4.4.12

Integer

Partners
Ashen Media - media buying
Mercury Mambo - Ethnic
In house Hispanic agency
Velocidad

Lottery experience - Illinois, Iowa &
Georgia lottery

Pg. 48-50 - Experience of Proposer - "We know TC"
section - no mention of African American
population

Proposed Team
- some w/ lottery experience
- Robes retail experience for each team member > good info based on our product
- hard to tell years of experience on some
- Director of media - past exp. w/ TC Lottery
- no resumes for Ashen Media and Mercury Mambo
- several key positions TBD

Theme/Principle
Intersection of Branding and Selling

Creative

Strategy - journey through the Thottery
"3-lens model"
* 3 messaging platforms
Budget - amount allocated to production may too low

1) Happy Scratching
nice but
TV - looks like redone
Radio - w/ style, likely short shelf life
Billboard - bad - head too big; product too small
Photo Booth - good idea
* no inclusion of Ethnic market or wrap-up

2) Wishing You Luck
- good concept ~~and~~ execution
- traditional / feel good flavor
- alot of product included on TV ad
- fits the brand
- Radio - holiday jingle
- good billboard & digital

3) The Ungiftables
- TV - negative tone, missing fun, optimistic tone
→ overall - flawed concept

- Good job on client case examples -

4.25.12

Integer - Oral Presentation

→ Team -

Some w/ past lottery experience

Amy Pollet - joined Integer in Jan. - past w/ TL

(*) Mercury Mambo - State agency experience

TX Higher Ed. Coordinating Bd.

Ashee Media - acknowledgment of current media buyer w TL

(*) → Theme - Intersection of Branding & Selling - good presentation on this concept

→ Full-Service Agency

- Digital capabilities in house
- HUB partners

(*) → Lottery Experience

· Illinois - since 2008 - redesigned logo - POS

· Georgia - 2010 - Branding at retailer locations

· Iowa

· TX

currently working w/ GTECH on ESMM signage

→ Experience w/ TX based clients

→ Understanding of regulated business, consumer & shopper, our channels, our market

· Extensive experience in retailer market and messaging in this environment

Creative Assignment

- Research
- Diversity of state

· Insights - "Truths" - Texans, Holiday Hiring, Holiday Scratch offs, Brand
· Identified 3 Strategic Platforms ⟹ ties to creative

Creative Presentation

- all three concepts / campaigns
- No inclusion of ethnic market, however comments made about the collaboration to execute

Media Strategy

Campaign Evaluation

- post launch

Concept Evaluation

Commitment to
* Flawless execution, processes & procedures, learning the client, total collaboration
Great presentation overall

4.26.12 Final Review

Integer

Strong scoring & comments on Referencer

Creative

* disappointing & big miss not to include Spanish creative & other EM (AA market)
- however have been partnered w/ Mercury Mambo for years on other account
→ limited TV production experience but very strong experience on retailer environment
- good demonstration on digital capabilities and execution
- interesting messaging concepts
* good presentation of their theme of intersection of branding & selling

* Overall light on EM response — EM critical component of our business