



SEGMENTATION RFP

JUNE 14, 2024

Scope of work:

A. Objective

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

B. Methodology

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

Timeline:

June 14, 2024 RFP document posted

July 12, 2024 Noon ET Letter of Intent & Questions due from Bidders

August 9, 2024 4 PM ET Bids due from Bidders

By August 23, 2024 Successful Bidder named

Point of Contact:

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

Bidders must provide four (4) hard copies of their Proposal. A digital copy must also be provided via email to jmccleland@hoosierlottery.com with hard copy submissions, arriving at the following address by **August 9, 2024 by 12 Noon ET**:

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

Location:

Work will be completed primarily in Marion County, Indiana