



## Questions and Answers # 2

### Request for Proposals #19-S-0002 for Advertising Agency Services

April 17, 2019

Q 46: What is the end of flight for each campaign:

- i. "Bring 50<sup>th</sup> Anniversary To Life": start date 1/6/2020, we are assuming 6 months?
- ii. "Super 50 Scratch Off": start date 5/4/2020 – 6 months?

A 46:

- i. **We have provided a start date and a media budget for this kickoff to a year-long brand celebration. There is no mandated end date. We would look to your recommendations for the most effective and efficient ways to spend the media budget, and the duration of any kickoff effort should be part of your recommendation.**
- ii. **We have provided a start date and a media budget for this new Scratch-Off introduction, as well as the first 8-weeks of sales data for a "comparable" Scratch-Offs product launch. There is no mandated end date for this campaign, but:**
  - **There are new Scratch-Offs launched every month to command the attention of players. In this case, the next new group of Scratch-Offs will launch 6/1/2020, and likely will have its own advertising/media support.**
  - **We typically track sales rates for new Scratch-Offs for the first 13 weeks in-market. Given this understanding, we would look to you for the most effective and efficient ways to spend the media budget, and the duration of the flight should be part of your recommendation.**