

### **PROBABLE QUALITY**

- Well-respected in the industry (Named Multicultural Agency of the Year by both Adweek + Advertising Age in 2010 and 2012; 2011 Top 10 agencies in the US; Most internationally recognized agency in TX)
- Detailed and insightful research, Consumer centric vs. brand centric, Successfully tied research back to Lottery tracking studies and segmentation and identified opportunities with Skeptical Participants and Upscale Dabblers (1/4 total spend and 1/3 of the population)
- Strong understanding of multiculturalism and Texas' minority-majority makeup, Use efficient and modern "TOTAL MARKET APPROACH" ; Recognize that Texas is the epicenter of multiculturalism; Identified key cultural trends and how it will shape the Texas population in coming years; Sophisticated tiering of EMs
- 3 strong Holiday creative concepts driven by research and insights; Recognized that you must tread carefully and honestly when positioning Scratch-offs as the perfect gift; Recommended and focused on one campaign in the oral proposal and it was the campaign that the committee chose unanimously; Selected campaign "Extend Happiness" was simple, fun, upbeat and built on a foundation of insightful research and informed by sharp strategy. The simple line "Give. Scratch. Be Merry". proved very effective in all media. All concepts worked within advertising sensitivities and complemented the established brand tone well; Concepts worked well across all markets with the exception of the dual spokespeople for "Give em"
- Partnered with Springbox, digital agency providing impressive detailed digital/mobile/social solutions; Great job of tying these platforms back to the product and retail to drive sales; Impressive case studies; Helpful audit of txlottery.org
- Provided well thought out event concepts that worked with each Holiday concept
- Efficient media planning/buying structure as Latin Works handles both in-house with the exception of print and OOH; Total market plan also leads to greater efficiency; Sophisticated media tiering based on 1) Total Sales by market 2) Sales vs Pop index 3) Media Efficiency; EM markets determined by 1) Pop Quantity 2) Percentage Representation 3) Pop index vs State Average; Good job rolling this data up during oral presentation demonstrating efficient communications supporting deep and complex issues
- Propose partnering with the Davis Group for OOH and print media buying (considerable experience with state agencies ie DPS, TXDOT, Workforce, Protective Services etc)

### **PAST PERFORMANCE**

- Past experience with Texas Lottery: After a transition following the merger with Cultura, the account services, creative and media teams have been very strong for the last year and a half. Account service is very responsive, pro-active and they do a good job of serving as a filter, the majority of the time. Chris Noble is committed to the account no less than 50%; The Texas Lottery selected and produced many Latin Works TV/radio concepts in GM and EM for multiple campaigns including Spotlight microsite, Jumbo Bucks, Holiday 2010, Holiday 2011, \$2 Powerball and Extreme Cash Blast
- Great GM work for large clients such as Chevy, Met Life, Budweiser (top Superbowl commercial 2007); Experience working with large top tier national clients; Good case studies (ie Dominos-Telenovela, Lowes Field, WalMart QR Codes); Positive references from GM and Marshalls for Latin Works
- Positive responses for Davis Group from Taco Bell, Comptroller's Office and GSD&M

### **PERSONNEL**

- See above; In addition Phil Gant has 6 years of experience working on Texas Lottery; Strong team overall
- There were several "To be Filled" positions on the org chart (Assoc. Media Director, Media Buyer, Junior Media Planner, Account Coordinator, Art Director & Copywriter/Urban)

### **EXPERIENCE**

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