

Q&A for Marketing Research Services RFP

Answers to Vendors' Questions

Any capitalized terms not defined herein shall have the meaning prescribed to them in the Request for Proposals for Marketing Research Services ("RFP") issued on May 4, 2018.

1. Q: What is the due date for the proposal?

A: The original Proposal Submission date was Wednesday, May 30, 2018 by 5:00 pm CT. However, we are extending the proposal submission date to **JUNE 4, 2018 by 5:00 pm CT.**

2. Q: Section 8.1 on pricing is tough to respond accurately to since our research is customized to each client's needs and we don't have enough project specifics to ballpark fairly.

A: Please provide price ranges for specific types of projects.

3. Q: Should we provide individual project quotes for 8.1, or simply a list of hourly rates that would apply across all projects?

A: Please provide price ranges for specific types of projects. In addition, Vendors may provide rates on a per hour of service or per completed interview basis. Vendors may also reference the table below, which lists some key assumptions:

Focus Groups	Four (4) groups, 8 participants each: Two (2) in Chicago and two (2) in a downstate market, such as Peoria, IL
In-depth Interviews (IDI's)	N=20, mix of geographic locations around the state of Illinois (e.g. Chicago, Springfield, Peoria, Rockford, Champaign)
Quantitative Survey	N=2,000
Online Insights Community	If applicable, N=70

4. Q: Will Camelot Illinois be providing parameters or project specs (such as number of groups, sample sizes, incidence level for recruiting in the general population, types of data analytics, number of concepts being tested, eye tracking static concepts/boards or in situ, etc.) for each of these 19 areas to provide specific pricing, or is Camelot Illinois looking for price ranges; i.e. focus groups can range from \$x - \$y, quantitative sample size of n=1000 to n=3000, incidence rate of 15% to 75%, etc.

A: Price ranges are sufficient.

5. Q: For “Survey Capabilities” and “Online research capabilities”, could you please clarify what you mean by ‘menu of pricing’? Are you looking for a discussion on our capabilities, or costs for data collection services? If costs for data collection services, what incidence within the general population is the target respondent audience and what sample sizes are you looking for?

A: Here is a table based on historical Lottery participation rates among Illinois adults (18+):

Based on Brand Tracker (Jan-Mar 2018)	Total Lottery (all games)
Total Players	71%
Played weekly or more	24%
Played at least once a month, but not more often	17%
Played at least once a quarter, but not more often	9%
Played once or twice a year, but not more often	21%
<i>Lapsed</i> players (have played before, but not in the past year)	12%
Have <i>never</i> played (includes 8% who are morally opposed)	17%

6. Q: Writing & Analytic Samples - what exactly are you looking for?

A: To the extent permissible, please provide samples of writing and work samples. Case studies are also acceptable.

7. Q: Provide a capabilities overview that demonstrates that the Vendor can meet or exceed Camelot Illinois needs or objectives. What exactly are you looking for here?

A: A standard Capabilities Overview deck is sufficient.

8. Q: Could you provide a little more detail on some of the types of research that you have listed: marketing analytics, data analytics, and shopper insights?

A: Only focus on the set of capabilities you are strong in. If Not Applicable, enter N/A for that service.

9. Q: Can you please identify how Camelot Illinois is defining "marketing analytics" versus "data analytics"?

A: Please consider them the same for the purposes of this RFP.

10. Q: Specific to C-8, there is reference to vendors being selected to make presentations. We're wondering how presentations will be judged and whether there is a specific point value that will be assigned to presentations in the source selection process? How many firms will be selected for presentations?

A: There is no point value assigned to the presentations. At this time, it is unknown how many firms will be invited to provide presentations, however such invitations will be based on the points garnered in Section 3.5.

11. Q: Specific to R-10, can the client recommendation be in a format other than a letter, e.g. list of clients with contact information, an online government performance review, evaluation form completed by past client, etc.? In some cases, clients--especially government personnel--are not allowed to personally write letters of recommendations, but they can enter information into online contractor performance databases, talk by phone, or fill out questionnaires.

A: In lieu of a letter of recommendation, Camelot Illinois will accept three (3) client references.

12. Q: The evaluation criteria on page 6, does not include specific point values that will be assigned for being an in-state vendor or Business Enterprise Program vendor, though the BEP program is referenced on page 12. Can you please discuss how such factors will be factored into the point values and used for vendor selection? How will this factor impact project awards after contract(s) are in place?

A: BEP Vendors will be given preferential consideration, if they can provide a similar or better value for the Services. BEP status may impact project award before contracts are in place but not after they are in place.

13. Q: Specific to requirements of R-5 and R-6, can Camelot Illinois release a statement from Illinois Lottery which grants firms participating in this procurement permission to share representative samples of their market research for Illinois Lottery with Camelot Illinois? The work products are not technically ours to share, and we need some sort of release to share them with you. If we mask identity, it will still be apparent that Illinois Lottery is the research sponsor.

A: Camelot encourages you to contact the Department of the Illinois Lottery directly to obtain such permission.

14. Q: What is the planned, annual budget for Illinois Lottery's market research program? It is important to understand budget range to assess the potential value of response, especially if your intent is to choose multiple vendors? Similarly, budget parameters can help us recommend research approaches that are aligned to your available level of spend.

A: The budget is proprietary and confidential information.

15. Q: If multiple contracts are awarded, how will vendors be selected for project assignments? Page 1 indicates that Camelot Illinois "can call upon them when project needs arise." Does this mean that vendors can be called upon whenever Camelot Illinois wants to use them, or that tasks will be fairly competed among all of the companies under the contract when needs arise?

A: As stated in the RFP. Camelot Illinois will award Vendors specific marketing research areas for contracting purposes. Thereafter, when a marketing research need arise in that area/areas, Camelot will obtain a definitive pricing quote from the selected vendor(s) for that specific project opportunity.

16. Q: Where will this work be performed ... at the vendor's site or on-site at Camelot Illinois? That is, is there a requirement for vendors to provide on-site staff support in Chicago or Springfield?

A: No, there is no requirement to provide on-site support.

17. Q: Will the result of this solicitation result in an indefinite delivery/indefinite quantity contract with Camelot, with the State of Illinois, or simply be used as a pre-qualification of vendors for future, project-specific contracts?

A: Camelot will enter into contracts with vendors based on specific market research expertise. But, as projects arise and are assigned to a specific vendor; Camelot will obtain specific pricing from that vendor for the project.

18. Q: Will Camelot Illinois be selecting 1 vendor to complete all work, or will Camelot Illinois be selecting multiple vendors to create a roster?

A: Camelot Illinois will be entering into contracts with multiple Vendors assigned to specific areas.

19. Q: Northstar previously maintained a player database and/or community that was used for research. Does this database still exist and who will manage it ... Camelot or the research vendor?

A: No, the research community no longer exists.

20. Q: Will this Camelot Illinois marketing research services contract be the only contract vehicle for conducting Lottery market research, or will there be parallel marketing research contract issued by Illinois Lottery and the State of Illinois, as was done in the past?

A: Camelot Illinois cannot speak on behalf of the State of Illinois and its market research needs.

21. Q: In section 3.6, there is mention that prospective vendors must complete state disclosure and certification documents. Are these to be submitted with our proposal or only if we are selected as one of the vendors?

A: State disclosure and certifications documents are part of the State's regulatory requirements before Camelot can enter into a contract (over a certain amount). We do not require that you submit your state disclosure of certification documents with the submittal of your proposal however, if you are the awarded vendor, you must meet the State's regulatory requirements before Camelot Illinois can execute a contract with you.

22. Q: With respect to "Technology trends in research", what are we pricing here?

A: Please describe how you will keep up with new technology that can be used to conduct research.

23. Q: With respect to “multi-cultural insights” what are we pricing here?

A: Please describe your capabilities in the multicultural research space.

24. Q: What are “Hopper Insights”?

A: In Sections 1 and 8.1 of the RFP, it should read ”shopper insights.”

25. Q: For “Brand tracking” and “Segmentation” are you looking to conduct/track among the general population, lottery players only, etc.?

A: Camelot Illinois seeks tracking of the general population in Illinois.

26. Q: For “Game innovation”, we’re unclear as to what you are asking. Is it testing concept/ prototypes, or research aimed at generating new game ideas?

A: For game innovation, Camelot Illinois seeks testing concept/prototypes and research aimed at generating new game ideas. Vendors should describe their approach to innovation research.

27. Q: Section 3.2 – the SLAs set forth in Section 3.2 appear to be targeted to providers of the lottery system, not market research services. Can you confirm that these would not be applicable [to us]?

A. The Service Levels referenced in 3.2/Appendix 1 refers to the Lottery System. Not all the PMA terms are applicable to all vendors. However, we suggest that you confer with your legal counsel to determine the applicability of this provision to the services you would be providing under a contract resulting from this RFP.

As a subcontractor to a contractor (Camelot Illinois) to the State of Illinois, all market research vendors must agree to the current Private Management Agreement (PMA) Incorporated Terms (Sec. 3.2 of the PMA). This was provided as a separate pdf file, and is also available on the Illinois Lottery website, reference - Private Manager Agreement Incorporated Terms.

http://www.illinoislottery.com/content/dam/ill/documents/Camelot_2017_Private_Management_Agreement.pdf

28. Q: Section 7 [of the PMA] – Insurance - [we are] capable of complying with much of Section 7.

However, there are certain modifications that we would need to make based upon our insurance coverage. For example, [we] could make the State an additional insured, but only for commercial general liability and automotive liability. Regardless, [we] will remain liable for damages [we] cause. Can we discuss minor variances to this Section?

A: Camelot will discuss proposed minor changes to the Incorporated Terms requested by the selected Vendor. All requested changes are subject to the approval of the Department of Lottery.

29. Q: Section 7.9(c) [of the PMA] – This section references certain operating standards and policies. Are these relevant to [us] and, if so, can we please review them?

A: Not all Operating Standards may be applicable to the services a vendor/vendors may provide as a result of this RFP.

The following is a link to the Operating Standards:

http://www.illinoislottery.com/content/dam/ill/documents/Camelot_2017_Private_Management_Agreement.pdf

30. Q: Section 7.12 – We are not sure we understand how this provision would apply to research vendors, as it appears to deal with a performance security that is not part of the Agreement.

Can you please clarify?

A: Not all Operating Standards will apply to the Services provided. Camelot Illinois suggests that Vendors consult with their legal counsel to determine the applicability of this provision to the Services they will be providing.

31. Q: Section 9.3 – [We] would like to review the operating standards. Are there back-up and restoration requirements in the standards that would apply to the work being performed by [us]?

A: The following is a link to the Operating Standards:

http://www.illinoislottery.com/content/dam/ill/documents/Camelot_2017_Private_Management_Agreement.pdf

Camelot Illinois suggests that Vendors consult with their legal counsel to determine the applicability of this provision to the Services.

32. Q: Section 12.3 – This section appears to provide for electronic inspections. Would this include penetration testing, and does it apply to market research providers?

A: This provision applies to audits. Camelot suggests that Vendors consults with their legal counsel to determine the applicability of this provision to the Services.

33. Q: Section 21 – Please confirm that these provisions would not apply to [our] Affiliates, or to standard providers of back-office services (for instance, Rackspace for hosting services).

A: This Section references “subcontracting the performance of **material** part or all of its obligations.” Camelot suggests that Vendors consult with their legal counsel to determine the applicability of this provision to the Services.

34. Q: Section 23 – Change Clause – Please confirm that this provision will apply only to changes flowed down from the state.

A: Camelot suggests that Vendors consult with their legal counsel to determine the applicability of this provision to the Services.