

INTEGER

Comment in Trans letter – Live at intersection of branding and selling

State lottery experience with Iowa, Georgia, and Illinois.

See pg 48. Statement of experience – Creative 360 program for offline and online. Mentions Hispanic but not AA market exp.

Experience states ATT, Bancvue, Bimbo Bakery, Fed Ex, Borden and ground up support of Eye Max

Kiel Huhn is group acct. director.

States team of Integer, Mercury Mambo, Asher Media.

Exp with regulated industries

Branding example redo of Illinois Lottery Logo pg 108.

See pg 109 for Pre-tail, retail , Post-tail concept strategy for ad in relation to consumer exp.

Media approach via Asher- but inhouse access to research. Cannot read conversation prism relating media touchpoints to consumer exp.

Digital services described on pg 126 – strat, architecture, creative, production and web analysis. See pg 129 for Integer approach to phases of the digital process.

Uses 3 lens model to develop strategy – Shopper , Brand, Retailer on pyramid. Via research developed word cloud to show how consumers perceive lottery products.

Media plan chart on pg 165 with cost basic laid out pg 166. 850 K for production and 4.15 mill for media investment.

Good execution at retailer for creative assignment – See client examples also for Ga and Illinois lotteries.

Low television production experience and no mention of AA market. No Spanish media examples.

Happy Scratching

Wishing You Luck

The Ungiftables.