

MISSISSIPPI LOTTERY CORPORATION

LIST OF QUESTIONS RECEIVED BY 08/07/19

RE: RFP NO.6 – REQUEST FOR PROPOSALS FOR ADVERTISING AND RELATED SERVICES

RESPONSE SUBMISSION DEADLINE: AUGUST 7, 2019 (5:00 P.M. CST)

RESPONSES DUE TO:

CAROLYN JONES, SR. MANAGER, EXECUTIVE

cjones@mslot.org

C/O BALCH & BINGHAM LLP

188 E. CAPITOL STREET, SUITE 1400, JACKSON, MS 39201

	QUESTIONS – RFP NO. 6	MS LOTTERY CORPORATION ANSWERS
1	Where is the paperwork to fill out to submit for the advertising proposal?	<i>The RFP does not include preformatted forms. Each respondent is responsible for assembling the paperwork necessary to fulfill the requirements of the RFP and exhibit the capabilities of his/her agency.</i>
2	Will oral presentations be required or will the contract be awarded based on the RFP response submissions?	<i>Oral presentations may be required of finalists, if two or more finalists are closely ranked based on the RFP response submissions</i>
3	Section 1.2 Introduction – Will key sub-contractors be required to meet the same 35-mile/90-minute requirements as specified for the selected vendor?	<i>If the reason for the meeting involves the subcontractor, yes.</i>
4	Section 1.12 (d) Pricing Information - Refers to the pricing proposal and Technical proposal being separate. Does this mean they should be submitted as totally separate books (and separate files on the flash drive), or does it mean that the proposals should be separate sections of a single book/file?	<i>The Price Proposal and the Technical Proposal are to be contained in separate books/flash drives.</i>
5	Section 4.3 (f) Creative Experience – Please clarify what is meant by the request for examples of "product distribution"?	<i>“Product distribution” means the array of media used to drive the client’s message, e.g., magazines,</i>

		<i>newspapers, flyers, social media, television, radio, etc.</i>
6	Appendix B (B2) – What creative, media, research or monitoring/ analysis responsibilities does the Lottery Corporation intend to execute as an in-house function (e.g. social media posts, graphic design, public relations). Do you expect that these functions will be in place at the time the contract is awarded, or will there be a transition period?	<i>The Mississippi Lottery Corporation foresees having an in-house graphic artist/web designer on staff prior to and after the awarding of an advertising agency contract. This position will have primary responsibility for the construction and upkeep of the Corporation’s website, assist in graphic production for social media, signage, and other materials both within and outside of the advertising contract, and may have some role in tracking website traffic. The MLC also foresees taking a lead role in its social media messaging but may rely on the agency to make advertising buys within specific social media platforms.</i>