



Qualified Marketing Insights/Research Vendors List Established September 14, 2018

The vendors listed below have been selected by Northstar New Jersey Lottery Group, LLC (“Northstar”) after evaluating all of the Proposals submitted in response to the July 11, 2018 Request for Proposals (“RFP”) for Marketing Insights/Research Vendor Qualification. This Qualified Marketing Insights/Research Vendors List (“Qualified Vendors List”) is effective for a period of two (2) years until September 14, 2020.

During the effective period of the Qualified Vendors List, Northstar will order marketing insights/research projects only from those vendors on the Qualified Vendors List unless Northstar reasonably determines in its discretion that no vendor listed on the Qualified Vendors List is capable or available to fulfill the particular requirements of the order.

Any marketing insights/research vendor may apply to be placed on the distribution list for a future RFP for Marketing Insights/Research Vendor Qualification by contacting NSNJProcurements@nsnj.com not later than July 11, 2020.

20|20 Research LLC

Bottom Line Analytics LLC

Engine/ORC International, Inc.

IPSOS Limited Partnership

The Key Group Inc.

KS&R Inc.

LBR Insight, Inc.

Leger

Maru/Blue US LLC

People Principles Inc.

Protobrand Sciences, Inc.

QuestionPro, Inc.

Radius GMR, LLC

Reilly Group

Research America Inc.

Research Strategy Group, Inc.

Russell Marketing Research

SKIM Analytical Inc.

Strategic Research Partners

Vault Consulting, LLC