

Advertising RFP Notes – Ed Rogers

Latin Works

Letter of Trans – commitment to cost reduction. Ad Age – Top Ten list.

States team of Latin Works, Springbox and The Davis Group.

Pg 5/5 states guiding principles, Strat. Discipline, Synergy, Know Consumer, All About the Future.

Pop trends on 4 -2/21. Focus on community for creative process. Texas specific research - what it means to be a Texan.

State reach all segments in DMA – Staff comment on Mobile, Radio less expensive than TV

Add Waco for AA – change from current.

Pg 12 comment on cable – Explore more Asian, not planed for mass media digital.

List of clients shows large complex accounts

Candid comments on accounts canceled HEB – US Cellular – Burger King

Jaime Gonzalez Mir – Group Account Director

Davis Group lists govt clients – OOH and print

Phil Gant from Intersect offered for AA.

Springbox – wide range of clients. Deep staff exp for digital

State consolidated staff for fiscal conservative approach

Sect 7 reviewed current web presence with good overall descript. of services. Comments on importance of change control process and testing.

Pg. 14/15 statement on Foreculture and Biennials – no longer about past but future traditions.

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Pg.6/164 Ad strategy – With manifesto tied to creative see pg 7.

Budget is 4 to 1 million for active media to production.

Media tied to ethnic comm chart and touch point mix for media on pg 13/164.

See pg 16 for programming sensitivities and comments for seeking added value to buys.

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You Don't Have to Choose

Small Gestures