

## ADVERTISING SERVICES RFP

Vendor: INTEGER

Mike Fernandez Notes

Advertising Services RFP	Notes
The probable quality of the offered goods and/or services.	<p>Creative #1 – Happy Scratching.                      Creative #2 – Wishing You Luck. Very strong campaign based on emotions. Very good.                      Creative #3 – The Ungiftables. Integer Favorite and did best in focus groups.                      No EM strategy was provided with the campaigns. Did not address AA market at all.                      Digital strategy provided for each campaign.                      Media strategy is good.                      Limited information provided for TV commercials.                      Oral presentation was excellent.                      Client Case Examples – good examples were provided that show strong retail channel experience.</p>
The quality of the Proposer’s past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	<p>No contract terminations, sanctions/LDs, litigation or substandard work.                      References were very good.                      Strong lottery experience with Illinois, Georgia and Iowa.</p>
The qualifications of the Proposer’s personnel.	<p>Strong staffing with lottery experience (Illinois, Georgia and Iowa). Mercury Mambo is EM subcontractor and Asher is media subcontractor (no resumes provided for either company).                      [REDACTED]. Several positions in proposal listed TBD.</p>
The experience of the Proposer in providing the requested goods or services.	<p>Working with Texas based firms since 1997. Strong client list which includes some other lotteries including (Illinois, Georgia, and Iowa). Experience working with regulatory agencies and very good experience in retail channel.                      Scope of Services – read and understood.                      Client Case Examples – good examples were provided that show strong retail channel experience.</p>

Confidentiality Claimed  
 PIA §552.110