

NHLC RFP 2025-03-Advertising

Received Inquiries to RFP and NHLC Responses

1. What is the challenge you're looking for marketing to help solve?

The NHLC is looking to increase outreach as consumer trends continue to evolve.

2. How would you define success? What are the key goals and KPIs of your marketing efforts?

The NHLC's statutorily mandated primary duties are to optimize profitability, maintain proper controls, assume responsibility for effective and efficient operation of the NHLC, and to provide service to our customers, and activities that further those duties contribute to the NHLC's success.

The NHLC's marketing goals include utilizing advertising and promotional campaigns, initiatives, and strategies to increase our visibility and encourage consumers to engage with us. Key performance indicators of these marketing goals include sales and store traffic numbers.

3. Do you have a clear idea of who your target audience(s) are? Do you have any existing consumer research that you can share?

The NHLC's target audience is adults of legal drinking age. Pursuant to NH RSA 175:4, III, eighty percent of appropriated advertising funds are to be for liquor advertising with out-of-state media, and twenty percent are to be for liquor advertising with media in the State of New Hampshire. Consumer research is conducted as needed.

4. Is the \$3M budget an all-in budget including agency fee, production and media spend?

Yes.

5. Is the incumbent agency participating in this search?

This Request for Proposals process is conducted solely by the NHLC.

6. Who are the key decision makers who will take part in the evaluations?

Pursuant to Section 8 of the RFP, the NHLC will assemble an evaluation team to review the submitted proposals.

7. Is the incumbent agency participating in this RFP?

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The RFP is publicly available. Proposals may be submitted by any Vendor meeting the minimum qualifications.

8. What are the challenges you are experiencing with your current marketing and advertising initiatives?

The NHLC's marketing goals include adapting to and staying ahead of market trends and utilizing effective platforms to reach consumers.

9. Where is your growth coming from today? Where is the biggest opportunity for growth to come from in the future?

Marketing campaigns that provide significant savings to consumers have been successfully utilized to increase sales. Product categories that have seen recent sales growth included tequila and bourbon.

10. Fast forward to one year from the start of the partnership. What would need to happen in order for you to consider this partnership a success?

The NHLC expects its advertising Vendor to be communicative and responsive while providing strategies that have measurable results.

11. "Vendor shall provide printing services for project needs that cannot be met through the Bureau of Graphic Services."

Can you provide clarity on this? Is the expectation to use the Bureau of Graphic Services until the creative requires additional support, or may we source external vendors for 100% of printing services?

By statute, the Bureau of Graphic Services is responsible for supervising all state printing and its procurement and for managing a service operation that provides graphic services to most state agencies. The expectation is that the Bureau of Graphic Services is utilized unless it is not a printing job that they can provide.

12. "B. Deliverables and Scope of Work / d. Special events development, advertising and support. Special events include, but are not limited to, tasting events, managers' meetings, employee and broker awards, Wine Week, Distiller's Showcase, Spirits Week, Restaurant Week sponsorship and themed seasonal events."

How many special events are held, on average, per month/season/year? Are you able to share a complete list of events executed in 2024?

The NHLC conducts a wide variety of events each year. In 2024, these included, but were not limited to:

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- 4,873 approved Monthly In-Store Tastings, ranging from a high of 515 tastings in the month of July to a low of 339 tastings in the month of September
- 10 scheduled In-Store Seminars with three scheduled in September and one each in April, May, June, August, November and December
- 13 Bottle Signings involving 6 Celebrity Signers with events taking place in January, May, June, August, October and November
- 9 Events related to the NHLC's partnership with Bord Bia, including ticketed events, in-store tastings, and employee trainings, with events taking place in March and October
- 6 Broker Events and Dinners throughout the year
- 6 Events related to the Bring Back Jack Recycling Program in April and May
- 2 Store Managers Meetings, with one in June and one in September
- Distiller's Showcase events held in November
- Seafood Festival in Hampton Beach, with events taking place over 3 days in September
- Luau on the Lake event in June
- Various Events related to the NHLC's 90th Anniversary

The NHLC would note that, while not held in 2024, the New England Winter Wine Spectacular event is typically held in January. Also, fewer Broker Events and Dinners were held in 2024 than are held in a typical year.

13. Are there any location-based requirements - specifically, NH - for subcontracted production/ media partners and vendors?

No.

14. What is your primary KPI(s) and is everything trackable? Does the agency need to rely on a feedback loop for any data in particular?

Sales and store traffic are the among the NHLC's marketing key performance indicators. Data related to KPIs is trackable. The NHLC expects its advertising vendor to collect on its behalf and to provide to the NHLC the data from executed marketing and advertising campaigns and initiatives.

15. Are there any data points or tracking opportunities you'd like to prioritize to help fill gaps in your understanding of the customer journey?

The NHLC's prior computer technology systems were not able to execute a customer loyalty program. With recent system upgrades, there may be an opportunity to do so.

16. What are your reporting needs? Do you currently have a report dashboard of any type? (frequency, metrics, format, etc.)

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The NHLC expects its advertising vendor to collect on its behalf and to provide to the NHLC the data from executed marketing and advertising campaigns and initiatives. The NHLC does not currently have a dashboard.

17. As the rewarded agency initially engages, will they have access to historical marketing and data to assess from? (IE. What worked well/ didn't work)

Yes.

18. Is paid search part of the media mix, and if so, who is expected to handle?

Yes, paid search is part of the media mix, and the advertising vendor would be expected to handle this activity.

19. Do you currently have an email or CRM strategy?

Yes, we have an email and a customer relationship management strategy. The Vendor would be expected to take the lead in these strategies.

20. What do you like/dislike about your current CRM?

A successful Vendor will present innovative ideas and methods that enrich and further the NHLC's brand and will bring new opportunities for business growth.

21. Who is currently working in the CRM? Who would you like to have work in it?

The NHLC's Division of Marketing, Merchandising, and Warehousing collaborates with our advertising vendor to effectuate our customer relationship management needs.

22. Where would you like your CRM to grow? How would you like to use it? Ex. integrations for forms, marketing emails, product promotion, customer lifecycles, loyalty outreach, etc.

The NHLC's prior computer technology systems were not able to execute a customer loyalty program. With recent system upgrades, there may be an opportunity to do so.

23. Is SEO in scope for agency management?

Yes.

24. "Additionally, the Vendor will be required to manage the user interface and user experiences for the NHLC's websites used by both consumers and licensees, and make recommendations to ensure websites are inviting and user-friendly, with versatile search capabilities across all NHLC Liquor and Wine Outlets. Also, the Vendor will be expected to access and update any marketing pages, banners,

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and/or advertising materials on a continual basis.”

Is this a request to update existing UI/UX or only to utilize it as needed to align with future promotions?

The Vendor would only be expected to utilize as needed to align with future promotions.