

Michael Anger

Integer Notes—

1. The Probably Quality of the Offered Goods and Services—

8.1 Creative Assignment.

Advertising Strategy—Proposer notes use of its 3-Lens model (Retailer: C-Store/Grocery, Shopper: Today's Texans and Brand-Texas Lottery).

- Today's Texans—Proposer notes the extraordinary diversity of the State, noting the Hispanic and African American communities and their importance. Proposer notes conducting deep secondary research across all audiences using several of its subscription research tools noted on 8-158. Proposer noted that Texans waited more so than in previous years to buy holiday gifts.
- C-Store/Grocery—Proposer indicates that these retail environments are favorite destinations for Texans preparing for holiday entertaining and purchasing last minute gifts and stocking stuffers. Proposer highlights their previous experience providing services to lottery clients as being helpful in their review here, noting C-store shoppers are in "mission mode" and there is limited time to get their attention to buy items like scratch-offs. Proposer notes that when shoppers are waiting in line at the cashier is the opportunity to gain shopper attention. Proposer notes focusing on "simplicity and ease" in its messaging materials as a result of its joint research with NACs. Proposer notes that the Grocery environment provides more time to capture attention due to longer times spent shopping. Proposer notes that gift cards are the most frequently advertised and purchased gift during the holidays.
- Texas Lottery Brand—Proposer notes review of secondary, qualitative research in its review of this area along with TLC strategic documents. Proposer presents its word cloud for the TLC brand on 8-160.

Proposer's next step was to conduct qualitative focus groups detailed beginning 8-161.

Proposer identified four gift truths:

1. Surprises—Texans like giving and receiving the unexpected wanting others to be excited by their gifts.
2. Genuine Sense of Giving—Texans feel good about giving gifts to friends and family.
3. Being on the List—importance of coming up with a special gift that has meaning for each person on your list
4. Hope and Helping—Holidays bring people together and give greater sense of community.

Proposer identify Holiday Scratch-Off Truths:

1. Optimism
2. Fun and Entertaining
3. Spontaneous
4. Feeling Lucky

Proposer analyzed the strategic overlap of these truths and came up with 3 messaging platforms:

1. Bigger than a gift—when you give scratch-offs, you are giving more than a gift, you are giving a game and a chance for change.
2. Anything can happen—Scratch-offs are like opening a gift that you don't know what is inside.
3. The joy of giving—not just about giving a gift, but possibly giving so much more than a normal gift.

Media—Proposer details their media strategy beginning on 8-163. Proposer notes applying their proprietary Shopper Continuum to the media strategy. Proposer differentiates their approach by noting that most agencies and marketers apply a traditional funnel model, assuming people travel through retail decisions in a linear way. Proposer notes that contemporary research indicates shopper motivation is not always linear or even logical, noting that the path to purchase can be as different as people themselves. Proposer notes that it is important to reach new, younger skewing players while also reaching older Texans.

Proposer details specifics of its audience reach strategy on 8-164.

Proposer details its media plan on 8-165. Media and Production costs 8-166.

Creative Assignment—

1. Concept #1—Happy Scratching—Playing scratch-offs makes people happy, no matter what happens. It's the fun of playing that makes scratch an incredible gift. Winning is an amazing bonus.
 - TV—Happy Scratching—Family on couch at holiday party, woman scratches wins, a crochet needle is flung across the room creating a chain reaction flinging marshmallows in hot chocolate, but this event doesn't register compared to the celebration of winning on scratch.
 - Radio—Scratch gift won, causes loud celebration causing vase to break revealing lost wedding ring, dog is guided home by celebration cries.
 - OOH/Billboard—"Happy Scratching" Billboard, "Cheer Up While You Fill Up" pumptoppers and other retail executions begin 8-174. Scratch stuffed stockings at checkout 8-177.
 - OOH (Non-Traditional)—Street level building projections, Happy Scratching Photo Booths with scratch sales

- Digital—Interactive web banner 8-178. Facebook app to upload favorite winning moment videos with contest
2. Concept #2—Wishing You Luck—Good Luck: no one ever seems to have enough, it is always welcome, fits perfectly always, never goes out of style. Gift the gift everyone can use, Give the Gift of Luck.
 - TV—Jingle Bells Texas Indie Band Cover. Montage of naturally found and expressed wishes for luck joy and holiday wishes. Good Luck this Holiday Tag.
 - Radio—TV adaptation emphasizing: luck, hope and good wishes. Give the gift of luck and hope with Scratch-Offs.
 - OOH—“Give the Gift of Luck and Hope” product spotlight, billboards, bus stands, retail, register display ad
 - OOH Non-Traditional—TLC branded backdrop with impromptu concerts by the TLC at tree lightings, lunch time at office parks, college campuses. OOH, mobile wrapped gift wrapping trailers.
 - Digital—web banners, gift package with “Give the Gift of Luck and Hope” tag, Facebook app that allows user to upload lucky charms and send them to their friends.
 3. Concept #3—The Ungiftables—Everyone knows one, those who have everything or return everything. Whats the one gift everyone loves? Scratch-offs.
 - TV—The Ungiftables. Multiple vignettes—The New BF--Middle age woman with much younger BF introducing him to grown children for the first time. The Under Reactor. The Last-Minute Guest. The Returner. Give holiday scratch-offs, great gift for everyone.
 - Radio—TV adaption. Have scratch-offs available to solve holiday gifting issues. They’re a great gift for everyone.
 - OOH—Retailer POS based on TV characters. “Perfect Gift for the Ungiftables Like: the Under Reactor”. Billboard same concept.
 - OOH Non-traditional—Kiosks in high traffic malls with on-site “Ungiftables” counseling service. Also, mobile trailer version concept. Counselors recommend the perfect scratch-off for you to give, Mall Display Ad boards with OOH advertising.
 - Digital—Ungiftables MicroSite—Mini films about various “Ungiftables” that can be watched. Films can then be posted on their Facebook wall or send to friends. TLC Facebook page with “Ungiftables” quiz for visitors.

Evaluation of Campaign Effectiveness—Proposer notes using two approaches:

1. Pre-Launch (Creative Development Research) – show rough form creative work to audience (typically focus group) measuring persuasion, involvement and

salience. Learning is used to optimize the creative. Proposer notes applying this process for the creative assignment response to the RFP and dropping a four concept from their proposal as a result and changes made to two others. Proposer also notes that Ungiftables had greater appeal. See 8-212.

2. Post-Launch (In Market) research—proposer will measure against the goal of increasing trial and secondary goal of increasing awareness. Proposer details their measurement strategy on 8-213.

Creative Assignment—

Research, Proposer again demonstrates its strength in the retail space with application of its 3-lens research model. Proposer also demonstrated effective research conclusions and demonstrated the ability to consolidate research findings into a creative strategy with 3 messaging platforms: Bigger than a gift, anything can happen and the joy of giving. Media strategy was clearly explained and proposer illustrated its approach using its Shopper Continuum and Pre-Tail, Retail and Post-Tail strategies. Production budget of \$850,000 was somewhat less than TLC experience for a full campaign. Proposer placed a media emphasis on retail selling events, radio station partnering and social media including mobile check-ins, emphasizing the retail presence. Proposer developed 3 creative concepts as a result of its research conclusions:

1. Happy Scratching—concept positioned product positively. Retail executions were solid including stocking counter placement. Outdoor did not delivery as effectively.
2. Wishing You Luck— Extremely strong concept. Gift of Luck and Hope OOH and print message concepts were clean, product focused and attractive.
3. Ungiftables—concept presented potential, but execution was mixed. Mother’s boyfriend concept was an area of concern in positioning product as gift for people that you might not really want to give a gift to. Digital—ungiftable quiz was an interesting concept along with ungiftable mall counseling service.

Other creative considerations—Non-traditional executions (e.g. photo booth for Happy Scratching, Indie Popup Concerts, Mobile Black Friday presence, etc. all tied to product sales opportunities). Building projection stunt was an interesting concept. Digital concepts – winning moments video contest on Facebook and interactive social media concepts were sound concepts. Proposer creative aligned with research identified messaging platforms. Proposer did not provide any Spanish language executions in creative considerations. Committee asked questions about approach to EM work between proposer and Mercury Mambo at presentation.

General—Proposer oral presentation was particularly strong and reflected well on quality of team assembled and proposed. Considerations-- Limited details on EM and proposed vendor

partners, proposer full campaign execution experience limitations Proposer retail space, digital and promotional executions experience was significant.

2. The quality of the Proposer's past performance in contracting with the agency, with other state entities, or with private sector entities—

4.1.3 Proposer notes no contract terminations, no penalties, LDs, disciplinary actions, judgments, or terminations.

Reference Surveys—Proposer survey responses were positive particularly on digital. Asher Media positive scores and comments. No survey information for Mercury Mambo.

General—Proposer has demonstrated experience executing in retail environments and in retailer product positioning for other clients (AOR for Bimbo Bakeries and work for 7-Eleven and Borden LALA) and has done substantial work for lottery clients, including Georgia and Illinois Lotteries, focused primarily on the retail environment and logo/branding. Proposer also noted current work effort with GTECH in oral presentations related to lottery.

3. The qualifications of the Proposer's personnel—

Other Staffing—

- Ellen Cook, President, former Owner and Operator of the Wiemers Group and Group Account Director for TL. 20 yrs. exp. in industry. (non-billable)
- Will Clark, Executive Creative Director, 19 yrs. exp., account work includes 7-Eleven, Slurpee Brand, Bimbo Bakeries, Illinois Lottery. Past exp. TM on Texas Tourism and DDB/TL on Texas Lottery account. (non-billable)
- Jan Gittemeir, COO, noted as being with Integer for 17 years (non-billable)
- Michael Farmer, SVP Operations, 20 yrs. industry exp. (non-billable)

6.2 Ad Agency Staffing Structure. Proposer notes that they intend to outsource the following roles:

- Media Buying—recommending HUB partner AsherMedia to include current staffing assigned as Media Buyers and Junior Media Buyers.
- Ethnic/Hispanic Marketing—Proposer recommends Mercury Mambo as its partner for these services, noting that they will employ a range of account management, strategic planners, creative teams and production services in support of TLC. Proposer indicates that the team will be provided once they have received a final scope of work.

- Translator Services—Proposer notes they will either use their Ethnic/Hispanic HUB or an external translation service, indicating that there is no set scope of work, they indicating providing an hourly rate in response to the cost portion of the RFP.

General— For positions where named staff were provided, proposer’s team is experienced within the industry. Proposer had a significant number of positions that were left TBD in response to the RFP, including several account service positions. Proposer notes that it will utilize Asher Media, media buyer for TLC’s currently contracted advertising agency, for media buying services and continue to use the same staffing. However, proposer provides no listed staffing resumes or profiles for review. Proposer also indicates its intent to work with Mercury Mambo for EM advertising services. However, no staffing resumes were provided for Mercury Mambo personnel that would be assigned to work on TLC business. Proposer notes that the team will be provided once a final scope of work is completed. [REDACTED]

[REDACTED] Several of proposer’s personnel that participated in oral presentations made very favorable impressions. Some of proposer’s team [REDACTED] that participated in the presentation were not identified in the proposal. Proposer provided too little information to effectively evaluate full account staffing that will provide services on the account.

4. The experience of the Proposer in providing the requested goods or services—

LT—Proposer notes that they live at the intersection of Branding and Selling, indicating that everything that they do to build the brand supports making a sales and everything we do to make a sale supports building the brand. Proposer notes that they have Texas experience and that six of their top 10 clients based in Texas, indicating that they know the culture, diversity and how to speak to today’s Texans. Proposer notes past experience working on the Illinois, Iowa and Georgia Lottery.

ES—Proposer notes that it would recommend continuing the use of Asher Media for media buying services based on TLC’s recent change to them in mid-2011. Proposer notes it intends to partner with Mercury Mambo for Ethnic/Hispanic marketing services. Proposer notes never having partnered with Mercury Mambo (MMs) previously, indicating they know them for work on their common 7-Eleven client account. Proposer notes that MMs core expertise is development and production of Hispanic communications, with deep knowledge of the c-store channel and strong retailer and shopper marketing capabilities. Proposer notes strong understanding of retail based on past lottery exp., work with 7-Eleven, NACs and MillerCoors. Proposer notes being a full service agency including Hispanic marketing and production services. Proposer notes their in-house Hispanic agency called Velocidad, indicating that they are the Hispanic agency of record for Borden USA’s LALA brand. Proposer indicates that they are recommending a HUB partner in this area while highlighting that they have an understanding and respect for the role of ethnic marketing. Proposer notes having a full suite of in-house digital capabilities. [REDACTED]

[REDACTED]. Proposer notes being in business since 1997 and being an Omnicom company. Proposer notes that they will rely on their own financial resources for this proposal. Proposer notes that their staffing will include a wide range of staff with deep c-store and grocery channel experience along with skills to effectively reach and communicate with the diverse population of Texas. Proposer notes that it was responsible for the Illinois Lottery brand reinvention at retail including the new logo design. Proposer highlights its proprietary Shopper Continuum tool, noting that they believe it is particularly relevant to the lottery industry. Proposer notes that unlike other agencies, they do more pre-press work in-house and release press-ready files to printers. [REDACTED]

[REDACTED]
Proposer notes their in-house digital production development department dedicated to building digital assets including mobile. Proposer notes work creating digital signage for the Georgia Lottery showcased at the 2011 LaFluer's conference. Proposer notes their shopper marketing arm, Digitail, developed in response to convergence of digital and retail which focuses on four things: retail/packaging online promotions, digital-commerce consulting, digital communications at retail and sales channel applications.

Proposer notes providing video case studies and "Be Infectious" video highlighting proposer's creative philosophy and culture.

4.1 Experience of Proposer. Proposer lists its core capabilities as a full service advertising agency (4-48). Proposer notes that it knows Texas, noting its work with numerous Texas-based companies, Nasher Sculpture Center, FedEx Office, AT&T, Borden USA, Texas Land and Cattle Company and others. Proposer notes that in the US, the Hispanic population has grown significantly over the years, outpacing that of the general market, and in California, Texas and Hawaii, have become the minority-majority. Proposer further states that Hispanics make up 38% of the Texas population. Proposer notes that Texas' Hispanic population is 2/3s Mexican with large Central and South American communities in the some of the largest Metros. Proposer notes generational differences between Houston and San Antonio Hispanics, indicating that San Antonio Hispanics are more English dominant than any other Texas city, as the city is made up of 2nd, 3rd and 4th generation Hispanics, whereas Houston is largely 1st generation Hispanics that prefer to speak English at home. Proposer notes that a Spanish-language campaign would have to be adapted to English in San Antonio for maximum effect. Proposer notes that its ability to understand the segmentation and regional nuances of Texas' Hispanic population, allows it to be able to develop communication strategies that resonate rather than alienate any one particular group. Proposer notes while Hispanics are the largest pool of minorities in Texas it is only one slice of the multi-cultural audience that they need to reach. Proposer notes that Texas is home to 1 million Asians, noting that 90% of the Asian population lives in the top 4 markets in Texas. Proposer notes that developing a multi-cultural campaign is not a cookie-cutter process.

4.1.2 Proposer Experience (comparable complexity and sensitivity). [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

7.1 Proposer lists a diverse range of services that it provides to its customers on 7-107 providing further detail on the subsequent pages. Proposer notes its experience in branding customers such as Bimbo, Borden USA, Texas Land and Cattle, Dave and Buster's, MillerCoors. Proposer highlights its work on the Slurpee Brand 7-107. Proposer indicates that it lives at "the intersection of branding and selling, meaning they promote brands at the exact right moment that Texans want to be engaged. Proposer's client promise is that everything they do to build the brand makes a sale and everything that they do to make a sale builds the brand. Proposer also highlights the relevance of its Illinois Lottery experience, working with the Northstar lottery group on the redesign of the logo (logo redesign 7-108). In discussing its Insight and Strategy approach, proposer highlights its Shopper Continuum tool on 7-109, noting that their communication strategy is developed and refined based on this framework. Proposer describes its creative concepting philosophy and how it relates to the brand on 7-110. Proposer media planning and buying strategy provided on 7-114. Proposer notes its digital media work in support of the Slurpee brand the digital touch points used on 7-115. Proposer emphasizes consumer relationship with the brand, as opposed to one-way communications in its discussion of social media 7-116. Proposer highlights the success of their Slurpee Facebook page fan growth in this area and its Battle of the Bands and Slurpee Unity Tour promotions. Proposer notes having developed websites for Bimbo, Thomas', Orowheat, 7-Eleven Slurpee and others. Proposer also highlights its work in the area of QR codes and digital signage trends. Proposer highlights its Georgia Lottery digital retail work 7-119. Proposer notes its mobile experience 8-120, including Iowa Tourism and Slurpee. Event planning exp. 7-121. Proposer notes being ranked as one of the top promotional and retail marketing agencies by the industry and its clients annually. Proposer details their Hispanic/GM reach strategy guidelines and approach 7-124. Proposer summarizes its full suite of digital and social media capabilities 7-126 and digital

strategy on 7-127. Proposer gives specific examples of digital work performed including a mobile form completion app for AFI using text to speech functionality, Gigya for the Slurpee site to allow diverse social media interaction via Facebook, Twitter, Google, FourSquare, LinkedIn and others allowing traffic from multiple social media sites. Digital process detailed 7-129. Research—Proposer notes that through its Insight and Strategy department, it offers the ability to manage, design and implement a full range of quant. and qual. research methodologies for its clients. Proposer highlights a list of various research methodologies employed for its clients on 7-130. Proposer also highlights its “The Checkout” research that it performs on an ongoing basis to gather information on shopper in-store experiences. Other proprietary research and secondary research resources are detailed beginning on 7-131. Budget—proposer emphasizes their relentless focus on driving efficiency, noting that it triple bids every job as a part of its internal process. Proposer notes that it creates an e-newsletter for every client called the “Chatter-Box” that addresses relevant industry trends and innovations (7-138). Proposer notes that they are responsible for collateral and POS for approximately 2500 company-owned AT&T stores and 15000 independent national dealers including Walmart, Best Buy, Radio Shack, Costco and others. 7.13 Proposer notes strong experience in the area of experiential marketing noting work for Borden USA, Slurpee, MillerCoors, Blackberry and others. Proposers also notes their development experience with joint promotions 7-146.

8.2 Client Case Examples—

- [REDACTED]
- [REDACTED]
- [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

General—Proposer has limited experience with large dollar value AOR accounts similar to TLC. Proposal demonstrates substantial knowledge and superior experience in retail product execution and positioning. Proposer has demonstrated experience in Lottery product positioning at retail. Proposer demonstrates solid experience in event/promotional execution [REDACTED] and digital space including leverage of various social media and leveraging of cobranding [REDACTED]. Proposer’s demonstrated work experience is primarily focused on promotion, digital and retail executions. All of which appear to be areas of great strength. Proposer’s research capabilities appear strong in retail space. ChatterBox newsletter was a highlight. Proposer’s experience in conducting full service campaign including TV and Radio appear limited. Proposer provided very limited information regarding Mercury Mambo and their experience in effectively reaching the EM. Proposer’s discussions of strategies for reaching the EM advertising market yield interesting insights regarding geographic and generational differences among Hispanics in Texas and approaches for addressing these. Proposer also provides some information on reaching Asian audiences, however; limited to no information is provided regarding efforts to reach the AA market in the proposal. [REDACTED]

[REDACTED]

[REDACTED] Proposer's case examples were effective and illustrated campaign goals and demonstrated effective execution against goals, print advertising [REDACTED]) and strong retail execution (lottery work).

Michael Anger

INTEGER	TITLE
Account Management	Group Account Director—Kiel J. Huhn, 20 yrs. exp., 13 yrs. with Omnicom companies including promotions management for JCPenney, account director on Dean Foods Dairy line and Frito-Lay with DDB/TracyLocke. Recent work also includes retail side of Radio Shack and FedEx. LeAnn Rimes/JCP co-promotion holiday album sales initiative noted.
	Account Director (<u>minimum 5 yrs. account management exp.</u>)— Michelle Cheney, nearly 15 yrs. exp. in industry, past work has included Coach rollout at Macy’s stores, campaigns for International Delight Coffee creamer, Hersey’s, Schlage Lock, Bimbo Bakeries and Borden. Kristen Johnson, 18 yrs. exp in industry, current FedEx promotions Account Director, other exp. includes in store brand re-launch of promotional materials for Macy’s and monthly POP campaigns for 7-Eleven. Other work Nationwide Insurance Account Team Lead for TM and work on BMW and Exxon Mobile.
	Account Supervisor (<u>minimum 3 yrs. account management exp.</u>)—Sean Purtle, 15 yrs. exp. developing successful national promotions, with Integer since 2008. Integer exp. includes leading the Georgia Lottery account, 7-Eleven account and currently FedEx national promotions and retail marketing programs. Other work includes ConAgra Foods, Pizza Hut, Rent-A-Center and others.
	Account Executive (<u>minimum 1 yr. account management exp.</u>)—TBD
	Junior Account Executive—TBD
	Account Coordinator—TBD
	Account Planner (<u>minimum 3 yrs. relevant market research exp.</u>)—TBD
	Assistant Account Planner—Brian Hambrick, past two years at Integer has worked on Treasury Wine Estates, Lone Star Steakhouses, Texas Land and Cattle, 7-Eleven and others. Previous exp. primary research in mobile advertising for Akoo.
Media	Media Director (<u>minimum 5 yrs. relevant media exp.</u>)—Amy Vollett, over 17 yrs. exp. in media. Past exp. at McKinney and Silver, TM and TracyLocke, where she was Director of Media Strategy and ran TL’s media dept. including work on TLCs account. Work includes Tabasco, T-Mobile, Starbucks, TLC, 7-Eleven, Verizon and others.
	Associate Media Director—TBD
	Media Planner—TBD
	Junior Media Planner—TBD
	Media Buyer-- Junior Media Buyer
Creative	Creative Director (<u>minimum 5 yrs. relevant creative exp.</u>)—Molly McLaren, (Writer) 25 yrs. exp. work includes AT&T, Home Depot, Texas Tourism, 7-Eleven, Slurpee, Pepsi, Frito Lay, Michael’s Container Store, Pepsi and Bimbo. Andrew Tinch, (Art-Based) 20 yrs. exp. in creative development, work includes Georgia Lottery, AT&T, HEB, Frito-Lay, 7-Eleven. Noted that Mr. Tinch developed Georgia Lottery store concepts showcased at 2011 LaFluer’s Conference and Illinois Lottery saw 23% increased sales following

	<p>implementation of his retail strategy.</p> <p>Associate Creative Director—Chad Bellew, 15 yrs. digital and traditional communications exp., including work for American Airlines, Texas Tourism, Subaru, Nintendo, Discover Card and 7-Eleven. Work on LALA coffee creamer in-store campaign competing against CoffeeMate noted.</p> <p>Nikki Lott, 8 yrs. agency exp., including work for American Airlines, McDonald's, 7-Eleven, Slurpee and Bimbo. Illinois Lottery exp. also noted. (Bellew backup in case of illness)</p>
	<p>Art Director—</p> <p>Lindsey Parks, 12 yrs. exp., 9 yrs. prior exp. with The Richards Group. Work has included Central Market, Chick-Fil-A and Home Depot, 1 yr. with JCPenney corporate marketing. Work at Integer includes Bimbo, Treasury Wine Estates and Lone Star Steakhouse.</p> <p>Bryan Barnes, length of industry exp. not noted. Work includes AT&T, FedEx Office, 7-Eleven, Bimbo, E&J Gallo (Parks backup in case of illness)</p>
	<p>Copywriter—</p> <p>Alan McCoy, 7 yrs. exp. in Dallas area. Worked for Signals, creative boutique on brands like McCormick Distilleries and Mace Securities. Also, exp. at TracyLocke including Pepsi, Harrah's and HP. Integer work on Bimbo.</p> <p>Mackenzie Squires—8 yrs prior exp. noted with the Richards Group. Work includes Home Depot, AT&T Mobility, 7-Eleven, Bimbo, LALA and Treasury Wine Estates</p>
	<p>Copy Editor—</p> <p>Felipe Teran, 29 yrs. proofreading and copy-editing exp. including 9 yrs. with Integer and past 17 with Omnicom companies.</p> <p>Jorge Esteban, 7 yrs. copy editing and proofreading exp., including 5 yrs with Integer.</p>
Digital	<p>Digital Creative Director (<u>minimum 5 years multimedia design exp.</u>)</p> <p>Cody Wagner—over 10 yrs. exp in digital space. Digital work exp. includes 7-Eleven, AT&T, Bimbo, FedEx, Rim, Bimbo, Borden, Chock Full-o-Nuts and others.</p>
	<p>Digital Producer—Aurora Sanchez, diverse work exp. across business platforms noted. Work for Integer includes 7-Eleven, Bimbo, Lone Star Steakhouse, Texas Land and Cattle and others.</p>
	<p>Digital Specialist--TBD</p>
	<p>Programming Specialist—Julie Fennell, 8 yrs. web development exp. including 2 yrs. retail marketing site exp. Integer account work includes: FedEx, 7-Eleven and Slurpee among others.</p>
Production	<p>Production Manager—TBD</p>
	<p>Production Coordinator—TBD</p>
	<p>Broadcast Producer—TBD</p>
	<p>Print Producer--(Print) Barbara Barry, 20 yrs. exp, 6 yrs. with Integer. Work includes FedEx, 7-Eleven, DirecTV, Illinois Lottery and AT&T.</p> <p>Kathy Hurley (Listed as Print Production). 29 yrs. exp. including work on American Airlines, Mountain Dew, Nokia, 7-Eleven, Bimbo, Emerald Nuts</p>

	and others. Noted as backup to Barbara Barry.
	Print Production Specialist—TBD
	Art Buyer—Colleen Dean, 15 yrs. industry exp. moving to art buying with Integer. work includes AT&T, FedEx, Bimbo, Pilgrim’s Pride and others. Print and digital exp. noted.
	Traffic Specialist--TBD
	Project Manager—TBD
	Translator—See proposer response in 6.2.1 page. 6-104.
Promotions	Promotional Event Planner (<u>minimum 3 years of relevant promotional event exp.</u>)—TBD
	Promotions Specialist—TBD
Finance	Finance Manager— Robyn Moore, 13 yrs. accounting/finance exp. Meredith Reimann, 6 yrs. accounting/finance exp. including 4 ½ in public accounting in various industries. David Martin, 10 yrs. exp. in accounting in various fields.
	Staff Accountant Renotta Smith, 15 yrs. exp. in accounting/finance Marilyn Wyatt, responsible for client billing on several Proposer accounts and has been with Integer since 2005.
	Billing Coordinator