

Proposal: Integer

Multi-cultural partner: Mercury Mambo

Media Buying: Asher

Digital: In-house

Confidentiality Claimed  
PIA §552.110

Promotions: In-house

**The probable quality of the offered goods and/or services:**

Oral:

Solid oral presentation. Ellen Cook, CEO was impressive – very straight-forward – did a good job of explaining Integer’s culture. [REDACTED]. Impressive to hear an ad agency talk about this aspect of their operation in their oral presentation – illustrates their attention to detail. AOR for IL Lottery. [REDACTED]

[REDACTED]. This agency has a firm understanding of lottery and execution in the retail channel. [REDACTED]

Happy Scratching, Wishing You Luck and The Ungiftables. Ungiftables was the Integer recommend. TLC would probably never run Ungiftables as is. Good information about Pre –Tail (Get on the list), Retail (Surprise and Delight) and Post-Tail (Stay on the list). No ethnic marketing – everything presented was in English. Did not illustrate how the campaigns would or could translate to a Spanish speaking audience. This is a major concern.

Section 7:

Intersection of branding and selling. Everything Integer does to build the brand makes a sale, and everything they do to make a sale builds the brand. Discussion of Shopper Continuum and Pre-Tail, Retail and Post-Tail.

[REDACTED]  
[REDACTED]  
[REDACTED] We Know Today’s Texan – no AA discussion. Overall ethnic discussion was light.

The checkout – view of in-store experience and shopper behavior. Shopper Culture Study, The Complex Shopper, NACS/Coca-Cola study and shopperculture.com and Texas A&M Mays Business School Center for Retailing Studies. Illustrates Integer’s focus on the retail channel and selling within that channel. However, committee discussed lack of TV, radio and outdoor production examples.

Creative:

Committee felt that an \$850,000 production budget seemed low. There was no ethnic marketing support across all creative campaigns. All of the campaigns were presented in English only. Absolutely no insight on how these ads, TV/radio/outdoor, would/could carry over into Spanish language – that is very concerning based on the Texas minority majority market. 3-lens research model was good – Shopper – Today’s Texan, Brand – TLC, Retailer – c-store/grocery.

Happy Scratching: TV was ok. Product was not the focus of the outdoor and was little compared to man’s head. Liked the out-of-home stunt -- good idea. Stockings hanging at counter were good too. Underwhelmed.

Wishing You Luck – best of the three. Good feel to this campaign. TV spot gave you a positive, warm feeling about the TLC. Liked the Indie band concept for radio. Outdoor had a good, clean execution – liked the bow on top of the outdoor board. Indie band pop-up concerts were creative. Mobile unit idea is good too. Puts TLC at high traffic locations – gift wrap and add lottery ticket to every present. Liked sending a lucky charm via Facebook.

The Ungiftables – did not like. The New Boyfriend scenario – older woman with young boyfriend -- TLC would probably never run this. Described as “awkward” by committee. Mobile relief unit idea was good.

Client examples: 7-Eleven – Zynga, BancVue, IL Lottery, EyeMax Store Opening, Bimbo Bakeries and Borden LaLa. Good examples. Continued illustration of Integer’s strength within the retail channel.

**The quality of the Proposer’s past performance in contracting with the TLC, with other state entities, or with private sector entities:**

References: Positive.

Past Performance: IL and GA lottery experience.

**The qualifications of the Proposer’s personnel:**

No resumes provided for Asher. No resumes or other info. provided for Mercury Mambo -- disappointing since ethnic market is so important. Many TBD’s/openings in the Production area. Presenters that were at the oral presentation were not included in the actual proposal – Amanda Parks, Donna Madux, Deseree, Becky and April. ???

**The experience of the Proposer in providing the requested goods or services:**

[REDACTED]

Section 7 summary detailed above. Client case examples detailed above.

Understanding of Lottery business and selling lottery in retail channel.