



HOOSIER LOTTERY
SEGMENTATION STUDY
REQUEST FOR PROPOSAL

Date Posted:
June 14th, 2024

I. GENERAL INFORMATION

A. Purpose

The purpose of this Request for Proposal (RFP) is to select a firm that can satisfy the Hoosier Lottery's need for a segmentation study. The selected firm will enter into negotiations with the Lottery's integrated services provider, IGT Indiana, LLC to develop a contractual relationship.

B. Expectations

As a trusted Hoosier brand founded with the mission to return maximum net income to the state in a socially responsible way, it is critical that the Hoosier Lottery's partners uphold the principles of integrity, transparency, passion, inclusivity and responsibility.

Since its inception on October 13, 1989, the Hoosier Lottery has paid more than \$16 billion to winning players and has contributed more than \$6.7 billion to good causes across the state, including local police & firefighters' pensions, the Teachers' Retirement Fund, and the Build Indiana Fund. More than \$1.7 billion has been paid to Lottery retailers.

C. Definitions and Abbreviations

Capitalized terms and abbreviations used in the RFP shall have the meanings given to them in Schedule 1. Other special terms and abbreviations may be used in the RFP, but they are localized and defined where they appear rather than in Schedule 1.

II. BIDDING AND CONTRACT ADMINISTRATION

A. Bidding Submission and Contract Timeline

June 14, 2024	RFP document posted
July 12, 2024 Noon ET	Letter of Intent & Questions due from Bidders
August 9, 2024 4 PM ET	Bids due from Bidders
By August 23, 2024	Successful Bidder named

1. Letter of Intent

Bidders should send a letter of intent to bid no later than July 12, 2024 at Noon ET. The letter should be sent via email to jmccleland@hoosierlottery.com. The letter should state the contact person if questions arise throughout the process.

2. Questions

Bidders may submit questions of clarification concerning the RFP before Friday, July 12, 2024 at Noon ET. Questions may be emailed to Jayne McCleland (jmccleland@hoosierlottery.com) with "HL Segmentation RFP Questions" in the subject line. Bidders are advised that the questions and responses by the Lottery will be shared with all interested bidders at the time to ensure all parties have equal access to the same information.

Bid submissions must arrive at the following address by August 9, 2024 by 4 PM ET:

Jayne McClelland
IGT Indiana, LLC
1302 N. Meridian St.
Indianapolis, Indiana 46202

B. Letters of Clarification

During this assessment and scoring process the Evaluation Committee may have questions of clarification concerning specific elements of bids. Bidders are requested to submit responses to these questions within 24 – 48 hours. Depending on the nature of the inquiry the information may be shared with other bidders and will be incorporated into the final Subcontract with the Subcontractor if relevant.

III. SCOPE OF WORK

The below is a sample Scope of Work the Lottery's market research partner would be responsible for:

A. Objective

The primary purpose of this research project is to identify and classify subgroups of Indiana consumers (18+) from a consumer-first view related to values, attitudes, behaviors and perceptions, both from a general and gaming-based perspective. The knowledge gained from the results of such research will provide direction for more refined product development and targeting initiatives for the Lottery, as well as its contracted vendors such as its advertising agency.

B. Methodology

The Hoosier Lottery desires to engage in quantitative research that permits the classification of Indiana adults (18+) according to their lifestyle, general consumer activities, media consumption and preferences, and Lottery usage. To this end, the Hoosier Lottery anticipates an Internet-based methodology to sample and survey Indiana consumers. However, recommendations from Bidders regarding alternative means which could be employed to achieve the objectives detailed herein in a timely and cost-effective manner are also desired.

The end result should consist of, but may not be limited to, the following:

- **Background Information:** Screening and qualification based on security and demographics. Could also include field monitoring/control questions based on ethnicity, cultural identity, language spoken/language of media consumption, as well as geography/zip+4
- **Lifestyle, Purchasing Behaviors & Psychographics:** Exploration of a range of general attitudes and lifestyle perceptions in order to build a deep persona based on non-lottery dimensions. Broader self-projections of life outlook, career, friends/family, confidence, leisure activities, entertainment, how time and money is spent, preferred shopping methods (in-store, online, subscription plans), what's important to them in their lives, what are their hopes and fears, etc.

- **In-Depth Lottery Gaming Habits, Sports Betting and Practices:** Specific lottery game awareness/usage, total spending in a typical month, allocation of spending across games played, where/when/why purchased, rating of satisfaction with specific games played, ease of purchase/ease of understanding how game works, favorite game (and why), etc. Will also explore enthusiasm, role of “social”, intent to play in the future/projected spending relative to today, as well as barriers to play/playing more.
- **Exploration of Specific Topics:** Respondents will answer questions relating to a range of topics including the role of the economy on discretionary spending (including Lottery and other forms of entertainment); exploration of share of wallet competitors, including broader elements like casinos, sports betting, Starbucks (other routine/frequent expenditures), mobile games, etc.
- **General Media Usage:** Explore preferred methods and sources of media consumption. This includes live and streaming sources (such as Netflix, YouTube, Pandora, etc), as well as social media usage.
- **Demographic Information**

Included in their responses to the above-referenced research objectives and methodology, Bidders are requested to address the following:

- Recommended sample size and rationale for the general population segmentation effort. If the Bidder intends to use a third-party source for survey sample, please identify said source.
- The Bidder shall conduct the interviews, tabulate all data and provide the Hoosier Lottery with an Excel data file containing all individual survey item responses with each data field appropriately named and labeled with the item subject matter.
- The Bidder shall be available for consultation with the Hoosier Lottery either via conference call, ‘webinar’ or at Lottery headquarters in Indianapolis, Indiana for purposes of instrument design and project planning.
- The survey instrument is to be pilot-tested with an agreed upon number of respondents, prior to deployment of the survey.
- For purposes of future research and other endeavors, the Bidder shall develop and supply to the Lottery a *post hoc* segment classification tool or algorithm based upon the final segmentation results. This tool or algorithm will effectively and with reasonable accuracy reduce the original survey to a manageable subset of survey items permitting the classification of adults into their appropriate segment category in future research or other endeavors. Please address how the Lottery shall be able to use this classification tool without restriction or impediment.
- The Bidder shall be available for the presentation of the results, product and marketing implications and recommendations to the Lottery. Presentation may be via ‘webinar’ or may be requested to be on-site at the Hoosier Lottery headquarters in Indianapolis, Indiana.

- Bidder shall make available the final report(s) in both Portable Document Format (“.pdf”) and PowerPoint (“.ppt”) format for Windows-based personal computers.
- The Bidder is encouraged to include in their proposal any value-added services beyond the minimum requirements above that they believe will enhance the research as proposed. Pricing for these value-added services, if greater than zero, should be included separately from the minimum project requirements above. Acceptance of any value-added services will be at the discretion of the Hoosier Lottery. Acceptance of a bid for the minimum requirements above will in no way obligate the Hoosier Lottery to accept any or all proposed value-added services.

IV. GENERAL REQUIREMENTS FOR BIDDERS

The Lottery is requiring Bidders to submit the following information:

A. General Information:

1. Founding Date. When was your office opened?
2. Current Ownership. Who are the current owners of your agency?
3. Team leadership. Provide a short biography of team members that you propose would manage the Hoosier Lottery project and describe their current roles and past experience.
4. Parent Company/Affiliation. Provide a listing of all companies/agencies that are owned or affiliated with your parent company.
5. Address of Indiana office location, if applicable, and number of Indiana based employees.
6. Describe unique features of your company, and any distinctions between you and your competitors.
7. Minority- or women-owned business certifications, if any.

B. References

1. Client references. List three client references (name, title, company, address, telephone and email) we might speak with about the effectiveness of your efforts.

V. EVALUATION OF PROPOSALS

A. Submission of Proposals

Bidders must submit their RFP responses in the following manner:

1. Main package must bear the Bidder’s name and contain a cover/transmittal letter from a member of Bidder’s staff authorized to legally and contractually make the submission.
2. Package must contain four (4) hard and soft copies of proposal. A soft copy may be a thumb drive or a link.
3. Package must contain four (4) hard and soft copies of pricing, in a separate sealed envelope. A soft copy may be a thumb drive or a link.

B. Evaluation Committee

The Lottery will appoint an Evaluation Committee to act as the proposal evaluation team. Evaluation Committee personnel will use the evaluation criteria stated in this RFP to score the submitted proposals. The Evaluation Committee will be made of qualified subject matter experts to ensure that the best possible terms are arrived at for the Lottery.

C. Review and Scoring (Maximum Award: 105 Total Points)

The Evaluation Committee will review proposals from each bidder, evaluate and score the submission according to the maximum points allocated on the following criteria:

Categories	Points
General Requirements <ul style="list-style-type: none"> • Relevancy of clients • Appropriate size • Team experience • Services and tools • Indiana Office (5 points) 	35 points
Scope of work <ul style="list-style-type: none"> • Questionnaire • Objectives & Methodology • PowerPoint sample • Proposed sample size 	40 points
Cost <ul style="list-style-type: none"> • Provide total cost 	20 points
Indiana Office, if any	5 points
MBE/WBE	5 points

D. Determination of Overall Score

Following completion of the scoring, the Evaluation Committee will combine the total score for each Bidder. The total scores will be ranked and a determination of the best “price/value” proposal on the basis of the maximum number of points awarded to the Winning Bidder(s).

VI. NEWS RELEASES

Bidders shall not issue any written or oral statement or other written or oral communication to any press or other media representative with regard to the Lottery, the Commission, or this RFP, unless such communication is specifically approved in advance by the Lottery.

VII. DISCLAIMER

By issuing this RFP the Lottery does not guarantee that a contract will be awarded. Furthermore, any Subcontractor must meet all requirements set forth in the Integrated Services Agreement between the Commission and the Lottery. A copy of the Integrated Services Agreement can be found at: <https://www.hoosierlottery.com/who-we-are/bids>.

VIII. OWNERSHIP OF PROPOSALS

Proposals and any other materials submitted by a Bidder in response to this RFP will become the exclusive property of the Lottery upon receipt and will not be returned.

IX. PUBLIC RECORDS AND CONFIDENTIALITY OF PROPOSAL

Because IGT is conducting this RFP on behalf of the Commission, Bidders should assume that a submitted proposal will be a public record under the Indiana Access to Public Records Act (Ind. Code 5-14-3) (“APRA”). If a bidder believes that some or all of its proposal is confidential or otherwise not subject to disclosure under APRA, it may label it as such. Labeling does not guarantee protection of labeled information.

Bidders are encouraged to familiarize themselves with APRA prior to submitting a proposal.

X. PROPOSAL COSTS

The Lottery is not liable for any costs incurred by Bidders as a result of responding to this RFP.

XI. INCORPORATION OF DOCUMENTS

The RFP, the revisions (amendments/addenda) and/or supplements to the RFP, and the proposal shall be incorporated by reference into the Subcontract. In the event of any inconsistency, disagreement, or conflict, the conflict shall be resolved by first giving preference to the specific Subcontract of the parties, then the RFP including its revisions (amendments/addenda) and/or supplements, and then the proposal.

XII. INDEMNIFICATION

Bidders shall indemnify and hold harmless the Hoosier Lottery and its officers, agents, and employees from and against any and all liability including claims, demands, losses, costs, and expenses of every kind and description (including death), or damages to persons or property arising out of, or in connection with, or occurring during the course of the Subcontract where such liability is founded upon or grows out of the acts or omissions of the Bidder, its officers, employees, agents, or independent contractors or subcontractors (or subcontractors or independent contractors thereof).

Schedule 1 – Definitions and Abbreviations

“Bidder” means an entity that submits a proposal in response to the RFP.

“Commission” means the State Lottery Commission of Indiana created by Indiana Code 4-30.

“Draw Game” means a lottery game in which a player selects a combination of numbers or symbols, either manually or by an automated picking system, and winning tickets are determined by appropriately matching the combination of numbers or symbols randomly selected by the commission at a designated future drawing or selection event.

“Hoosier Lottery” or “Lottery” means the operation of the state lottery in Indiana by the Commission together with its integrated services provider, IGT Indiana, LLC. References to “Hoosier Lottery” or “Lottery” may refer to the Commission, IGT Indiana, LLC, or both, depending on the situation.

“Scratch-off Game” means a lottery game played with preprinted tickets on which the game play data area is uncovered either by removing a tab or latex, to reveal immediately whether the player has won a prize.

“Marketing Code of Conduct” means a document which outlines and describes the requirements for Hoosier Lottery advertisements.

“Renewal Term” means an optional one (1) year period following the Initial Term during which an agreement between the Lottery and the Subcontractor under the RFP is valid.

“RFP” means this Request for Proposal as issued by the Lottery.

“Subcontractor” means a person who provides or proposes to provide goods or services to the Lottery.