

Advertising RFP
Vendor: LatinWorks
Kathy Pyka

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Probable quality of offered goods or services

- Latin Works (LW) Oral Presentation highlighted \$185M in billings and 135 employees. Thorough presentation by team. Noted consumer base segments: [REDACTED] [REDACTED] Noted impressive digital overview and sensitivity awareness by LW team.
- Creative Strategy:
 - Extend Happiness
 - You Don't have to Choose
 - Small Gestures – Give. Scratch. Be Merry! (Recommended campaign). Tag line with images into the ticket – very nice! Liked the Outdoor, 2nd chance partnership.
 - Noted the LW team made a recommendation for a specific campaign during the oral presentation. All three campaigns were solid and connected to the consumer insight work. The vendor clearly understood “minority-majority” status of Texas. Digital applications tied back to retail locator.
- LW moves through three phases to determine the most effective communication plans to engage a particular consumer, a proprietary process called Integrated Communications Mapping, or ICM.
- Digital Strategy. Use of Austin-based Springbox. Detailed overview of the digital landscape provided.
- Market Research and Planning. Use of in-house and third party tools. Noted planning vision for VP of Strategic Planning. BrandSteer – LW's proprietary strategic approach to help brands navigate the marketplace.
- [REDACTED]
- Noted Touch Point Mix on page 13, part 8.
- Thorough Retail Activation plan outlined on page 17.
- Notes for Client Case Examples also reflected below under Experience.

Quality of Proposer's past performance

- Reference Checks for LW reviewed from General Motors – Hispanic Market, Marshalls. Noted GM comment that some of LW's Hispanic consumer targeted creative has been used in the general market based on effectiveness.
- Reference Checks for the Davis Group from GSD&M, Taco Bell and Texas Comptroller of Public Accounts reviewed.
- LW has served as the Ethnic partner under current advertising vendor TracyLocke. TLC staff noted the following campaigns developed by LW that were run in both the ethnic and general markets: \$2 Powerball, JumboBucks, Holiday 2010, Extreme Cash Blast, Holiday 2009. TLC staff also noted micro website established by LW for Powerball.
- Proposal notes the following contract items during the last three years:

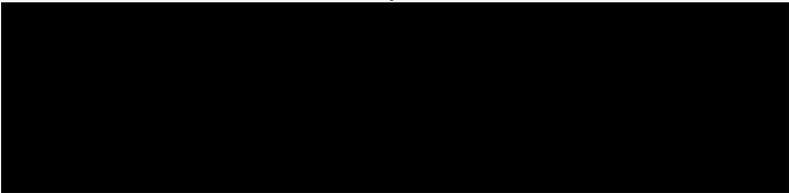
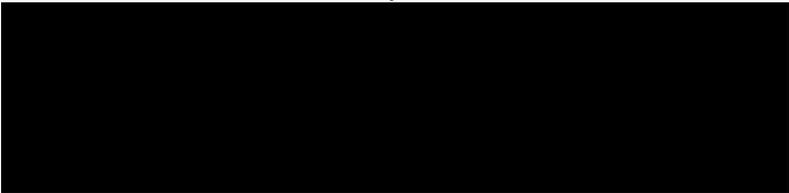
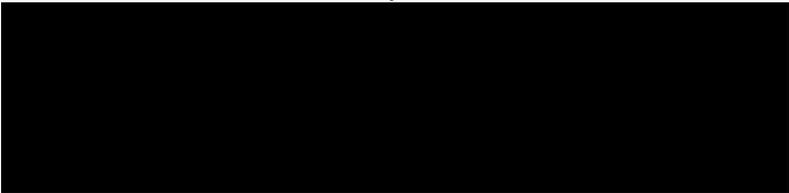
- Burger King consolidated their multicultural marketing responsibilities with another vendor.
- HEB Grocery moved creative work and media planning in-house.
- U.S. Cellular: ended 10-year relationship based on mutual agreement.
- No penalties or liquidated damages assessed.

Qualifications of the Proposer’s personnel

- Solid team presented by LW. Like the proposed efficiency of one Account Team and Media Buying/Planning proposed. Springbox a positive addition.

Experience of Proposer in Providing the requested goods or services

- LW has worked on the Texas Lottery account since 2008 acquisition of TLC’s previous ethnic market services agency, Cultura.
- Operates as a full-service agency with multicultural and Total Market experience allows LW to ensure complete alignment across departments, cutting the number of hours required and further driving cost efficiencies across the board.
- Partners: Springbox, Ltd – digital and The Davis Group – supporting LW in-house Media team with Print and Out of Home responsibilities.
- Advertising Age Magazine, named LW to it’s A-List as one of the top ten agencies in the U.S.
- Ad Week and Advertising Magazine both named LW as Multiculture Agency of the year in 2010 and 2012.
- Multicultural no longer means “ethnic” – means “everyone of all cultural backgrounds”.
- Vision is that true multicultural marketing is meant to be inclusive and open possibilities. It is not about targeting ethnicities, age groups, or income levels, but rather about connecting people to common goals and continuing to nurture the Texas spirit.
- Approach – Acknowledging the differences among consumers is important, but the focus must be on the similarities.
- Delivered total market campaigns for Chevrolet, Bud Light and Kleenex. 2007 Super Bowl spot created for Bud Light was the highest rated commercial in that year’s broadcast.
- Population Trends data outlined in Section 4.1.1.
- Proposal and follow up clarification letter response notes listing of current contracts ranked in dollar value. Dollar value based on one year of contract:

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- Client Case examples included:
 - Chevy Insurance Break Program
 - Silverado “There’s Life to Be Done” campaign
 - Domino’s Pizza: “Driving Sales through Research and Effective, Creative Media Planning”

- Kleenex “Sneeze Catchers”
- Digital and/or Retail Case examples included:
 - Central Market
 - AGI In-Store, American Greetings
 - Sweet Leaf Tea
 - Livestrong