



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for **Integer (referred to as "Agency")**. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Administrator, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Monday, April 16, 2012.**

Please provide the following:

Company Name: _____ 7-Eleven, Inc. _____

Contact Name: _____ Nancy Smith _____

Phone number: _____ 972.828.6554 _____

For questions 1 and 2, please use the scale below when making your assessment.

1 = Did not meet requirements	4 = Satisfactory	7 = Exceeded Requirements				
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

1. Please rate the Agency's performance in the following areas:

1.a. Media Planning

Choose one: 1 2 3 4 5 6 7 **N/A**

PLEASE COMMENT

We do not currently use their media buying services.

1.b. Media Buying

Choose one: 1 2 3 4 5 6 7 **N/A**

PLEASE COMMENT

For questions 1 and 2, please use the scale below when making your assessment.

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1 2 3 4 5 6 7

1.c. Creative

Choose One: 1 2 3 4 **5** 6 7 N/A

PLEASE COMMENT

They have the ability to do great work – I don't believe we have pushed hard enough for it.

1.d. Account Services

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

Accessible and responsive.

1.e. Research

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

They have a good feel for what is happening in the digital space.

1.f. Digital

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

They are our digital agency and do a good job managing our web sites.

2. Please rate the Agency's performance in the following categories:

2.a. Customer service

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

Good customer service – takes feedback well.

For questions 1 and 2, please use the scale below when making your assessment.

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1 2 3 4 5 6 7

2.b. Ability to resolve problems

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

Good resources available to us.

2.c. Adherence to timelines

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

No concerns.

2.d. Overall performance

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

3. Would you hire this Agency again? Please circle **Yes** No

Why? Why not?

Good creative and good client service.

4. May we contact you with follow-up questions?

Yes.

Thank you.