

Interger - Ray Page

Ray Page

Advertising Services RFP	Possible Points	% of Total	RFP Reference	Points Awarded	Notes
The probable quality of the offered goods and/or services.	900	45%	(2.7, 7, 8.1, 8.2)		<p>2.7 Oral Presentation - Interger's oral presentation was very good. Very polished. The entire team was vey impressive. Retail is there strength. Walgreen piolet was good. They recognized diffrent trade styles (c-store, drug, grocery). Did a good job of tying research to creative. "Live at the intersection of Brand and Selling". Interger - Mercury Mambo - Asher. [REDACTED] [REDACTED] Work on Georgia and Illinios lottery. Talked about sensitivites and the majority manority state. 3 - lens modle of research. Shopper - Retailer - Brand. Today's Texas Truths - Majority manority State. Holiday ?Truths - thrill of giving and recieving / hope and helping. Holiday - Scratch-off Truths - Optimism - Fun and Enertaining - Spontanity. Brand Truths - Texas Pride / Heritage. Interger did a very poor job of demonstating they understood the majority manority state. Little if no mention of Asian and AA in the presentaion. Media strategy was well throughtout and planned. Ellan did a very good job in comparing Interger's and TLC core values. Did not feel they answered EM process question very well. TV Production - not very mu ch experience in broadcast production. There recomeded was "Ungiftable. Would not produce this spot due to sensitivities.</p> <p>7.1 - Intersection of Brand and Selling. Ex - Illinois logo redesign. Insight & Stragegy "Pre-tail - Retail - Post-tail." Good examples of there retailer/shoppers marketing.</p> <p>7.1.2 - DIGITAL: Digital and Socal Capabilities - Digital Strategy, Online Architecture, Digital Creative, Digital Production, WEB Analysis.</p> <p>7.1.3 - Market Research and Planning - Ability to manage design and implement a full range of qualiative and quanative research methodologies. Best in class secondary research.</p> <p>7.2 - Demonstrates they are use to dealing with other lotteries and there sensitivities.</p> <p>7.13 - Strong Experience in experiential marketing and events.</p> <p>NOTE: Font in prosal is too small. Difficult to read. "Everything we do to build i brand makes a sale. Everything we do to make a sale, builds the brand. 200 creative awards in the last 4 years. Ethnic Market was not covered well in proposal or oral presentation. Interger did not demonstrate thay have a firm understanding of the majotity manority state.</p> <p>8.1.1 - Strategy - 3-Lens Model - Retailer (c-store/grocery) - Shopper (Today's Texan) - Brand (Texas Lottery). Holiday Truths - Superises, Genuine since of giving, Being on the list, Hope and Helpinh. Scratch-off Truths - Optimism, Fun and Entertaining, Spontaneous, Feeling Lucky. Develope 3 platforms 1) Bigger than a gift 2) Anything can happen 3) The joy of giving. Apply brand filter.</p> <p>8.1.4 (a) - Adv Strategy - Living at the intersection of Brand and Selling means every media touch point must play a specific role to result in the best mix. Pre-tail - Retail - Post-tail.</p> <p>8.1.4 (b) - Media Plan - Must echo the playfull tonality of the creative message. Media selections do not have to live in just one area. Acquiring new players is as important as not alienating heavey players. Overall a buying audience of 18 - 49 is recomended.</p> <p>8.1.4 (c) - Budget: TV \$1.6 MM, Radio \$400 K, Digital \$500 K, Outdoor \$600 K, POS \$50 K, Other \$1 MM = Total Media = \$4.15 MM + Total Production = \$850 K // Grand Total = \$5.0 MM</p> <p>8.1.4 (d) - Concept 1: Happy Sctratching - It's a simple truth that plating sctratch-off games makes people happy. No matter what happens, its the fun of playing the game that makes them such an incredible gift. Winning iis just a really amazing bonus. TV, radio, OOH (Billboard, Bus Shelter, stunt), Event/Promotion, POS, In-store touch point, Web banner, Facebook App. (Photo booth is nice) Concept 2: Wishing you Luck - There is one thing that no one ever seems to have enough of: Good luck. It's always welcome. Always fits perfectly. Never goes out of style. And you can never have too much of it. So this holiday, give the gift that everyone can use. Give the gift of luck. TV, RadioOOH (billboard, bus shelter, mobile unit to sell at Target), POS, Web banner, Facebook app. Concept 3: The Ungiftables. Everybody knows one.The is the father-in-law who has everything. The wife who returns everything. The last-minute guest. The firend you have not seen since college. The list goes on and on. But is the one gift everyone loves? Texas Lottery Sctratch-offs. They're the perfect gift for everyone on you list. TV, radio, OOH (Billboard, Bus Shelter, stunt), Event/Promotion - Kiosk, POS, In-store touch point, Web banner. The boyfriend would nt be produced (ad sensitivities).</p> <p>8.1.4 (e) - Evaluation of Campaign Effectiveness - Two stages: Pre-launch (Creative development research) / Post-launch or In-market. The "Ungiftables had greater appeal.</p>

8.2 - Case Examples - Very strong case examples

[Redacted Case Examples]

Confidentiality Claimed
PIA §552.110

The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:

The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	200	10%	(4.1.3, 4.2)	4.1.3 - No sanctions or LDs. 4.2 - Interger - reference checks were overall good with good comments.
The qualifications of the Proposer's personnel.	250	12.5%	(6.1)	6.1-All meet or exceed the minimum experience requirements as outlined in the RFP. Not all positions are filled in the org chart and therefore no resumes. Account Director (Kristen Johnston - does not have a lot of TV production). Interger seems to be light on TV production. Amanda Parks, Donna Maddux, Deseree DeZalia were at the oral presentation and had active roles, however neother of these tree were included in the written propasal. No resumes for them either. 4.1.1 - Worked on quite a few lottery accounts. Extensive retail experience. 6 of 10 clients are in Texas. "We know Texas".
The experience of the Proposer in providing the requested goods or services.	150	7.5%	(4.1.1, 4.1.2, 7, 8.2)	

Confidentiality Claimed
PIA §552.110

[Redacted]

7.1 - Intersection of Brand and Selling. Ex - Illinois logo redesign. Insight & Stragegy "Pre-tail - Retail - Post-tail." Good examples of there retailer/shoppers marketing.
7.1.2 - DIGITAL: Digital and Socal Capabilities - Digital Strategy, Online Architecture, Digital Creative, Digital Production, WEB Analysis.
7.1.3 - Market Research and Planning - Ability to manage design and implement a full range of qualiative and quanative research methodologies. Best in class secondary research.
7.2 - Demonstrates they are use to dealing with other lotteries and there sensitivities.
7.13 - Strong Experience in experiential marketing and events.

8.2 - Case Examples - Very strong case examples

[Redacted Case Examples]

Confidentiality Claimed
PIA §552.110

Technical Proposal Subtotal 1500 75%