

## Advertising RFP

Vendor: Integer

Kathy Pyka

Confidentiality Claimed

PIA §552.110

### Probable quality of offered goods or services

- Oral Presentation was thorough and emphasized their strength in the retail channel and marketing. Lottery experience and examples cited in Illinois and Georgia was impressive and noted current work with GTECH on ESMM Study. Commercial spot was exceptional. [REDACTED]  
[REDACTED] Concern that creative did not reflect ethnic reach with no mention of African American. Question regarding TV production.
- Media Strategy and focus on the intersection of branding and selling included:
  - Get on the list
  - Surprise and delight
  - Stay on the list
- Creative Strategy:
  - Happy Scratching
  - Wishing you Luck. Exceptional! Liked the emotional connection. Great billboard. Out of home included good ideas with pop-up concerts and mobile unit.
  - The Ungiftables (Recommended Campaign). Did not care for some of the images portrayed.
- Digital Strategy. Noted examples in proposal of websites and promotional microsites developed by Integer: 7-Eleven, Slurpee, Entenmann's. Digital Shopper Marketing detail described on page 127.
- Market Research and Planning. Noted the ongoing research included in the *The Checkout*.
- Noted use of 3-Lens Model – Shopper, Brand, Retailer.
- Event planning and execution examples.
- Notes for Client Case Examples also reflected below under Experience.

### Quality of Proposer's past performance

- [REDACTED]
- [REDACTED]
- [REDACTED]
- Noted previous lottery experience and examples provided.
- Proposal does not note any contract items during the last three years.
- No penalties or liquidated damages assessed.

### Qualifications of the Proposer's personnel

A number of positions are noted as "to be determined". Resumes were not submitted for Asher Media, Mercury Mambo and some Integer staff proposed. Noted there is only one Art Director and Copywriter

