RFP

Media Planning and Buying Services – Part 2 Questions from Vendors

1. **Based on the Live Assignment document, Camelot is creating a digital behavior-based segmentation model with the goal of understanding the opportunity to influence purchase behavior with digital messaging. With that, does the IL Lottery intend to aggressively increase its spending in digital media (shifting dollars from offline media to digital)? Also, can you provide a percentage of your current digital spend?**

   Answer: Please see response to Questions 2-3 of Part 1 responses.

2. **How much work has been done on customer journey mapping and audience analysis? Can you provide further detail regarding the target segments (e.g., additional information on demographics such as age, ethnicity, household income and psychographic information such as lifestyle information, attitudes and opinions)?**

   Answer: To date, we have conducted qualitative and quantitative foundational research to better understand our market and consumers. A quantitative segmentation and A&U study have been completed, while a Customer Journey Mapping study will be conducted in FY20 via the Path2Purchase study.

   - The following is a snapshot of key details regarding our consumer segments:

Consumer Segment Overview

	Entertainment Explorers	**Mobile Socializers**	**Strategic Go-Getters**	**Satisfied Dabblers**	**Dedicated Win-Seekers**
Population Size	1.3 MM people (13%)	1.5 MM people (16%)	2.1 MM people (22%)	1.4 MM people (15%)	1.8 MM people (19%)
Strategy	***Expand the Core***	***New Opportunity***	***Long-Term Opportunity***	***Gifting & Treating***	***Hold the Core***
Who are they?	Adventurists, crave excitement and **entertainment** on all platforms!	Extroverts, seek novelty and social **connection**. **Strategy** and **challenge** define fun.	Social climbers prone to **FOMO**. Enjoy games of **strategy** & **challenge**, but is a solo activity. **Play to win**!	Content traditionalists that enjoy games (mostly lottery) for fun as a **solo** activity, **escape** in the day	Seek games with **stakes**, which adds to the excitement. Play alone, and **to win!**
Lottery Relationship	**Frequent Players** Open to **spend more** on lottery AND competitors	**Infrequent Players.** Show potential and display healthy play behaviors	**Light/Infrequent Players**. **Skeptical**, engage in low stakes experiences	**Infrequent players** that feel lottery is a good gift	**Frequent players**
Engagement	Non-Mainstream **lottery games** (Lotto, LDL, P3/4) On-site & Online Gambling, VGT's, Fantasy Sports	Mobile gaming dominates! Mainstream lottery games follow (Instants, MM, PB), online sports betting & fantasy sports	Social media dominates! Followed by mobile gaming, fantasy sports, online sports betting, and mainstream lottery games (Instants, MM, PB)	Mainstream **lottery games** (PB, MM, Instants) & mobile games	Non-Mainstream **lottery games** (Lotto, LDL, P3/4) On-site & Online Gambling, VGT's, Fantasy Sports
Demographic Skews	Middle-aged Higher income	Younger, Multi-Cultural Lower income	Younger, Multi-Cultural Lower income	Older Middle income	Males / Older African American

3. **It is noted that programmatic display has been used in the Foundational Campaign. To what level of success has programmatic buying been used in the execution of the media plan? Have there been past challenges in using programmatic buying? What audience information is the IL Lottery tracking and be able to leverage for targeting (first-party)? Any limitations with third-party data?**

   Answer: Programmatic display has been utilized across both our foundational media buy and our awareness-based campaigns supporting jackpot and Instants games. It has been efficient during high roll jackpot periods and has also been leveraged to implement recency and geo-fencing tactics for Instants campaigns to drive consumers to Retail. Rich-media display units have been our top performing ad units. We've encountered challenges while utilizing programmatic buying that ultimately led to a transition of ad servers and the development of a white-list.

   As of February, the Illinois Lottery now has a fully pixeled website experience. Previously, there were two sites (transaction vs non-transactional) that were not pixeled beyond the landing page. We utilize first-party data from our site-side pixels and we leverage third-party data via the DSP to supplement campaign targeting. We intend to leverage PRIZM data for use in media buying/planning so there is ultimately both first & third party data available that correlates to our A&U segmentation model.

4. **Will it be the new media agency's responsibility to negotiate and maintain the contracts for IL Lottery's sports sponsorships?**

   Answer: Yes.

5. **To what extent has mobile advertising been used in media plans? How comfortable is IL Lottery with advanced targeting (location, purchase habits, etc.)?**

   Answer: Mobile tactics have been utilized across nearly all campaigns implemented since Camelot Illinois has been managing media for the Illinois Lottery. We currently deploy advanced targeting tactics, including a strategy focused on geo-fencing and recency targeting surrounding partner retail locations.

6. **Research, data science and data analytics serve as a cornerstone to our strategic planning. Can you elaborate on the Lottery's historic use of data and data science in areas such as media channel budget allocation, optimization of day-to-day media spend, delivery of personalized, algorithm-driven communications?**

   Answer: Please see our answer to Question 56.

7. **Regarding the Business Enterprise Program (BEP), we have a few questions;**
   a. **Does Camelot Illinois have a minimum percentage requirement?** Please see response to Question 51 in this document & Question 10 in Part 1 Q&A responses.

b. **In addition, is there a specific template for our BEP Plan submission?** Please see response to Question 51 in this document & Question 10 in Part 1 Q&A responses.
c. **What is the deadline for the submission of our BEP program? Is it due with the Staffing and Compensation Template on May 22nd?** Please see response to Question 51 in this document & Question 10 in Part 1 Q&A responses.

8. **Are there plans to expand iLottery from current draw games to instant online gaming options?**

   Answer: Yes. See Section 3.a. of Appendix D for additional information. Additional legislation would need to be passed in order to allow for Instant ticket sales online. While this could occur in the future, there are no immediate plans to implement online sales of Instant tickets.

9. **You mention little effort has been made to promote the iLottery platform, but when people use it, they don't stay active. Are changes in the plans to make the platform stickier?**

   Answer: Yes. We are currently running a Direct Response campaign supporting increased engagement of our digital desktop experience. The campaigns currently focus on increasing registrations and game sales online (both initial trial and repeat play). The campaign will live across search, social and programmatic display.

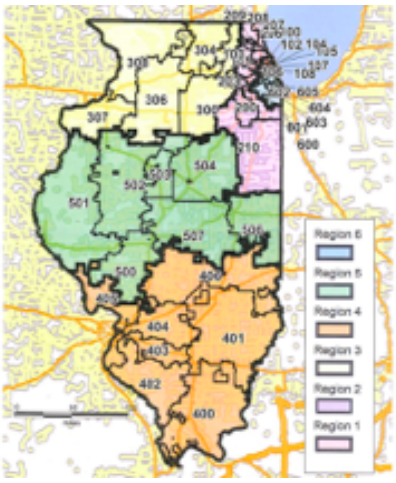
   The app campaign will help to bring awareness and trial of the app properties. We intend to add promotions functionality to the app in FY20 to provide additional motivation to new and existing players and incentivize digital play.

10. **When will the new iLottery app launch?**

    Answer: The new iLottery app is currently in market. There are two app experiences to consider. The fully-transactional app launched in the Apple App Store in February. The results-only (non-transactional) app for Android users is live in the Google Play Store as of April and available for download via the App landing page featured in the Global footer of the Illinois Lottery website.

11. **You stated 70% of sales come from the Chicagoland area. Can we please get a breakdown of sales by DMA?**

    Answer: Instead of using DMAs to understand regional sales differences, Camelot Illinois standardly measures sales performance across 6 retail regions in the state as outlined below. Please refer to the below figures for FY18 sales per region.



MARKET SIZING PROJECTIONS

ADDRESSABLE MARKET (ABOVE 18 YO & NOT MORALLY OPPOSED)

9,621,240 people

"Morally opposed" accounts for ~3%

	City of Chicago	Suburbs of Chicago	Northwest Illinois	Southern Illinois	Central Illinois	South of Chicago City
Region Size	17%	25%	16%	11%	13%	18%
Market Projection	1.6 MM people	2.4 MM people	1.5 MM people	1.1 MM people	1.3 MM people	1.7 MM people

Region	Region Name	FY18 Sales	FY18 %
Region 1	Chicago	621,034,236	22%
Region 2	Chicago Suburbs	670,145,518	23%
Region 3	Northwest Illinois	364,945,799	13%
Region 4	Southern Illinois	229,801,877	8%
Region 5	Middle of Illinois	269,280,805	9%
Region 6	Southside of Chicago	723,213,693	25%

12. What percentage of your revenue comes from Draw games vs. Pick games?

Answer:

- DBG Breakdown vs Instants: DBG: 36%, Instants: 64%
- Within DBGs:
  - 27% Multi-state Games (MM, PB)
  - 22% LDL, Lotto
  - 50% P3/P4

13. Can you outline revenue by product? (or just best-selling/highest volume products)

Answer:

- FY18 Draw Based Games vs Instants: 36% vs 64%
- FY27 Projection Draw Based Games vs Instants: : 41% vs 59%

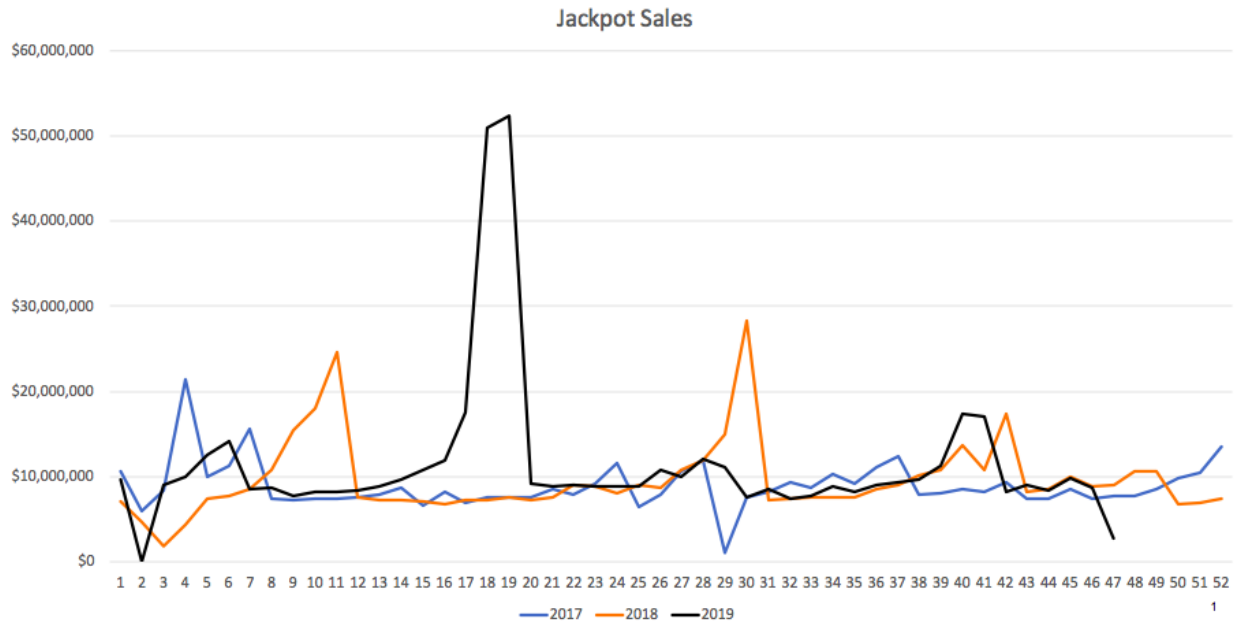
14. Please describe the seasonality to your business. Can you share sales volume/revenue by day of week, month, year?

Answer: See below for percent of Instants sales volume by month across FY 16-18. We have a pretty even sales seasonality, but March tends to have a spike, likely attributed to Tax Season. From a day of week standpoint, Friday tends to be our best day with Sunday/Monday tending to be lower.

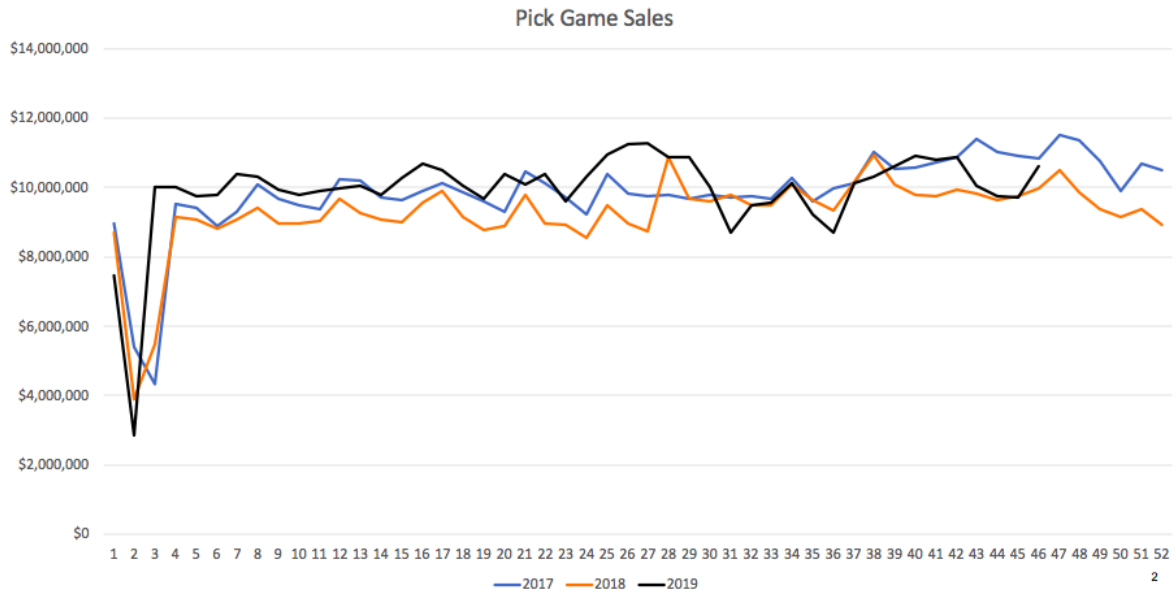
% Share by Month	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY16	9%	9%	8%	8%	7%	8%	8%	8%	10%	8%	9%	8%
FY17	7%	8%	8%	8%	8%	9%	8%	8%	1	8%	9%	8%
FY18	8%	9%	8%	8%	8%	9%	8%	8%	10%	9%	9%	9%

	July	August	September	October	November	December	January	February	March	April	May	June	Total
FY16	154,703,065	160,200,247	153,592,208	138,910,176	129,632,445	148,282,928	143,415,453	150,549,550	172,537,720	152,143,474	158,775,451	149,075,665	1,811,818,382
FY17	138,775,903	153,616,225	149,957,442	143,852,482	146,252,584	159,463,474	158,778,566	156,755,773	180,958,035	157,609,333	168,031,031	157,806,442	1,871,857,290
FY18	146,339,004	159,497,220	154,292,672	148,272,575	149,383,958	159,531,750	151,298,230	141,862,578	182,695,748	162,017,364	163,201,860	162,064,469	1,880,457,428

The chart below depicts total sales of all jackpot games (MegaMillions, Powerball, Lucky Day Lotto and Lotto) over the past three years. Draw based games see some slowdown in the summer, but overall these games are driven by the size of the jackpot.



The chart below depicts total sales for Pick 3 and Pick 4 games combined over the last three years. Pick games have shown sales spikes over the holiday season, as well as during the March/April timeframe, but these are trends vs. hard and fast rules. Pick sales also increase when draw games have large jackpots. On a regular basis, we typically see an uptick during the first week of the month and at the end of each week.



15. **Can we get a copy of the 2016 Incite research study?**

    Answer: The 2016 Incite research study can be provided as part of the agency onboarding process. However, we do not recommend leveraging insights prior to when Camelot Illinois became the official managing partner of the Illinois Lottery in FY19.

16. **Can we get copies of the historical brand tracking studies?**

    Answer: FY19 Brand Tracking research can be provided as part of the agency onboarding process. Broadly, Illinois Lottery brand equities are quite low, particularly for connection, trust, and win belief. To correct for this over time, Camelot Illinois has embarked on extensive brand repair efforts that will be underway in the next fiscal year. We acknowledge that a "brand refresh" will require a long-term dedicated effort to shift consumer sentiment and are dedicated to the cause.

    - Tracking broadly covers the following topics:
        - Brand Health – Diagnose how the Illinois Lottery brand is currently positioned and how to advance the brand image into one that is meaningful and emotionally connected to consumers' needs
        - Gaming Portfolio and Purchase Behavior – Monitor awareness, participation, and involvement across the Illinois Lottery gaming portfolio (i.e., funnel metrics)
        - Communications – Understand the effectiveness of the Illinois Lottery's multi-channel campaigns to allow for better decision-making on media spend and placement strategy

17. **Can we get the 2019 segmentation study?**

    Answer: Please see response to Question 2.

18. **Please describe current efforts to promote the Lottery's contributions to education. How do people discover this info?**

    Answer: Please reference the section within the Illinois Lottery website specific to Good Causes and Featured Specialty Instant Tickets. Camelot Illinois currently has a robust multicultural corporate sponsorship program that focuses its efforts on informing the communities of Illinois via grassroots outreach of good causes and educational contribution efforts.

19. **How do you define lapsed players?**

    Answer: Lapsed play is defined as playing the Illinois Lottery **less than once a year.**

20. **How have you used your owned assets in marketing: CRM database, website, organic social?**

Answer: We have a dedicated Digital department which manages our CRM database/email program, website and owned social presence. We also manage push notifications and A/B Testing on the website and email properties.

21. **Do you employ an MTA partner? If so, can you please supply the latest performance metrics by channel? What is the lookback window?**

    Answer: We do not use an outside MTA partner. We currently utilize last click attribution model in analytics. There is an unlimited look back window within ad server reporting via Doubleclick. There is a seven day look back window in paid social. Performance metrics by channel can be provided to a partner when they are onboarded to the business.

22. **What digital media did you purchase programmatically in the first half? (OLV, Connected TV, Audio, Native, Banners, Remarketing)**

    Answer: Programmatic Display, retargeting, and Connected TV were purchased programmatically in FY19. Audio buys were purchased via direct buys. Online Video was also purchased programmatically. We will leverage Native advertising in future campaigns and purchase those placements programmatically.

23. **How have you used/are you using SEM to support marketing efforts? Are you using Google and Bing?**

    Answer: We have very recently launched our first paid search campaigns in support of direct response campaigns oriented to registrations and game sales on our website. We will also support the app via desktop/mobile served ads & click to download extensions (May 2019). We are live across both Google and Bing and will push into Amazon in FY20. We will also launch Google Universal App Campaigns in support of the app campaign.

24. **How have you/are you using Influencer Marketing to support marketing efforts?**

    Answer: We utilized Influencer Marketing for two of our campaigns in FY19 - our Multiplier Instants campaign in August and our Holiday Instants campaign beginning in November. We are open to Influencer Marketing provided it is in a context that makes sense for the Illinois Lottery brand.

25. **How have you/are you using Paid Social to support marketing efforts? How many and which platforms are you using?**

    Answer: Yes; paid social is a component for all of our marketing campaigns. We are live in Twitter, Facebook, and Instagram. We also have a Snapchat account.

26. **Can you outline % budget by channel in Appendix F?**

Answer: No. That information is proprietary to our incumbent agency.

27. **Can you outline the targeting tactics used within the digital channels included in Appendix F?**

    Answer: No. That information is proprietary to our incumbent agency.

28. **Can you provide impressions or TRPs by tactic in Appendix F?**

    Answer: No. That information is proprietary to our incumbent agency. You can extrapolate TRPs from the data provided in Appendix E.

29. **In the app assignment you ask us to ensure media does not spill into other DMAs outside of IL, however we noticed St. Louis as a DMA in the Foundational media plan, can you please explain the guidelines?**

    Answer: The majority of our buy within the St. Louis DMA falls into Illinois vs Missouri. We ensured there was limited spillover into Missouri itself, focusing on East St. Louis and the Illinois-side of the DMA.

30. **Can we get a specific – or more specific – definition for New Players? Does this encompass only "never played" or "lapsed" and "non-engaged" as well?**

    Answer: "New Players" is a somewhat subjective term. However, when we talk about bringing in "new players" to engage with the Illinois Lottery, we typically are referring to:

    - Those who have never played before,
    - Lapsed players (those who typically play less than once a year),
    - Non-Engaged Players (those who typically play every 7-12 months).

31. **Can you please share the definitions for the various segments? Any specific defining psychographics, demographics or behaviors would be especially useful.**

    Answer: Please see the response to Question 2.

32. **Have you used syndicated systems to define your targets in the past (such as MRI or Simmons), and if so, would you be willing to share the target definitions?**

    Answer: Our agency has used Nielsen data, MRI Clear Decision, Comscore, and other third-party data to supplement targeting of media campaigns. These were all used at different times to fulfill different objectives, both before and after the development of our segmentation model.

Moving forward, we intend to utilize PRIZM data correlated to each of our A&U segments for use in media buying and third party data sources within the DSPs.

33. **For the assignment to support the launch of the iLottery mobile app specifically, you mention you'd like us to target Core, Infrequent, and New Players. Should these targets come from a specific segment(s) from the segmentation? Or should we consider a broader audience base, such as those who are most likely to be interested in a digital/mobile experience?**

    Answer: We would ask that all finalists responding to the Live Assignment consider inputs to section 2 of Appendix D in your response alongside KPIs/goals listed in and provide their recommended approach to audience targeting. Consider inputs to section 2 of Appendix D in your response.

34. **Can we propose a mixed retainer with broadcast and offline channels on a commission basis?**

    Answer: Camelot Illinois is interested in a labor-based retainer model to ensure adequate staffing and optimal performance. This should be the primary retainer model proposed. Respondents are allowed to submit secondary retainer model options, as well, if they deem them more cost efficient for all parties involved.

35. **To effectively staff, can we please clarify that social is part of the plan? We manage our owned social media platforms.**

    Answer: The Digital Sales team manages owned social channels. Paid Social tactics would need to be supported via the Agency of Record (trafficking, campaign build, pixel implementation, occasional performance based social copywriting, etc).

36. **What would help determine if paid search and SEO are awarded?**

    Answer: We are currently scoped with a partner to manage our paid search presence and SEO work through the end of the calendar year. We have established weekly, monthly and quarterly check-ins with that partner, as well as a broader performance assessment prior to year-end. A search/SEO decision would be made prior to contract renewal. Subject to strong performance by our Agency of Record in all other channels, we are open to transitioning that piece of the business to one partner. The finalist agency would be awarded the business and scoped for work across all channels outlined in Section 1 of the RFP should we choose to transition search/SEO at that time.

37. **Are the :15 TV spots bookends or standalones?**

    Answer: The 1H Foundational plan featured a combination of both bookends and standalone spots in the TV buy.

38. **What are the dial positions, formats, and traffic vendors for the following radio stations?**
    - **Bloomington – ZUTB-FM**
    - **Champaign – ZUTC-FM**
    - **Peoria – ZUTP-FM**

Answer: United States Traffic Network (USTN) secured inventory across multiple stations across AM/PM drive times in these cities for 1H. Unfortunately, USTN went out of business in October 2018, so it is difficult to say what exact stations these spots ran on in these markets. We utilized these codes as a network placeholder for billing purposes, then activated locally based on inventory availability and creative trafficking flexibility. That said, please consider local partners in the listed cities for use in your media pricing test inputs and suggest formats that align to the length of the spots we ran via this traffic vendor.

39. **Can we share the client name when we reach out to media vendors for pricing?**

    Answer: Not at this time, as our incumbent agency is still actively purchasing media on our behalf in market. We also are interested in all finalist's unique approach to serving our business.

40. **Who do you consider your main competitors?**

    Answer: Lotteries are unique in that they do not have direct competitors in market, or even between states. We pay attention to Casinos, the Gaming industry and Entertainment companies with offerings that could potentially cannibalize components of our business. In paid search, we have seen a few Lottery results/news aggregator sites that bid on Lottery based keywords across all states (Lottery Post, etc).

41. **Can you provide the driving attributes that make up each customer segment?**

    Answer: Please see the response to Question 2.

42. **For in-store media and shopper marketing, is the CIL team more so looking for a holistic plan incorporating in-store and shopper marketing from your selected media AOR or executional support of the in-store/shopper marketing needs?**

    Answer: Finalists should create a holistic plan which addresses the retail channel by incorporating both in-store and shopper marketing strategy executions. For in store point of sale that is not affiliated with a Retailer's media offerings, we have a team of salespeople to place this collateral. The Agency of Record would support in-store media across C-stores, independents, Gas-Stations, Drug Stores, and Grocery. This would include, but not be limited to:

    - In-store Presence via Retailer or third party (e.g. NewsAmerica) media opportunities

- Retail Location Based Marketing (geofenced digital marketing that connects the digital and retail experience and tracks back to conversions, direct mail, etc.)
- OOH tactics that support a push to retail

43. Are all media channels on the table regardless of asset availability?

Answer: Yes.

44. How is the digital behavior-based segmentation being activated? Are you currently leveraging a DMP or CDP? What data is being used to inform the model?

Answer: The digital behavior-based segmentation model is focused on engaging new digital customers and decreasing lapsed digital customers by understanding how they behave and where there is favorability/opportunity to influence them with digital messaging across CRM, paid media, etc.

In the absence of a DMP or CDP solution, we currently are not leveraging the model in paid media buying. In FY20, CIL will implement a custom DMP. Ultimately, we are interested in aligning the digital segmentation model with the A&U needs-based segmentation. PRIZM data correlated to the A&U model will be made available for use in media buying by June 2019. Our hope is to back into first-party lists of digital converters correlated to the PRIZM/A&U model that can be leveraged for lookalike modeling in future campaigns.

45. What app analytics technology are you using? What data will we have access to on an ongoing basis?

Answer: We have adopted several components of the Adobe tech stack. Our primary source of truth for website and media analytics is Adobe Analytics. We also utilize Google Analytics as a secondary analytics source & for historical data. We are willing to provide read only access to our vendors and create dashboards to provide health checks and line of sight of media performance. We also have implemented Adobe Connector integrations between our Adobe Analytics instance and partner Doubleclick accounts and are open to doing so again.

46. Can you share your digital white list? Is the white list all-inclusive?

Answer: We only share our exact whitelist with selected partners working on our business. Below are criteria considered when developing the whitelist:

- Brand Compliant
- Contextually Relevant
- 70% Viewability for at least 1 second
- Top 150 domains targeted to website with High Illinois-specific site traffic

47. **Who are you currently using for your continuous Brand Tracking Study and what is the cadence (i.e. monthly, quarterly, yearly) for being able to pull findings from this study?**

    Answer: LRW (Lieberman Research Worldwide). In FY20 brand tracking results will be cut twice: 1) monthly for internal brand equity updates and 2) based on the broadcast campaign flights to understand the perceptual lift our campaigns have on equities.

48. **Have you picked a Path2Purchase and Marketing Mix Model partner for 2H FY19?**

    Answer: Our Marketing Mix Model will likely be conducted with our internal data scientist. The Path2Purchase agency will be determined this summer.

49. **Do you already have an awareness study partner for the app campaign?**

    Answer: We measure in-market awareness (i.e., recall) of all broadcast campaigns via our LRW brand tracker. Further, we track awareness of the holistic campaign (channel agnostic) as well as recall by channel.

50. **Will questions be answered that were provided in the Part 1 Q&A that weren't initially?**

    Answer: Yes.

51. **From the RFI, for the Business Enterprise Program, do we need to finish registration as part of this process or if we are selected?**

    Answer: BEP certification is not a requirement of the RFP. If your agency does not qualify for BEP certification, it cannot successfully register as a BEP vendor (i.e., businesses owned by minorities, women and persons with disabilities).

    That said, Camelot strives to work with subcontractors dedicated to working with minority businesses. This mission is central to Camelot Illinois' success and commitment to the state of Illinois. Camelot Illinois actively engages provisionally approved BEP vendors, recruits new vendors at networking events, publicizes all RFPs and leverages relationships with local chambers of commerce. Please reference Section 9 of the RFP for a link to additional information on the program. If your agency does to qualify for BEP certification, we encourage you to outline how you intend to work with partners who do.

52. **In addressing the 10 agenda items provided for the Finalist Interview Presentation, is there a preferred format the agencies should deliver responses in for the meeting?**

    Answer: On Monday, May 6th you were provided an agenda of questions to address in your 90 minute meeting. This meeting is an opportunity for us to get to meet your proposed key day-to-day leads on our business as well as agency management. We've

indicated our preference for which key team members might best address the questions we have for you in topical categories.

We provided you the questions in advance so you can be prepared to have the right people in the room to address them. The meeting is yours to lead and format is open to what works best for you to cover the content requested. Please provide us 2 thumb drives with copies of your presentation materials at the conclusion of the meeting.

We will have a moderator in the room with Camelot staff during the meeting. It will be their role to check in with you on time management periodically during to ensure we cover all areas of the agenda within the 90 minutes allotted. We will hold questions until the end of the meeting if time permits.

53. For the CIL Questions addressed in agenda item 10, will those questions still center around the 6 Appendix G items you had mentioned your team would address? Or, will any additional questions involve how we address the ten agenda items?

Answer: The six potential question topic areas are all addressed (directly or indirectly) via the Live 1 Meeting questions provided on Monday, May 6th. Q&A outlined in agenda item 10 will be focused on answers provided in the room to all other questions outlined in the agenda.

54. The format for this Finalist Interview meeting has changed – have the scoring criteria changed at all?

Answer: The format for the finalist meeting has not changed. Questions have been provided prior to the meeting to help respondents better prepare to address all subject areas. Please use Appendix G as the outline for your Case Study Response; format for that response can be presented however you wish, provided respondents stay within the meeting time limit. The scoring for Live 1 meetings will remain the same as outlined in Table 2 of the RFP.

55. Can you share your current/past budget media allocation by channel?

Answer: Please reference answers to Questions 2-3 in our Part 1 responses where we discuss net budgets and historical percentage split between Traditional/Digital. We are interested in engaging all finalists' unique point of view and suggested approach rather than providing current proprietary plans or past channel budget allocations.

56. How does Camelot Illinois employ data to target and reach your prospective customers at scale?

Answer:

- For Traditional media, we buy radio/TV by specific MSA/DMA to nearly all adults 18+ within Illinois.
- In digital, we leverage a combination of first and third party data via custom audiences at the platform/DSP level (first party to narrow targeting, third party for

scale). Since launching our new website and app, we are able to leverage first party data via site pixel tracking.

- We have also recently transitioned from one CRM system to another, and are working through a claimed behavior-based segmentation model that will inform our Email and Push Notification segment model.
- PRIZM data will also be associated with each segment and passed to the agency of record so they are able to utilize for media buying at scale; for digital buys, PRIZM data should be supplemented with first-party data to increase accuracy of targeting.
- We are developing a Big Data Platform/DMP that will serve as the centralized data management platform that allows us to leverage our first party data more effectively. This tool will let Camelot and its agency partners create target audiences based on a combination of first-party and third-party audience data. It will help us accurately target campaigns to these audiences across third-party ad networks and exchanges and more accurately measure which campaigns performed the best across segments. It will also help evaluate media by channels to refine media buys and ad creative over time.
- We leverage a brand tracker that utilized first party consumer panel data to measure specific brand metrics.
- We are working on the development of a Marketing Mix Model that will leverage sales data and a variety of both macro and micro economic factors to determine our optimal channel mix.
- We are working on a Path to Purchase study for both iLottery and retail channels.
- Our existing agency utilized Nielsen data, MRI Clear Decision, Comscore, and other third-party data to supplement targeting of media campaigns.

57. Can any first party data be used for targeting? If so, can you detail how 1st party data has been used in the past?

Answer: Yes; CRM first party lists are available for lookalike modeling, and first-party pixels can be placed. Agency will need to determine process for safe data transfer and use in platform (CDP, DMP, etc). In the past, we have leveraged sales data (both internal and external partner sales data), regional data (when determining event executions and terrestrial television coverage) and campaign specific performance data (to determine optimal day part mix, for example).

58. What has been the breakout with agency focus in the past (traditional, multicultural, digital, sports, etc.)? Has this only been one agency?

Answer: Camelot has worked with one media agency to purchase digital, traditional and sports media and partnerships. While our agency does not specialize in multi-cultural media, they help us deploy AA/HA targeting across traditional and digital campaigns in order to maximize our spend with BEP vendors. We also have a BEP marketing agency that supports our creative efforts when speaking to certain demographics. This BEP agency also manages our experiential activation. In addition, we work with a creative agency of record and a PR agency.

59. **Within the 12 million adult-aged Illinois residents, does Camelot have any audience profiles or targeting segments that are of higher value? Within the "core weekly players", what are the most common attributes across that 1.5M population – can you share any demographic, psychographic, or geographic information here?**

    Answer: High value segments are noted below in red. Common attributes are noted below in blue.

- Ranked in order of opportunity for CILL:
    - Entertainment Explorers
    - Mobile Socializers
    - Strategic Go-Getters
    - Satisfied Dabblers
    - Dedicated Win-Seekers
    - Rational Avoiders (will not focus targeting efforts on due to slim to no ROI potential)
- Core Player Skews:
    - Consumer Segments: Skews towards Entertainment Explorers & Dedicated Win-Seekers
    - Demo skews for Core Players vs. Total Engagement Levels: Male, Age 35-49, Income $50-$74,999K

60. **Out of the 70% of sales from the Chicagoland area – can we drill down further and provide specific zip codes and which were more successful? Which were not? And why?**

    Answer: Please see the response to question number 11.

61. **Within the segmentation do we have stronger demographic and psychographic traits broken out by each segment?**

    Answer: Please see the response to question number 2.

62. **What brands do you admire in Illinois? Who's doing a great job with their media placements?**

    Answer: For relevancy, we tend to look at what other state lotteries are doing rather than other Illinois brands. Both the New York and California state lotteries have sophisticated & innovative digital media programs that leverage interesting media partners and placements.