Advertising Services RFP 3.26.12
- Evaluation Committee

Latin Worker

Partners - { Davis Group - media pur
Springbox - digital

- "total market" experience - complete allignment across departments & markets
- Four guiding principles
- Solid team proposed - acct. services, Creative, Promotions, media planners, Springbox staff experienced
- Most thorough on digital strategy
* - Research > BrandSteer > proprietary strategic approach
- Advertising Strategy (uniting vs. dividing)
- proposed budget supports research / media plan

* Lottery Experience

* their work can apply to all markets - EM & GM

3.27.12

- Creative

1) Extended Happiness - "Raw Hide"
- Broadcast - TV / Radio - use of jingle

2) You Don't Have to Choose - "Naughty or Nice" theme

- POS - pull-down shelf talker - scroll
- Billboards - use of traditional logo

** 3) Small Gestures "Pay It Forward" good use of theme across all mediums

* Billbords
* Promotions @ C stores

- generally good concept / campaign)
product highly focused throughout the campaign

4.17.12

Latex Workers - Oral Presentation

Opportunity - Skeptical Participants
Upscale dabblers

Brand - [redacted]

Confidentiality Claimed
PIA §552.110

Joy → [redacted]

Creative - Rose thru campaign to present
"Small Gestures"
"Give, Scratch, Be Merry" - Powerful words
that can be used in all mediums
& markets

Digital
- awareness of sensitivities
- measurement

Research - Creative - Presentation > strong overall

4.26.12

Final Review —

Latin Works

Creative - all three concepts
Connected to consumer insights
- strong digital execution - tied back
to ~~the sales~~ the product/sales

Good client examples - branding / drive to the sale

Oral presentation -
focused on one campaign
thorough overview on digital

Positive comments on reference ck's

Strong experience - impressive list of clients;
industry awards & recognitions