

**Advertising Services RFP**

Heidi Moreno

**Proposer: Interger**

Multicultural: Mercury Mambo

Digital: In-house

Media: Asher Media

Promotions: In-house

	Sections of Proposal	NOTES
<p><b>The probable quality of the offered goods and/or services.</b></p>	<p><b>Section 2</b></p>	
	<p>2.17</p>	<p>Oral Presentation                      Interger is a full service agency and started in 1997. Subcontracts are Mercury Mambo and Asher Media. Mercury Mambo and Interger currently work on 7-Eleven together. Asher Media was not present. Interger is the interaction between branding and selling. Liked the concept. Digital is integrated into everything they do - from the strategy to the analysis. Interger Dallas was worked the IL Lottery (AOR) and GA Lottery. Interger/Des Monies AOR of IA Lottery. AOR of IL Lottery since 2008 and redesigned lottery logo. Currently working on in-store POS with Walgreen pilot program. Great insight into the drug retail environment. Also designed in store signage for ESMM and Gemini. For the GA Lottery, they designed "the store w/ in a store". Great execution. Three retail channels - c-store, drug and grocery. Very knowledge of all channels and opportunities. They understand and know the lottery business. Research - review TLC research and use qualitative with 2 focus groups. Three lens model - shopper, retailer and brand. Very light on the minority-majority of Texas. Spoke about Hispanics, but no mention of African Americans or Asians. 3 messaging platforms were found - Anything can happen, Bigger than a gift and The joy of giving. Creative - 3 concepts presented. 1) Happy Scratching - fun of playing the game that makes them incredible gift. Did not present any ethnic creative. Liked OOH stunt with the building projectors and in-store register touch point. Digital - ad - Facebook. 2) Wishing You Luck - Give the gift that everyone can use. Give the gift of luck. Like TV spot - spoke to Texans and liked indie music. Like bow on OOH and simple messaging and design on POS. Like the tag Give The Gift of Luck &amp; Hope. Events were indie concert and selling trailer and gift wrapping in parking lots during Black Friday. Digital ads - Facebook - pick your lucky charm. Liked overall concept. Did not present any ethnic creative. 3) The Ungiftables - Texas Lottery Scratch-Offs. They're the perfect gift for everyone on your list. Digital - microsite and Facebook. Did not present any ethnic creative. Agency's recommend. Did well in focus groups. Media - 3 media strategies - get on the list (pre-tail), surprise &amp; delight (retail) and stay on the list (post-tail). Presented media flowchart. Post Launch - define objectives, efficiency, complements analysis.</p>
	<p><b>Section 7</b></p>	<p>Scope of Services</p>
	<p>7.1.1</p>	<p>Overview of services to be provided - branding, insight &amp; strategy, creative, digital- social/mobile, promotional marketing, media planning/buying, event marketing, retailer/shopper marketing. Client examples of each services and experience with lottery's. No discussion on ethnic marketing.</p>
	<p>7.1.2</p>	<p>Services will be provide in-house. Digital strategy, capabilities, digitail (retail channel), mobile, social and digital process. Detailed plan with client examples.</p>
	<p>7.1.3</p>	<p>Provided research capabilities -primary and secondary. Emphasize retail channel with research.</p>
	<p>7.2</p>	<p>Interger has experience working with lotteries. Examples of IL Lottery and IA Lottery POS.</p>
	<p><b>Section 8</b></p>	<p>Holiday Creative Response</p>
	<p>8.1</p>	<p>3-Lens Model - Shopper - Today's Texan, Retailer - c-store/grocery, Brand - Texas Lottery                      3 messaging platforms were found - Anything can happen, Bigger than a gift and The joy of giving.</p>

	8.2	<p>Media Plan Applied "The Shopper Continuum" to the media strategy. 3 media strategies - get on the list (pre-tail to retail ), surprise &amp; delight (pre-tail to retail) and stay on the list (retail to post-tail). Media flowchart has retailer programs with GTECH. The ethnic audience was not addressed. Production costs are low for a holiday campaign.</p> <p>Creative Strategy <b>Happy Scratching</b> - fun of playing the game that makes them incredible gift Liked OOH stunt with the building projectors and in-store register touch point. Digital - ad - Facebook. No Hisp or AA creative.</p> <p><b>Wishing You Luck</b> - Give the gift that everyone can use. Give the gift of luck. Like bow on OOH and simple messaging and design on POS. Like the tag Give The Gift of Luck &amp; Hope. Like pop-up concerts. Digital ads - Facebook - pick your lucky charm. No Hisp or AA creative. Liked overall concept.</p> <p><b>The Ungiftables</b> - Texas Lottery Scratch-Offs. They're the perfect gift for everyone on your list. Like concept not execution. Has a negative tone. Digital - microsite and Facebook. No Hisp or AA creative.</p> <p>[REDACTED]</p>
<p>The quality of the Proposer's past performance in contracting with the Texas Lottery Commission with there states entities or with private sector entities.</p>	<p><b>Section 4</b> 4.1.3  4.2</p>	<p>Provided explanation of terminated contracts. No penalties, litigation or liquidated damages.</p> <p>References Interger references provided. Respondents received included high marks and positive comments. Asher Media current media subcontractor.</p>
<p>The qualifications of the Proposer's personnel</p>	<p><b>Section 6</b> 6.1.1  6.1.2  6.2</p>	<p>Interger Staff resumes provided. Kiel Huhn - Group Acct Dir over 20 yrs., Kristen Johnson - over 18 yrs., Sean Purtle - Acct Supervisor 15 yrs., TBA - AE, TBA - Acct Planner., Amy Vollet- Media Dir over 17 yrs., Molly McClaren Creative Dir over 25 yrs., Andrew Tinch - Creative Dir. 20 yrs., Cody Wagner Dig Creative Dir 10 yrs. Many positions are TBA. No resumes for subcontractors. Many of the creative positions require more than one person per position due to the volume of the acct. Three of the Interger staff that presented did not have resumes in this sectin and were not on the org. chart.</p> <p>Organizational Chart included. Subcontractors are not on org. chart.</p> <p>Staff identified met minimum yrs. of experience. Mercury Mambo will be responsible for Enthic/Hispanic marketing and Asher Media for all media buying. No information provided on subcontractors.</p>
<p>The experience of the Proposer in providing the requested good or services</p>	<p><b>Section 4</b> 4.1.1  4.1.2  <b>Section 7</b> 7.1.1</p>	<p>Provide core capabilities and have numerous Texas based clients. Light understanding of the minority-majority state. Briefly discussed Hispanic and Asian communities, but did not discuss African American marketing or communities.</p> <p>Interger client list - no problems encountered. Strong national brands. IL Lottery (AOR) and GA Lottery (subcontractor) clients. Experience with merchandising and lottery retailer environment.</p> <p>Scope of Services Overview of services to be provided - branding, insight &amp; strategy, creative, digital- social/mobile, promotional marketing, media planning/buying, event marketing, retailer/shopper marketing. Client examples of each services and experience with lottery's. No discussion on ethnic marketing.</p>

7.1.2 Services will be provide in-house. Digital strategy, capabilities, digitail (retail channel), mobile, social and digital process. Detailed plan with client examples.

7.1.3 Provided research capabilities -primary and secondary. Emphasize retail channel with research.

7.2 Interger has experience working with lotteries. Examples of IL Lottery and IA Lottery POS.

**Section 8**

8.2

[Redacted content]