated in response to Phase I Question #94 in Addendum #2 to this RFP, CLC will provide the Successful Proposer(s) CRM data for lookalike and programmatic targeting.

42. Does CLC use static OOH billboards only or are digital boards included? If both, can you provide a rough percentage?

CLC Response: With the exception of CLC's six Mega Millions/Powerball tall Digi OOH units, all OOH billboards are digital.

43. Creative, Advertising and Marketing Communication Services Pricing Proposal
The RFP confirms CLC launches 40 to 45 scratch games annually. Approximately ten are supported with unique broadcast campaigns. What is the expected work for the agency for the additional 30-35? (e.g. ticket design, social, digital, POS, etc). Should the agency expect to handle all creative work for the 40-45 scratch games annually?

CLC Response: CLC typically launches three to five scratch games each month. The 10 campaigns could include multiple tickets under one unifying theme or could solely highlight one feature ticket for the month. The Successful Proposer is expected to produce monthly First Tuesday POS featuring all the scratch games being launched that month, even if there is not a unique broadcast campaign for that month. The Successful Proposer may also be asked to create digital and OOH creative for some of the scratch games that are not supported with unique broadcast campaigns.

44. Creative, Advertising and Marketing Communication Services Pricing Proposal
Below is a list of what we consider "steady-state" annual deliverables based on the RFP that agency services will support. Is this an accurate project list? If not, how would you organize the annual work so that we can accurately apply agency service pricing?
- i. 40 to 45 Scratch Games: Creative for the "First Tuesday" launch every single month.
 - ii. 10 Unique Broadcast Campaigns: Typically supporting the largest scratch launches.
 - iii. At Least 1 Major Draw Game Campaign: A dedicated annual push for products like Powerball or Lotto.

CLC Response: Yes, this is an accurate "steady-state" project list. Proposers should also assume one ad hoc campaign for non-game related initiatives. Examples include loyalty/rewards program, brand, beneficiary and iLottery.

45. Creative, Advertising and Marketing Communication Services Pricing Proposal
Your strategic vision from April 2025 noted in the RFP calls for a CLC brand identity refresh. Should this be considered a part of the annual agency service fee or is this a separate budget classified as "Optional Services"?

CLC Response: The plan for revitalizing the brand is still in progress; a timeline has not been determined. The Successful Proposer(s) may be part of this process. A separate fee for the brand identity refresh project can be provided as Optional Services. However, ongoing brand work should be included in the agency scope, such as a brand refresh launch campaign and ongoing brand creative beyond the initial launch.

46. Creative, Advertising and Marketing Communication Services Pricing Proposal
It looks like based on the RFP information there is also a loyalty program launch coming. Should this be considered a part of the annual agency service fee or is this a separate budget classified as "Optional Services"?

CLC Response: Yes, the development of a loyalty program campaign should be part of the fee. The fee should assume the need for at least one additional campaign initiative per year. See response to Question #44.

47. Creative, Advertising and Marketing Communication Services; Staffing Plan/Appendix B
Does CLC have a preferred minimum percentage of time they expect for "Key Personnel" (e.g., Account Director or Project Manager), or are you open to models that utilize shared resource pools for specialized tasks?

CLC Response: CLC does not have a set percentage. However, it is important for Proposers to adequately plan for CLC as a high-volume account.

48. Creative Assignment/Appendix A
In your project brief you indicated the tone of the Multiplier scratch game as "optimistic, playful, fresh, approachable." What are your thoughts about the use of humor or hyperbole in the campaign idea? Any watchouts?

CLC Response: Humor and hyperbole can be utilized. The watch-out is to avoid being too exaggerated.

49. Creative Assignment/Appendix A
How would a consumer ask a retailer for this scratch game specifically? "I'd like a Multiplier ticket", "I'll take a 100X", "Give me a \$5 Multiplier"?

CLC Response: Ticket dispensers are numbered at the retail locations, so players can ask for a specific ticket by number, as well as by name or by price and category, such as 50X the Cash or \$5 Cashword. Multiplier tends to be more of an internal term, unless that is in the formal name of the game.

50. Creative Assignment/Appendix A
Do you offer other Multiplier scratch games that go beyond this specific family of Multiplier tickets?

CLC Response: Yes, CLC offers other multiplier scratch tickets.

51. Creative Assignment/Appendix A
We noticed that you're currently promoting a new edition of the Multiplier ticket on your website vs. what's featured in the RFP assignment. Have there been any design changes that have improved the overall Multiplier scratch game experience? If yes, what are they?

CLC Response: For 2026, the \$1 game's multiplier increased from 5X to 10X. All games in the family also received a premium "Sparkle" print treatment, adding foil to designated areas of the ticket. CLC launches a new "family" of multiplier games each year with updated designs and game features.

52. Creative Assignment/Appendix A
As indicated on page 30 of the RFP, do you have a specific budget range for the project budget we should be using for the Multiplier scratch game? Should this budget be inclusive of OOP production and agency fees?

CLC Response: Proposer should provide the budget they recommend to launch the Multiplier tickets. It should include the cost for production of TV but does not need to include any agency fees.

53. Which brands and/or current creative campaigns do you admire and why?

CLC Response: CLC does not want to influence the creative development by providing benchmark campaigns. We look forward to seeing what each Proposer considers to be strong creative.

54. How would you describe your creative expectations for the CLC brand vs. the Multiplier scratch game?

CLC Response: CT Lottery is a familiar and trusted presence, but one that feels aged and often operates in the background. We want the brand to feel more intentional, contemporary, and engaging — positioning CT Lottery as a fun, responsible, and value-driven entertainment brand that reflects Connecticut. Our creative expectations for the Multiplier scratch games are similar to the brand, with a tone that is playful, fresh, approachable and fun, all done in a responsible and entertaining way.

55. Who would CLC be if it was a fictional character or celebrity?

CLC Response: Good question. We hope to have an answer after completing the brand refresh project and corresponding research.

56. How and when does collaboration between the partner agencies happen along the onboarding, campaign development and executional process?

CLC Response: Collaboration is expected to begin as soon as contracts are executed and will continue throughout all processes, from onboarding through campaign execution. The formal collaboration process will be determined once the Successful Proposer(s) have been selected. Additionally, see response to Question #81.

57. How many agencies have moved on to Phase II? How many are just responding to the Creative proposal versus both Creative and Media?

CLC Response: In accordance with Section 1.2(A) of the RFP, CLC has invited five (5) Proposers for Media Services and five (5) Proposers for Creative Services to participate in Phase II.

58. Logistics and Process

Can you please confirm who comprises the evaluation and selection committee for this RFP and in attendance in the in-person meetings? If individual names cannot be shared, can you provide roles or departments represented on the committee?

CLC Response: Names of CLC team members attending the presentations will be provided via email in advance of the presentation.

59. Logistics and Process

How many agencies have been invited to participate in Phase II?

CLC Response: See response to Question #57.

60. Logistics and Process

Can you please provide guidance on what will be required or expected in the presentation round of Phase II, including anticipated format, content focus, and whether any specific team members will be required to attend?

CLC Response: As indicated in Sections 1.2(B), 3.6(C)(1)(b) and 3.6(C)(2)(b) of the RFP, presentations must be delivered by the key members of the account team Proposer intends to assign to the CLC account. Additional guidance regarding format and content focus will be provided to Proposers via email.

61. Logistics and Process

If invited to both Creative and Media scopes, should we submit separate Technical and Price Proposals for each scope?

CLC Response: Yes.

62. Strategy and Growth Priorities
Over the next 24 months, which product categories (Scratch, Draw, Keno, Fast Play, iLottery) represent the greatest growth opportunity?

CLC Response: Fast Play games have had the highest growth in recent years. While scratch games have seen a decline in the past few years, they remain our largest revenue generator and, therefore, a priority. CLC will also be looking to grow its draw game portfolio with the addition of two new draw games in the next two years.

63. Strategy and Growth Priorities
How should the winning agency balance brand consistency across games with the need to differentiate individual products to their respective player base?

CLC Response: CLC seeks to maintain overall brand consistency while allowing for appropriate differentiation among individual games. The Successful Proposer(s) will be expected to develop strategies that align with CLC's overall brand while tailoring messaging, creative approaches, and media tactics to effectively reach the target audiences for specific products. Final approaches will be developed collaboratively with the CLC marketing team.

64. Strategy and Growth Priorities
As CLC evaluates modernization of the brand, are there examples (inside or outside the category) that reflect the level of evolution envisioned?

CLC Response: CLC is open to considering a range of approaches to brand modernization. Specific examples have not been formally identified at this time. The Successful Proposer(s) will be expected to bring forward insights, best practices, and relevant examples, both within and outside the lottery category, as part of the strategic development process.

65. Data, Measurement and KPIs
For new Instant Game launches, what evaluation window carries the most weight (e.g., first 4–6 weeks vs. lifecycle performance), and how are short-term launch results balanced against longer-term portfolio performance?

CLC Response: The first four to six weeks of a new scratch ticket carries the most weight since it has media support. Most scratch tickets are launched with the intention of being in the market for a short period of time. There are only a few scratch tickets in the portfolio with larger print runs that will have a longer lifecycle.

66. Data, Measurement and KPIs
What level of sales data granularity (daily, by product, by retailer, by region) will be available to support optimization and attribution?

CLC Response: See response to Question #6.

67. Data, Measurement and KPIs
How far back can daily sales data be provided as mentioned in Q71 of round 1 questions?

CLC Response: Five years.

68. Data, Measurement and KPIs
Is there any data for average annual spend per active player or lifetime value that can inform acquisition strategy?
- CLC Response:** Data is available for iLottery and 2nd Chance players. CLC plans to partner with the Successful Proposer(s) to conduct research that will provide this information for retail lottery players.
69. Data, Measurement and KPIs
Has CLC identified any thresholds where frequency messaging to existing players yields diminishing incremental returns?
- CLC Response:** No.
70. Data, Measurement and KPIs
Do you leverage any identity graphs or third-party targeting audience segments? Would you be open to it? Would you be open to us placing proprietary trackers on your site?
- CLC Response:** CLC does not currently leverage identity graphs or third-party targeting audience segments, but we are open to it. CLC is not opposed to proprietary trackers on our site.
71. Data, Measurement and KPIs
What other data points/KPIs have you been using to measure ROI outside of the iLottery data points?
- CLC Response:** Engagement on social posts, dashboards for all our digital advertising, year over year sales growth, player participation in 2nd Chance promotions.
72. Media and Retail Operations
Can you provide directional guidance on how annual media investment is typically allocated across product categories (e.g., Scratch vs. Draw)?
- CLC Response:** Approximately 75%-80% of the media budget supports scratch tickets, with the remaining budget supporting draw games and iLottery.
73. Media and Retail Operations
Who are the primary retailers for scratch tickets? Is it primarily convenience stores and grocery stores, or does it also include bars and restaurants?
- CLC Response:** CLC scratch games are sold through a network of licensed lottery retailers across the state. The majority of sales occur through convenience stores and grocery stores, though the retailer network also includes other licensed locations such as package stores, gas stations, and some bars and restaurants. Also see response to Question #3 for additional information available.

74. Media and Retail Operations
Knowing parts of the state aren't covered by the Hartford DMA, can you confirm that use of cable, and geo-targeted digital (including CTV) are leveraged for reaching those areas of the state?

CLC Response: Yes.

75. The RFP document mentions the creative delivered in the assignment should maintain the strong CLC brand (Appendix A; A-2). Do you have any supporting brand framework documents (including consumer research) you could share to help us better understand the brand elements?

CLC Response: No, additional documents are not available. Proposers should rely on the information included in the RFP and publicly available materials when preparing their responses.

76. In the Scratch Game Launch Overview Brief (Appendix A), the "Who Are We Talking To" section notes that Multiplier Games are broadly appealing across all lottery segments and demographics. Could you provide an overview of or any additional information about these segments and demographics?

CLC Response: Segments include core, lapsed, and non-lottery players. Players 18 years and older.

77. Is there anything that differentiates your current vs. potential players? Do you feel the bigger opportunity is responsibly gaining greater share of spend and frequency from current players or from bringing new players into the category?

CLC Response: The bigger opportunity is bringing new players to the lottery.

78. Proposal Requirements
For Samples of Work, can we showcase a different aspect of work/campaign from one of the same clients that we submitted in Phase I or must our samples be from entirely different clients?

CLC Response: The samples may be work performed for the same clients, but they cannot be from the same campaigns as the Phase I case studies.

79. Proposal Requirements
Is the expectation that the entire account team assigned be 100% dedicated to your business?

CLC Response: See response to Question #47 above, responses to Phase I Questions #14 and #70 and #70 in Addendum #2 of this RFP, and Sections 2.1(B), 2.1(C) and 2.2(B) of the RFP.

80. Proposal Requirements; Pricing Proposal
How should fee be split across creative and media services? Since we are submitting for creative only, should we assume approximately 50% of the fee as our reference point?

CLC Response: Proposers must submit their fixed, all-inclusive pricing for Creative Services as provided in Appendix B. Fees for Creative Services and fees for Media Services are independent of each other.

81. Proposal Requirements; Media Agency Coordination
If creative and media is awarded separately, how does CLC envision the working relationship and coordination between the creative agency and the media agency?

CLC Response: Both agencies will be expected to participate in key meetings with the CLC marketing team, including weekly status meetings, creative brief kick-off meetings, concept presentations, research meetings, and quarterly planning sessions. Additional coordination and collaboration processes will be established following the selection of the Successful Proposer(s).

82. Proposal Requirements
Can you share detailed evaluation criteria you will be assessing proposals by?

CLC Response: Proposals will be evaluated in accordance with the requirements outlined in the RFP and based on the factors CLC determines best serve the interests and goals of the organization.

83. Phase II Assignment
You mention on page A-4 that CT Lottery logo and ticket art will be provided - please confirm if and when we should receive these assets.

CLC Response: CT Lottery logo and ticket art was previously provided to Proposers invited to participate in Phase II via email.

84. Phase II Assignment
How many loyal consumers do you have?

CLC Response: The Phase II Assignment concerns Multiplier scratch tickets that do not feature a 2nd Chance drawing. As retail lottery sales are largely anonymous, we cannot quantify the number of loyal scratch ticket purchasers.

85. Phase II Assignment
What owned channels (i.e. Email, Facebook) do you leverage for loyalty communications?

CLC Response: CLC does not presently have a loyalty program. Facebook, Instagram, X, and email are leveraged to reach our players organically.

86. Phase II Assignment
When it comes to the current First Tuesday language and campaign, what's your appetite for change – are you open to evolution, a total revamp, or should we keep this close to its current form?

CLC Response: Proposers should not develop a creative assignment that is a variation of the current First Tuesday campaign. The assignment should be a completely unique campaign focused only on the multiplier tickets themselves. First Tuesday is the day of the month that

we launch new tickets and that campaign's sole focus is to drive awareness of that date of the month and set that expectation for players. The assignment would air separately from First Tuesday and must focus on the multiplier tickets and its motivating features uniquely. Please refer to the Creative Brief provided in Appendix A.

87. Phase II Assignment

Would there be any issues with retailers launching day-of (or teaser campaigns) of what's coming? In other words, do retailers get books a day or two in advance of First Tuesday?

CLC Response: Retailers start receiving new scratch ticket deliveries the Thursday and Friday prior to First Tuesday. CLC currently runs a First Tuesday teaser campaign that features the tickets that will be launching.

88. Phase II Assignment

Should we be considering second chance drawings as an element of our work?

CLC Response: No, the multiplier tickets in the Phase II Assignment do not include 2nd Chance drawings.