

Advertising Services RFP  
 Proposer: LatinWorks  
 Digital: Springbox  
 Media: Davis Group/In-House  
 Promotions: In-Houst

Heidi Moreno

	Sections of Proposal	NOTES
<p>The probable quality of the offered goods and/or services.</p>	<p><b>Section 2</b> 2.17</p>	<p>Oral Presentation            Agency 135 employees/\$185M in billings/Strong national brands - 2011 Top 10 Agencies            Approach - blending - segments across markets - Brandsteer - [REDACTED]            Opportunity - Skeptical Participates &amp; Upscale Dabbles            Our Consumer - [REDACTED]            [REDACTED]            Creative - Presented agency's favorite concept only - Small Gestures - Make a big difference. Give Scratch. Be Merry!            TV (GM/AA &amp; HISP) &amp; Radio - (GM, AA and HISP) - Pass it forward - OOH, c-store elements, POS. Like special tactics - prepackaged tickets - bundles /co-op partnerships with restaurants. Events - gift wrapping, photo booths, mall (elevators &amp; escalators) advertising.            Digital - Springbox presented a very detailed and well thought out digital platform. Understood our advertising sensitivities and our challenges in the digital space. Mobile/Social - scratch digitally - electronic greeting card - sharing the message. Facebook, Twitter, email, text - (ability to add new channels) examples were Facebook and text. Able to monitor 24/7. Can be reskined for other campaigns. Apps are long term, not one time use. Applications had "Find a store" button. Media - total market - planning Touch point pyramid - 1 TV, 2 Retail, 3 Radio, 4 OOH, 5 Digital.</p>
	<p><b>Section 7</b> 7.1.2  7.1.3</p>	<p>Scope of Services            Partnering with digital subcontractor Springbox (interactive agency) - digital, mobile and social media. LW has experience working with them on other clients. SB has experience with my strong national and regional brands across many brand categories. Audited TLC website. Very detailed plan for the digital space with processes and methods.            The agency developed a different path for brands in the multicultural space, away from the stereotypes and conventional wisdom. Proprietary research - ForeCulture - forward-looking and insightful view of the marketplace intended to frame the next big culture wave deriving from much of the U.S. approaching "minority-majority" status. The ForeCulture hypothesis debunks the traditional bi-polar view under which the market splits into "general" and "multicultural", and instead highlights the rapid growth of a news generation with a transcultural mindset, that is getting to the forefront of the social consciousness and consumption. Multicultural - cultural identity defined by ethnicity (yesterday) ForeCulture- cultural identity powered by freedom and purpose (today). Proprietary strategic approach - Brandsteer - analyze the brand story, understand consumers' emotional toolkit through the use of archetypes and design comprehensive media programs based on lifestyles and passion points [REDACTED]            [REDACTED]</p>
	<p><b>Section 8</b> 8.1</p>	<p>Holiday Creative Response            Communication plans geared more towards psychographics more than demographics.            caregiver/everyperson - consumer Jester - archetype            Holiday Scratch-Off Manifesto - by giving Holiday Scratch-offs as a gift, your gesture will be bigger than the odds of winning. It's a WINNING GESTURE!            Media Plan            Media buying audience - drive the development of the most effective, efficient and impactful plan for Holiday. Market clustering based upon, total sales, sales vs. population index and media efficiency. 4 market cluster groups. Touch point mix - 1 TV/creative, 2 Retail, 3 Radio, 4 OOH, 5 Digital. Media tactics addresses programming concerns following TLC's advertising sensitivities. Added value - min of 40% return on media investment. Retail Activation - Program Integration, collateral and refinement. " The Texas Lottery has a life blood that surges in-store".</p>

		<p>Creative Strategy  <b>Extend Happiness</b> - theme from Rawhide - spreading joy. Bilingual version          POS - Joy For Y'all, non traditional color palette, call to action tailored to placement          Liked Bundling Tickets - pre packaged          Digital - Microsite</p> <p><b>You Don't Have to Choose</b> - naughty and nice. Urban version          POS- Make your list. Check it twice. - The perfect gift whether they're naughty or nice., Disconnect          with TV/radio, liked interactive list concept          Digital - Facebook          Promo items skew younger</p> <p><b>Small Gestures</b> - Give Scratch Be Merry. Urban version          POS - Give Scratch Be Merry - Like tag line. Color palette broke through holiday clutter. Clean outdoor execution. Co-op partnerships with local businesses          Digital - Microsite - retailer location button</p> <p>8.2 Client case examples - Chevrolet (2) - Total Market Approach, Domino's Pizza - Creative, Product Placement and Media Plan, Kleenex - Creative and Media Plan, Lowe's - Event and Bud Light - Total Market Approach - Digital engagement . Springbox - Central Market, AGI, Sweat Tea Left and Livestrong.</p>
<p><b>The quality of the Proposer's past performance in contracting with the Texas Lottery Commission with there states entities or with private sector entities.</b></p>	<p><b>Section 4</b>          4.1.3          4.2</p>	<p>Provided explanation of terminated contracts. No penalties, litigation or liquidated damages.</p> <p>References          References provided, along with the Davis Group. Respondents received included high marks and positive comments. One comments how campaign run across all markets</p> <p>LW has worked with TLC for 4 yrs. The produced campaigns that across all markets - Holiday 2008 &amp; 2010, \$200M Blockbuster microsite, Jumbo Bucks, the New \$2 Powerball launch and most recently \$200M Extreme Cash Blast.</p>
<p><b>The qualifications of the Proposer's personnel</b></p>	<p><b>Section 6</b>          6.1.1          6.1.2          6.2</p>	<p>Staff resumes provided including The Davis Group and Springbox. Jamie Gonzalez-Mir - Group Acct Dir 16 yrs., Chris Noble - Acct Dir 12 yrs., Janelle Trevino - Acct Supervisor 6 yrs., Carla Ferguson - AE 7 yrs., Christian Filli - Acct Planner 8 yrs., Monica Sanchez - Acct Planner 24 yrs., Daniela Bain 9 yrs., Keisha Andrews - Media Dir 15 yrs., Chloe King - Media Dir 17 yrs., Monica Davis - 41 yrs., Tracy Arrington - Media Dir 16 yrs., Meenah Hulsen - Media Dir 27 yrs., Sergio Alcocer Creative Dir 27 yrs., Norberto Zylberberg - Creative Dir. 17 yrs., Phillip Gant - Creative Dir 30 yrs., Roberto Hernandez Dig Creative Dir 11 yrs., Katie Kirkpatrick - Dig Creative Dir 11 yrs., Megan Berryman - Dig Creative Dir 10 yrs., Luis Guido - Prom Evt Planner 12 yrs., Joey Villanueva - Prom Evt Planner 6 yrs., Omarr Cantu Prom Evt Planner - 6yrs. Account Team has solid experience. Promotions team has experience and internal dedicated promotions team.</p> <p>Organizational Chart included. Uses agency titles.          Subcontractors included in org chart - Springbox - Digital &amp; The Davis Group buying print and OOH - both Austin based. Davis Group has state government experience.</p> <p>Staff identified met minimum yrs. of experience.</p>

**The experience of the Proposer in providing the requested good or services**

**Section 4**

- 4.1.1 Texas is the epicenter of US multiculturalism. By 2016, 61% of pop will be 18-49. Demographics still play a role in our planning process, it is less about what language people speak more often or if they're native-born and more about overarching attitudes and behaviors that extend across different races and creeds. Total Market Approach - Multicultural means everyone. Total market planning 3 phases: Touch Point, Lifestyle and Culture & Purchase Journey ( 5 steps) Sales, population and media efficiency was incorporated into market clustering. Integrated Communications Mapping (ICM) - market research & consumer segmentation. Total Market Planning - starts with the consumer, apply ICM, market clustering and total market approach. Media Markets - 4 clusters, added Waco to AA. Do not recommend Asian as it not measurable per our requirements. Addresses all markets - Non-white hispanics, hispanics, African American and Asian.
- 4.1.2 LW clients listed - no problems encountered. Strong national brands, industry award winning and international recognized. LW works on total market with other clients.

**Section 7**

- 7.1.2 Partnering with digital subcontractor Springbox (interactive agency) - digital, mobile and social media. LW has experience working with them on other clients. SB has experience with my strong national and regional brands across many brand categories. Audited TLC website. Very detailed plan for the digital space with processes and methods.
- 7.1.3 The agency developed a different path for brands in the multicultural space, away from the stereotypes and conventional wisdom. Proprietary research - ForeCulture - forward-looking and insightful view of the marketplace intended to frame the next big culture wave deriving from much of the U.S. approaching "minority-majority" status. The ForeCulture hypothesis debunks the traditional bi-polar view under which the market splits into "general" and "multicultural", and instead highlights the rapid growth of a news generation with a transcultural mindset, that is getting to the forefront of the social consciousness and consumption. Multicultural - cultural identity defined by ethnicity (yesterday) ForeCulture- cultural identity powered by freedom and purpose (today). Proprietary strategic approach - Brandsteer - analyze the brand story, understand consumers' emotional toolkit through the use of archetypes and design comprehensive media programs based on lifestyles and passion points. [REDACTED]

**Section 8**

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Confidentiality Claimed  
PIA §552.110