

State of Maine
Master Score Sheet

RFP# 202502029					
Lottery Marketing, Advertising, and Public Relations Services					
Bidder Name:		Fuseideas	GYK Antler	Full Contact	Garrand Moehlenkamp
Proposed Cost:		\$1,312,500	\$1,836,000	\$1,512,000	\$1,680,000
Scoring Sections	Points Available				
Section I: Preliminary Information	0	n/a	n/a	n/a	n/a
Section II: Organization Qualifications and Experience	45	42	39	38	35
Section III: Proposed Services	30	25	25	22	26
Section IV: Cost Proposal	25	25	17.87	21.70	19.53
TOTAL	<u>100</u>	<u>92.0</u>	<u>81.87</u>	<u>81.70</u>	<u>80.53</u>
RFP# 202502029					
Lottery Marketing, Advertising, and Public Relations Services					
Bidder Name:		Two Tango	Communications Corp. of CT.	HMC Advertising, LLC	Nail Communications
Proposed Cost:		\$1,620,000	\$2,019,864	N/A	N/A
Scoring Sections	Points Available				
Section I: Preliminary Information	0	n/a	n/a	n/a	n/a
Section II: Organization Qualifications and Experience	45	34	34	25	17
Section III: Proposed Services	30	26	20	n/a	n/a
Section IV: Cost Proposal	25	20.25	16.24	n/a	n/a
TOTAL	<u>100</u>	<u>80.25</u>	<u>70.24</u>	<u>n/a</u>	<u>n/a</u>

RFP# 202502029

Lottery Marketing, Advertising, and Public Relations Services

Bidder Name:		Octagon Media	Quantcast	Skinny Creative	Hyak Motorsports
Proposed Cost:		n/a	n/a	n/a	n/a
Scoring Sections	Points Available				
Section I: Preliminary Information	0	n/a	n/a	n/a	n/a
Section II: Organization Qualifications and Experience	45	20	8	24	N/A
Section III: Proposed Services	30	n/a	n/a	n/a	n/a
Section IV: Cost Proposal	25	n/a	n/a	n/a	n/a
TOTAL	<u>100</u>	n/a	n/a	n/a	n/a

RFP# 202502029

Lottery Marketing, Advertising, and Public Relations Services

Bidder Name:		Stirling Brandworks	BVK	Fable Advertising	Fortnight Collective
Proposed Cost:		N/A	N/A	N/A	N/A
Scoring Sections	Points Available				
Section I: Preliminary Information	0	n/a	n/a	n/a	n/a
Section II: Organization Qualifications and Experience	45	12	28	36	19
Section III: Proposed Services	30	n/a	n/a	17	n/a
Section IV: Cost Proposal	25	n/a	n/a	n/a	n/a
TOTAL	<u>100</u>	n/a	n/a	n/a	n/a

RFP# 202502029**Lottery Marketing, Advertising, and Public Relations Services**

Bidder Name:		Pollinate	Lawrence & Schiller	Rebellion Group	Wolfe Doyle
Proposed Cost:		N/A	N/A	N/A	N/A
Scoring Sections	Points Available				
Section I: Preliminary Information	0	n/a	n/a	n/a	n/a
Section II: Organization Qualifications and Experience	45	25	31	22	13
Section III: Proposed Services	30	n/a	18	n/a	n/a
Section IV: Cost Proposal	25	n/a	n/a	n/a	n/a
TOTAL	<u>100</u>	n/a	n/a	n/a	n/a

Award Justification Statement
RFP# 202502029
Lottery Marketing, Advertising, and Public Relations Services

- I. Summary** The Bureau of Alcoholic Beverages & Lottery Operations released a request for proposal to obtain Lottery Marketing, Advertising and Public Relations Services. The bureau was looking for an agency that could provide marketing plans, strategic development, creative, production, and media placement along with social and digital campaigns.
- II. Evaluation Process** The evaluation team consisted of the Lottery Marketing Manager, Marketing Specialist, Financial Analyst, Field Representative Supervisor and Deputy Director. The diverse team with expertise in a variety of areas evaluated each proposal against the requirements of the RFP. Each team member reviewed all proposals individually and then met as a team to evaluate together and score the proposal using a consensus scoring approach.
- III. Qualifications & Experience**
- Extensive experience working with a variety of lottery clients
 - Demonstrates a strong understanding of the challenges that lotteries face when operating a business as a government agency.
 - Has created strategic marketing plans to fit the needs of the lottery while keeping responsible gaming at the forefront.
 - Demonstrated a high level of experience providing creative direction and delivering high quality production that meets the strategic goals.
- IV. Proposed Services**
- Provide a full-service agency that understands the lottery business.
 - Highlighted increasing responsibility messaging within campaigns.
 - Strong account management with lottery experience including the EVP working as the account director.
 - Prioritizing player education to reach a new audience who don't understand how lottery games work.

V. Cost Proposal

- The price proposal was the lowest of all bidders at \$1,312,500. The second lowest bidder was \$199,500 more.

VI. Conclusion After a thorough review of the proposals and completing the scoring the committee has determined that Fuseideas provides the state of Maine with the best value for the services requested in the RFP. The bidder scored highest overall, highest in Section II Organization Qualifications and Experience, as well as having the lowest cost.



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE & FINANCIAL SERVICES
BUREAU OF ALCOHOLIC BEVERAGES & LOTTERY OPERATIONS**

**Janet T. Mills
Governor**

**Kirsten L.C. Figueroa
Commissioner**

08/27/2025

To All Bidders of RFP#202502029

**SUBJECT: Notice of Conditional Contract Award under RFP # 202502029
Lottery Marketing, Advertising, and Public Relations Services**

This letter is regarding the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Lottery Marketing, Advertising, and Public Relations Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Fuseideas

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following the announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in cursive script, appearing to read "Louis Luchini".

Louis Luchini
Director

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fuseideas

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon,
Judy Thomas, Terrance Meehan, Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	42
Section III. Proposed Services	30	25
Section IV. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>92.0</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fuseideas

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fuseideas

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	42

Evaluation Team Comments:

• **Overview of Organization**

- Fuseideas has fully met all requirements outlined for Experience and Qualifications.
- Long-standing partnership with the Maine Lottery demonstrates a deep and practical understanding of the lottery industry.
- Familiarity includes regulatory considerations and unique marketing challenges.
- The agency is well-organized and reliable, consistently delivering projects on time and within scope.
- Proficient across multiple marketing disciplines, enabling development of comprehensive marketing plans.
- Effectively supports both brand-building and sales objectives.

• **Subcontractors**

- Provided a strong background on their public relations and production services subcontractors. Very detailed and very experienced personnel.

• **Organizational Chart**

- Provided a strong detailed chart with details regarding each person working on the account and their experience.

• **Litigation**

- No current or past or pending.

• **Financial Viability**

- Provided all required financial documents and are considered low risk. No concerns with financial viability.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fuseideas

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	25

Evaluation Team Comments:

• **Services to be provided**

- Highlighted involvement with the RewardME program, demonstrating familiarity with player engagement and loyalty strategies.
- Addressed responsible gaming initiatives, reinforcing an understanding of ethical marketing within the lottery space.
- Provided insights into instant ticket and draw game strategies, showing a well-rounded approach to product marketing.

• **Strategic Work Plan**

- Effectively leveraged prior experience with the Lottery to demonstrate a strong understanding of operations and priorities.
- Response reflects thoughtful alignment with the Lottery's mission and strategic objectives.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fuseideas

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500	*	\$1,312,500	x	25 points	=	25

Evaluation Team Comments: The evaluation team used the scoring process as described in the RFP. This proposal had the lowest costs and received the full value of 25 points for this section.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: GYK Antler

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	39
Section III. Proposed Services	30	25
Section IV. Cost Proposal	25	17.87
<u>Total Points</u>	<u>100</u>	<u>81.87</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: GYK Antler

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: GYK Antler

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	39

Evaluation Team Comments:

• **Overview of Organization**

- The agency has maintained a long-standing relationship with the New Hampshire Lottery since 1986.
- Demonstrates deep industry knowledge and a strong understanding of the complexities and regulatory challenges of lottery marketing.

• **Financial Viability**

- Dun and Bradstreet shows moderate risk.
- They have been in business for decades no really concerning.

• **Subcontractors**

- Using public relations
- subcontractor

• **Organizational Chart**

- Nice org chart and did a write up of personnel

• **Litigation**

Provided a response of N/A

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: GYK Antler

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	25

Evaluation Team Comments:

• **Services to be provided**

- Plans to build a dedicated production facility demonstrate a commitment to long-term partnership and enhanced in-house capabilities.
- Extensive history in promoting lottery products highlights strong industry expertise and understanding of audience behavior.

• **Strategic Work Plan**

- Emphasis on "Quick Wins" suggests a focus on generating immediate results.
- Proposed structured, fast ramp-up approach aligns with the Lottery's need for early impact and sustained strategic momentum.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: GYK Antler

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal		Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500		\$1,836,000	x	25 points	=	17.87

Evaluation Team Comments: The team followed the scoring process as outlined in the RFP and awarded the appropriate points based on the process.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Full Contact

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	38
Section III. Proposed Services	30	22
Section IV. Cost Proposal	25	21.70
<u>Total Points</u>	<u>100</u>	<u>81.70</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Full Contact

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Full Contact

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	38

Evaluation Team Comments:

Overview of Organization

- Full Contact fully satisfied all organizational and financial disclosure requirements outlined in the RFP.
- Submission was comprehensive, timely, and professional.
- Materials demonstrated attention to detail and readiness to meet the State's contractual and operational standards.

• Subcontractors

- Included a complete subcontractor list.

• Organizational Chart

- Provided a clear and well-structured organizational chart.

• Litigation

- No current or past.

• Financial Viability

- Submitted a current Dun & Bradstreet report.
- Included audited financial statements as well.
 - Balance sheet
 - Income (profit/loss) statement
- Provided a transparent view of the agency's financial health.

• Certificate of Insurance

- Included a valid certificate of insurance.
- Provided as required.

EVALUATION OF SECTION III

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Full Contact

DATE: 7/15/2025

Proposed Services

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	22

Evaluation Team Comments:

• **Services to be provided**

- The agency provided the requested design samples and accompanying explanations.
- Materials were well-organized and demonstrated an understanding of the technical and strategic aspects of lottery marketing.
- The overall presentation was clear and professionally assembled, reflecting a thoughtful approach to the RFP guidelines.
- Design work was clean and functional, but relatively conservative.
- Visual elements relied on familiar tropes and standard layouts.
- Concepts lacked boldness and inventive direction.
- Creative direction appears serviceable but not especially dynamic or inspiring.

• **Strategic Work Plan**

- The designs may provide a solid foundation for execution.
- Work would benefit from a more compelling visual narrative and stronger emotional appeal.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Full Contact

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500	.	\$1,512,000	x	25 points	=	21.70

Evaluation Team Comments: The evaluation team used the scoring process as described in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Garrand Moehlenkamp

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	35
Section III. Proposed Services	30	26
Section IV. Cost Proposal	25	19.53
<u>Total Points</u>	<u>100</u>	<u>80.53</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Garrand Moehlenkamp

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Garrand Moehlenkamp

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	35

Evaluation Team Comments:

• **Overview of Organization**

- Proposal was thoughtfully assembled and well-organized.
- Showcased strong examples of previous work across various industries, demonstrating creative capabilities and strategic thinking.
- Materials were visually compelling and indicative of a polished, professional team.
- The proposal lacked overall agency experience in the lottery or gaming sectors, raising concerns about:
 - Familiarity with regulatory environment
 - Understanding of responsible gaming messaging
 - Awareness of behavioral insights specific to lottery players

• **Financial Viability**

- Moderate to low risk factors. No concerns with their ability financially.

• **Subcontractors**

- Craft and Commerce for media buying. Public relations also subcontracted.

• **Organizational Chart**

- Generic provided. Denoted subcontractors within the chart.

• **Litigation**

- No current or past litigation.

• **Certificate of Insurance**

- Provided

EVALUATION OF SECTION III

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Garrand Moehlenkamp

DATE: 7/15/2025

Proposed Services

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	26

Evaluation Team Comments:

• **Services to be provided**

- Proposal reflected a strong operational framework and a team capable of delivering core services.
- Creative ideas were competently executed and reflected a solid grasp of fundamental marketing principles.
- Concepts were creative, well-presented. The materials conveyed a professional polish and showcased the agency's ability to translate ideas into cohesive, market-ready deliverables.
- With additional collaboration and direction, creative ideas have potential to evolve into more compelling and audience-engaging campaigns.
- Demonstrated creative strength overall

• **Strategic Work Plan**

- Proposed services were clearly organized and thoughtfully planned.
- Demonstrated a solid understanding of the project scope and operational needs of a state lottery.
- Work plan followed a logical progression from onboarding through campaign development.
- Key deliverables, timelines, and team responsibilities were outlined with clarity and professionalism.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Garrand Moehlenkamp

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500	*	\$1,680,000	x	25 points	=	19.53

Evaluation Team Comments: The team followed the scoring process in the RFP and awarded the points based on the RFP scoring process.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Two Tango Collaborative

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	34
Section III. Proposed Services	30	26
Section IV. Cost Proposal	25	20.25
<u>Total Points</u>	<u>100</u>	<u>80.25</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Two Tango Collaborative

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Two Tango Collaborative

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	34

Evaluation Team Comments:

• **Overview of Organization**

- Two Tango's proposed services document outlined a well-organized approach to:
 - Strategic planning
 - Creative development
 - Media execution
 - Performance tracking
- Demonstrated a clear understanding of lottery marketing.
- Presented a cohesive workflow supported by integrated roles across creative, media, and account management.
- Work plan included defined timelines and checkpoints, reflecting a thoughtful approach to execution.

• **Subcontractors**

- Not applicable. Apparently not using any.

• **Organizational Chart**

- Name chart with title and noted who would be on the team. Very clear and concise.

• **Litigation**

- No current or pending. Did not mention the past five years.

• **Financial Viability**

- Missing the Dun & Bradstreet report as required by the RFP.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Two Tango Collaborative

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	26

Evaluation Team Comments:

- **Services to be provided**
 - Outlined a well-organized approach to:
 - Strategic planning
 - Creative development
 - Media execution
 - Performance tracking
 - Demonstrated a clear understanding of lottery marketing.
 - Presented a cohesive workflow with integrated roles across creative, media, and account management.
- **Strategic Work Plan**
 - Work plan was structured with defined timelines and checkpoints.
 - Indicated a thoughtful and organized approach to campaign execution.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Two Tango Collaborative

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500	.	\$1,620,000	x	25 points	=	20.25

Evaluation Team Comments: The team used the RFP scoring process to determine the points to be awarded for this section.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Communications Corporation of Connecticut

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	34
Section III. Proposed Services	30	20
Section IV. Cost Proposal	25	16.24
<u>Total Points</u>	<u>100</u>	<u>70.24</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Communications Corporation of Connecticut

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Communications Corporation of Connecticut

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	34

Evaluation Team Comments:

• **Overview of Organization**

- The agency has experience with the Connecticut Lottery, demonstrating familiarity with the lottery industry.
- A robust project tracking dashboard was included, promoting transparency and efficiency.
- Sample work was thorough and showed a solid understanding of lottery marketing needs.
- Creative execution lacked a distinctive or particularly compelling edge.
- Keno advertising was a clear highlight of the submission and is recognized as a strength.

• **Subcontractors**

- Working with a secondary bidder but they are the primary.

• **Organizational Chart**

- Provided two charts. One for the primary and one for the secondary. The charts appear to be sufficient however one is a bit confusing.

• **Litigation**

- No pending or past litigation.

• **Financial Viability**

- The submitted Dun & Bradstreet report indicates good financial standing and low financial risk.
- The report reflects stability and a positive indicator of fiscal health.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Communications Corporation of Connecticut

DATE: 7/15/2025

• **Certificate of Insurance**

- Complete

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	20

Evaluation Team Comments:

Services to be Provided

- Proposed a full suite of marketing, advertising, and PR services.
- Annual marketing plans align well with sales goals, Maine specific insights and target audience.
- Offering full content management of lottery social media.
- Typical options available including campaign messaging, storyboards, scripts etc. Creative was relatively well done.
- Data-driven planning for media buying to ensure target audience is reached.
- Public relations focused on winners, retailer and public benefits of the lottery.
- Will provide support as needed.
- Senior leads from each organization will coordinate all workstreams.

Strategic Work Plan

- Provided a work plan that appears to be thought out for onboarding and getting the work started and implemented in a reasonable time.
- Plan allows for appropriate planning and execution.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Communications Corporation of Connecticut

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
\$1,312,500	.	\$2,019,864	x	25 points	=	16.24

Evaluation Team Comments: The evaluation team used the scoring process as described in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: HMCMNI

DATE: 7/16/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	25
Section III. Proposed Services	30	n/a
Section IV. Cost Proposal	25	n/a
<u>Total Points</u>	<u>100</u>	<u>25</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: HMCMNI

DATE: 7/16/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Submitted
- Responsible Bidder Certification Appendix B
 - Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: HMCMNI

DATE: 7/16/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	25

Evaluation Team Comments:

• **Overview of Organization**

- HMC + MNI submitted a well-structured and comprehensive proposal.
- Highlighted combined industry experience and creative capabilities.
- Demonstrated prior work with government and lottery-related clients.
- Included detailed qualifications, client references, and strong examples of past campaigns across various media.

• **Subcontractors**

- There are no subcontractors to be used unless it becomes necessary.

• **Organizational Chart**

- Provided a clear organizational structure.

• **Litigation**

- Terminated two employees. Those two filed an age discrimination complaint.

• **Financial Viability**

- Only provided a Dun and Bradstreet and not the report as required.

• **Certificate of Insurance**

- Insurance certificate was not included.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: HMCMNI

DATE: 7/16/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: HMCMNI

DATE: 7/16/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
	*		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Nail Communications

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	17
Section III. Proposed Services	30	n/a
Section IV. Cost Proposal	25	n/a
<u>Total Points</u>	<u>100</u>	<u>n/a</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Nail Communications

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Nail Communications

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	17

Evaluation Team Comments:

• **Overview of Organization**

- Nail Communications submitted a detailed proposal demonstrating a broad range of capabilities.
- Included experience in lottery marketing through work with the Rhode Island Lottery.
- Agency has experience across various consumer brands and public sector campaigns.
- Met the basic RFP requirements.
- Provided a solid overview of team structure and experience.
- Submission lacked creativity and inspiration, falling short of expected originality and innovation.
- Did not leave a strong impression or convey a compelling vision for the Maine Lottery's future marketing efforts.

• **Subcontractors**

- Included relevant subcontractor partnerships. Media and Public Relations

• **Organizational Chart**

- Provided an overview of team structure. Very short and not structured well.

• **Litigation**

- Responded as N/A

• **Financial Viability**

- Dun & Bradstreet fine. No concerns with the report.

• **Certificate of Insurance**

- Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Nail Communications

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring required in Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029
RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services
BIDDER: Nail Communications
DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	-	Cost Proposal Being Scored	x	Score Weight	=	Score
	-		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Octagon

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	20
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	<u>n/a</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Octagon

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Submitted
- Responsible Bidder Certification Appendix B
 - Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Octagon

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	20

Evaluation Team Comments:

Overview of Organization

- Octagon Media submitted a proposal highlighting their experience and creative capabilities.
- Emphasized work in regulated industries such as gaming and government.
- Creative samples intended to reflect a Maine-specific theme lacked relevance and failed to capture the tone, culture, and identity of the state.
- TV commercial examples were not viewable—only still images were provided.
- One included media plan dated back to 2014; more recent examples would have better reflected the agency's current capabilities and media approach.

• Subcontractors

- Does not plan to subcontract any work.

• Organizational Chart

- Provided chart with team members and roles and responsibilities.

• Litigation

- Written in a way that is not clear as to whether they any or not.

• Financial Viability

- Did not include a Dun & Bradstreet (D&B) report, a required component for financial evaluation.

• Certificate of Insurance

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Octagon

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria for Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Octagon

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
	÷		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Quantcast

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	8
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Quantcast

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Quantcast

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	8

Evaluation Team Comments:

Overview of Organization

- The organization does not offer the full scope of agency services required under this RFP.
- Proposal was missing a significant amount of required material, including key documentation and deliverables, rendering it non-responsive.
- Approach relied very heavily on AI-generated content, which does not align with the Maine Lottery's creative direction and vision.
- Required creative samples were not provided.
- Several submitted files were inaccessible, limiting the ability to assess creative capabilities.
- The presentation itself lacked creativity.

• Subcontractors

- Not provided

• Organizational Chart

- Not provided

• Litigation

- Not provided

• Financial Viability

- Not provided

• Certificate of Insurance

- Not provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Quantcast

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Quantcast

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
	,		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Skinny Creative

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	24
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Skinny Creative

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Skinny Creative

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	24

Evaluation Team Comments:

• **Overview of Organization**

- Skinny Creative submitted an engaging proposal.
- Showcased creative capabilities and experience in consumer marketing, including work with lottery and regulated industries.
- Included thoughtful narratives and entertaining creative concepts.
- Demonstrated strong storytelling and campaign development skills.
- Limited operating history makes it challenging to assess the agency's resilience and track record with large-scale, ongoing campaigns.
- Missing required examples:
 - Two press releases
 - Two marketing plans
 - One brochure

• **Subcontractors**

- Swellshark Media out of NYC.

• **Organizational Chart**

- Provided but is missing creative team and listed as TBD.

• **Litigation**

- States "have any pending litigation now or over the last five years". May have meant to say have not had.

• **Financial Viability**

- Did not supply a Dun and Bradstreet report.

• **Certificate of Insurance**

- Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Skinny Creative

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria for Section II and move on to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Skinny Creative

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
	*		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Hyak Motorsports

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Terrance Meehan, Calvin Rinck, Kevin Gagnon, Judy Thomas,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	0
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Hyak Motorsports

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments: This proposal does not reference the RFP and does not contain any of the requirements of the RFP. This proposal is for a sponsorship opportunity with a NASCAR driver. The committee determined this proposal to be non-responsive.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Hyak Motorsports

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	n/a

Evaluation Team Comments:

-

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Hyak Motorsports

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
	*		x	25 points	=	

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Stirling Brandworks

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	12
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Stirling Brandworks

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Stirling Brandworks

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	12

Evaluation Team Comments:

• **Overview of Organization**

- Submission was difficult to review due to formatting and organization issues.
- Materials were not clearly separated into the four distinct sections outlined in the RFP, impacting clarity and accessibility of the proposal.

• **Organizational Chart**

- The organizational information lacked the level of detail requested, making it challenging to assess team structure and roles.

• **Subcontractors**

- Basis technologies from Chicago will be the media agency partner.

• **Litigation**

- Not currently involved and has not been involved in the past 5 years.

• **Financial Viability**

- Dun and Bradstreet report was not concerning. Appears to be fine.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Stirling Brandworks

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria for Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Stirling Brandworks

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
	÷		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: BVK

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Terrance Meehan, Calvin Rinck, Kevin Gagnon, Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	28
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: BVK

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Completed
- Responsible Bidder Certification Appendix B
 - Completed

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: BVK

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	28

Evaluation Team Comments:

• **Overview of Organization**

- BVK's submission demonstrated strong marketing expertise, particularly in the public sector.
- Their background leans more toward promoting services than tangible consumer goods.
- Proposed services were comprehensive and process-driven, but relied heavily on generalized tactics.
- Submission lacked Maine-specific insights or customized creative direction.

• **Subcontractors**

- They will not use subcontractors.

• **Organizational Chart**

- The submission included a well-organized team structure.
- Several team members have lottery-related experience, but the agency itself lacks a proven track record in the lottery or gaming industry.

• **Litigation**

- Not currently involved and has not been a party to any. Did have a civil inquiry from the DOJ regarding Covid-19 relief program.

• **Financial Viability**

- Provided D&B and they are low risk in most all categories.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: BVK

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section II to advance to Section III

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: BVK

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
	.		x	25 points	=	

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fable Advertising

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon,
Judy Thomas, Terrance Meehan, Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	36
Section III. Proposed Services	30	17
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	<u>53</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fable Advertising

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fable Advertising

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	36

Evaluation Team Comments:

- Overview of Organization
 - Fable Advertising submitted a visually compelling and well-crafted proposal.
 - The proposal highlights strong branding and storytelling capabilities.
 - Demonstrates relevant experience supporting the Virginia Lottery.
 - Creative approach shows strength in developing engaging, narrative-driven campaigns across industries such as tourism and higher education.
 - Proposal was thoughtfully assembled.
- Subcontractors
 - Using subcontractors for specialized services.
- Organizational Chart
 - Provided in the form of a list.
- Litigation
 - No current or past litigation.
- Financial Viability
 - Dun & Bradstreet - Complete and no concerns.
- Certificate of Insurance
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fable Advertising

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	17

Evaluation Team Comments:

- Services to be provided
 - Fable Advertising's proposed services document presents a visually polished and detailed plan for delivering marketing, creative, and promotional support to the Maine Lottery.
- Strategic Work Plan
 - The advertising timeline on page 21 is confusing and includes critical issues, such as production for Product Launch 1 occurring approximately five weeks after the scheduled launch.
 - These issues call into question the feasibility and coordination of the proposed rollout.
 - While the document outlines a thoughtful modular content system and emphasizes efficiency across campaigns, the proposed budget allocation raises concerns, particularly regarding how far certain production dollars would realistically stretch.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fable Advertising

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal		Cost Proposal Being Scored	x	Score Weight	=	Score
			x	XX points	=	n/a

- **Evaluation Team Comments:** This proposal did not meet the minimum requirements in Section III to be scored in Section IV Cost Proposal.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fortnight Collective

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	19
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fortnight Collective

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fortnight Collective

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	19

Evaluation Team Comments:

- Overview of Organization
 - Fortnight Collective submitted a minimal proposal that lacked several critical components.
 - The submission lacked creativity and originality.
 - The proposal did not inspire confidence in the agency's ability to deliver compelling, engaging work aligned with the Maine Lottery's goals
- Subcontractors
 - A subcontractor list was not included in the proposal.
- Organizational Chart
 - The proposal did not include an organizational chart.
- Litigation
 - No litigation information provided.
- Financial Viability
 - Low to moderate risks. No major concern with financial capabilities.
 - These omissions limit the ability to assess the agency's financial stability.
- Certificate of Insurance
 - Complete

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fortnight Collective

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

-
- **Evaluation Team Comments:** This proposal did not meet the minimum requirements to be scored in Section II to be scored in Section III. Cost

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Fortnight Collective

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	•	Cost Proposal Being Scored	x	Score Weight	=	Score
	•		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Pollinate

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	25
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Pollinate

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Pollinate

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	25

Evaluation Team Comments:

• **Overview of Organization**

- Pollinate submitted a proposal showcasing strong creative capabilities.
- Demonstrated relevant industry experience, particularly through work with the Oregon Lottery.
- Highlighted a wide range of marketing capabilities.
- Creative samples were thorough.

• **Subcontractors**

- Scout Lab Inc. for public relations and communications.

• **Organizational Chart**

- Provided chart with staff including accounting, etc.

• **Litigation**

- No current or cases closed.

• **Financial Viability**

- Did not include a Dun & Bradstreet (D&B) report but a number, a required component for financial evaluation.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Pollinate

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Pollinate

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
	.		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Lawrence and Schiller

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	31
Section III. Proposed Services	30	18
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Lawrence and Schiller

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Submitted
- Responsible Bidder Certification Appendix B
 - Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Lawrence and Schiller

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	31

Evaluation Team Comments:

• **Overview of Organization**

- Lawrence & Schiller submitted a thorough and well-organized proposal.
- Highlighted 49 years of experience in advertising.
- Included strong case studies from work with the South Dakota and Idaho Lotteries.
- Demonstrated an in-depth understanding of the lottery industry.
- Detailed service capabilities across creative, media, analytics, and digital.
- Provided numerous campaign examples and supporting references.

• **Subcontractors**

- No reference to subcontractors

• **Organizational Chart**

- Provided a chart with write up on each staff member.

• **Litigation**

- No pending litigation, did not reference past.

• **Financial Viability**

- Did not include a Dun & Bradstreet (D&B) report, a required component for financial evaluation.

• **Certificate of Insurance**

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Lawrence and Schiller

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	18

Evaluation Team Comments:

- **Services to be provided**
 - Proposal included thorough creative suggestions and planning.
 - Some ideas were more conceptual than executable.
 - Lacked supporting data and feasibility context, raising concerns about practical implementation.
- **Strategic Work Plan**
 - Multi-year marketing approach was presented at a high level.
 - Plan was too vague to fully assess how the agency would execute and adapt strategies over time.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Lawrence and Schiller

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
	.		x	25 points	=	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section III to advance to the scoring in Section IV.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Rebellion Group

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	22
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Rebellion Group

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Rebellion Group

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	22

Evaluation Team Comments:

• **Overview of Organization**

- Rebellion Group submitted a visually bold and creatively styled proposal, emphasizing innovation and brand storytelling.
- Demonstrated experience in adjacent sectors.
- Lacked a clear understanding of Maine Lottery players and the unique dynamics of the lottery industry.
- Strategic approach appeared generalized, with limited evidence of player insight or alignment with the Lottery's core goals.

• **Subcontractors**

- They refer to "sub brands" however it is unclear if they own the brand or are subcontractors. Partnering with two organizations for production work.

• **Organizational Chart**

- Provided with pictures titles but no names.

• **Litigation**

- No pending. One closed case in the past five years. Cannot disclose due to confidentiality requirements.

• **Financial Viability**

- Did not submit required Dun and Bradstreet financial report.

• **Certificate of Insurance**

- Submitted

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Rebellion Group

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	n/a

Evaluation Team Comments: This proposal did not meet the scoring criteria for Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Rebellion Group

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	.	Cost Proposal Being Scored	x	Score Weight	=	Score
	.		x	25 points	=	n/a

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Wolfe Doyle

DATE: 7/15/2025

SUMMARY PAGE

Department Name: Administrative and Financial Services

Name of RFP Coordinator: Michael Boardman

Names of Evaluators: Calvin Rinck, Kevin Gagnon, Judy Thomas, Terrance Meehan,
Michael Boardman

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)	n/a	n/a
• <u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
• Section II. Organization Qualifications and Experience	45	13
Section III. Proposed Services	30	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Wolfe Doyle

DATE: 7/15/2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal Cover Page Appendix A
 - Provided
- Responsible Bidder Certification Appendix B
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Wolfe Doyle

DATE: 7/15/2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	45	13

Evaluation Team Comments:

• Overview of Organization

- The agency does not appear to have relevant experience in lottery or gaming.
- The stated marketing approach raised significant concerns, including:
 - A claim about circumventing legal restrictions to advertise to younger audiences.
 - This strategy is inappropriate and misaligned with responsible gaming standards and regulatory compliance.
- The proposal did not demonstrate the quality, relevance, or attention to detail expected.
- Despite claiming to offer proofreading services, the proposal included multiple grammatical errors (File 2, Page 15), undermining credibility.

• Subcontractors

- Did not provide or unable to locate.

• Organizational Chart

- Provided chart that lacked some information.

• Litigation

- No pending or had any litigation.

• Financial Viability

- Provided only a Screen Shot of the first page of the D&B. Difficult to do a full evaluation without full report.

• Certificate of Insurance

- Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Wolfe Doyle

DATE: 7/15/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	N/A

Evaluation Team Comments: This proposal did not meet the scoring criteria in Section II to advance to Section III.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER: Wolfe Doyle

DATE: 7/15/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	*	Cost Proposal Being Scored	x	Score Weight	=	Score
	*		x	25 points	=	N/A

Evaluation Team Comments:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Office in Portland
 - 2006
 - Worked with numerous lotteries
 - Clear knowledge of Maine
 2. Subcontractors
 - Angie Helton (PR)
 - Ken Dodge (film and tv production)
 -
 3. Organizational Chart
 - Clear and complete, thorough information as to each members experience and duties
 4. Litigation
 - None
 5. Financial Viability
 - Low risk Paydex
 - Low-moderate delinquency predictor
 - Moderate financial stress risk
 - Low risk supplier evaluation
 6. Certificate of Insurance
 - present
- II. Proposed Services
 1. Services to be Provided
 - Full suite of marketing and advertising
 - Weekly remote meetings
 - Ideas on where to go next that are relative to what we need.
 -
 2. Implementation – Work Plan
 - Clear, thorough and realistic
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Office in Portland
- In business since 2006
- Extensive experience with lotteries
- Clear understanding of the Maine market
- Strong creative work

2. Subcontractors

- Angie Helton public relations
- Ken Dodge production
-

3. Organizational Chart

- Provided a clear demonstration of experience and organizational structure within the organization.

4. Litigation

- None

5. Financial Viability

- Mostly low risk in all categories with only one moderate risk.

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising
- Weekly remote meetings
- Provided ideas for where the lottery goes moving forward
- Expressed responsible gaming being an important item

2. Implementation – Work Plan

- Well thought out plan with a clear understanding of the market

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas, LLC

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Fuseideas, LLC:

- Demonstrated experience with the Maine, DC, Massachusetts, Rhode Island, Connecticut, and Vermont Lottery.
- Strong understanding of client needs.
- Demonstrated a strong understanding of customer needs and RFP requests.
- Proposed services were well thought out.
- Strategic Work Plan identified the most touch points the lottery is engaged in.
- Campaign tasks were thorough and demonstrated an understanding with working with the Maine Lottery.
- Ramp up and proposed timelines demonstrated a strong understanding and considerable industry experience.
- RFP response was laid out well and easy to understand.
- Good use of KPI and measurable results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Fuselideas fully met all RFP requirements for experience and qualifications.
- Demonstrated experience with the Maine, DC, Massachusetts, Rhode Island, Connecticut, and Vermont Lotteries.
- Long-standing partnership with the Maine Lottery reflects deep industry knowledge and trust.
- Shows strong familiarity with regulatory requirements and the unique challenges of lottery marketing.
- Agency is well-organized, reliable, and consistently delivers on time and within scope.
- Proficient in multiple marketing disciplines, supporting both brand-building and sales objectives.

• **Subcontractors**

- Complete.

• **Organizational Chart**

- Complete.

• **Litigation**

- Complete.

• **Financial Viability**

- Complete. Good financials.

• **Certificate of Insurance**

- Complete.

Proposed Services & Strategic Work Plan

- Proposal showed a strong understanding of client and customer needs, as well as RFP expectations.
- Services and campaign tasks were thoughtfully developed, with clear relevance to the Maine Lottery.
- Strategic Work Plan effectively identified key lottery touchpoints and opportunities for engagement.
- Ramp-up and proposed timelines demonstrated strong industry experience and practical planning.
- RFP submission was well-organized, easy to follow, and clearly articulated the agency's approach.
- Strong use of KPIs and measurable results throughout the proposal.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover info provided
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Nice intro letter highlighting milestone achievements of current contract
 - 19 years
 - 45 member team
 - 3 offices including Portland, ME
 - 7 years average client retention
 - 94% employee retention
 - Multiple state lotteries and consumer products brands
 1. ME Lottery, DC Lottery, CT Lottery, Mass Lottery; Vermont Lottery, RI Lottery, Tri-State Lotto Commission
 2. Hasbro, Bose, NHL Dead River, et al (page 6)
 - Full in-house capabilities
 - Lottery references
 - Industry recognitions list
 - Highly detailed comprehensive experiences listed
 - Website development and consumer research projects
 - Wide range of client categories
 - Creative samples provided (wide range, not just Maine)
 -
 2. Subcontractors
 - Angie Helton – public relations at Northeast Media Associates
 - Ken Dodge – independent film/tv producer/director
 -
 3. Organizational Chart – provided – broken down to key personnel
 4. Litigation – none
 5. Financial Viability
 - Balance sheet and income statement provided along with D&B..
 1. Strong cash and retained earnings
 - Dun and bradstreet
 1. Max credit \$52,500
 2. Low risk paydex

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fuseideas

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

3. Low-moderate delinquency
4. Moderate fin stress risk
5. Low risk supplier eval rating
6. Stable condition
7. Likelihood of continued ops
8. Low potential for severely delinquent payments
6. Certificate of insurance provided
7. Etc.

III. Proposed Services

1. Services to be Provided
 - Foundational research
 - Continued growth
 - Service, methods, resources, tasks and outcomes detailed
2. Implementation – Work Plan
 - Strategic work plan FY26
 1. Detailed flow
 2. Thru June 2026
 - Campaign tasks detail chart
3. Concise and comprehensively presented

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK Antler

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- NH based
- Since 1975
- Building own production and content studio
- Variety of current customers inc. NH Lottery since 86
- Good variety of creative samples

2. Subcontractors

- Montagne Powers (PR)
-

3. Organizational Chart

- Descriptive and thorough

4. Litigation

- None

5. Financial Viability

- Moderate overall business risk
- Moderate to high delinquency predictor
- Moderate financial stress
- Low supplier evaluation risk
- No balance sheet or income statements

6. Certificate of insurance

- present

II. Proposed Services

1. Services to be Provided

- All marketing services
- Strong focus on Holiday
- Quick wins

2. Implementation – Work Plan

- Thorough and detailed
- States team members involved in every step
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK Antler

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Based in NH started in 1975
- Building their own production studio
- Agency of record for NH Lottery for 39 years
- Some team members have experience working with NH Lottery for many years.
- Production samples are well done and creative

2. Subcontractors

- Will contract out Public Relations

3. Organizational Chart

- Provided and looks reasonable

4. Litigation

- None reported

5. Financial Viability

- D&B shows moderate risk
- D&B shows some delinquency risk however this may be billing related issues out of their control. Not uncommon in industry.

6. Certificate of insurance

- Provided as requested

II. Proposed Services

1. Services to be Provided

- Full service marketing company
- Includes all that was asked for in RFP
- Not sure of how much in house production as they are building in house studio. Need better understanding of when completed what will be done there.

2. Implementation – Work Plan

- Seems to be a reasonable plan
- Nothing stands out but certainly acceptable

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK Antler

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

GYK Antler:

- Has served as the long time agency on record for the New Hampshire Lottery.
- Has an understanding of the Maine Lottery.
- Demonstrated a strong understanding of customer needs and RFP requests.
- Has an understanding of media resources, tools, and the campaign development process.
- Offers an award winning in-house content studio.
- Creative examples were well thought out, engaging, and impactful.
- Demonstrated an understanding of Key Performance Indicators and need for measurable results.
- RFP response was laid out well and easy to understand.
- Ramp up and proposed timelines were reasonable and well thought out.
- Strategic Work Plan was thorough, realistic, and meets lottery expectations.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK Antler

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- Long-standing agency of record for the New Hampshire Lottery since 1986.
- Demonstrates deep lottery industry knowledge, including regulatory complexities and marketing challenges.
- Shows a clear understanding of the Maine Lottery's operations and audience.
- RFP response was well-organized, easy to navigate, and effectively addressed the requirements.
- Strategic Work Plan was thorough, realistic, and aligned with lottery expectations.
- Ramp-up and proposed timelines were reasonable and demonstrated practical planning.

• Subcontractors

- Complete.

• Organizational Chart

- Complete.

• Litigation

- Complete.

• Financial Viability

-

• Certificate of Insurance

- Complete.

• Proposed Services & Strategic Work Plan

- Strong understanding of customer needs and campaign development process.
- Demonstrated effective use of media tools and resources.
- Offers an award-winning in-house content studio.
- Creative samples were thoughtful, engaging, and impactful.
- Clear focus on KPIs and measurable campaign results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Good cover letter covering 40-years relationship with NH Lottery
Cover page/bidder auth included
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - 50 years in business
 - Autopilot is the enemy
 - Creativity is their expertise
 - Impact is the endgame
 - Building production/content studio
 - List of consumer product clients, including NH Lottery
 - 3 references provided
 - Full range description of services
 - Gaming – NH Lottery
 - Entertainment – Boston Bruins/Tomorrow Gold League
 - Retail/govt agencies/fast moving consumer goods
 - Nice NH Lottery and Sweet Baby Rays promos
 - Lots of examples – lottery and tourism
 -
 2. Subcontractors
 - Montagne Powers Public Relations partners
 -
 -
 3. Organizational Chart
 - Provided
 - Includes staff bios – emmy winning exec creative producer formerly at espn
 4. Litigation – none reported
 5. Financial Viability
 - D&B Link provided but report not submitted.
 1. Max credit \$30K
 2. Moderate risk paydex
 3. Moderate delinquency
 4. Moderate risk financial stress
 5. Low risk supplier evaluation

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: GYK

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- 6. Some payment behavior concerns
- 7. Likelihood of continued operations
- 8. Heightened potential for severely delinquent payments
- 6. Insurance certification - linked
- 7. Etc.

III. Proposed Services

1. Services to be Provided

- Track 1 – quick wins – August to October 2025
 - 1. Strategic onboarding session
 - 2. Focused activities
 - 3. Strategic comms needs
 - 4. Existing digital marketing needs
 - 5. Build a winning holiday strategy
 - 6. Holiday fast track – plan and execute
- Track 2 – identify, immerse, inspire - lasting impact – august 2025 to july 2026
 - 1. 2026 annual planning
 - 2. Stakeholder alignment sessions
 - 3. KPI framework development
 - 4. Team assembly
 - 5. Research strategy design
 - 6. Deliver
 - a. Annual strategic brief
 - b. Success metrics framework
 - c. Project roadmap

2. Implementation – Work Plan

- Phase calendar included
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- NE based-Boston
- Worked with Mass Lottery
- Many recognizable accounts
- Founded in 2006
- Provided a nice range of creative samples

2. Subcontractors

- Norbella

3. Organizational Chart

- Present and clearly defined

4. Litigation

- None

5. Financial Viability

- Low business risk
- Very stable condition

6. Certificate of Insurance

- Present

II. Proposed Services

1. Services to be Provided

- Clear and concise list
- Weekly check-in with quarterly meetings
- End to end creative
- PR, media, digital, event
- Dedicated team

2. Implementation – Work Plan

- Generic
- Stated what they need from us for each step
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Based in Boston
- Worked with MA lottery
- Has experience with many consumer goods
- Some significant account with larger companies
- In Business since 2006 when it was founded
- Creative work is well done
- Strategy seems to be important in their work

2. Subcontractors

- Unable to tell from my review?

3. Organizational Chart

- Looks to be reasonable

4. Litigation

- None noted

5. Financial Viability

- Low risk and stable

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Full service
- Clear list of services
- Weekly check-in with quarterly meetings
- All services as requested in the RFP

2. Implementation – Work Plan

- Seems fine. Provided what they would be looking for from the MSL.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact Advertising, Inc.

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Full Contact Advertising, LLC:

- Demonstrated experience with the Massachusetts Lottery.
- Massachusetts Lottery examples were well thought out and effective.
- Objectives associated with submitted marketing materials was clear.
- Good use of KPI and measurable results.
- RFP response was laid out well and easy to understand.
- Strategic approach was well thought out, relevant, and demonstrated industry experience.
- Ramp up and proposed timelines demonstrated industry experience.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Fully satisfied all organizational and financial disclosure requirements.
- Submission was comprehensive, timely, and professionally assembled.
- Demonstrated strong attention to detail and preparedness to meet the State's contractual and operational expectations.
- Strategic approach was thoughtful, relevant, and reflected industry experience.
- RFP response was clearly laid out and easy to follow.
- Ramp-up plan and proposed timelines were realistic and well-informed.

• **Subcontractors**

- Included a complete and detailed subcontractor list.

• **Organizational Chart**

- Provided a clear and well-structured chart outlining team roles.

• **Litigation**

- Included a full account of litigation history.

• **Financial Viability**

- Submitted a current Dun & Bradstreet report.
- Included audited financial statements: balance sheet and income (profit/loss) statement.
- Financial documentation provided a transparent view of the agency's stability and readiness.

• **Certificate of Insurance**

- Included a valid certificate of insurance.

• **Proposed Services & Strategic Work Plan**

- Demonstrated relevant experience with the Massachusetts Lottery.
- Massachusetts Lottery examples were well-executed and aligned with RFP expectations.
- Submitted materials clearly outlined objectives, KPIs, and measurable results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover section submitted
- II. ODD FORMATING – POWERPOINT-LIKE FRAMES IN PDF
- III. Organization Qualifications and Experience
 1. Overview of Organization
 - Founded 2006
 - Mass lottery
 - Boston
 - Impact making
 - Integrated marketing and media
 - Comprehensive list of clients with references
 - Qualifications and experience
 1. Mass lottery – 2020-24
 2. Children’s entertainment and gaming
 3. Retail – boast – more exp than any independent agency in NE
 4. Public sector accounts – MBTA rebranding
 5. Consumer packaged goods (CPG) in our DNA
 - Strategic approach
 1. Mass lottery growth plan
 2. Cumberland farms brand transformation
 3. Body armor brand social media platform – they got Joe Burrow
 4. Creative samples provided – pretty cool mbta samples (reason #s) – and butcher box
 2. Subcontractors
 - Norbella – for media needs
 - 15 years
 3. Organizational Chart
 - Norbella chart provided embedded with Full Contact pg60
 4. Litigation – none
 5. Financial viability
 - Max credit \$22,500
 - Low risk across the board
 - Financial stress percentile low-moderate

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Full Contact

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Very stable
- High likelihood of continued ops
- Very low potential for severe delinquency
- Provided current balance sheet and income statement
 1. Misspellings
 2. High liabilities
- 6. Certificate of insurance provided
- 7. Etc.

IV. Proposed Services

1. Services to be Provided

- Integrated, insight driven approach
- Team structure
 1. Managing partner
 2. 4 directors/supervisors
 3. 10 pros integrated teams
- Methodologies provided
- Expected outcomes

2. Implementation – Work Plan

- Strategic work plan
 1. First 60 days – timeline provided (overlap)
 - a. 15 days ramp up
 - b. 15 days asset migration
 - c. 30 days immediate deliverables addressed
 - d. 30 days new work
 - e. 60 days post transition feedback
 2. Annual timeline provided
 - a. 5 campaign promo windows (holiday included)
 - b. 1 marquee event
 - c. Always on activities

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Gerrand Moehlenkamp

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- 38 years in business
- Portland, Maine
- Experience with age restricted products
- Examples with results provided

2. Subcontractors

- Craft & Commerce
- Katherine Morin (PR)
-

3. Organizational Chart

- Present and thorough

4. Litigation

- none

5. Financial Viability

- Moderate risk in both financial stress and supplier evaluation risk
- Some stability concerns

6. Certificate of Insurance

- present

II. Proposed Services

1. Services to be Provided

- Weekly reviews
- Standard marketing services

2. Implementation – Work Plan

- Very thorough
- Interesting concepts
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP# 202502029

RFP TITLE: Lottery Marketing and Advertising, and Public Relations Services

BIDDER NAME: Garrand Moehlkamp

DATE: 7/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop an outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

Organization, Qualifications and Experience

- In Portland ME since 1987 when founded. (10 years with new partners owning)
- Experience working in consumer goods, juice, coffee, Hannaford Supermarket.
- In House production studio
- Uses AI for insights
- Outsourcing Media
- Outsourcing PR to Katharine Morin of Portland
- Age restricted product Allagash beer.
-

Proposed Services

- Standard services as expected.
- Quarterly reviews of plans
- In House Production

Implementation – Work Plan

- Appears to provide what would be expected.
- Provided concept ideas for campaigns focused on smaller practical expenditures of winnings.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Garrard Moehlenkamp

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Garrard Moehlenkamp:

- Strategic Work Plan was thorough, realistic, and meets lottery expectations.
- Highlighted industry experience with Massachusetts Lottery but no marketing examples provided.
- Demonstrated capability and capacity to work with clients.
- Maine based agency
- Creative was intriguing and demonstrated potential application towards messaging that could resonate with Maine lottery players.
- Demonstrated an understanding of measuring campaign impact.
- Good use of KPI and measurable results.
- RFP response was laid out well and easy to understand.
- Ramp up and proposed timelines were reasonable and well thought out.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Garrand Moehlenkamp

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Maine-based agency with a thoughtfully assembled and well-organized proposal.
- Submission was visually compelling and reflected a polished, professional team.
- Showcased creative and strategic work from various industries, highlighting strong capabilities.
- Demonstrated ability and capacity to manage client needs.
- Creative concepts showed promise for messaging that could resonate with Maine Lottery players.
- However, agency lacks direct experience in the lottery or gaming sectors, raising concerns about regulatory familiarity, responsible gaming understanding, and player behavior insights.

• **Subcontractors**

- Complete.

• **Organizational Chart**

- Complete.

• **Litigation**

- Complete.

• **Financial Viability**

- Seems to be no issues.

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Strategic Work Plan was thorough, realistic, and aligned with lottery expectations.
- Cited industry experience with the Massachusetts Lottery, though no specific marketing examples were provided.
- Ramp-up plan and proposed timelines were well thought out and reasonable.
- Demonstrated a clear understanding of campaign measurement and effective use of KPIs.
- RFP response was easy to navigate and clearly communicated the agency's approach.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Garrand Moehlkamp

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover section included
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - 38 years
 - Maine based
 - 4 partners
 - Consumer product ad experiences listed
 - State of the art onsite production studio
 - AI and Brand Impact Scoring system
 - References provided
 - Tell a story
 - Recognizable brands...no gaming or entertainment noted
 1. CCO partner worked on Mass Lottery in past
 2. CCO partner worked on HBO, Xbox, et al in past
 - Govt agencies
 1. Client officer worked at Blaze on spirits account
 - Case studies provided
 -
 2. Subcontractors
 - Craft & Commerce – media agency – hybrid team NY, Chicago, FL
 1. One of their big clients is Midea. Take a look at Midea reviews on line.
 - Katherine Morin – public relations
 -
 -
 3. Organizational Chart – provided for primary and sub
 4. Litigation – none current or past 5 years
 5. Financial Viability
 - Max credit \$26,500
 - Low-moderate paydex – history of late pmts
 - Low moderate delinquency predictor
 - Moderate financial stress
 - Moderate supplier eval risk
 - Overall

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Garrand Moehlkamp

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

1. Stability concerns
2. Average risk of discontinued ops
3. Low potential of severely delinquent pmts
6. Certificate of insurance provided
7. Etc.

III. Proposed Services

1. Services to be Provided

- Integrated service delivery framework
 1. Discovery
 2. Strategy
 3. Creative development
 4. Deployment
 5. Ongoing optimization
- Production planning and execution – Garrand Moehlenkamp
- Media planning and buying - Craft and Commerce (sub)
- Measurement and reporting - Craft and Commerce (sub)

2. Implementation – Work Plan

- Spans July 2025 through June 2028
- PM calendar/schedule included
- Strategic reframing from the Maine Lottery to MAINE'S LOTTERY
- Included Maine targeted examples of promotions
- The way life could be

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Two Tango Collaborative

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Virginia
- 40 years
- Worked with VA lottery
- Worked with SG
-

2. Subcontractors

- N/A
-
-

3. Organizational Chart

- Present and thorough

4. Litigation

- None

5. Financial Viability

- Dun & Bradstreet not included
- Expense sheets included

6. Certificate of Insurance

- Present

II. Proposed Services

1. Services to be Provided

- Dedicated account team
- Full suite of marketing and advertising
-

2. Implementation – Work Plan

- vague
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Two Tango Collaborative

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Based in Richmond VA
- Women led collaborative
- Worked with VA lottery
- Humans before brands interesting concept
- Creative work seems well done

2. Subcontractors

- N/A

3. Organizational Chart

- Shows they are well structured as expected.

4. Litigation

- None

5. Financial Viability

- D&B not included. Said it was being updated
- Financials included

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Addressed focusing on increasing App usage
- Full suite of marketing and advertising for all needs

2. Implementation – Work Plan

- A bit unclear to me

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Two Tango

DATE: July 13, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Two Tango:

- Has experience working with the Virginia Lottery regarding a variety of initiatives including the Draw Game Cash Pop, "Everyday Wins", and Skee-Ball
- Shows an understanding of working with lottery partners
- Demonstrated metrics regarding KPIs and ROI, and key objectives were clear and identified.
- Researched and provided a level of background understanding towards the Maine Lottery and the RFP expectations
- Media services and planning was thorough.
- Has an understanding of media resources, tools, and the campaign development process.
- Demonstrated a strong understanding of customer needs and RFP requests.
- Creative was intriguing and demonstrated potential application towards messaging that could resonate with Maine lottery players

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Two Tango

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Two Tango submitted a well-organized proposal demonstrating a clear understanding of lottery marketing.
- Provided a cohesive workflow integrating strategic planning, creative development, media execution, and performance tracking.
- Demonstrated experience working with the Virginia Lottery on initiatives including Cash Pop, "Everyday Wins," and Skee-Ball.
- Proposal reflected a solid grasp of customer needs, RFP requirements, and the unique aspects of the Maine Lottery.
- Work plan included defined timelines and checkpoints, indicating a thoughtful and structured execution strategy.
- Presented an understanding of working with lottery partners and navigating the campaign development process.

• **Subcontractors**

- Complete.

• **Organizational Chart**

- Complete.

• **Litigation**

- Complete.

• **Financial Viability**

- Missing required Dun & Bradstreet (D&B) report.(They were waiting for the report at time of submission)

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Media planning was thorough and demonstrated familiarity with relevant tools and resources.
- Creative concepts were intriguing and showed potential to resonate with Maine Lottery players.
- Submitted materials clearly identified campaign objectives, KPIs, and ROI metrics.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Two Tango Collaborative

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover and responsible bidder forms provided
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Richmond, VA
 - VA Lottery
 - 40+ years
 - Humans before brands
 - Available skills detailed
 - Nicely detailed summary of capabilities
 - VA lottery and lots of govt experience in VA, IL and MD
 - Good examples of campaigns
 -
 2. Subcontractors
 - None
 3. Organizational Chart – provided
 4. Financial viability
 - No dun and bradstreet provided
 - Two years of audited statements provided
 5. Certificate of insurance - provided
 6. Litigation
 - No current or pending
 - No statement regarding past 5 years
 7. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Well displayed
 -
 2. Implementation – Work Plan
 - Generalized workflow
 - Several different positions responsible for steps...account director?
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communication Corporation of CT dba Makiaris Media

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- 38 years
- Gaming, entertainment, travel financial, retail
- Digital, broadcast, OOH, print, and new platforms
- Decker is secondary bidder
- Done work for Conn Lottery
- 45 years in business
- NE based, CT
- Decker has satellite office in Biddeford
- Workshops with Lottery
- Detailed layout, yet no wow

2. Subcontractors

3. Organizational Chart

- Large staff- 23 positions between 2 companies

4. Litigation

- None

5. Financial Viability

- Low business risk
- Low-moderate delinquency predictor
- Low financial stress
- Low supplier risk

6. Certificate of insurance

- present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising

2. Implementation – Work Plan

- Detailed month by month

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communication Corporation of CT dba Makiaris Media

DATE: 07/08/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Joint proposal with Decker being secondary.
- Based out of Connecticut
- Worked on Connecticut Lottery
- 45 years in business
- Has a satellite office in ME
- Overall interesting may want to see more

Subcontractors

- Secondary bidder??

2. Organizational Chart

- Included both companies
- All work together as one agency but are separate

3. Litigation

- None reported

4. Financial Viability

- Appears to be low risk across the board

5. Certificate of insurance

- Provided, no issue.

II. Proposed Services

1. Services to be Provided

- All services to be provided.
- Two companies will provide all related services as requested.

2. Implementation – Work Plan

- Reasonable plan by month

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communication Corporation of CT dba Makiaris Media

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Communication Corporation of CT dba Makiaris Media:

- Demonstrated experience working with the Connecticut Lottery
- Examples included Keno and scratch tickets.
- Proposed Services and Strategic Work Plan presentation in respect to the layout was difficult to understand.
- Content associated with the Strategic Work Plan was comprehensive.
- Marketing materials clearly identified objectives and measurable results associated.
- Good use of KPI identifiers and ROI metrics.
- Organizational chart was easy to understand.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corporation of Connecticut

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

Some lottery experience noted (CT Lottery); shows basic industry familiarity. Proposal included strong project tracking dashboard—helps with transparency and workflow. Sample work demonstrated good understanding of lottery marketing. Keno advertising was a clear strength.

• **Subcontractors**

All subcontractor information was provided as required, with no issues noted.

• **Organizational Chart**

A complete and well-organized chart was included, clearly outlining team roles and responsibilities.

• **Litigation**

Litigation disclosures were complete.

• **Financial Viability**

The submitted Dun & Bradstreet report indicates the agency is in good financial standing with a low level of risk.

• **Certificate of Insurance**

Insurance documentation was submitted.

• **Proposed Services & Strategic Work Plan**

The layout of the Proposed Services and Strategic Work Plan presentation was unclear and difficult to follow.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Co-pitching with Decker, et al, dba Decker
- Certifications: SBE, WBE
- 38 years experience
 1. International, national, regional, local
 2. Finds perfect media mix
 3. Comprehensive media consulting
 4. Clients from multiple categories
 5. Experienced negotiators for added value
- \$20 million of media placed and managed annually
- Gaming industry
- CT lottery, Southland Casino, Resorts Intl, et al

2. Subcontractors - Decker

- 45 years experience
- Satellite office Biddeford
- Relevant experience cited

3. References – 5 provided, including CT Lottery

4. Capabilities

- Strategic Planning – dynamic collaborative and data-informed
 1. Discovery workshops
 2. Player segmentation
 3. Messaging hierarchies
 4. Product calendar mapping
 5. Feedback and iteration
- Account management – dedicated account executive
 1. Weekly mtgs
 2. Weekly status reports
 3. Basecamp or similar pm platform
 4. Proactive planning
 5. Quarterly business reviews
- Creative development – rooted in strategic clarity, emotional resonance and media adaptability - Creative workflow

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

1. Discovery phase – immersion period
2. Creative brief development
3. Concept platforms – big ideas
4. Internal/Client Alignment – ideas worked internally prior to client presentations
5. Integrated production – execution across all relevant channels
6. A/B testing and modular design
7. OOH boards
8. Social campaign
9. Retail POS
10. Creative guardrails
- Job trafficking - Systems and controls
 1. Basecamp as central hub
 2. Version control protocols
 3. Daily check-ins
 4. Production calendars
- Media planning and buying – Key capabilities
 1. Strategic media planning
 2. Negotiation & value optimization
 3. Audience-centric execution
 4. Creative testing & optimization
 5. Dashboard tracking & live monitoring
 6. Transparent reporting
- Production Planning & execution
 1. Early budget planning
 2. Creative-first production design
 3. Director & vendor selection
 4. Transparent client review
 5. Casting, location and art direction
 6. Pre-production document
 7. Shoot-day ops
 8. Post-production precision
 9. Provided examples
 10. Alternative approaches – cg, green screen, animation
5. Public relations
 - Regional media outreach
 - Event & campaign PR
 - Reputation & issues management

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Press pitch development & media outreach
- Press release writing & distribution
- 6. Web-based advertising and promos
 - Promotional microsites & campaign landing pages
 - CRM integration & tracking
 - Dynamic content modules
 - Accessibility & compliance
 - Examples provided
- 7. Direct marketing – mail, web, social
 - Objectives
 - Tactics
 - Results
- 8. Event planning – go beyond branding
 - Examples provided
 - Boost brand interaction in underserved communities
 - Educate attendees
 - Capture leads
 - Drive on-site enrollment
- 9. Sales promos
 - Program design
 - Legal & regulatory compliance
 - Omnichannel execution
 - Retailer engagement
 - Measurement & optimization
- 10. Evaluation and Recommendation of promos and sponsorships
 - Strategic, value driven approach
 - Media expertise
 - Brand alignment
 - Meaningful brand experiences
 - Examples provided
- 11. Overall experience with age-restricted products and age demographics
 - Compliant messaging
 - Responsible play integration audience strategy expertise
 - Examples provided
- 12. Other special abilities
 - Influencer campaign management
 - Robust dashboard

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- reporting and results
- Decker:
 - 1. custom illustration & visual systems
 - 2. In-house motion & animation
 - 3. Rapid response creative
 - 4. Interactive innovation
- 13. Categorical experiences – several noted
 - Gaming
 - Entertainment
 - Retail
 - Govt agencies
 - Fast-moving consumer goods
- II. Strategic approach
 - 1. increased sales for low-cost retail lottery products
 - examples provided
 - measurable results
 - tailored, creative and retail-centric media
 - disciplined execution
 - 2. experience with programs to generate brand identity
 - 2023 case overview with CT Lottery
 - 1. Strategy
 - a. Positioning insight
 - b. Messaging platform
 - c. Audience targeting
 - d. Creative philosophy
 - 2. Creative approach
 - a. Anthem tv spot
 - b. Out of home (OOH)
 - c. Digital & social
 - d. Retail & POS
 - 3. Media Strategy and Channels
 - a. Broadcast, cable, streaming tv
 - b. Broadcast, streaming radio
 - c. OOH
 - d. Paid social
 - e. Programmatic video
 - f. Digital display
 - g. Retail channels

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising; and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

4. Results

- a. Engagement metrics
- b. Retail impact
- c. Internal alignment

3. Financial Data

- Dun and Bradstreet info provided
- No specific financial data provided
- Very stable
- Strong likelihood of continued ops
- Low potential for delinquent pmnts
- Low risk company

4. Legal Events

- None

5. Certificate of Liability

- Provided

6. Organizational Chart – provided for both Makiaris and Decker

7. Etc.

III. Proposed Services

1. Services to be Provided

- Annual lottery marketing plan
- Social media marketing strategy and management
- Short and long term strategic planning for product branding and sales goals
- Production supervision
- Creative concept development
- Media strategy collaboration
 - 1. Strategic alignment
 - 2. Optimized placement
 - 3. Value added opps
 - 4. Lifecycle driven planning
- Third party media verification
 - 1. Broadcast and cable
 - 2. Print
 - 3. Digital placements
 - 4. OOH
- Special talent and vendor negotiation

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Communications Corp of CT

DATE: 2025-07-09

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Invoice auditing and credit negotiation
 - Public relations
 - Full advertising asset development
 - Live event planning
 - Draw broadcast contracts
 - Promo staffing
 - Dedicated account executive – Samantha Bellisio (CT Lottery account exec) + 2 from Decker
2. Implementation – Work Plan
- Detailed timeline provided
 - August 2025 kickoff
 - June 2026 – fy27 annual mktg plan development

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMC

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Vermont
- Working with Media Now
- Combined 55 years in industry
- Various research partners
- Media, print, digital
- Worked with some lotteries in the past
- Varied samples of creative

2. Subcontractors

- none

3. Organizational Chart

- Long and thorough

4. Litigation

- Age discrimination case brought against them

5. Financial Viability

- Did not provide copy of Dun and Bradstreet

6. Certificate of Insurance

- Did not provide

II. Proposed Services

1. Services to be Provided

- All standard marketing
- Single point of contact to handle account
-

2. Implementation – Work Plan

- Detailed yet broad timeline
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMCMNI

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Primarily based in New England
- Works with VT Liquor and Lottery
- Showed logos of SC, RI and PA lotteries, however not sure of the context of level of work done
- Full in-house production
- Specifically mention using research partners
- Varied samples of creative were average

2. Subcontractors

- None listed

3. Organizational Chart

- Was a list of people and their titles. Not much about the individuals on the account.

4. Litigation

- Age discrimination case brought against them still pending.

5. Financial Viability

- Unwilling to share D&B

6. Certificate of Insurance

- Stated to see following page but it was not available

II. Proposed Services

1. Services to be Provided

- Standard marketing services as requested.

2. Implementation – Work Plan

- Appears to be reasonable based on information provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMC Advertising, LLC in partnership with Media Now Interactive
(HMC + MNI)

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

HMC Advertising, LLC in partnership with Media Now Interactive (HMC + MNI):

- Identified experience working with the South Carolina, Pennsylvania, and Vermont Lottery.
- Lottery examples and content submitted were limited.
- Proposed strategic work plan was detailed.
- Media services and planning was detailed and understandable.
- RFP response was laid out well and easy to understand.
- Ramp up and proposed timelines were reasonable and well thought out.
- Offers in-house video production capabilities
- Strategic Work Plan was realistic and meets lottery expectations.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMCMNI

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- HMC + MNI submitted a well-structured and comprehensive proposal.
- Highlighted combined industry experience and creative capabilities.
- Demonstrated prior work with government and lottery clients, including South Carolina, Pennsylvania, and Vermont Lotteries.
- Included detailed qualifications, client references, and strong examples of past campaigns across multiple media channels.
- Lottery-specific examples were limited in scope.

• **Subcontractors**

- Complete.

• **Organizational Chart**

- Provided a clear and complete organizational structure.

• **Litigation**

- Complete.

• **Financial Viability**

- Missing key financial documents, including balance sheet and income (profit/loss) statement.

• **Certificate of Insurance**

- Required insurance certificate was not included.

• **Proposed Services & Strategic Work Plan**

- Strategic Work Plan was detailed, realistic, and aligned with lottery expectations.
- Media planning and services were clearly explained and easy to follow.
- Ramp-up plan and proposed timelines were reasonable and well-developed.
- RFP response was well-organized and easy to understand.
- Offers in-house video production capabilities.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMCMNI

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Overall concerned with a number of things.
- II. Cover section provided
- III. Organization Qualifications and Experience – **Sections were off.**
 1. Overview of Organization
 - HMC and MNI partnership (VT and CT)
 - 55 years combined
 -
 -
 2. Subcontractors
 - Partnership...all within HMC and MNI
 -
 -
 3. Organizational Chart
 4. Litigation
 - HMC -Current –2 employees filed complaints for age-discrimination termination –pending decision from MA Commission Against Discrimination
 - MNI –nothing stated –not addressed
 5. **Financial viability**
 - HMC
 1. No D&B provided. States we could request it.
 2. The D&B was a requirement and was due at time of proposal.
 - MNI
 1. Not addressed in the proposal
 6. Certificate of Insurance
 - HMC –not included (states “Please see following page” on the last page of File 2
 - MNI –not included
 7. Etc.
- IV. Proposed Services
 1. Services to be Provided
 - Services appear to be all standard in accordance to the requirements of the RFP.
 - There is not anything that stands out as being extra or superior.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: HMCMNI

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

-
-
- 2. Implementation – Work Plan
 -
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Nail Communications

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Rhode Island
- 1998
- Media, digital, web, social media and print
- Some work with RI Lottery and IGT
- Various samples provided

2. Subcontractors

- Mediastruction for planning and buying media
- Hollywood Agency (PR)
-

3. Organizational Chart

- Present
- Small but thorough

4. Litigation

- none

5. Financial Viability

- Low level of risk
- Very thorough information on financials

6. Certificate of insurance

- present

II. Proposed Services

1. Services to be Provided

- Very basic, minimal information given

2. Implementation – Work Plan

- Very basic, minimal information given

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Nail Communications

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Rhode Island
- Established in 1998
- Some work with RI Lottery
- Various samples provided
- Web and mobile app development
- Creative was well done

2. Subcontractors

- Mediastruction for planning and buying media
- Hollywood Agency for Public Relations

3. Organizational Chart

- Provided
- Seems logical

4. Litigation

- none

5. Financial Viability

- Low Risk
- Provided good financial information

6. Certificate of insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Interesting event ideas
- Updating website/rewardME
- All other services as requested in RFP
 - Very basic, minimal information given

2. Implementation – Work Plan

- Basic Plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: *Nail Communications, Inc.*

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Nail Communications, Inc:

- Demonstrated experience working with the Rhode Island Lottery.
- Referenced collaboration with industry systems providers however did not elaborate on the type of relationship or to what extent that collaboration led to results.
- Creative examples provided in association with the Rhode Island Lottery lacked KPI metrics identifying results associated with the campaign.
- Submission layout was difficult to follow/understand.
- Proposed Services lacked explanation, elaboration, and a reasonable approach to meeting the Maine Lottery needs as identified in the RFP.
- Strategic Work Plan was brief and lacked a level of detail expected for an RFP response.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Nail Communications

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Nail Communications submitted a detailed proposal outlining a broad range of capabilities.
- Demonstrated experience with the Rhode Island Lottery and referenced work with various consumer brands and public sector campaigns.
- Met the basic RFP requirements and included a solid overview of team structure and experience.
- While the agency showed relevant lottery experience, the overall submission lacked creativity, originality, and a compelling vision tailored to the Maine Lottery.
- The proposal did not leave a strong impression and fell short of demonstrating innovation or forward-thinking strategy.

• **Subcontractors**

- Included relevant subcontractor partnerships.

• **Organizational Chart**

- Team structure overview was provided.

• **Litigation**

- Complete.

• **Financial Viability**

- Complete.

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Strategic Work Plan was brief and lacked the depth and detail expected in response to the RFP.
- Proposed services were vague and did not provide a clear or reasonable approach to meeting the Maine Lottery's needs.
- Collaboration with industry systems providers was mentioned, but the nature and outcomes of those relationships were not explained.
- Creative examples tied to the Rhode Island Lottery lacked KPI metrics and measurable outcomes.
- Submission layout was difficult to follow, impacting clarity and overall effectiveness.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Nail Communications

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. straight forward
- II. Cover pages completed
- III. Organization Qualifications and Experience
 1. Overview of Organization
 - 27 years
 - RI Lottery
 - Consumer brands (New Balance, Otis Spunkmeyer, Stonyfield, et al)
 - Core services
 1. R&D
 2. Creation of strategic brand position messaging
 3. Production of advertising and comms assets
 4. Development of customized marketing plan investments
 - References
 1. Brown U Health
 2. Newport Mansions
 3. Navigant CU
 - Experience
 1. Gaming
 - a. IGT
 - b. RI Lottery
 - c. Brightstar Lottery (new name for IGT)
 - d. Resorts World Catskills (subcontractor Hollywood Agency)
 2. Entertainment
 - a. Mediastruction (subcontractor)
 - i. Feld Entertainment
 - ii. Cirque du Soleil
 - b. Hollywood Agency – theaters
 3. Government
 - a. Various RI state agencies
 4. Case study –
 - a. Low cost consumer retail – Ocean State Job Lot
 - b. Brand identity – WBUR, Boston NPR
- Creative samples included

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Nail Communications

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

2. Subcontractors
 - Mediastruction – media and measurement components
 - Hollywood Agency – PR and Promotional components
 -
3. Organizational Chart – provided pg 38
4. Financial Viability – low risk in all areas
 - Provided income statement and balance sheet
 - As of Dec 31, 2024
 - Strong balance sheet
5. Litigation – None
6. Certification of Insurance included
7. Etc.

IV. Proposed Services

1. Services to be Provided
 - Discovery
 - Strategy development
 - Comms planning
 - Content making and asset placement
 - Media measurement
 -
2. Implementation – Work Plan
 - Timeline 8/2025 thru 6/2028
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Octagon Media

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Louisiana
 - 2012
 - LA Lottery
 - Wide range of tools
 2. Subcontractors
 - None
 3. Organizational Chart
 - Present and descriptive
 4. Litigation
 - None
 5. Financial Viability
 - Dun and Bradstreet not provided
 - 4 credit references provided
 6. Certificate of Insurance
 - Present
- II. Proposed Services
 1. Services to be Provided
 - All standard marketing functions
 - Dedicated account exec.
 -
 2. Implementation – Work Plan
 - Minimal information provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Octagon Media

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

- Overview of Organization
- Unclear as to when the agency started. Located in LA
- No TV or Radio spots provided?
- Creative idea for Maine seemed stereotypical
- Have worked with casinos and LA Lottery

- Subcontractors
 - None

- Organizational Chart
 - Provided
- Litigation
 - None
- Financial Viability
 - D&B not provided
- Certificate of Insurance
 - Provided

II. Proposed Services

- Services to be Provided
- All in house work.
- Regular expected services
- Minimally responsive -

- Implementation – Work Plan
 - Minimal information provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: *Octagon Media*

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Octagon Media:

- Demonstrated experience working with the Louisiana Lottery
- No examples in support of initiatives associated with Louisiana Lottery provided
- Submitted marketing plans were dated and difficult to understand.
- Creative examples of example Maine players missed the mark and followed potentially problematic stereotypes.
- Good use of KPI identifiers however some ROI metrics were missing within Case Studies.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Octagon Media

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- Octagon Media submitted a proposal highlighting experience in regulated industries, including gaming and government.
- Demonstrated experience with the Louisiana Lottery; however, no supporting examples of that work were provided.
- Creative capabilities were emphasized, but several samples—especially those meant to reflect Maine players—missed the mark and relied on potentially problematic stereotypes.
- Efforts to capture a Maine-specific tone lacked cultural relevance and authenticity.
- TV commercial examples were not playable; only still images were included.
- One submitted media plan dated back to 2014, making it difficult to assess current media strategy and capabilities.
- Overall proposal included dated marketing plans that were challenging to interpret.

• Subcontractors

- Completed.

• Organizational Chart

- Completed.

• Litigation

- Completed.

• Financial Viability

- Missing required Dun & Bradstreet (D&B) report, limiting the ability to evaluate financial stability.

• Certificate of Insurance

- Completed.

• Proposed Services & Strategic Work Plan

- Proposal included some use of KPI identifiers; however, ROI metrics were inconsistently applied in case studies.
- Strategic approach lacked clarity and did not effectively demonstrate understanding of Maine Lottery's goals or audience.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Octagon Media

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

I. Cover info provided

1. Cover letter citing

- Gaming and lottery – Harrah's, Paragon Casino, LA lottery, Hollywood Casino, Belle casino
- Tourism/Govt – Baton Rouge, NOLA, Vicksburg
- Retail/CPG – Popeyes, Assoc'd Grocers, Coke, Nestle, et al

II. Organization Qualifications and Experience

1. Overview of Organization

- 13 years
- Staff of 18
- \$6m annual billings
- References provided – Sulla, Paragon Casino Resort, LA Lottery, Hollywood Casino
- Strategic Approach examples
 1. Associated grocers
 2. Visit Baton Rouge
 3. Party Time
- Case studies
 1. Paragon Casino Resort – while principal was media lead at Peter Mayer Advertising
 2. Raising Cane's River Center
 3. Hollywood and Belle Casinos
- Creative samples
 1. NOLA Dept of Health brochure – maternal and children's health
 2. Aetna better health/CVS – Medicaid enrollment campaign
 3. Party Time – holiday sales increase focus
 4. AARP – radio/digital ads
 5. Nationwide insurance
 6. Et al
- Proposed concepts
 1. Provided stereotypical Maine people in creative. Lumberjack, etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Octagon Media

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

2. Billboards – Not available here

-
- 2. Subcontractors
 - No subs
-
- 3. Organizational Chart - provided
- 4. Litigation – none
- 5. Financial viability
 - 2024 income statement provided
 - References
 - Letter of good standing from bank branch manager
 - NO DUN AND BRADSTREET
- 6. Certification of insurance - provided
- 7. Etc.

III. Proposed Services

- 1. Services to be Provided
 - Boilerplate items
 - Nothing much
- 2. Implementation – Work Plan
 - Workplan calendar included
 - August 2025 – June 2028
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Quantcast

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- San Francisco
- AI driven
- Offer standard marketing line

•

2. Subcontractors

•

•

•

3. Organizational Chart

- Not provided

4. Litigation

- Not provided

5. Financial Viability

- Not provided

6. Certificate of Insurance

- Not provided

II. Proposed Services

1. Services to be Provided

- Bad file

•

•

2. Implementation – Work Plan

- Bad file

•

•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Quantcast

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- San Francisco
- AI driven
- Worked with BC, ON and a UK Lottery
- Appears to be an AI Software company not advertising agency

2. Subcontractors

- Hard to tell

3. Organizational Chart

- Not provided

4. Litigation

- Not provided

5. Financial Viability

- Not provided

6. Certificate of Insurance

- Not provided

II. Proposed Services

1. Services to be Provided

- Bad file

2. Implementation – Work Plan

- Bad file

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Quantcast

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Quantcast:

- Experience working with the Ontario Lottery, BCLC, and UK Lottery partners.
- Proposal did not follow requested submission methods and documents were difficult to open/understand.
- Presentation of the submitted work examples lacked direction and relevancy towards the requirements requested as part of the RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Quantcast

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Demonstrated experience with international lottery partners, including the Ontario Lottery, BCLC, and UK Lottery partners.
- Organization does not appear to offer the full range of agency services required by the RFP.
- Proposal was missing significant required materials and key documentation, rendering the submission non-responsive.
- Relied heavily on AI-generated content, which does not align with the Maine Lottery's creative expectations or vision.
- Required creative samples were not included, and several submitted files were inaccessible.
- Submitted work examples lacked direction, relevance to the RFP, and did not demonstrate the agency's creative capabilities.
- Overall presentation lacked creativity and was difficult to evaluate due to format and access issues.

• **Subcontractors**

- Not provided.

• **Organizational Chart**

- Not provided.

• **Litigation**

- Not provided.

• **Financial Viability**

- Not provided.

• **Certificate of Insurance**

- Not provided.

• **Proposed Services & Strategic Approach**

- Submission did not follow the required format, and many documents were difficult to open or interpret.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Quantcast

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. File 1 is the RFP with the Proposal Cover and Responsible Bidder Certification pages completed.
- II. File 2 is references and experience listing
- III. File 3 won't open
- IV. Organization Qualifications and Experience
 1. Overview of Organization
 -
 -
 -
 2. Subcontractors
 - NOT ADDRESSED
 -
 -
 3. Organizational Chart – NOT INCLUDED
 4. Certificate of Insurance – NOT INCLUDED
 5. Financial Viability – NOT INCLUDED
 6. Etc.
- V. Proposed Services
 1. Services to be Provided
 -
 -
 -
 2. Implementation – Work Plan
 -
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Skinny Creative

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Minneapolis and Philadelphia
- 2024
- Media and digital
- In house production studio
- Worked with MN and NJ lotteries
- Creative examples were mostly focused on MN lottery, but they offered plenty to look at, minimal print and radio though

2. Subcontractors

- Swellshark Media (NY)
-
-

3. Organizational Chart

- Present but not large and minimal information

4. Litigation

- None

5. Financial Viability

- Ordered D&B but not provided

6. Certificate of Insurance

- present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing
- Handle all print and media buys and talent
- Audit of invoices and negotiate billing
- Dedicated account exec.

2. Implementation – Work Plan

- detailed
- meet as needed
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Skinny Creative

DATE: 07/08/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Minneapolis
 - Formed in 2024 so relatively new, however, principles have worked in the industry for decades
 - In-house production studio
 - Worked with MN and NJ lotteries
 - Creative was good and on point
 2. Subcontractors
 - Swellshark Media (NY)
 3. Organizational Chart
 - Has a good structure however not a great deal of detail about specific individuals
 4. Litigation
 - None
 5. Financial Viability
 - Said D&B had been ordered but not yet received
 - bootstrapped agency without outside investment". Cash to last a year
 6. Certificate of Insurance
 - Provided
- II. Proposed Services
 1. Services to be Provided
 - Full Service Marketing as required
 - Standard services
 2. Implementation – Work Plan
 - Provided a well thought out plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Yates Brothers, LLC (Skinny Creative, LLC)

DATE: July 13, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Yates Brothers, LLC (Skinny Creative, LLC)

- Experience working with the Minnesota and New Jersey Lottery
- Experience working with Caesars.
- The provided creative resonated and demonstrated awareness and knowledge of lottery industry.
- Failed to submit a variety of requests associated with the RFP including Press Releases, Marketing Plans, a Brochure, a Direct Mail Coupon
- Provides a level of understanding towards A/B testing
- Provides a level of understanding towards the lottery/gaming industry.
- Has an understanding of media resources, tools, and the campaign development process.
- Demonstrated an understanding of Key Performance Indicators and need for measurable results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Skinny Creative

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Skinny Creative submitted an engaging proposal showcasing creative capabilities and consumer marketing experience, including work with the Minnesota and New Jersey Lotteries, and Caesars.
- Demonstrated strong storytelling, campaign development, and an understanding of the lottery/gaming industry.
- Creative samples were thoughtful, entertaining, and demonstrated industry awareness.
- Proposal showed understanding of media tools, campaign planning, A/B testing, and KPI-driven results.
- Limited operating history raises questions about the agency's capacity to manage large-scale, long-term campaigns.

• **Subcontractors**

- Complete.

• **Organizational Chart**

- Complete.

• **Litigation**

- Not provided.

• **Financial Viability**

- Missing key financial documents, including:
 - Dun & Bradstreet (D&B) report.

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Several required RFP components were missing, including:
 - Two press releases
 - Two marketing plans
 - One brochure
 - A direct mail coupon
- Missing materials impacted the overall ability to evaluate depth and versatility.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Skinny Creative

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover and responsible bidder cert included
- II. Organization Qualifications and Experience
 - 1. Overview of Organization
 - 2024 – less than 1 year
 - Split between Minneapolis and Philadelphia
 - Found and pres worked together 25 years and multiple agencies
 - Previous clients
 - 1. Heineken, Amstel, tylenoll, usaa, ikea
 - References – provided (2 are the same...Capella Univ)
 - In-house production studio
 - All examples are based on prior experiences of partners and not Skinny Creative specifically
 - Examples of work include MN lottery
 -
 - 2. Subcontractors
 - Swellshark Media – to buy and plan media (NYC)
 - Roberto Lastra – copywriting partner (Miami)
 - Will subcontract out PR and event planning – specificity driven by the SOW
 -
 - 3. Litigation – “Skinny Creative, LLC (and Yates Brothers LLC) have any pending litigation now or over the last five years.”
 - 4. Financial viability
 - ordered a Dun report on 6/28 – not received
 - 1 year cash reserves based on current staffing
 - No financials provided
 -
 - 5. Certificate of insurance - provided
 - 6. Organizational Chart – provided (several TBD)
 - 7. Etc.
- III. Proposed Services
 - 1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Skinny Creative

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Annual mktg plan
- Social media strategies
- Product branding, development and positioning
- Production supervisory services
- Et al
-

2. Implementation – Work Plan

- Six part campaign/brand dev process
 1. Conversation - August
 2. Discovery - August
 3. Briefing - September
 4. Idea - September
 5. Activation - October
 6. Accountability – November to October 2026 and ongoing
-
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Hyak

DATE: 7/9/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- This submission does not present as a credible or valid proposal for this RFP.

2. Subcontractors

- This submission does not present as a credible or valid proposal for this RFP.

3. Organizational Chart

- This submission does not present as a credible or valid proposal for this RFP.

4. Litigation

- This submission does not present as a credible or valid proposal for this RFP.

5. Financial Viability

- This submission does not present as a credible or valid proposal for this RFP.

6. Certificate of Insurance

- This submission does not present as a credible or valid proposal for this RFP.

II. Proposed Services

1. Services to be Provided

- This submission does not present as a credible or valid proposal for this RFP.

2. Implementation – Work Plan

- This submission does not present as a credible or valid proposal for this RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Hyak

DATE: 7/9/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

2. Subcontractors

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

3. Organizational Chart

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

4. Litigation

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

5. Financial Viability

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

6. Certificate of Insurance

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

II. Proposed Services

1. Services to be Provided

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

2. Implementation – Work Plan

-The content provided does not reflect a genuine or fully developed proposal for this RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Hyak Motorsports

DATE: 7/9/2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Hyak Motorsports:

- This does not resemble a credible or properly prepared proposal in response to this RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Hyak

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Subcontractors

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Organizational Chart

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Litigation

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Financial Viability

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Certificate of Insurance

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

Proposed Services & Strategic Work Plan

This response does not demonstrate the qualities of a legitimate or competitive proposal for this RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Hyak Motorsports

DATE: 7/9/2025

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

This submission does not appear to represent a serious or qualified proposal for this RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Sterling Brandworks

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

Organization Qualifications and Experience

1. Overview of Organization
 - Opening their files was difficult just to evaluate.
 - In Winchester Mass.
 - 1In business for fifteen years.
2. Subcontractors
 - * Will use a contractor for Media buying
- 3 Organizational Chart
 - Position with no specific account related names etc.
4. Litigation
 - None
5. Financial Liability
 - * D&B Provided and looks to be ok
6. Certificate of Insurance
 - Provided

II. Proposed Services

1. Services to be provided
 - Standard services
 - Marketing Plan not much there

2. Implementation Work Plan
Basic

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Sterling Brandworks

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Trouble opening their files
- In Winchester MA
- 15 years in business

2. Subcontractors

- One subcontractor for media

3. Organizational Chart

- Position but no names or specifics about individuals on the account

4. Litigation

- None

Financial Viability

- D&B Looks fine with low risk

5. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Standard in nature
- Marketing plan not much to it

2. Implementation – Work Plan

- Vague at best

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Stirling, Inc.

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Stirling, Inc:

- Proposal did not follow requested submission methods and documents were difficult to open/understand.
- Provided material regarding organizational qualifications and experience was difficult to comprehend and lacked Objectives, KPI indicators, and measurable results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Stirling Brandworks

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Submission was difficult to review due to formatting and organization issues.
- Did not follow the required submission methods; several documents were difficult to open or interpret.
- Proposal did not clearly separate content into the four required RFP sections, impacting clarity and accessibility.
- Organizational qualifications and experience were difficult to comprehend and lacked clearly defined objectives, KPI indicators, and measurable outcomes.

• **Organizational Chart**

- Organizational details lacked the requested level of specificity, making it difficult to assess team structure and roles.

• **Subcontractors**

- Complete.

• **Litigation**

- Complete.

• **Financial Viability**

- Dun & Bradstreet provided and appears to be fine.

• **Certificate of Insurance**

- Complete

Proposed Services & Strategic Work Plan

- The proposed services were vague and fairly standard, with a marketing plan that lacked significant substance. While the inclusion of annual planning was noted, this approach does not appear feasible given the dynamic and fast-changing nature of our business.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Stirling Brandworks

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. 16 different PDF's made it more challenging to review
- II. Cover and responsible bidder pages included
- III. Organization Qualifications and Experience
 1. Overview of Organization
 - 15 years located in MA
 - References
 1. Reading coop bank
 2. Waypoint interactive
 3. Nupath
 - No contracts terminated for cause
 - All experience areas covered
 - No direct lottery experience
 1. Media partner, Basis Technologies, has extensive lottery experience...BUT WE CAN'T TELL YOU BECAUSE OF AN NDA.
 - No entertainment exp
 - Retail is a core competency
 - Nearly 100 gov and nonprofit agencies
 - Examples
 1. Ken's foods
 2. Reading Coop Bank
 - Creative samples provided
 2. Subcontractors
 - Basis Technologies Chicago – media planning partner
 -
 3. Financial viability
 - Max credit \$22,500
 - Paydex unavailable
 - Low risk delinquency
 - Low-moderate risk financial stress
 - Low risk supplier eval
 - Very stable condition
 - High likelihood of continued operations
 - Very low potential for severely delinquent payments

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Stirling Brandworks

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

4. Certificate of insurance – provided
5. Litigation – none to report
6. Organizational Chart – provided, no names...titles
7. Etc.

IV. Proposed Services

1. Services to be Provided
 - Provided
 - Detailed
 -
2. Implementation – Work Plan
 - Annual planning
 - Detailed
 - Timeline
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Milwaukee
- 1984
- In house printer
- Some involved have lottery marketing experience
- Wide array of creative samples

2. Subcontractors

- None

3. Organizational Chart

- Present and thorough

4. Litigation

- None besides a civil inquiry from DOJ on Covid relief

5. Financial Viability

- Low to Low-moderate on all ratings

6. Certificate of Insurance

- present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing
- Dedicated account supervisor with support from account exec.
-

2. Implementation – Work Plan

- Detailed and thorough
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 07/08/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- In business for 40 years
- Based in Wisconsin but work in many states
- Some involved have lottery marketing experience in VA and WI
- Maine office of tourism work however not relevant to lottery marketing.
- Creative was hit or miss

2. Subcontractors

- None reported

3. Organizational Chart

- Provided and appears to be reasonable

4. Litigation

- A civil inquiry from DOJ on Covid relief

5. Financial Viability

- Low risk for most categories

6. Certificate of Insurance

- Submitted

II. Proposed Services

1. Services to be Provided

- Full service marketing as requested
- Nothing really stood out

2. Implementation – Work Plan

- Seemed to be thought out relatively well.
- Nothing unexpected

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Birdsall, Voss & Associates, Inc. (dba BVK):

- Has local experience with Department of Maine Tourism.
- Limited lottery experience.
- Appears to specialize in destination/tourism
- Submitted marketing materials have a strong focus on destination messaging.
- Marketing materials clearly identified objectives and measurable results associated.
- Good use of KPI identifiers and ROI metrics.
- Organizational chart was well done and provided clear guidance as to who would be involved with the account team.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

Shows strong public sector marketing experience, but background is primarily service-based rather than product-focused. Strategy felt broad and process-heavy, with limited customization. Lacked Maine-specific insights and creative direction tailored to local audiences.

Subcontractors

The agency provided all required subcontractor information in accordance with the RFP guidelines. No concerns were noted in this area.

Organizational Chart

BVK submitted a clear and well-defined organizational chart outlining team roles and responsibilities. Agency has limited direct industry experience - may pose challenges in understanding regulatory requirements and consumer expectations.

Litigation

All required litigation disclosures were submitted.

Financial Viability

The agency did not include essential financial documents, such as a balance sheet or profit and loss statement.

Certificate of Insurance

The submission included all necessary insurance documentation.

Proposed Services & Strategic Work Plan

Provides full-service marketing as outlined in the request. Work was detailed and thorough but lacked standout elements. Account management includes a dedicated supervisor supported by an account executive.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 2025-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Redactions – provided containing proprietary info – request remain undisclosed to public
 1. Case studies
 2. Portions of proposed approach

- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Founded 1984
 - \$306 rev in 2024
 - Specialty areas – health, education, travel
 - Clients – previous and current listed
 - References
 1. Maine DECD – Office of tourism – 10 years thru 2022
 2. Citgo - current
 3. Go RVing – current
 - Full range of expertise and capabilities
 - Limited gaming experience
 1. Team members cited with gaming/lottery experience
 2. Reno Tahoe – Clearwater Marine Aquarium – Subway – Johnsonville – Citgo – Snapper – Briggs & Stratton – Simplicity
 - State Agencies
 1. Maine tourism – Umass Amherst – Vermont Vacation – multiple universities/cities
 - Consumer goods
 2. Strategic Approach
 - Drive incremental sales thru insight led strategy and execution
 - Content and social media
 - Targeted media activation
 - Retail and regional execution
 - Digital banner/websites/social/packaging/print
 - Experience with brand identity development and generating awareness

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 2025-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Programs designed to retain and acquire website and social media users
- Creative samples provided
- 3. Subcontractors
 - N/A
- 4. Organizational Chart
 - provided
- 5. Litigation
 - None currently
 - None in 5 years
 - DOJ 2022 civil inquiry regarding covid relief registration
- 6. Financial viability
 - Low moderate risk
 - \$225K max credit recommendation
 - Low moderate delinquency
 - Low moderate insolvency risk
- 7. Certification of insurance provided
- 8. Etc.

III. Proposed Services

1. Services to be Provided

- Strategic planning
 1. Player segmentation
 2. Behavior analysis
 3. Competitive landscape
 4. Objective setting
 5. Resources and methods
 6. Expected outcome
- Account management
 1. Account team – with senior level account supervisor as POC
 2. Integrated PM systems
 3. Structured communication and reporting
 4. Cross-disciplinary collaboration
 5. Experienced/flawless coordination/fast turnaround
- Creative development
 1. Consumer insight and research integration
 2. Big idea generation

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: BVK

DATE: 2025-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- 3. Channel optimized concepts
 - 4. Responsible play messaging
 - Job trafficking
 - Media planning and buying
 - 1. Goals and KPIs
 - 2. Audience segmentation and journey mapping
 - 3. Media mix and scenario planning vendor negotiation and buying
 - 4. Continuous optimization
 - 5. Reporting
 - 6. Budget management
 - Production planning and execution
 - 1. In house and partner production crews/vendor network/non-union talent
 - 2. High quality, compliant content
 - Public relations
 - 1. Strategic PR planning
 - 2. Media relations
 - 3. Community and stakeholder engagement
 - 4. Crisis and issues management
 - 5. Content creation
 - 6. Monitoring and analytics
 - Web based advertising and promotions
 - Social media advertising and promos
 - Direct marketing
 - Experiential and event planning
 - Sales promos
 - Promos and sponsorships
 - Other special abilities
 - 1. Influencer marketing
 - 2. Celebrity and talent mgmt.
2. Implementation – Work Plan
- Detailed timeline August 2025 – July 2026
 - Always on and as needed activities grid
 - Year 2 and 3 core campaign workplan
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Virginia
- 2017
- Works with Virginia Lottery
-

2. Subcontractors

- Spurrier Group (Media planning, buying etc)
- Alliance Group (PR)
-

3. Organizational Chart

- Thorough yet to the point

4. Litigation

- none

5. Financial Viability

- Moderate-high failure score
- Moderate delinquency score
- Low to moderate supplier risk
- Moderate business risk

6. Certificate of insurance

- present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising
- Monthly reports and campaign wrap reports
- Monthly in person meetings
- Meet as often as needed.

2. Implementation – Work Plan

- Detailed
- Timeline is vague
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 07/08/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Based in Virginia
- Works with Virginia Lottery
- Established in 2017
-

2. Subcontractors

- Spurrier Group (Media planning, buying etc)
- Alliance Group (PR)
-

3. Organizational Chart

- Appears to provide all necessary personnel

4. Litigation

- None reported

5. Financial Viability

- Overall moderate ratings according to D&B report

6. Certificate of insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Full-service marketing/advertising
- Provide reports
- Regular meetings to discuss campaigns

2. Implementation – Work Plan

- General in nature

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Fable Advertising

- Experience working with the Virginia Lottery
- Examples associated with lottery projects including Skee-ball and lottery app
- Good use of objectives, results and KPI indicators.
- Layout of proposal was well done.
- Costs associated with the proposed media buys demonstrate a lack of understanding towards the budget associated with the Maine Lottery.
- Proposed Advertising Timeline was difficult to understand

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- Highlights strong branding and storytelling capabilities.
- Demonstrates relevant experience with the Virginia Lottery, including Skee-ball and lottery app examples.
- Shows creative strength in developing narrative-driven campaigns across sectors like tourism and higher education.
- Good use of objectives, results, and KPIs.
- Proposal layout was clear and thoughtfully assembled.

• Subcontractors

- Complete.

• Organizational Chart

- Complete.

• Litigation

- Complete.

• Financial Viability

- Dun & Bradstreet report submitted.

• Certificate of Insurance

- Complete.

• Proposed Services & Strategic Work Plan

- Media buy costs suggest limited understanding of Maine Lottery's budget.
- Advertising timeline was unclear.
- Offers a full range of marketing and advertising services, including monthly reports, campaign wrap-ups, and monthly in-person meetings. Proposed services were presented in a fairly general manner.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 2022-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Cover page complete
 2. Overview of Organization
 - Founded in 2017
 - Richmond, VA
 - Creative AOR for Virginia Lottery since 2022 – agency of record
 - Client list provided – one lottery
 - Full service creative ad agency
 - A lot of work thru subcontractors
 - References provided
 3. Experience
 - Strategic planning
 - Account mgmt.
 - Creative dev
 - Job trafficking
 - Category experience
 1. Gaming – VA Lottery
 2. Spurrier handle media for NC Educ Lottery
 3. Entertainment
 4. Retail
 5. Gov agencies
 6. Consumer goods
 7. Skee Ball game
 8. Hard Rock Casino – Bristol, VA
 4. Strategic approach
 - Case studies – VA Lottery
 5. Subcontractors
 - Spurrier Group
 - Alliance Group
 6. Organizational Chart
 - Provided
 - A lot of different hands in the pot
 7. Litigations – no current or closed litigations noted
 8. Financial viability
 - Dun and Bradstreet – small and difficult to read

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 2022-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- A lot of data unavailable
 - Moderate repayment risk
 - Moderate high insolvency risk
 - Low moderate supplier risk
 - Max credit \$19K
 - No paydex score for D&B
 - Financial reference Letter from Southern Bank provided
9. Certificate of insurance – provided
10. Etc.

II. Proposed Services

1. Services to be Provided

- A wider reach for Maine's tomorrow
- Strategic foundation
 1. Strategic workshop
 2. Brand audit
 3. Competitive analysis
 4. Marketing plan
- Creative first agency
- Production mastery
- Media strategy, planning and buying – full funnel approach
 1. Audience
 2. Strategy
 3. Message
 4. Connection
 5. Results

2. Implementation – Work Plan

- Strategic work plan
- Year one strategic framework
- 3 pillars of creative deliverables
 1. Brand experience campaign
 2. New product launch templates
 3. Holiday campaign
- Media strategy
 1. Tv – 60% of media budget
 2. Radio – 25% of media budget
 3. Digital – 15% of media budget

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fable Advertising

DATE: 2022-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- Promo calendar provided for first year
- PR strategy
 1. PR calendars
 2. Crisis comms
 3. PR Pillars
 - a. Community benefit storytelling
 - b. Winner celebration
 - c. Responsible gaming leadership
 - d. Transparency and trust
- Event strategy
 1. 1 signature annual event
- Production budget allocation on page 19
- Advertising timeline provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Colorado
- 2016
- Full marketing capabilities
-

2. Subcontractors

- Lumenati Productions (CO)
- Hunterblu Media (FL)
- Prim + Co (CO)

3. Organizational Chart

- Present
- Very little detail

4. Litigation

- Did not address

5. Financial Viability

- Moderate risk for delinquency and supplier risk
- Low-moderate for financial stress

6. Certificate of Insurance

- present

II. Proposed Services

1. Services to be Provided

- Clearly defined what each would be responsible for
-
-

2. Implementation – Work Plan

- Vague
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Founded in 2016 in Colorado
- 9 Years in business
- Full-service marketing
- Experience includes some consumer goods
- Much of their work has been tourism or services

2. Subcontractors

- Several subcontractors
- Appears much of the work is outside the agency

3. Organizational Chart

- Provided with not a lot of detailed information

4. Litigation

- Could not find this. Maybe it's there?

5. Financial Viability

- Low to moderate risk

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Basically checked boxes of what we asked for
- Will do what was asked is what it seemed.

2. Implementation – Work Plan

- Basically provided only

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: July 11, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Fortnight Collective:

- RFP responses and content submitted, in the format presented, made understanding the material difficult to understand.
- Agency has a background and experience in the casino industry but did not highlight experience working in the gaming field.
- Page 5 of Section III – Proposed Services – references experienced working with the Colorado Lottery and North Carolina Education Lottery but did not highlight projects worked in conjunction with.
- Proposed Campaign timeline was well thought out and thorough.
- Presentation of the submitted work examples lacked direction and relevancy towards the requirements requested as part of the RFP
- Provided material regarding organizational qualifications and experience was difficult to comprehend and lacked Objectives, KPI indicators, and measurable results.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Proposal was minimal and lacked several key components.
- Submission did not demonstrate creativity or originality.
- Content failed to instill confidence in the agency's ability to deliver engaging work aligned with Maine Lottery goals.
- Material was difficult to follow due to unclear formatting and presentation.
- Agency has some casino industry experience, but did not emphasize relevant gaming or lottery expertise.
- References to Colorado and North Carolina Lotteries were vague and lacked specific project details.
- Submitted work samples lacked relevance and clear alignment with RFP requirements.
- Organizational qualifications section lacked clarity, measurable objectives, and KPI indicators.

• **Subcontractors**

- No subcontractor list provided.

• **Organizational Chart**

- Not included in the submission.

• **Litigation**

- No litigation disclosures provided.

• **Financial Viability**

- Dun & Bradstreet looks fine. Low and moderate risk factors.

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Clearly outlined responsibilities for advertising, production, account management, and points of contact. Provided a basic plan, but the approach appeared more reactive than proactive, lacking a fully detailed strategy.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: 2025-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover and certification complete
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Founded 2016
 - Founders from larger agencies to form Fortnight
 - Capabilities listed
 - References provided – Noodles and Steamboat Resorts
 - Creative samples provided
 -
 2. Subcontractors - 3
 - Lumenati Productions
 - Hunterblu Media
 - Prim + Co
 3. Organizational Chart
 - Names and titles provided for all 4 organizations
 4. Financial viability
 - Dun and bradstreet provided
 1. Max credit \$13K
 2. Low risk paydex
 3. Moderate delinquency predictor
 4. Low moderate financial stress
 5. Moderate risk supplier evaluation
 6. Moderate overall business risk
 7. Stability concerns
 8. Likelihood of business closure
 9. Moderate potential for severely delinquent payments
 5. Certificate of insurance – provided
 6. Litigation
 - **No statement from company re litigations**
 - Dun and bradstreet form states 0 suits/judgments/liens/uniform comm'l code filings
 7. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Fortnight Collective

DATE: 2025-07-10

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

III. Proposed Services

1. Services to be Provided

- Strategic planning (fortnight collective)
 - 1. Strategic alignment and actionable insight within days
 - 2. Modular plans
 - 3. Live tools
 - 4. Test and torque
 - 5. Chase outcomes
- Acct mgmt.
 - 1. Dedicated account director
- Creative development
 - 1. Creative department
- Fortnight and 3 subcontractors split a lot of categories
-
-

2. Implementation – Work Plan

- Campaign timeline 2025
- August to October

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Oregon
- 2008
- Oregon Lottery
- In house video production
- Full suite marketing and advertising
- Thorough and clear creatives

2. Subcontractors

- Scout Lab (PR) New York
-
-

3. Organizational Chart

- Thorough yet vague

4. Litigation

- None

5. Financial Viability

- Did not provide report, only Dun #

6. Certificate of insurance

- present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising
- Roles clearly defined here
-

2. Implementation – Work Plan

- Lacks timeline
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Overview of Organization

- Founded in 2008 as a digital agency
- Agency of record for Oregon Lottery'
- In house video production
- Limited retail experience.
- Org Chart list of people titles
- Production value good
- Creative interesting

II.

Subcontractors

- Scout Lab Public Relations

Organizational Chart

- Thorough but lacked details

Litigation

- None

Financial Viability

- Only provided D&B# when report was asked for

Certificate of insurance

- Provided

III. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising
- Roles clearly defined here
- Standard services as asked for

2. Implementation – Work Plan

- Lacks timeline
- Generic

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate, Inc. dba Pollinate Marketing, LLC

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Pollinate, Inc. dba Pollinate Marketing, LLC:

- Experience working with the Oregon Lottery as the agency on record
- Demonstrated lottery experience with the games Cash Pop, state beneficiary, and new product launches
- Offers an in-house video production department
- Timeline for execution appears to be short sighted and appears to lack the elaboration necessary towards understanding the full service needs of the Maine Lottery.
- Provides a level of understanding towards the lottery/gaming industry.
- Marketing materials clearly identified objectives and measurable results associated.
- Good use of KPI identifiers and ROI metrics.
- Dashboard examples were thorough and well thought out.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- Pollinate submitted a well-structured proposal highlighting strong creative capabilities and a wide range of marketing services.
- Demonstrated relevant industry experience, including serving as the agency of record for the Oregon Lottery.
- Lottery-specific experience included campaigns for Cash Pop, state beneficiary messaging, and new product launches.
- Creative samples were detailed and reflective of industry understanding.
- Proposal demonstrated a solid grasp of the lottery/gaming sector.

• Subcontractors

- Completed.

• Organizational Chart

- Completed.

• Litigation

- Completed.

• Financial Viability

- Missing required Dun & Bradstreet (D&B) report, limiting the ability to assess financial health.

• Certificate of Insurance

- Completed.

• Proposed Services & Strategic Work Plan

- Marketing materials clearly outlined objectives, KPIs, and measurable results.
- ROI metrics and dashboard examples were well-developed and thoughtfully presented.
- Timeline for campaign execution appeared short-sighted and lacked the detail necessary to demonstrate full awareness of the Maine Lottery's operational needs.
- Offers an in-house video production department.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover and responsible certification provided
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Founded 2008 (17 years)
 - clients
 1. Agency of record Oregon Lottery since 2012
 2. US Foods Chef Store
 3. Danner Boots
 4. Uncle Nearest Whiskey
 5. New Seasons Market
 - References
 1. Oregon Lottery
 2. Museum of Pop Culture – Seattle
 3. US Foods Chef Store
 - Completed all areas in experience, capability and process
 - Experience
 1. Oregon Lottery – digital/creative/media
 2. Museum of Pop Culture
 3. Feast Portland
 4. Retail – New Seasons/Danner/US Foods Chef Store
 5. Sur La Table, et al
 6. Govt agencies – Oregon Lottery, State Parks, OR DOE, et al
 - Strategic Approach Experiences
 1. Lottery/Credit Union
 - Creative samples –
 1. Provided – overall nice examples
 -
 2. Subcontractors
 - Scout Lab – PR & Communications
 -
 3. Organizational Chart
 4. Litigation - none
 5. Financial viability
 - DUNS # but no report provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Pollinate

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

- ADDITIONAL REPORTS CAN BE PROVIDED UPON REQUEST

6. Certificate of Insurance - provided

7. Etc.

III. Proposed Services

1. Services to be Provided

- Goal – seamless extension of internal team
- Media
- Creative
- Roles and responsibilities of team members listed
-

2. Implementation – Work Plan

- Discovery
- Strategic dev
- Launch
- Refine and repeat
- Holistic approach
 - 1. Earned/paid/owned media
- Outcomes/measurements
 - 1. Awareness/consideration/conversion/retention
- Action plan sample provided
- Media dashboard sample
- Project timeline – 16 weeks from kickoff to launch

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Lawrence & Schiller

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- South Dakota
- 1976
- Works with Idaho and S Dakota lotteries
- Broad range of creatives

2. Subcontractors

- Did not mention

3. Organizational Chart

- Clear and detailed

4. Litigation

- Did not mention

5. Financial Viability

- Dun and Bradstreet not provided

6. Certificate of Insurance

- Present

II. Proposed Services

1. Services to be Provided

- Full suite of marketing and advertising
- New brand
-

2. Implementation – Work Plan

- Present but vague in that responsibilities are not provided
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Lawrence & Schiller

DATE: 07/08/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

- Overview of Organization
- South Dakota & MN – Founded in 1976
- SD AOR also worked with Idaho and casinos
- In House production
- Web and mobile app development
- Creative was well done

II. Subcontractors

- Did not mention
- Organizational Chart
 - Large team of 60 People
 - Chart shows each discipline with personnel listed
 - Key personnel have years of experience
- Litigation
 - Did not mention
- Financial Viability
 - D&B not provided
- Certificate of Insurance
 - Provided

III. Proposed Services

- Services to be Provided
- Interesting event ideas
- Updating website/rewardME
- All other services as requested in RFP
- Implementation – Work Plan
 - Typical marketing work plan as expected
 - Nothing that stands out but overall fine

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: *Lawrence & Schiller, INC.*

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Lawrence & Schiller, INC.

- Experience working with the Idaho and South Dakota Lottery.
- Demonstrated industry experience and included references to gaming vendors as well as lottery conferences attended.
- Lottery examples and content submitted were well thought out.
- Marketing materials demonstrated a clear understanding towards objectives, KPIs, and measuring results.
- Proposed services and work plan incorporates references towards partnerships that demonstrate a lack of understanding towards the Maine market.
- Has an understanding of media resources, tools, and the campaign development process.
- RFP response was laid out well and easy to understand.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Lawrence and Schiller

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

• **Overview of Organization**

- Lawrence & Schiller submitted a thorough, well-organized proposal.
- Brings 49 years of advertising experience, with deep knowledge of the lottery industry.
- Demonstrated experience with the South Dakota and Idaho Lotteries, supported by strong case studies and campaign examples.
- Submission highlighted work with gaming vendors and participation in lottery conferences.
- Provided detailed capabilities across creative, media, analytics, and digital services.
- Marketing materials reflected a clear understanding of campaign objectives, KPIs, and measuring results.
- Proposal was clear, easy to follow, and professionally presented.

• **Subcontractors**

- Not provided.

• **Organizational Chart**

- Complete.

• **Litigation**

- Complete.

• **Financial Viability**

- Missing required Dun & Bradstreet (D&B) report, limiting financial evaluation.

• **Certificate of Insurance**

- Complete.

• **Proposed Services & Strategic Work Plan**

- Work plan included thoughtful campaign development and understanding of media tools and resources.
- However, several partnership references suggested a limited understanding of the Maine market.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Lawrence and Schiller

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Not much to discuss.
Cover file provided
Jumped around in the following outline, hard to follow.
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - 49 years in business
 - 60 team members
 - 50 clients
 - 50+ awards – including NASPL Batchy awards
 - Offices in SD and MN
 - 3 references provided – including ID and SD lotteries
 -
 -
 2. Subcontractors
 -
 -
 -
 3. Organizational Chart
 4. Financial viability
 - No Dun & Bradstreet provided
 - Balance sheet and income stmt provided from Nov 2024
 1. Weak balance sheet
 2. Majority of assets are A/R
 5. Certificate of insurance provided
 6. Litigation – noted none on page 2
 7. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Creative ideas out of touch with Maine
 2. Implementation – Work Plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Lawrence and Schiller

DATE: 2025-07-11

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

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**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Rebellion Group

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Connecticut
- Worked in part with CT and NH lotteries
- Offered plenty of ideas on how to change things up
- Offer full suite of marketing and advertising

2. Subcontractors

- Colony (commercial production)
-
-

3. Organizational Chart

- Did not provide

4. Litigation

- None pending
- 1 closed in past 5 years

5. Financial Viability

- Would not provide

6. Certificate of Insurance

- present

II. Proposed Services

1. Services to be Provided

- Standard suite of Marketing
- Very vague
- Increase in social media

2. Implementation – Work Plan

- Again, vague
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Rebellion Group

DATE: 07/10/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Located in CT
- Been in business for 12 years
- Worked in part with CT and NH lotteries
- Hold true to their name with creative ideas
- Concepts were out of line with Maine. Two Maines was not accurately displayed. Lack of market awareness.

2. Subcontractors

- Colony (commercial production)

3. Organizational Chart

- Showed a team of people who would be on the account. Not exactly a org chart.

4. Litigation

- None pending
- 1 closed in past 5 years

5. Financial Viability

- Declined submitting financials

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Standard suite of Marketing
- Concepts were out of touch with Maine. Did not seem to understand the state at all.
- Increase in social media

2. Implementation – Work Plan

- Nothing of note
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Rebel Interactive Group, LLC. d/b/a Rebellion Group:

DATE: July 12, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Rebel Interactive Group, LLC. d/b/a Rebellion Group:

- Provides a level of understanding towards A/B testing
- Has Connecticut Lottery experience
- Media Planning misses the Northeast region and specifically the Maine market
- Movement towards online purchases may be relevant in other jurisdictions however currently not legislatively approved within the Maine market.
- Research towards potential lottery players appears to have missed the mark specifically on page 32 and "Media Planning and Buying" in which positioning messaging towards a younger player heavily in debt with college loans.
- Objectives associated with submitted marketing materials was clear.
- Good use of KPI and measurable results.
- RFP response was laid out well and easy to understand.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Rebellion Group

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- Rebellion Group submitted a visually bold, creatively styled proposal with an emphasis on innovation and brand storytelling.
- Demonstrated experience in adjacent sectors and some lottery familiarity through work with the Connecticut Lottery.
- Showed an understanding of A/B testing and included marketing materials with clear objectives and strong use of KPIs and measurable results.
- RFP response was well-formatted and easy to navigate.
- However, the proposal lacked a clear understanding of the Maine Lottery audience and the unique dynamics of the lottery industry.
- Strategic approach was generalized, with limited evidence of player insights or alignment with the Maine Lottery's goals.

• Subcontractors

- Complete.

• Organizational Chart

- Complete.

• Litigation

- Complete.

• Financial Viability

- Did not provide required Dun and Bradstreet report.
- **Certificate of Insurance**
- Complete.

• Proposed Services & Strategic Work Plan

- Media planning overlooked the Northeast region and did not sufficiently address the Maine market.
- Messaging strategy in "Media Planning and Buying" (page 32) appeared misaligned—positioning toward younger players in college debt was not appropriate for Maine's market.
- Proposed movement toward online purchases, while relevant in other jurisdictions, is not currently legislatively approved in Maine.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Rebellion Group

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover stuff included the way it was displayed it was difficult to review
- II. Organization Qualifications and Experience –
 1. Overview of Organization
 - 12 years experience
 - In CT
 - References
 1. Cornell college of business; Connecticut colleges and univs; baby phat
 - Analog in a digital world – legislative issue.
 -
 -
 2. Subcontractors – Hard to locate and define.
 - Colony – comm'l production company
 -
 -
 3. Organizational Chart – I couldn't find it in all the slides
 4. Litigation
 - None current
 - 1 closed in 5-years...cannot provide details due to "confidentiality requirements"
 5. Financial viability –stated "RESPECTFULLY DECLINE..."
 6. Insurance certification - provided
 7. Etc.
- III. Proposed Services
 1. Services to be Provided
 - provided
 -
 -
 2. Implementation – Work Plan
 - Generalized workplan thru fy28
 -
 -

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Wolfe/Doyle

DATE: 07/09/2025

EVALUATOR NAME: Kevin Gagnon

EVALUATOR DEPARTMENT: DAFS/BABLO

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- New York
- 1991
- Typo
-

2. Subcontractors

-
-
-

3. Organizational Chart

- Vague

4. Litigation

- None

5. Financial Viability

- Low business risk
- Low to moderate Paydex, delinquency predictor and financial stress
- Moderate supplier risk

6. Certificate of Insurance

- Present

II. Proposed Services

1. Services to be Provided

- Standard marketing and advertising suite
-
-

2. Implementation – Work Plan

- Present
- Hard to read
- thorough

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Wolfe/Doyle

DATE: 07/09/2025

EVALUATOR NAME: Michael Boardman

EVALUATOR DEPARTMENT: DAFS

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Founded in 1991 San Francisco
- Currently on Wall St. in NYC
- Creative overall unappealing
- Gaming experience showed Golden Nugget but mostly video gaming
- Uninspired by creative examples

2. Subcontractors

- Could not really tell from proposal?

3. Organizational Chart

- Names and titles but no detail regarding who would work on what. Limited in scope.

4. Litigation

- None reported.

5. Financial Viability

- Low to moderate risk for most categories in D&B

6. Certificate of Insurance

- Provided

II. Proposed Services

1. Services to be Provided

- Basic of what was asked for.

2. Implementation – Work Plan

- Rather difficult to read.
- Appears to cover things.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: RFP 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Wolfe/Doyle Advertising

DATE: July 13, 2025

EVALUATOR NAME: Rinck, Calvin

EVALUATOR DEPARTMENT: Marketing Department

Individual Evaluator Comments:

Wolfe/Doyle Advertising:

- Concerning messaging regarding Gaming Experience on page 31 with the submitted comment of "...circumvented the law"
- As an observation, within Appendix C, "Fast Moving Goods" experience is the same copy as the "Strategic Approach" section, with no further elaboration/explanation/or differentiation provided.
- Incorrect URL link provided as reference material.
- Within the timeline, and specific to Timeline #4, copy is incomplete/copy is cut off.
- Has experience working with the NYC Council for Problem Gambling.
- Potentially problematic understanding of lottery operations with the suggestion that "A lottery game is introduced every quarter for 12 months"
- Has Casino/gaming experience with The Golden Nugget, however other gaming examples submitted were of a video game nature.
- Demonstrated metrics regarding KPIs and ROI

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: Wolfe Doyle

DATE: 7/8/2025

EVALUATOR NAME: Judy Thomas

EVALUATOR DEPARTMENT: BABLO

Individual Evaluator Comments:

Overview of Organization

- The agency does not appear to have relevant experience in the lottery or gaming industry.
- Noted experience includes work with the NYC Council for Problem Gambling and The Golden Nugget (casino), though other gaming references related to video games rather than lottery operations.
- Submitted proposal raised significant concerns regarding regulatory understanding, including a troubling statement on page 31 referencing efforts to “circumvent the law” and a claim suggesting the launch of a new lottery game every quarter—an inaccurate reflection of standard lottery practices.
- The stated marketing approach is misaligned with responsible gaming standards and raises compliance concerns.
- The proposal did not reflect the quality, relevance, or attention to detail expected in a response to this RFP.
- Copy in Appendix C repeated content from the Strategic Approach section without additional elaboration or differentiation.
- Reference material included a non-functional URL link.
- Timeline section (specifically Timeline #4) contained incomplete/cut-off copy, indicating a lack of final review.
- Multiple grammatical errors were found throughout, notably in File 2, Page 15, despite claims of in-house proofreading services.

• Subcontractors

- Complete.

• Organizational Chart

- Complete.

• Litigation

- Complete.

• Financial Viability

- D&B is provided and appears to be fine without concern.

• Certificate of Insurance

- Complete.

• Proposed Services & Strategic Work Plan

- Metrics for KPIs and ROI were included, but overshadowed by larger issues in messaging and compliance awareness.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: WolfeDoyle

DATE: 2025-07-14

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

Individual Evaluator Comments:

- I. Cover and bidder certification provided with stock photos of lotter stuff alongside them
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - Founded 1991 in SF, CA...now NYC
 - 34 yrs
 - Could really do without all the stock photos of people jumping alongside the gray printing
 - All requirements addressed
 - Displayed Golden Nugget campaign samples
 - Sports Interaction online gaming
 - Professional sports campaigns (Knicks, 49ers)
 - Okay...Dragon Rage 2 teaser ad was pretty funny – pg 38
 - Govt agency experiences
 - Portfolio of marketing plans provided
 -
 2. Subcontractors
 - Didn't see anything...hope I didn't miss it
 -
 -
 3. Organizational Chart – provided
 4. Litigation – no litigation
 5. Certificate of insurance – found it...embedded in a slide
 6. Financial viability
 - One page of D&B
 - Max credit \$500K
 - Low moderate risk across the board
 - Stability concerns
 - Avg risk of discontinued ops
 - Low potential for severely delinquent payments
 7. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

BIDDER NAME: WolfeDoyle

DATE: (Insert date proposal was reviewed by individual evaluator)

EVALUATOR NAME: Terrance J Meehan

EVALUATOR DEPARTMENT: DAFS-GGSC

III. Proposed Services

1. Services to be Provided

- Provided in document
- Standard services as required by RFP
-

2. Implementation – Work Plan

- Strategic timeline 8/25 – 7/26
-
-



Janet T. Mills
Governor

STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Kirsten L.C. Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

I, Kevin Gagnon accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all the information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.


Signature


Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kirsten L.C. Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT

RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

I, Michael Boardman accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.


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Signature


Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kirsten L.C. Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

I, Calvin Rinck accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signature

06/10/25

Date



Janet T. Mills
Governor

STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Kirsten L.C. Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services


I, Judy Thomas accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signature

May 30, 2025

Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kirsten L.C. Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202502029

RFP TITLE: Lottery Marketing, Advertising, and Public Relations Services

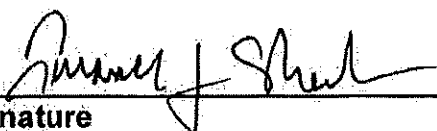
I, Terrance Meehan accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signature

6/10/2025
Date