

Advertising Services RFP Toni Erickson Evaluation Notes

Vendor: Integer

The probable quality of the offered goods and/or services.

- Good oral presentation – [REDACTED] Reviewed all three creative. The [REDACTED]
- Creative Assignment: Provided three campaigns. Creative 1. *Happy Scratching* – fun to play; family together; always ends well. Creative 2. *Wishing you Luck*. Iconic visual-bigger than a gift, give the gift of luck. Good coloring (gold and red). Creative 3. *The Ungiftables*- the perfect gift for the new boyfriend, the under reactor, last minute guest and the returner. All campaigns had strong retail events, POS, etc. Digital strategy included for each creative campaign.
- **No EM creative presented.** Mercury Mambo to participate in creative planning from start of process; comes from the same insight with slight nuances to support EM. No mention of AA market.
- Good research to support creative strategy.
- Client Case Examples – 7-11, Banc Vue, Illinois Lottery, Eye Max, Iowa Lottery and Bimbo. All retail related and well executed.
- Integer and Mercury Mambo worked together previously on AT&T account.

The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.

- Positive experience with Asher media (current media buying agency for TLC through Tracy Locke).
- Contract terminations, sanctions/LDs, disciplinary action, and litigation – no issues.
- Reference checks – overall good ratings and comments; [REDACTED] high scores and remarks for integrating digital into all programs. Confidentiality Claimed
- Previous experience with lottery clients (Illinois, Georgia and Iowa). PIA §552.110

The qualifications of the Proposer's personnel.

- From summary page 103. Mercury Mambo to provide Hispanic advertising; Asher Media to provide media buying. No resumes provided for proposed staff from either company. Several team members with lottery (Illinois, Georgia, Iowa and Texas Lottery creative) experience. Several TBD positions. Amanda, Donna and Deseree presented during Oral Presentation but proposal does not include resumes.
- Account Management – 6 staff. Experienced upper management staff.
- Account Planning – 2 staff
- Media – 4
- Creative – 10
- Digital – 4 staff
- Production – 8 staff
- Promotions – 2 staff
- Finance – 5 staff

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

- In business since 1997. Experience in c-stores/gas, drug and grocery.
- Strength in retail channel and regulatory business.
- Full service agency with clients including 7-11, Fed Ex, AT&T, Texas Land & Cattle, BancVue, and LaLa.
- Experience with Illinois, Georgia and Iowa lotteries. Currently working with Illinois lottery on Walgreens implementation. Collaboration with GTECH on ESMM study and best practices.
- Research results: *3 lens model: brand, shopper, retailer.*
- Media planning will be handled by Integer. Media buying handled by Asher.
- Not extensive experience with TV production.
- Client Case Examples – 7-11, Banc Vue, Illinois Lottery, Eye Max, Iowa Lottery and Bimbo.