

Advertising Services RFP	Possible Points	% of Total	RFP Reference	Points Awarded	Notes
The probable quality of the offered goods and/or services.	900	45%	(2.17, 7, 8.1, 8.2)		<p>2.17 - Oral presentation was very good. LW began in 1998. Currently 135 employees. \$185MM in billings. Omnicom is minority ownership. 2 yrs in row they were the most internationally recognized agency. 2010 they were Ad Age and Adweek Multicultural agency of the year. 2011 - Top 10 agency in the country. 2012 Ad Age and Adweek Multicultural agency of the year. Did a good job of connecting research to the creative. Identified the one recommended creative out of the three and pitched it. Digital was excellent. Tied back to retail store locator. Did a very good job laying out the media plan. Efficiencies in staffing since only one agency working on the business. Demonstrated LW understands the brand and our sensitivities and the majority minority state.</p> <p>7.1.2 - DIGITAL: LW to use Springbox to do digital and social media. Clients: (AEG Live, Austin City Limits, Disney, Hard Rock Hotel &amp; Casino, Lollapalooza, Microsoft Advertising, NASCAR, American Greetings, Central Market, HEB, Livestrong, Michael J. Fox Foundation, Apple, Dell, LG Electronics, Nokia, PayPal, Samsung, Siemens, Sony, Toshiba, Zynga, Nestle, Ford, Honda). Services &amp; Expertise: Website Solutions (provides intellectual architecture, innovative design), Mobile Experiences (what to deliver to audience at the right time &amp; place), Social Programs (groundbreaking social experiences), Retail Solutions (engaging, digital in-store experiences), Internal Programs (empower TLC to take control of content, leverage platforms &amp; facilitate the digital extension of the brand), Digital Asset Creation (develop complete brand experiences), Demand Generation (select right mix of online media), Research &amp; Analytics (measure before, during &amp; after).</p> <p>7.1.3 - Market Research and Planning - In house research capabilities, access to market studies. LW took 3 major steps in 2011 - 1) consolidated the strategic planning department 2) funded and launched a proprietary category-neutral research initiative 3) launched an innovative planning approach (consumer at the center of strategic development). Proprietary research funded by LW twice per year. 2011 LW invested in a research study that resulted in two main themes; ForeCultue TM (move from "general" &amp; "multicultural" to a "transcultural" mindset) and Biennials TM (15-24 years of age who what to influence others by example). Planning approach is Cultural Branding and Brandsteer TM (integrated process to analyze the brand story, understand consumers emotional toolkit and design comprehensive media programs based on lifestyles and passion points).</p> <p>8.1.1 - Strategy - LW believes in using a consumer-centric approach vs a brand-centric approach. LW believes the main upside potential is Skeptical Participants and Upscale Dabblers. [REDACTED]</p> <p>8.1.4 (a) - Adv Strategy - Statement that guided the creative brief and media plan: By giving Holiday Scratch-offs as a gift, your gesture will be bigger than the odds of winning. It's a winning gesture!</p> <p>8.1.4 (b) - Media Plan - Plan Objectives (Business - grow year/year sales, Marketing - drive awareness and purchase, Media - strong communication with relevant media vehicles), Plan Parameters (Timing - Nov/Dec), Budget - \$5MM = \$4MM media + \$1MM production), Media Buying Audience (18 - 49 years old), Integrated Communications Mapping (to ensure sufficient delivery against all Texans), Market Clusters (rank of Texas markets by sales, sales by pop index, media efficiency). Demonstrated LW understands our sensitivities and the importance of Retail.</p> <p>TOTAL MARKET Approach = Population Quantity, Population Percentage Representation, &amp; Population Index vs State Average.</p> <p>Cluster 1 - Dallas/FT Worth, Houston, San Antonio, Austin, Waco/Temple (TV, Radio, Retail-c-store, OOH, Digital)</p> <p>Cluster 2 - CC, Tyler/Longview, Har/Wes/Brwns/MCA, Odessa/Midland, Lubbock (TV, radio, Retail-cstore, OOH)</p> <p>Cluster 3 - Beau/Pt Arthur, Abilene/Sweetwater, Amarillo, W-Falls, El Paso (TC, radio, retail-cstore)</p> <p>Cluster 4 - San Angelo, Shreveport, Laredo, Victoria, Sherman (TV Retail-cstore)</p> <p>8.1.4 (C) - Campaign is within budget (\$5MM = \$4MM media + \$1MM)</p>

Confidentiality Claimed  
PIA §552.110

8.1.4 (d) - Three directions from "Fulfillment comes from the act of giving. Make Holiday Scratch-offs from the Texas Lotter, the meaningful gesture this holiday season."

Creative Campaign 1 - Extend Happiness - season of giving takes on broader significance when we can spread a little joy to those around us, especially to those who make our lives better. By giving S.O. we recognize those people in our lives who are making a difference to us while inspiring others to do the same. (:30 TV English, Spanish & Bilingual) / :60 radio (English, Spanish) / Retail (pre-packed bundles & 2nd Chance offerings) / POS & OOH / Digital / Promotions & events.

Creative Campaign 2 - You Don't Have To Choose - times are difficult and we have all had to shorten our holiday lists. Treat yourself and those on your list - with a winning gesture, compliments of the TLC, Holiday S.O. are the perfect gift everybody loves, and a great way to liven up somebody's holiday with something fun and affordable. (:30 TV English, Spanish & Bilingual) / :60 radio (English, Spanish) / Retail (pre-packed bundles & 2nd Chance offerings) / POS & OOH / Digital / Promotions & events.

Creative Campaign 3 - Small Gestures - small gestures make a big difference. Holiday scratch-offs from the Texas Lottery allow you to bring a little fun and excitement to the people who do little things that mean a lot. "GIVE, SCRATCH, BE MERRY" (:30 TV English, Spanish & Bilingual) / :60 radio (English, Spanish) / Retail (pre-packed bundles & 2nd Chance offerings) / POS & OOH / Digital / Promotions & events.

Evaluating Effectiveness of the campaign - Sales, Purchase intent tracking, campaign equity tracking, Light to Moderate player engagement, event engagement and interaction.

8.1.4 (e) - Evaluation of Campaign Effectiveness - Sales, Purchase intent tracking, campaign equity tracking, Light to Moderate player engagement, event engagement and interaction.

Notes: All creative tied back to insights, sensitivities and they showed good range. Product was throughout the spots. Coop with TGI Friday's presents a unique opportunity. Outdoor - Easy to read and simple. Digital was very strong and tied back to retail. Swingbox - mobile app was good - drive people to website

## 8.2 - Case Examples

Case 1 - Chevy Insurance Break

Case 2 - Silverado "There's life to be done"

Case 3 - Domino's Pizza

Case 4 - Kleenex

Case 5 - Lowe's

Case 6 - Bud Light "Pitbull - Here We Go"

Case 7 - 10 - Digital

### The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:

The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	200	10%	(4.1.3, 4.2)	Very positive past performance on the TLC account. Several LW spots were produced and ran in GM. 4.1.3 - No sanctions or LDs. 4.2 - LW reference check were overall very good with very good comments. Davis Group reference checks were overall very good with very good comments.
The qualifications of the Proposer's personnel.	250	12.5%	(6.1)	6.1-All meet or exceed the minimum experience requirements as outlined in the RFP. One account team to work with. Efficiencies. Solid account team with experienced planning group. Media structure is very

Latin Works - Ray Page

The experience of the Proposer in providing the requested goods or services. 150 7.5% (4.1.1, 4.1.2, 7, 8.2)

Confidentiality Claimed  
PIA §552.110

4.1.1-LW approach is Total Marketing: Starts w/ the consumer , then apply Intergrated Communications Mapping, then Administer to the Market Clusters.

4.1.2-Past 5 year clients: [REDACTED]

7 - 7.1.2 - DIGITAL: LW to use Springbox to do digital and social media. Clients: (AEG Live, Austin City Limits, Disney, Hard Rock Hotel & Casino, Lollapalooza, Microsoft Advertising, NASCAR, American Greetings, Central Market, HEB, Livestrong, Michael J. Fox Foundation, Apple, Dell, LG Electronics, Nokia, PayPal, Samsung, Siemens, Sony, Toshiba, Zynga, Nestle, Ford, Honda). Services & Expertise: Website Solutions (provides intellectual architecture, innovative design), Mobile Experiences (what to deliver to audience at rhe right time & place), Social Programs (groundbreaking social experiences), Retail Solutions (engaging, digital in-store expreiences), Internal Programs (empower TLC to take control of content, leverage platforms & facilitate the digital extention of the brand), Digital Asset Creation (develope completing brand expreiences), Demand Generation (selcet right mis of online media), Research & Analytics (measure before, during & after).

7.1.3 - Market Research and Planning - In house research capabilities, access to market studies. LW took 3 major steps in 2011 - 1) consolidated the strategic planning department 2) funded and launched a proprietary category-neutral research initiative 3) launched an inovative planning approach (consumer at the center of stategic development). Proprietary research funded by LW twice per year. 2011 LW invested in a research study that resulted in two main themes; ForeCultue TM (move from "general" & "multicultural" to a "transcultrual" mindset) and Biennials TM (15-24 years of age who what to infulence others by example). Planning approach is Cultural Branding and Brandsteer TM (intergrated process to analyze the brand story, understand consumers emotional toolkit and design comprehensive media programs based on lifestyles and passion points).

8.2 - Case Examples - very good examples of work they have done

Case 1 - Chevy Insurance Break - brought 2 companies together, impressive, great results

Case 2 - Silverado "There's life to be done" - simple, playing on emotion

Case 3 - Domino's Pizza - product placement in TV show, thinking beyond 30 sec TV spot

Case 4 - Kleenex - web event

Case 5 - Lowe's - good example of beyond traditional TV, radio

Case 6 - Bud Light "Pitbull - Here We Go" - partner with Shazam

Case 7 - 10 - Digital - Central Market, Walmart, Sweet Leaf, LiveStrong - All very strong examples of Spring Box capabilities in digital.

Technical Proposal Subtotal 1500 75%