



Request for Proposals for  
Digital-led Creative Agency

May 17, 2022

# 1 Introduction

The Illinois Department of the Lottery (“Department” or “Illinois Lottery”) [www.illinoislottery.com](http://www.illinoislottery.com) awarded the Private Management Agreement (“PMA”) to Camelot Illinois LLC (“Camelot”) on September 22, 2017 following a bid submission. Following the Notice of Award, the PMA was executed on October 13, 2017.

Camelot, as part of an overall business strategy to accelerate the growth of the Illinois Lottery, is seeking a lead creative agency that can develop and execute creative strategy with a digital-led approach. The chosen provider (“Supplier”) will be expected to provide strategic, creative and production services to best serve the objectives of the Illinois Lottery. The Supplier will be the creative agency of record for Camelot.

Camelot invests between \$18m and \$20m in media across all channels, including TV (linear and streaming, audio, digital (direct and programmatic), OOH (direct and programmatic), search, social media, and sports partnerships.

This Request for Proposal for a Digital-led Creative Agency (“RFP”) is a follow-up to the Request for Information (issued on March 25, 2022). Camelot seeks a creative agency that will support all channel initiatives, promoting the multiple ways to access and interact with lottery products and increasing sales to both Retail and online properties. As such, the goal of this RFP is to enter into one contract with one Supplier who will provide Camelot services on an ongoing basis. The agency should bring innovative, strategic thinking to the business, leveraging tactics and channels aimed at increasing online and offline conversion (i.e., increase ticket sales at both retail and online properties across all product lines supported) for both new and existing players. More details on specific business objectives for the upcoming fiscal year can be found in Appendix D.

The Supplier will provide the following creative and account services (collectively, the “Services”) either internally or through third party outsourcing:

- A. Strategy, Insights and Planning;
- B. Creative concepting;
- C. Video production;
- D. Radio production;
- E. Digital media production;
- F. Social media production;
- G. Microsite development ;
- H. Trafficking services for TV and radio;
- I. Talent procurement; and
- J. Partnership with our media agency and our internal creative team.

## 2 Instructions

This RFP is structured in two parts. All interested organizations are invited to complete Part 1 of this RFP by submitting a Company Information Survey response (“Part 1 Proposal”). From the organizations that participate in Part 1 (“Vendors”), Camelot shall invite a select number of organizations (“Finalists”) to participate in Part 2 of the procurement process. For the avoidance of doubt, any reference to Vendors in this RFP includes Finalists.

Finalists will then be asked to participate in a Live Assignment Meeting, complete a Staffing and Compensation Proposal Template, attached as Appendix C, and present against the Live Pitch Assignment, attached as Appendix D (collectively, the “Part 2 Proposal”). The Part 1 Proposal and Part 2 Proposal shall collectively be called, the “Proposal.”

The requirements for the Proposal are set forth in Section 7 of this RFP.

Camelot is open to agencies of any size that can prove sufficient depth of staffing resources to successfully manage their business. The Illinois Lottery must be an important, but not the largest client in the agency’s client roster.

### 2.1 Timetable

Proposals should be submitted to the attention of: [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com). See Section 11 – Table of Appendices.

The RFP milestones are as follows:

<b>Issue RFP</b>	May 17 , 2022
Last date for Vendors’ Question on Part 1	May 24, 2022 by 5:00pm CT
Vendors’ Answers to Vendor’s Part1 Questions posted	May 27, 2022

Vendor provides notice of intent to submit a Proposal	May 31, 2022
<b>PART 1</b>	
Part 1 Proposal due (Appendix B)	June 2, 2022
Finalists Notified	June 6, 2022
<b>Part 2</b>	
Live Pitch Assignment Presented to - Finalists (at Camelot Illinois' offices and/or via Google Meet video conferencing)	June 8, 2022 (1-3 pm CT)
Last date for Finalists to submit questions on Part 2 Proposals	June 10, 2022 by 5:00 pm CT
Answers to Finalist's Part 2 questions posted	June 15, 2022
Finalist Tissue Sessions conducted at Vendors' Offices	June 29-30, 2022 (times TBD)
Proposal Due – (Appendix C only)	July 8, 2022 by 5:00 pm CT
Finalists Live Assignment Presentation (conducted at Vendor's Offices)	July 12-13, 2022 (Time: TBD)
Estimated date of Award (subject to successful contract negotiations)	July 22, 2022

Camelot reserves the right to make any necessary amendments to the above timetable. Any such changes will be posted on the Illinois Lottery website. Please periodically check the Illinois Lottery website under the [Business Opportunities](#) tab. Vendors will be notified in writing of any changes to these dates. Proposals submitted late will not be considered.

## 2.2 Contacts

Please submit any questions via email to [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com) and include "RFP: and include Digital-led Creative Agency" in the Subject line. Questions regarding this RFP must be emailed by the due dates indicated below.

Questions related to Part 1 of the Proposal are due by 5:00 pm CT on May 24, 2022.

Questions related to Part 2 of the Proposal are due by 5:00 pm CT on June 10, 2022.

Responses to Part 1 and Part 2 Proposal questions will be posted on the Illinois Lottery website under the [Business Opportunities tab](#) and made available to Vendors without identifying the Vendor that asked the question. Camelot reserves the right to decline to answer specific questions.

### 2.3 Vendor Intends to Submit a Proposal

Vendors are required to notify Camelot that they intend to submit a Proposal via email to [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com) by 5:00 pm CT on May 31, 2022.

## 2.4 Live Pitch Assignment Briefing

All Finalists will receive individual invitations to participate in a Live Pitch Assignment briefing meeting where Camelot will present the same brief to all Finalists and respond to any question live. The briefing will be an opportunity for Camelot to bring the assignment to life and for Finalists to ask any questions they may have to better respond to the creative assignment. This presentation will take place at Camelot's offices (and via Google Meet) on June 8 2022.

Once the assignment is briefed, Camelot will give all Finalists the opportunity to schedule a "tissue session" at their respective offices on June 29th or 30th.

The Live Assignment Presentation will be at each Finalist's offices on July 12 or July 13<sup>th</sup>, 2022, depending on schedule availability. The Live Assignment can be presented in any format but is limited to a maximum of two (2) hours per Finalist. Camelot will schedule the Presentations for the tissue sessions and the Live Assignment Presentations following selection of Finalists.

## 2.5 Response Format

Please provide the following information on the cover page of the Part 1 Proposal and, if applicable, the Part 2 Proposal and ensure that the Vendor's name appears on each subsequent page of the Proposal

- A. Vendor's Name;
- B. Vendor's Address;
- C. Contact Name;
- D. Contact Job Title;
- E. E-mail Address; and
- F. Telephone Number.

Ensure that Vendor's Proposal follows Camelot's format (e.g., numbering answers in the format of this document and using the templates provided for response). Failure to do so may result in the Proposal being misinterpreted or missed. Please answer all questions fully. All Proposals should be delivered in electronic format via email to [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com).

The Proposal should explain how the Vendor could support Camelot in the achievement of its objectives.

Where possible, the Proposal should also include the following:

- A. Innovative ideas on meeting Camelot's requirements;

- B. Why Camelot should choose the Vendor; and
- C. How the Vendor's service offering differs from the competition.

## 3. Conditions of the RFP

### 3.1 General Considerations

The issuance of this RFP does not constitute a legal offer capable of acceptance .

Camelot reserves the right to reject any or all of the Proposals submitted or to withdraw this RFP at any time. Camelot also reserves the right to accept a Proposal from Vendors in part only.

Camelot will not be liable for any costs incurred by any Vendor in connection with the preparation of a response to this RFP or for any costs incurred for attendance at meetings, presentations, clarifications, or demonstrations.

The numbering of this RFP is an important aid in the evaluation process. Please utilize it within the Proposal, as this may affect Camelot's evaluation of it.

Vendors may not take advantage of any apparent error or omission in this RFP. In the event that any errors or omissions are discovered, a Vendor shall notify Camelot immediately.

Please provide complete and accurate information against the specifications contained within this RFP. If Vendor is unable to meet any requirements, then this should be clearly noted in the appropriate response section(s). Any assumptions made within the Proposal must be clearly stated.

Any commitment made in a Proposal shall be binding on the applicable Vendor. A commitment includes any guarantee or representation made in the Proposal, accompanying documentation, or subsequent negotiation.

### 3.2 Confidentiality

Subject to Appendix A - Private Manager Agreement Incorporated Terms ("Incorporated Terms"), of this RFP, any information disclosed in a Proposal, or in connection with this RFP becomes the property of Camelot, subject to the Vendor's redaction of confidential, proprietary and other sensitive material in accordance with the Incorporated Terms and State Policies and Rules (defined in the Incorporated Terms). Such information will be available to the public in accordance with State Policies and Rules. The failure to designate any materials as "proprietary and confidential" at the time of delivery of such information to Camelot does not prohibit the Vendor from subsequently designating any

information as proprietary and confidential. However, this designation does not necessarily exempt such information from disclosure under the Illinois Freedom of Information Act, 5 ILCS 140/1 *et seq.*

### 3.3 Employment

From the time this RFP is issued, until either (i) six (6) months after the award of a contract pursuant to this RFP or (ii) the rejection of all Proposals received by Camelot, Vendors are prohibited from officially or unofficially making any employment offer or proposing any business arrangement with Camelot’s employees.

### 3.4 Compliance

Failure to comply with any specific instructions detailed in this RFP may, at Camelot’s discretion, exclude the Vendor from further consideration in the process.

### 3.5 Selection of Supplier

Any Proposal that materially fails to meet the requirements set forth in this RFP will be disqualified.

The table below outlines the scoring criteria for Part 1 of the Proposal.

PART 1 PROPOSAL EVALUATION CRITERIA	SECTIONS OF THE COMPANY INFORMATION SURVEY THAT SUPPORT THE CRITERIA	MAXIMUM POINTS AWARDED
Well-established firm with existing depth of agency staffing resources to service the business.	Sections I and III	5
Offers creative agency skill sets that fit Camelot’s requirements.	Section II	20
Offers relevant client experience to benefit Camelot’s business and has no known client conflicts.	Sections IV, V, VII	10

Has a track record of excellence in the industry	Section VI	5
<b>PART 1 Proposal MAXIMUM SCORE</b>		<b>40</b>

For Finalists, the table below outlines the scoring criteria for Part 2 of the Proposal.

<b>PART 2 PROPOSAL EVALUATION CRITERIA</b>	<b>FORM OF EVALUATION</b>	<b>MAXIMUM POINTS AWARDED</b>
Live Pitch Assignment: Demonstration of superior strategic insights, innovative creative concepts, and knowledge of Illinois Lottery’s business.	Presentation of information in Live Assignment (Appendix D – Live Assignment)	30
Quality/experience of the specific leadership and day-to-day team assigned to the business.	Staff Biographies	15
Competitive and fully transparent staffing and agency compensation proposal (labor-based fee retainer).	Staffing and Compensation Proposal Template (Appendix C)	15
<b>PART 2 Proposal MAXIMUM SCORE</b>		<b>60</b>
<b>TOTAL PROPOSAL MAXIMUM SCORE</b>		<b>100</b>

Camelot reserves the right to adjust selection criteria. Any such changes will be posted on the Illinois Lottery website no later than May 31, 2022 to permit any necessary refinement of Proposals prior to submission. Camelot will notify all Vendors, as applicable, of all changes via notice posted on [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com).

Camelot’s decision on the Supplier will be determined by the highest overall score achieved based on the above criteria. Camelot reserves the right to award its business to either: one Supplier to handle all Services or several Suppliers, pending the outcome of this procurement. Camelot’s decision will be final.

### 3.6 Terms and Conditions

Vendors should note that any contract award will also be subject to Camelot's terms and conditions.

Camelot operates within a regulated environment, and it is a requirement of the PMA that Suppliers be vetted or approved by the State regulator in advance. Accordingly, the selected Supplier must complete State disclosure and certification documents located at <https://ipg.vendorreg.com/>. Only the Supplier must register. For further information about this requirement, please contact Procurement at [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com).

The PMA requires Camelot to pass through various non-negotiable provisions, specifically the Incorporated Terms, to all Suppliers. Camelot will achieve this by including a separate exhibit with the Incorporated Terms in the Supplier's contract. The Incorporated Terms will take priority over any conflicting term in the rest of the contract. Refer to Appendix A of this RFP for the Incorporated Terms.

From the time this RFP is issued until the end of the contract term, the Supplier represents and warrants that it shall neither (i) be debarred or prohibited from doing business with the State of Illinois for any reason; nor (ii) likely to have a material and/or adverse effect on the interests of the Lottery.

Camelot is looking to establish a contract with the Supplier for a term of three (3) years, subject to the Supplier's performance and Camelot's evolving requirements and strategy.

### 3.7 Validity of Proposal

Proposals shall be binding offers; binding for a period of one-hundred and twenty days (120) days from the date the Proposal is submitted.

## 4 Estimated Timing

Camelot intends to secure a Supplier that can begin providing Services on or before September 30, 2022.

## 5 Response Approach and Format

To the extent applicable, Vendors are requested to provide the following:

- A. Part 1 Proposal

1. Notice of intent to submit a Proposal via e-mail
2. Responses to the Company Information Survey (Appendix B) via e-mail

B. Part 2 Proposal

1. Attendance at Live Pitch Assignment
2. Tissue Session (as requested)
3. Completed Finalist’s Staffing and Compensation Proposal Template (Appendix C) via e-mail; Staff Biographies via e-mail
4. Presentation of Live Assignment and any supplemental information. Please provide Camelot electronic copies of the presentation (at least one day prior to the meeting.)

If the Vendor must exclude some requirements from its Proposal, this should be accompanied by a clear statement of which items are excluded and why.

Vendors should make every attempt to limit responses to the information requested utilizing templates where provided. Camelot is unable to review unsolicited materials to find relevant information.

## 6 Company Information Survey

All Vendors must complete the Company Information Survey (Appendix B). Please use the template provided.

## 7 Requirements

#	PART 1 PROPOSAL: ALL VENDORS RESPONDING TO RFP	Response
R-1	Agency must complete and submit the “Company Profile Survey,” using the template provided in Appendix B.	Answer in full
R-2	Via the Company Profile Survey (Appendix B) Vendor must understand and accept without changes the Incorporated Terms located in Appendix A.	Acknowledge Only

#	PART 2 PROPOSAL: FINALISTS ONLY	Response
R-3	Live Pitch Assignment Presentation (Appendix D)	Finalists
R-4	Submit a document that provides Finalist’s proposed staff biographies.	Answer in Full
R-5	Staffing and Compensation Proposal Template (Labor-based Retainer and Staff Plan Proposal) (Appendix C)	Answer in Full
R-6	Presentation of Live Assignment (Appendix D)	Live presentation accompanied by electronic copies

## 8 Price

### 8.1 Pricing

Detailed and transparent compensation and staffing proposals to support the Service requirements must be submitted by **Finalists**, using the Staffing and Compensation Proposal Template (Appendix C). Finalists should provide a fully transparent labor-based fee retainer that is supported by a fully disclosed staffing plan that will deliver the Year 1 Services set forth in Table 3. For purposes of providing a compensation proposal, please assume work will commence by the end of September 2022. Compensation will be renegotiated in future years based on required scope of work.

All pricing must be quoted in USD.

**Table 3: Year 1 Services**

FY23 Requirements (fiscal year runs from July 2022 - June 2023)	Description
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<b>Account Management</b>	Oversee the account/agency relationship; liase with media agency; manage and oversee budgets; manage briefing process
<b>Strategy &amp; Insights</b>	Provide strategic direction (based on insights developed with client and media agency) to inform creative development
<b>Creative Concepting</b>	Q1/Q2: Creative development of an omni-channel campaign platform to support iLottery (digital) growth and acquisition; Q3/Q4: Iteration on existing Instants and Draw (Dream Ranger) platform for creative needs in FY24
<b>UI/UX Support</b>	Interaction with our design team based in Athens on development of future iterations of our iLottery platform
<b>Creative Trafficking</b>	Trafficking video and radio assets for an always on media
<b>Microsite Development support</b>	Oversight of production of a microsite to enhance our Fast Play in-store merchandising

## 9. Business Enterprise Program (“BEP”)

Camelot encourages BEP Vendors (i.e., minority-owned, women-owned, and persons with disabilities-owned businesses) to submit Proposals for participation in this procurement. Please visit the Illinois Department of Central Management Services website linked [here](#) to learn more about this program and/or register as a BEP Vendor, if you have not done so already.

## 10. Private Manager Agreement Incorporated Terms

The [Private Manager Agreement Incorporated Terms](#) is available as a pdf file on the Illinois Lottery Major Procurement webpage.

## 11. Table of Appendices

1. Appendix A – [Camelot's Incorporated Terms](#)
2. Appendix B – Company Information Survey;
3. Appendix C – Staffing and Compensation Proposal Template; and
4. Appendix D – Live Assignment.

## APPENDIX B: COMPANY INFORMATION SURVEY

I. GENERAL VENDOR INFORMATION	
NAME	
VENDOR OWNERSHIP	
YEARS IN BUSINESS	
WEBSITE ADDRESS	
VENDOR HEADQUARTERS LOCATION	
TOTAL # OF FULL TIME EMPLOYEES	
PROPOSED CAMELOT ILLINOIS SERVICE OFFICE LOCATION	
TOTAL # OF FULL TIME EMPLOYEES IN SERVICE OFFICE	
KEY VENDOR CONTACT INFO (Name/Title/E-mail/Phone/Fax)	
AGENCY'S MISSION (What differentiates you from the competition?)	

II. VENDOR CAPABILITIES	OFFERS SERVICE IN-HOUSE	OFFERS VIA SUBCONTRACTOR (IDENTIFY SUBCONTRACTOR)	DESCRIBE ANY LIMITATIONS TO SERVICE OFFERING	DOES NOT OFFER SERVICE
Planning & Analytics				
Strategy & Insights				
Video Production				
Video Editing				
Photography				
Photo Editing				
Radio Production				
Digital asset production				

Social media asset production				
Website/Microsite development				
App UX Design				
Trafficking capabilities for TV and radio				
Talent Procurement				

III. ILLINOIS SERVICE OFFICE CLIENT ROSTER		
CLIENT	BRAND(S)	YEAR AWARDED

IV. POTENTIAL CLIENT CONFLICTS
<p>List any potential conflicts Vendor believes may exist with Vendor's current clients in any service office that might prevent Vendor from contracting for Services if selected by Camelot Illinois. Outline steps Vendor would take to clear any such potential conflicts, if selected as the Supplier.</p>

**V. RELEVANT VENDOR EXPERIENCE**

List any relevant category experience over the last three (3) years in any of Vendor’s service offices. Relevant experience includes: gaming, entertainment, government/regulated businesses, retail marketing, Illinois-centric local marketing, and omni-channel marketing

SERVICE OFFICE LOCATION	CLIENT	TYPE OF RELEVANCY	PRIMARY SERVICES PROVIDED	LENGTH OF RELATIONSHIP

**VI. INDUSTRY RECOGNITION/AWARDS - 2018 - 2022**

Agency Network	
Service Office	

**VII. RELEVANT CASE STUDIES**

Please provide (as a separate attachment) case studies that respond to the following scenarios:

- An example of how you have helped support the evolution of a brand’s digital platforms through creative strategy
- An example of how a digitally led program you developed was able to integrate across all channels -including traditional media
- An example of how you worked collaboratively with a client’s media agency to successfully deliver a digitally led creative execution
- An example of a situation where you had to be agile and adapt creative responsively to a changing market/environment

**VIII. ACKNOWLEDGMENT OF INCORPORATED TERMS**

By signing below, Vendor acknowledges that it understands and accepts without changes the Private Management Agreement Incorporated Terms.

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Name:

Title:

Date:

## APPENDIX C: STAFFING AND COMPENSATION PROPOSAL TEMPLATE

FY23 Requirements (fiscal year runs from July 2022 - June 2023)	Description
Account Management	Oversee the account/agency relationship; liase with media agency; manage and oversee budgets; manage briefing process
Strategy & Insights	Provide strategic direction (based on insights developed with client and media agency) to inform creative development
Creative Concepting	Q1/Q2: Creative development of an omni-channel campaign platform to support iLottery (digital) growth and acquisition; Q3/Q4: Iteration on existing Instants and Draw (Dream Ranger) platform for creative needs in FY24
UI/UX Support	Interaction with our design team based in Athens on development of future iterations of our iLottery platform
Creative Trafficking	Trafficking video and radio assets for an always on media
Microsite Development support	Oversite of production of a microsite to enhance our Fast Play in-store merchandising

**PROPOSED CAMELOT ILLINOIS STAFFING AND COMPENSATION**

1. Please provide your total year 1 proposed compensation along with a breakdown of proposed staffing
2. Please provide (as a separate attachment) bios for all proposed staff members

**TOTAL YEAR 1 COMPENSATION/RETAINER (EXCLUSIVE OF PRODUCTION OR PASS-THRU COSTS)** \$

**BREAKDOWN OF COSTS**

<b>Account Management</b>				
<b>Employee Name (In order of seniority)</b>	<b>Job Title</b>	<b>Hourly Rate</b>	<b>Projected Hours</b>	<b>FTE?</b>

<b>Creative Development</b>				
<b>Employee Name (In order of seniority)</b>	<b>Job Title</b>	<b>Hourly Rate</b>	<b>Projected Hours</b>	<b>FTE?</b>

<b>Strategy/Insights/Planning</b>				
<b>Employee Name (In order of seniority)</b>	<b>Job Title</b>	<b>Hourly Rate</b>	<b>Projected Hours</b>	<b>FTE?</b>

Other				
Employee Name (In order of seniority)	Job Title	Hourly Rate	Projected Hours	FTE?

## Appendix D: Creative Agency Live Pitch Assignment

### ***Company Background and Current Landscape:***

Camelot Illinois was selected by the State of Illinois to be the private manager for the Illinois Lottery. As such, Camelot has agreed to a Private Manager Agreement between itself and the State to manage all marketing, Instants and Draw game development and iLottery (web and app) properties associated with the Illinois Lottery.

Camelot Illinois is a subsidiary of Camelot Lottery Solutions (CLS), a leading technology and professional services provider to lotteries around the world. Camelot is committed to restoring transparency, integrity and responsibility to the Illinois Lottery. In partnership with the State, Camelot will operate a modern lottery that truly benefits the people of Illinois. Our innovative approach places consumers and social responsibility at the core, providing funding for schools, capital projects and special causes. We are committed to building an organization with the strength and experience to grow the lottery and reinforce its rightful position as a force for good.

Camelot Illinois is focused on building stronger brand demand, greater consumer understanding and a stronger emotional connection for consumers with the Lottery. Building strong relationships with players and making the Lottery easier to access and more convenient to play will create a sound foundation for growth and greater participation.

There are approximately 9.9 million adults in Illinois (US Census Bureau) and of this, around 7 million play the Lottery over the course of a year. Awareness of the Lottery is high and there is strong brand recognition.

Around 2.5 million of the Lottery's total player base play weekly or more (i.e., considered core players) and make a sizable contribution toward total sales, while 1.5 million have become lapsed players. In FY21, annual sales totaled \$3.5 billion. It's estimated that around \$2.3 billion (68%) came from core players. This shows the importance of preserving the loyalty of this segment to maintain a solid foundation for growth while identifying ways to acquire new players. Digital sales, which accounted for 5% of total lottery sales in FY21, have continued to grow this fiscal year and are projected to be a major source of growth for the Lottery in the years ahead. While we are committed to maintaining statewide media coverage/presence, 68% of our retail sales from FY21 came from the Chicagoland area.

The Illinois Lottery is operating within a gaming environment that is fundamentally different from just a few years ago - with unprecedented levels of competition and increasing competitive online offerings. In parallel, the economic pressures on consumers with rising inflation and gas prices are going to impact disposable income. ***Despite all of these factors, the Lottery had record sales in two of the past three years and is on track to deliver record Net Income to the State in FY22.***

The Lottery's obligation to the Common School Fund will increase from \$775 million in FY22 to a forecasted \$825 million in FY23. In order to achieve these growth obligations in an increasingly challenging operating environment, while maintaining the Lottery's commitment to providing a

responsible play environment for players, retailers, and employees, FY23 will focus on key objectives that strategically build upon previous years and address structural market changes.

### ***Product Portfolio***

The Illinois Lottery product portfolio is currently composed of two major game categories:

1. Instant Tickets (“Instants”) sold exclusively in the retail channel
2. Draw-Based Games (“DBGs”), which are sold across both retail and online channels include multi-state and in-state jackpot games, daily numbers games, and Fast Play.

Instants account for approximately two-thirds of annual Illinois Lottery sales, although DBGs account for nearly half of the total profit due to game styles and prize structures.

#### **Instant Tickets:**

A variety of Instant games are available from the Illinois Lottery, ranging in price from \$1 to \$30. They offer players the opportunity to win instantly and to play at their leisure. Instant game tickets are preprinted with a latex surface partially covering the face of the ticket that can be scratched off to reveal potential prizes. For this reason, Instant games are sometimes referred to as scratch-off games. Purchases in this category are often impulse driven, with the majority of purchases coming at gas stations, C-stores, and independent retailers. New Instant games are introduced monthly, with tickets at several price points across a variety of themes – Extended play (Crossword, Bingo), Cash, Luck, Numbers, Whimsical, Seasonal, Licensed, etc. Some games are launched as “families” where the same look and feel are established across multiple price points to allow for specific promotions to reach across multiple tickets, minimizing the spending risk and maximizing the player reach.

#### **Draw Games:**

The Illinois Lottery offers three types of draw games - multi-state jackpot games (MegaMillions and Powerball), in-state jackpot games (Lotto, Lucky Day Lotto), daily numbers games (Pick 3 and Pick 4) and Fast Play games.

All Illinois Lottery draw games are available for sale at both retail and via iLottery properties (website and app).

#### **Fast Play Growth**

In the absence of online e-Instant games, the Lottery will continue to create an engaging digital play experience across all channels. Notably, the draw game Fast Play, which launched online in FY22, has been an outstanding success and is growing playership and appeal of the Lottery. Fast Play plays a particular role with the Lottery’s draw-game portfolio. It is available across all channels, the frequency of draws is driven by players, and the fixed-odds payouts are reflective of a typical lottery game. It also offers players a true omnichannel experience, across retail and digital. The launch of Fast Play tickets featuring “Scan N Play” technology further demonstrates this by opening up a digital play experience for players purchasing tickets in retail.

### ***Marketing Transformation - FY20 to Today***

Starting in FY20, we began shifting our approach to marketing for the Illinois Lottery. We moved from a campaign based approach (e.g. supporting a specific Instant ticket launch during a specified time frame)

to looking at the consumer journey and touchpoints along that journey. Now, we tailor our messaging to meet consumers where they are with a message that is appropriate. Along with this, we also shifted our media approach and began planning for longer stretches at a time and incorporating much more flexible media into our mix. While we were already on a journey to transform our media mix, the onsite of the COVID pandemic precipitated this change and the need for even more flexibility.

Over the past 12-18 months, the Lottery's major game categories have been segmented to develop a consistent storytelling approach for each. These creative platforms provide a formula for creative development so that we are continuing to build brand equity. While the ads may be different, they are all rooted in the same formula, with a consistent look and feel, making it easier to iterate new concepts. We took a nod from the Insurance segment who seems to be doing this well. These platforms, when combined with the multi-year transition to more agile and digital media channels, will allow us to grow the return on investment of marketing dollars and improve brand equity. We currently have four platforms that we pulse in and out of the market based on business needs. We anticipate that we can run existing creative for our two biggest platforms (Instants and Draw) for the next 12 - 18 months without wearout, but will ultimately need to look at refreshing content for use in FY24.

### ***Creative Platforms***

#### ***Instants - Anyone could win in an Instant***

This platform is built around the insight that Instant tickets provide a break in a person's day - an escape from the routine. The creative exaggerates this insight by creating heightened everyday scenarios where we see our hero "scratchers" oblivious to what is going on around them because they are so absorbed in scratching their Instant ticket.

See creative examples here:

[Boot](#)

[Mall Walkers](#)

#### ***Draw (Jackpot) - Dream Ranger***

This platform leverages an ethereal character, the Dream Ranger, who helps people realize their daydreams, but only if they have a lottery ticket to help make it a reality. This platform supports Mega Millions, Powerball, Lotto and Lucky Day Lotto.

See creative here: [Dream Ranger](#)

#### ***Pick 3 and Pick 4 - Every number is a story***

Pick games are unique in that players are highly superstitious about their numbers and most people's picks have meaning behind them (a memorable occasion, birthday, anniversary, etc.). For this platform, we identified the intersections of Sports and numbers and leveraged that to our advantage. We've partnered with Ayo Dosunmu, the White Sox, Bulls and Chicago Sky to create content that highlights important numbers in sports (for players, teams, etc.).

See creative example here: [Ayo Dosunmu](#)

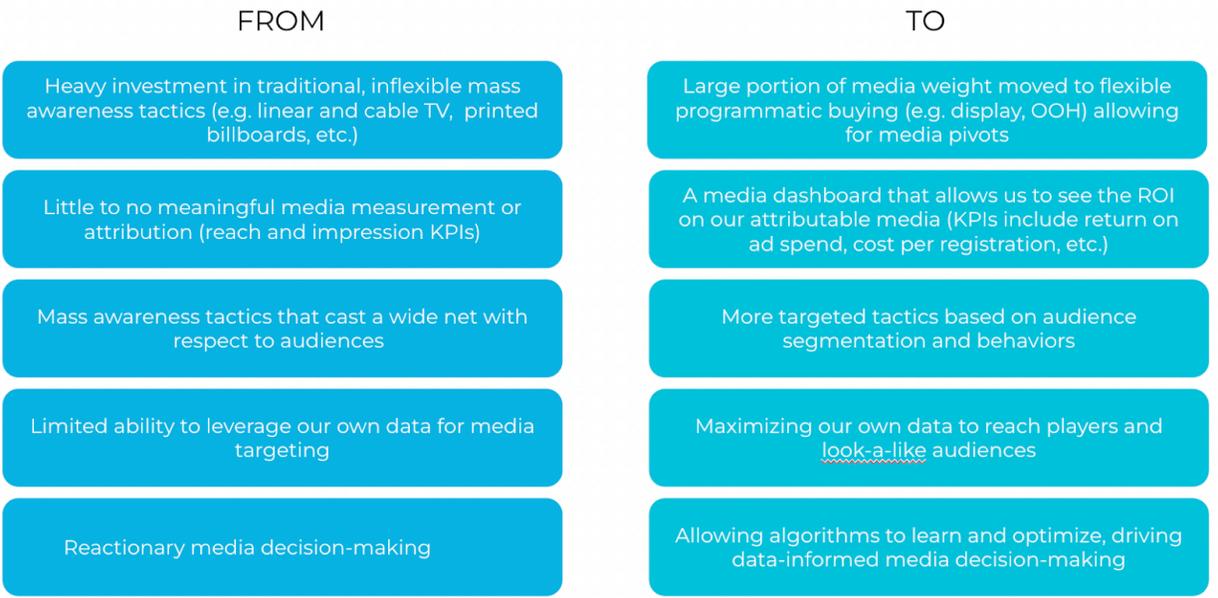
#### ***Fast Play***

Fast Play games are new to the Draw portfolio and we have put minimal support behind advertising the suite of games. However, we have created a look and feel for Fast Play that we have been using in store and in digital advertising.



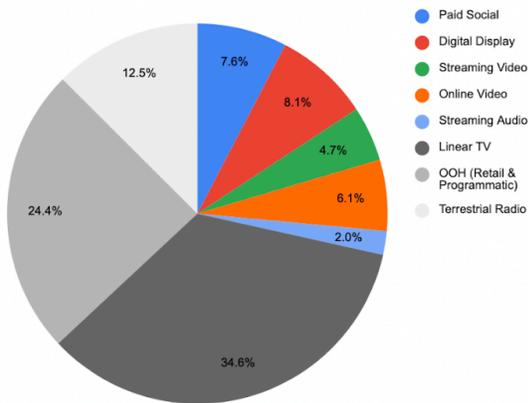
### Media Transformation

Over the past two years, the Illinois Lottery’s media strategy has significantly evolved to meet consumers where they are with the appropriate message.

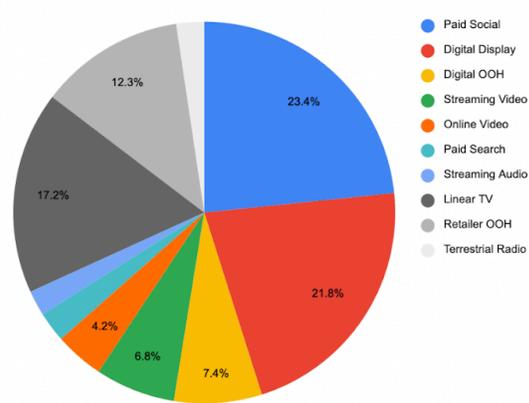


We have made a significant shift toward more flexible digital channels and are increasingly leveraging more 1st party data in those channels.

FY20 1H Channel Mix



FY22 1H Channel Mix



**Pitch Assignment (THE BRIEF):**

**Project Overview:** Similar to the brand platforms that are in use for Draw Games and Instants, we are looking to create a new digital creative platform that aims to increase awareness and appeal of iLottery to new players, particularly through the expansion of our Fast Play portfolio. To date, Fast Play has thrived with limited marketing support. In FY23, a significant portion of our marketing budget will be utilized to build a strong brand and market presence for iLottery, while establishing Fast Play as a mainstay of iLottery’s offerings alongside jackpot games and daily numbers games. With the expansion of the Fast Play offering to over 20 games by winter 2022 (mid FY23), we’re seeking to develop a creative platform that will bring awareness to both Fast Play and iLottery in general.

**Assignment:** Develop a creative platform that will drive iLottery acquisition by appealing to prospective iLottery players. This platform should take our digital heavy media mix into consideration, along with recognition of how prospective players consume media.

**Business Objective:** We currently have 500k registered players on iLottery, with approximately 130k of those players considered active weekly players. **In FY23, our commercial target is to grow the number of active weekly players to 250k, primarily through expanding our Fast Play online portfolio and growing overall awareness of the iLottery platform and our portfolio of offerings.** We will do this through a combination of awareness tactics and acquisition driving paid media that fills the top of the funnel, along with a sophisticated CRM approach to retain and nurture new and existing players through the funnel.

**Target Audience:** Given our objective of acquisition, we are looking to reach prospective iLottery players. Research conducted through our partnership with Dentsu, and matched to their M1 data management platform, was conducted prior to the launch of Fast Play, but provides good general direction of where we should be seeking new players. We are planning to enhance these survey findings with more Fast

Play specifics now that the game has been in market for several months. Survey results showed us that opportunity exists outside of our current iLottery player base. Below are some of the key findings.

### AUDIENCE PROFILE OF ILOTTERY PROSPECTS

Demographics		Count	%	Index
Generation	Gen Z (18-24)	46,354	4.7%	77.0
	Millennial (25-39)	279,649	28.5%	104.7
	Gen X (40 - 54)	221,191	22.5%	91.7
	Baby Boomers (55-75)	342,805	34.9%	112.1
	Silent Generation (76+)	92,409	9.4%	85.6
Gender	Male	443,949	46.2%	93.3
	Female	516,052	53.8%	106.6
Marital Status	Married	583,232	71.0%	106.5
	Single	237,886	29.0%	87.0
Education Level	High School Graduate	153,254	16.2%	44.5
	Some College	236,677	25.0%	75.7
	College Graduate	253,256	26.7%	133.3
	Graduate School	304,745	32.1%	301.8
HH Income	<\$50k	122,617	12.5%	39.1
	\$50k-\$75k	116,575	11.9%	56.8
	\$75k-\$100k	207,055	21.1%	127.4
	\$100k-\$150k	201,454	20.5%	121.9
	\$150k+	334,707	34.1%	247.3
Children in HH		743,450	75.7%	
Ethnicity	AA	66,835	7.1%	58.8
	Asian	59,965	6.3%	134.9
	Caucasian	758,504	80.4%	114.9
	Hispanic	49,663	5.3%	42.2
	Other	8,917	0.9%	112.2

iLottery Prospects showed the greatest interest in playing the Lottery on a digital platform with 'convenience' being the biggest factor in their decision (vs. in-store)

Q. How interested are you in playing lottery games in each of the following ways? - T3B Online (desktop/laptop/mobile/App)



**23%**

(vs. 13% Retail Prospect)

Q. Please select the reasons why you prefer playing the lottery online, instead of at a retailer

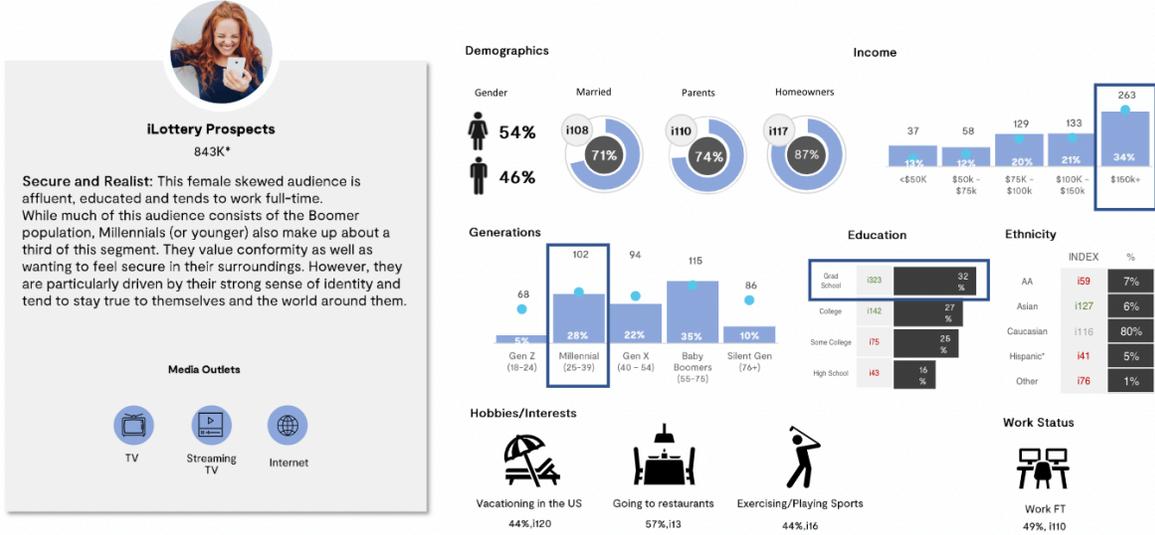


Base: Prefer playing the lottery online (Weighted): 460

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# iLottery Prospects are comprised of slightly younger, highly educated demographic and tend to be gainfully employed

iLottery Prospects: Demographics and Executive Summary



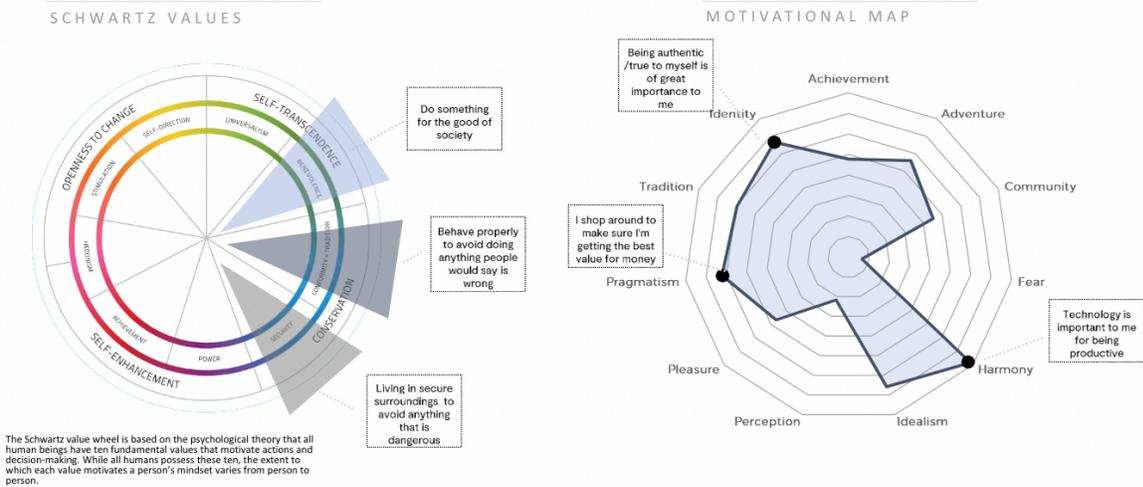
Source: M1 Platform, Proprietary Data

\* Audience size only includes the first decile for audience analysis

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# Altruistic by nature and valuing safety, they take pride in being authentic to who they are and go about things in a more practical and measured manner

iLottery Prospects: Values and Mindset

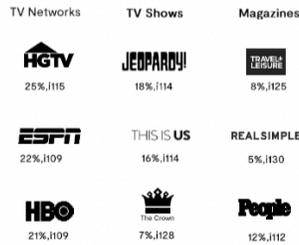
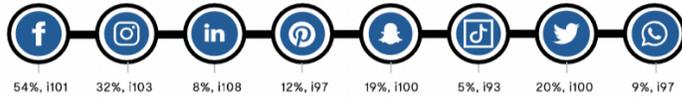


Source: M1 Platform, Proprietary Data

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## While they use mainstream social networks, they most enjoy spending their time on watching sports and award shows

iLottery Prospects: Media



Source: M1 Platform, Proprietary Data  
\*From left to right: Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, WhatsApp

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## When shopping, they prefer to use their bank and mobile apps for making purchases on things like travel and buying apparel

iLottery Prospects: Shopping

### TOP PAYMENT METHODS



**Credit Cards**  
(76%, i115)



**Bank Apps/Online**  
(22%, i112)



**Brand Mobile App**  
(16%, i117)

### TOP SPENDERS



**Apparel**  
(29%, i169)



**Alcohol**  
(22%, i185)



**Domestic Travel**  
(22%, i201)

### BRANDS I USE



(54%, i115)



(30%, i129)



(22%, i121)



(21%, i133)

Source: M1 Platform, Proprietary Data

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In addition, recent qualitative research with our partner, LRW, has shown **Fast Play** offers enormous appeal to both core and non-core lottery players alike. Below are excerpts from those findings:

- 87% of those surveyed from ages 18-35 agreed that Fast Play games revealed through iLottery and via Scan N Play “looked fun.” This is a demographic that historically has been difficult for lotteries to engage with
- 82% of those surveyed, regardless of their demographics, found Fast Play games “entertaining”
- Half of all “Non-Core” lottery players surveyed - who have not yet played Fast Play through iLottery - reported to being open to playing Fast Play through iLottery or with the Scan N Play feature
- Players who have not yet played Fast Play through iLottery claimed to be slightly more likely to try tickets with the Scan N Play functionality than trying the games online, reinforcing the potential retail opportunity by further digitizing games.

**Current iLottery Player Demographics (for comparison)**

**Overall iLottery Player Age Breakdown (excluding Fast Play Online)**

- 82% of revenue comes from 40 - 75 year olds
- Older players tend to spend more annually
- Existing players skew male: 53/47

Age Band	# Players (exc. FPO)	% Players	Average spend per player (exc. FPO)	Total sales (exc. FPO)
18-24	9,140	2.74%	\$81	\$738,045
25-39	91,583	27.43%	\$131	\$12,028,048
40-54	123,886	37.10%	\$263	\$32,593,274
55-75	102,781	30.78%	\$412	\$42,383,800
>75	6,532	1.96%	\$492	\$3,215,447

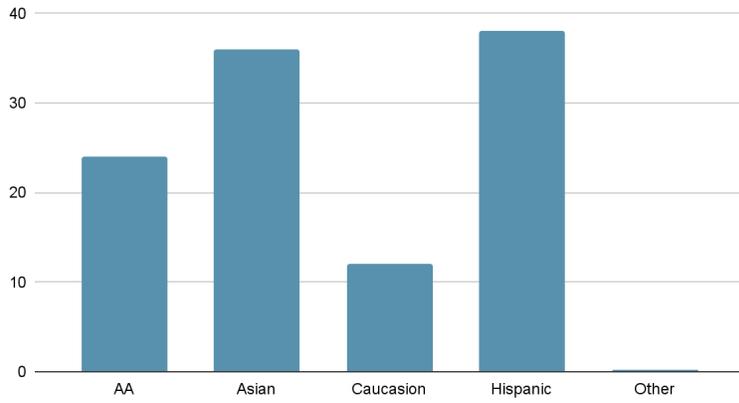
**Fast Play Online Player Age Demographics**

- 66% of revenue comes from 40 - 75 year olds
- Players tend to skew younger than overall iLottery

Age Band	# Players	% Players	Average spend per player (FPO)	Total sales (FPO)
18-24	3,303	3.69%	\$142	\$469,145
25-39	26,972	30.17%	\$219	\$5,915,630
40-54	32,892	36.79%	\$280	\$9,221,513
55-75	24,781	27.72%	\$330	\$8,178,748
>75	1,446	1.62%	\$282	\$408,237

### Total iLottery Demographics (HH income and Ethnicity)

Ethnicity



HH Income

