

**Marketing Insights/Research Request for Proposals**  
**Questions and Answers**  
August 13, 2018

The Schedule 1 to the RFP, that is included with these Questions and Answers, has been modified based upon various questions submitted by interested vendors. The revised Schedule now includes a section for interested vendors to provide qualitative research responses, and also omits some methodologies that were previously included in the original Schedule 1. All interested vendors should use the revised Schedule 1 in preparing and submitting their respective RFP responses. Any interested vendor that has already submitted its RFP response may submit a revised response using the revised Schedule 1, but they are not required to do so. For ease of use of these Questions and Answers, duplicative questions have been consolidated, and the Questions and Answers are organized by topic.

The research methodologies listed in the revised Schedule 1 to the Request for Proposals (“RFP”), and as supplemented by these Questions and Answers, are intended to be used by interested vendors as a general guide to demonstrate their ability to provide any or all of the methodologies set forth in the revised Schedule 1, as well as the general pricing for each such methodology. Interested vendors are encouraged to submit proposals for some or all of the methodologies set forth on the revised Schedule 1, based upon their experience and expertise. As stated in Paragraph 5(e) of the RFP, the estimated pricing will not be used as firm prices to be payable to qualified vendors selected through the vendor qualification process described in the RFP. Estimated pricing will be used by the Evaluation Committee in reviewing an interested vendor’s proposal to determine whether an interested vendor offers general prices that Northstar considers in its discretion to be reasonable.

**1. THE QUANTITATIVE AND QUALITATIVE RESEARCH PARAMETERS THAT SHOULD BE USED IN PROVIDING ESTIMATED PRICING FOR THE METHODOLOGIES LISTED ON THE REVISED SCHEDULE 1**

- For qualitative research, please provide estimated pricing using the following parameters:
  - A set of three (3) groups of New Jersey Lottery players (80% incidence);
  - 8-10 participants per group;
  - In person data collection and research methods; and
  - All research facilities must be located within the State of New Jersey.
  
- For quantitative research, please provide estimated pricing using the following parameters:
  - Limited to New Jersey residents;
  - Length of average interview should be based on a standard 10-minute online interview; and
  - An incidence of New Jersey Lottery playership at 80%.

Further details regarding parameters and/or incidences will be discussed, and sample lists may be shared where applicable, on a project-by-project basis in Northstar’s discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**2. INFORMATION THAT INTERESTED VENDORS SHOULD INCLUDE IN THEIR PRICING ESTIMATES – SHOULD INTERESTED VENDORS ASSUME SCREENER DEVELOPMENT, SURVEY DEVELOPMENT, SURVEY PROGRAMMING/TESTING, DATA COLLECTION, DATA CODING/CLEANING, ANALYSIS, REPORT, DATA FILE AND/OR TRANSCRIPTS**

The research methodologies listed in the revised Schedule 1, as supplemented by these Questions and Answers, are intended to be used by interested vendors as a general guide to demonstrate their ability to provide any or all of the methodologies set forth in the revised Schedule 1 and the general pricing for each such methodology. The following should be incorporated into an interested vendor's pricing estimate: screener development, survey development, survey programming/testing, data collection, data coding/cleaning, analysis, report, data file and/or transcripts.

**3. SOCIAL MEDIA RESEARCH**

Social media research has been removed as a methodology to be bid on for this RFP. The Schedule 1 has been revised accordingly. Please see the revised Schedule 1, that is included with these Questions and Answers.

**4. MYSTERY SHOPPER RESEARCH**

Mystery shopper research has been removed as a methodology to be bid on for this RFP. The Schedule 1 has been revised accordingly. Please see the revised Schedule 1, that is included with these Questions and Answers.

**5. COMMUNITIES/PANELS**

- Please provide estimated pricing using an existing 5000-member consumer community/panel, to be revisited on an annual basis, with survey frequency on a weekly recurrence over a period of one (1) year.
- Community/panel recruitment services are not needed, and therefore should not be included in an interested vendor's pricing.
- Research conducted within the community/panel will primarily be quantitative.
- There will be no open interaction between community/panel members.

\*For purposes of the RFP, Northstar is using the terms "community" and "panel" interchangeably

**6. ARE REVISIONS PERMITTED TO THE RFP/SCHEDULE 1 (PRICING WORKSHEET), THE APPENDIX A (STANDARD SUBCONTRACT PROVISIONS) AND/OR THE APPENDIX B (NON-DISCLOSURE AGREEMENT)**

Northstar will not accept revisions to the RFP/Schedule 1, the Appendix A or the Appendix B.

**NON-DISCLOSURE AGREEMENT:**

- Pursuant to the Lottery Growth Services Agreement ("Services Agreement") between the New Jersey Lottery and Northstar, dated June 20<sup>th</sup> 2013, as amended, all vendors having access to Confidential Information (as defined in the Services Agreement) of the State of New Jersey, Division of Lottery and/or Northstar, are required to be subject to an agreement of

confidentiality and nondisclosure in the form and substance set forth in the Appendix B that accompanied the RFP. That document is not subject to negotiation or change. Any materials that an interested vendor may submit in connection with this procurement or any future projects (if placed on the Qualified Vendors List and a particular research project is ordered from you by Northstar) will be shared only with employees of Northstar and/or the New Jersey Lottery on a need to know basis.

**RFP/SCHEDULE 1:**

- Northstar will not accept revisions to the RFP document or Schedule 1 to ensure that all interested vendors are basing their proposals off of a common set of requirements and specifications.
- To the extent an interested vendor's estimated pricing cannot fit on the lines provided in the revised Schedule 1, an additional page may be utilized.

**STANDARD SUBCONTRACT PROVISIONS:**

- The requirements detailed in the Standard Subcontract Provisions are universally required to be agreed to by any and all Qualified Vendors placed on the Qualified Vendors List that may do business with Northstar on behalf of the New Jersey Lottery. In order to ensure uniformity of the provisions across all vendors, no modifications to this document are permitted.

**7. THE MEANING OF GUARANTEED RESPONSE TIME FOR PROJECT ESTIMATES IN SECTION 5(c) OF THE RFP**

“Guaranteed response time for marketing insights/research services project estimates” means that an interested vendor, if placed on the Qualified Vendors List, will be able to adhere to a sometimes time sensitive schedule required by Northstar in preparing an estimate/proposal for a particular research project.

**8. DIFFERENTIATION BETWEEN CONCEPT/PRODUCT/INNOVATION RESEARCH**

For purposes of responding to the RFP, interested vendors should consider concept, product and innovation research to each fall within the same category/umbrella of research testing. The revised Schedule 1, that is provided with these Questions and Answers, reflects this instruction. Further details regarding concept, product and innovation research will be discussed on a project-by-project basis at Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

- For the purposes of responding to the concept/product/innovation methodology listed in the revised Schedule 1, interested vendors should use the example of a singular concept for their pricing parameters.
- For the purposes of responding to the concept/product/innovation methodology listed in the revised Schedule 1, interested vendors should use the example of visual/images for their pricing parameters.

**9. PREFERRED FORMAT FOR RFP RESPONSE SUBMISSION**

Interested vendors may submit their RFP response submissions in whatever format they deem most appropriate. Northstar does not wish to receive hard copies of interested vendors' RFP response submissions. Interested vendors should email their RFP responses as follows: nsnjprocurements@nsnj.com.

**10. TIMING: DELIVERY TYPICALLY REQUIRED WITHIN 30 DAYS OF ORDER**

As stated in Paragraph 3 in the RFP, "time requirements vary; delivery typically required within 30 days of order." We understand that the timing of some research projects can vary significantly depending on the circumstances of the particular project. The delivery deadline for such projects will be agreed upon by both Northstar and the chosen Qualified Vendor from the Qualified Vendors List at the commencement of a particular project.

**11. AN INTERESTED VENDOR'S SOFTWARE CAN PERFORM A NUMBER OF ITEMS IN SCHEDULE 1 LIKE CONJOINT, CONCEPT TESTING, ETC., BUT THIS WOULD COME WITH A SOFTWARE LICENSE. HOW SHOULD THIS BE NOTED ON THE SCHEDULE 1**

Northstar does not intend to purchase any software licenses or subscriptions from any Qualified Vendor placed on the Qualified Vendors List in connection with this procurement.

**12. WHAT IS ENVISIONED BY THE OMNIBUS METHODOLOGY**

For purposes of responding to the RFP, interested vendors should consider that an omnibus survey will likely include specific questions pertaining to the New Jersey Lottery that are included in a larger survey containing a wide variety of subjects. Further details regarding omnibus research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing an order for a particular research project.

**13. SAMPLING AND CONSUMER PANELS – ARE YOU SEEKING TO UNDERSTAND IF WE HAVE OUR OWN PANEL OR SAMPLING SOURCE**

If placed on the Qualified Vendors List, Northstar may in its discretion require a Qualified Vendor to provide the source of its sampling prior to Northstar placing an order for a particular research project.

**14. WHAT WOULD A SHOPPING STUDY ENTAIL**

For purposes of responding to the RFP, interested vendors should consider a shopping study to be a quantitative research test conducted for the general purpose of understanding New Jersey Lottery player shopping habits. Interested vendors should use the revised Schedule 1, that is provided with these Questions and Answers for the parameters of their general pricing. Further details regarding shopping study research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular project order.

**15. ARE THERE ANY RELEVANT ORGANIZATIONAL OR MARKET SEGMENTS THAT MIGHT BE USEFUL TO THE DEFINITION OF THE SAMPLING FRAME OR ANALYSIS FOR SOME OF THE MORE STRATEGIC OR TRACKING FOCUSED STUDIES (E.G., GEOGRAPHIC SUB-REGIONS, LINES OF BUSINESS)**

Northstar may, in its discretion, provide a typing tool for its player segments or a refined sampling frame to those Qualified Vendors placed on the Qualified Vendors List with whom Northstar may order a particular research project.

**16. TRACKING STUDY RESEARCH**

- For the purposes of responding to the RFP, interested vendors should presume that the tracking study would be a four (4) quarter study within one (1) year.
- Combining and streamlining tracking studies may be considered on a project-by-project basis for those Qualified Vendors placed on the Qualified Vendors list with whom Northstar may order a particular research project

**17. USER EXPERIENCE RESEARCH**

- Details regarding research user experience research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.
- Details regarding the interface type for user experience research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**18. MEDIA MEASUREMENT RESEARCH**

For purposes of responding to the RFP, please presume media measurement research is being used to gauge the overall effectiveness of the New Jersey Lottery's media spend. Details regarding media measurement research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**19. CONJOINT RESEARCH**

For purposes of responding to the RFP, please presume a full conjoint study (i.e., full service study). Specific details regarding conjoint research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**20. PRICING STUDIES RESEARCH**

For the purposes of responding to the RFP, please presume that pricing studies research is being used to evaluate/optimize the prize structures of New Jersey Lottery games. Specific details regarding pricing studies research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified

Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**21. POINT OF SALE TRACKING/ANALYTICS**

For the purposes of responding to the RFP, please presume that POS tracking/analytics research is being used to understand the impact of New Jersey Lottery POS pieces at retail locations. Specific details regarding POS tracking/analytics research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**22. CUSTOMER/BRAND EXPERIENCE**

For the purposes of responding to the RFP, please presume that customer/brand experience research is being used to optimize the experience of the New Jersey Lottery player. Specific details regarding customer/brand experience research will be discussed on a project-by-project basis in Northstar's discretion, with Qualified Vendors placed on the Qualified Vendors List with whom Northstar may consider placing a particular research project order.

**23. EXTENDING RFP DEADLINE RESPONSE**

We believe there is sufficient time between the date on which these Questions and Answers are distributed to interested vendors and the date that the RFP responses are due. At this time, we will not be extending the deadline for the submission of RFP responses.