

	<p align="center"> <b>State of South Carolina</b>  <b>South Carolina Education Lottery</b>  <b>Request for Proposals</b>  <b>Amendment Number One (1)</b> </p>	Solicitation: Date Issued: Procurement Officer: Phone: E-Mail Address: Mailing Address:	01122018AMPOS RFP February 2, 2018 Petrina F. Marsh, CPPB 803-737-2808 Petrina.Marsh@sclot.com South Carolina Education Lottery Attention: Petrina F. Marsh PO Box 11949 Columbia SC 29211-1949
---	--	--	---

DESCRIPTION: **Advertising Media Placement and Other Services**

USING GOVERNMENTAL UNIT: **South Carolina Lottery Commission**

SUBMIT YOUR OFFER ON-LINE AT THE FOLLOWING ADDRESS: [Petrina.Marsh@sclot.com](mailto:Petrina.Marsh@sclot.com)

**SUBMIT OFFER BY (Opening Date/Time): 03/05/2018 2PM ET** (See "Deadline For Submission Of Offer" provision)

**QUESTIONS (ROUND 2) MUST BE RECEIVED BY: 02/09/2018 2PM ET** **Questions Limited to Amended Parts Only**

**NUMBER OF COPIES TO BE SUBMITTED:** One (1) Original Hardcopy Each of Technical & Price Proposals marked "Original," Five additional Hardcopies of the Technical Proposal, One (1) Electronic Media Copy of Technical & Price Proposals marked "Copy", and One (1) Redacted Copy via Electronic Media marked "Redacted." (See "Submitting Redacted Offers" provision Section IV, "Submitting Confidential Information," Section II.A.)

<b>AWARD &amp; AMENDMENTS</b>	The Award, the solicitation, this amendment, and any related notices will be posted at the following web address: <a href="http://www.sceducationlottery.com/lottery/procurement.aspx">http://www.sceducationlottery.com/lottery/procurement.aspx</a>
-------------------------------	---

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of ninety (90) calendar days after the Opening Date.  
(See "Signing Your Offer" provision.)

<b>NAME OF Offeror</b>  <small>(full legal name of business submitting the offer)</small>	Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.
<b>AUTHORIZED SIGNATURE</b>  <small>(Person must be authorized to submit binding offer to contract on behalf of Offeror.)</small>	<b>DATE SIGNED</b>
<b>TITLE</b>  <small>(business title of person signing above)</small>	<b>STATE VENDOR NO.</b>  <small>(Register to Obtain S.C. Vendor No. at <a href="http://www.procurement.sc.gov">www.procurement.sc.gov</a>)</small>
<b>PRINTED NAME</b>  <small>(printed name of person signing above)</small>	<b>STATE OF INCORPORATION</b>  <small>(If you are a corporation, identify the state of incorporation.)</small>

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)				NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)			
				<hr/> Area Code - Number - Extension Facsimile			
				<hr/> E-mail Address			
PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)				ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)			
<input type="checkbox"/> Payment Address same as Home Office Address <input type="checkbox"/> Payment Address same as Notice Address <b>(check only one)</b>				<input type="checkbox"/> Order Address same as Home Office Address <input type="checkbox"/> Order Address same as Notice Address <b>(check only one)</b>			
<b>ACKNOWLEDGMENT OF AMENDMENTS</b>							
Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)							
Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

**AMENDMENTS TO SOLICITATION (JANUARY 2004):** (a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <http://www.sceducationlottery.com/lottery/procurement.aspx>. (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

**THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. INFORMATION OR CHANGES RESULTING FROM QUESTIONS WILL BE SHOWN IN A QUESTION-AND-ANSWER FORMAT. ALL QUESTIONS RECEIVED HAVE BEEN REPRINTED BELOW. THE "STATE'S RESPONSE" SHOULD BE READ WITHOUT REFERENCE TO THE QUESTIONS. THE QUESTIONS ARE INCLUDED SOLELY TO PROVIDE A CROSS-REFERENCE TO THE POTENTIAL OFFEROR THAT SUBMITTED THE QUESTION. QUESTIONS DO NOT FORM A PART OF THE CONTRACT; THE "STATE'S RESPONSE" DOES.**

**South Carolina Education Lottery  
Request for Proposals  
Advertising Media Placement and Other Services  
Solicitation #01122018AMPOSRFP**

**Amendment Number One (1)  
Questions and Answers**

**1. Seven Outsource (1):**

**Q:** Whether companies from Outside USA can apply for this? (like, from India or Canada)

**State's Response:** See Section V, Qualifications.

**2. Seven Outsource (2):**

**Q:** Whether we need to come over there for meetings?

**State's Response:** See Section III, Scope of Work / Specifications.

**3. Seven Outsource (3):**

**Q:** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

**State's Response:** See Section VII (B): OFFSHORE CONTRACTING PROHIBITED (FEB 2015).

**4. Seven Outsource (4):**

**Q:** Can we submit the proposals via email?

**State's Response:** See Response to Question #5 in its entirety.

**5. Chernoff Newman (1):**

**Q.** Do we submit our proposal via email only or email and hard copies (with electronic media)?

**State's Response:** Each Offeror must submit one original hardcopy of the Technical Proposal and the Price Proposal in a separate sealed envelope or package as required. Original hardcopies must be sent to the physical address indicated on the Cover Page. Copies of each proposal (Technical and Price Responses) must be sent separately via email or to the physical address on the Cover Page. In addition, Offerors must submit an electronic copy or copies via

USB (thumb drive), or through any other acceptable media format as indicated in Section II.B.—Instructions to Offerors—Special Instructions.

**6. Chernoff Newman (2):**

**Q.** There appears to be a typo on page 48, second to last paragraph that refers to “financial institution that staffs and provides fully functional banking services.” Will you please clarify?

**State’s Response:** The second to the last paragraph on page 48 is amended to read as follows.

“For purposes of this solicitation, in addition to the term “office” as used in Section 11-35-1524(C), “resident of the State” may include any staff supporting the Contractor’s ability to provide fully functional media placement and other related services as required in this RFP; and is further defined to include those individuals responsible for providing ongoing support and/or the day-to-day management of this account as assigned by the Contractor.”

**7. Wolfe Solutions (1):**

**Q.** Are long-term contracts in place for Outdoor Advertising placement? If so, with what contractor(s)?

**State’s Response:** No.

**8. Wolfe Solutions (2):**

**Q.** Historical Data — Are you able to share previous media placement data?

**State’s Response:** See Section III (A): Background—Data on Advertising Purchases and Attachment E.

**9. Wolfe Solutions (3):**

**Q.** What are the identified target media markets on local, regional and/or statewide levels?

**State’s Response:** The Offeror must suggest what network mix it deems to be most appropriate. SCEL’s network mix includes its draw partner stations and non-draw partner stations located throughout the state. Offerors must present a media placement plan across all media types for the fiscal year and have the capability of incorporating all forms of advertising within the media placement plan for tracking and optimization of campaigns and advertising.

**10. Wolfe Solutions (4):**

**Q.** Will the contracted agency have the opportunity to recommend changes to the media plan secured via the existing vendor? Or is the planned media for 19 to be procured by contract agency?

**State's Response:** Yes. As stated in Section III.A, "The existing vendor will preplan the media buy for FY19 in or around February or March 2018. SCEL's Board of Commissioners will meet and approve the budget in its quarterly meeting in May 2018. Once the budget is approved, the agreements to procure media are signed and the existing vendor will prepare a transition plan and work, as needed, with the Contractor selected as a result of this RFP."

**11. Wolfe Solutions (5):**

**Q.** Based on the current media placement vendor's media procurement, is a detailed media placement plan to be included in the RFP?

**State's Response:** The Offeror should explain how it can best meet the SCEL's need for the required services as it deems appropriate.

See also Response to Question #9

**12. Wolfe Solutions (6):**

**Q.** Are long-term event partnerships/sponsorships contracts currently in place? If so, with what properties?

**State's Response:** No.

**13. Wolfe Solutions (7):**

**Q.** Are you able to share previous market research studies conducted?

**State's Response:** Historical results, existing market research, an overview of the current state of SCEL business, and SCEL's current business plans will be provided to the successful Offeror during the transition plan.

**14. Wolfe Solutions (8):**

**Q.** When conducting marketing mix analysis, are KPI's solely revenue generation? Or is there game awareness studies in the market?

**State's Response:** Market research studies are qualitative or quantitative in nature—as key performance indicators include, but are not limited to, revenues generated, and awareness of SCEL's games and its branding efforts.

**15. Wolfe Solutions (9):**

**Q.** Are you able to share previous marketing mix analysis studies? Share historical media budget weighting?

**State's Response:** See Response to Question #13.

**16. Wolfe Solutions (10):**

**Q.** Can you share previous fiscal media/marketing plan recap?

**State's Response:** See Response to Question #13.

**17. Wolfe Solutions (11):**

**Q.** To engage further marketing mix analysis and attribution modeling, does the Lottery currently collect data from players digitally? Or utilize cross-channel analysis currently?

**State's Response:** Yes. SCEL's efforts to collect data from its players are currently performed in-house, through digital media methods via its social media marketing platform and website (i.e. Players Club).

**18. Wolfe Solutions (12):**

**Q.** Does the lottery have specific information on:

- Demographics of engage players
- Demographics of un-engaged players

**State's Response:** Yes. SCEL conducts demographic surveys every two years.

**19. Wolfe Solutions (13):**

**Q.** In comparison to previous service agreement, how has your media/marketing approach changed in reaching consumers?

**State's Response:** SCEL's marketing approach is in alignment with national trends as it shifts from traditional media channels such as television, print, and radio, to more innovative social media and web-based platforms.

**20. Wolfe Solutions (14):**

**Q.** Are there any programs from other states that SCEL looks to as the "gold standard" for media placement and successfully growing their program?

**State's Response:** No.

**21. Infinity Marketing (1):**

**Q.** What improvement goals has SCEL identified in relation to the existing agency?

**State's Response:** SCEL seeks to continually achieve its goal of broadening its player base in order to maximize transfers to the Education Lottery Account. With the continual growth of consumer usage of digital devices for entertainment and information, these channels will be crucial in reaching new, potential, and existing players. Maximization of SCEL's media investment is critical for an optimal return on investment (ROI). SCEL seeks to increase the alignment of its creative and media placement strategies to meet the ongoing and evolving expectations of its customers.

**22. Infinity Marketing (2):**

**Q.** Does the existing agency intend to participate in continuing the relationship with SCEL?

**State's Response:** Until the opening of proposals occurs on March 5 at 2PM EST, the answer to this question is unknown.

**23. Infinity Marketing (3):**

**Q.** How will the success of the media placement be measured?

**State's Response:** The Contractor must provide media placement services that include the use of media research, tools, and analytics including, but not limited to, purchasing advertising space in real time and using audience insights, cross-channel measurement and attribution, and econometric models that are able to forecast future trends in consumer purchasing based on consumer buying history and use these tools in evaluating performance and optimizing the ROI for SCEL's Plan.

See also Section III (G)(4).

**24. Infinity Marketing (4):**

**Q.** Are there any specific budget allocation requirements? For example, does a minimum need to go to digital media placement?

**State's Response:** No. SCEL shall provide the Contractor with estimated expenditures for media placement in advance of each fiscal year (July 1-June 30), usually in February, which is subject to the approval of SCEL's Board of Commissioners generally held in May. Upon this approval, the existing vendor will prepare a transition plan and work, as needed, with the Contractor selected as a result of this RFP.

**25. Infinity Marketing (5):**

**Q.** Is there a designated spend or percentage of the buy that is earmarked to the draw partners?

**State's Response:** See Response to Question #24.