

Advertising Services RFP Toni Erickson Evaluation Notes

Vendor: LATIN WORKS

The probable quality of the offered goods and/or services.

- Good oral presentation – provided an overview of the company, approach to creative project (which included the research process) and the creative they felt was the best fit—small gestures make a big difference (TLC team favorite).
- *Give. Scratch. Be Merry!* Very effective tag line, will work well in GM and EM. Complete campaign offering including a comprehensive digital recommendation.
- Springbox (subcontractor) presented digital creative. Detailed and thorough plan in proposal. Comprehensive offering including how to address sensitivities specific to Texas Lottery. All strategies included a find a store application.
- Research – very good understanding of EM and minority/majority state.
- Creative Assignment – Three strong creative campaigns. 1. *Extend Happiness* with Rawhide tune. Very good color selection and use of ticket art for POS. Jingle is good and will break through holiday clutter. 2. *You Don't Have to Choose* with Naughty/Nice theme. Very good color selection and use of ticket art for POS. Not sure about 'Naughty' portion of campaign. 3. *Small Gestures* make a big difference. Strong brand presence; excellent tag line; cheery; great multi-cultural execution; POS presents product well. Very good color selection and use of ticket art for POS. TV commercials end with pictures coming together and fading to ticket art—beautiful presentation. Digital strategy recommendation to send a personalized msg to scratch blends well with campaign. Overall ideas for POS are very good, especially the co-op w/TGIF.
- Client Case Examples – good example of bringing together two brands; great results from campaigns; simple with good results (Chevrolet-mischief memories).

The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.

- Past performance with TLC is very good. Multiple EM concepts ran on all markets (\$2 PB; Holiday 2009 & 2010; Extreme Cash Blast; Jumbo Bucks; Microsite for \$500M Blockbuster).
- Contract terminations, sanctions/LDs, disciplinary action, and litigation – no issues.
- Reference checks – strong ratings and very positive comments.

The qualifications of the Proposer's personnel.

- Account Management – 7 staff. Recommended team is current structure. It will be one team for EM & GM which is efficient structure. Very experienced, responsive and professional. Good on sensitivities of TLC account.
- Account Planning – 4 staff.
- Media – 8 staff Latin Works. 4 media strategy/planner; 3 media buying; 1 associate media director (coordinates planning and buying). 5 staff The Davis Group (OOH & Print only).
- Creative – 13 staff. Strong team. Lots of experience on a good range of clients. Have developed multiple EM concepts for TLC that ran on all markets.
- Digital – 8 staff. Services provided through subcontractor Springbox. Good vendor and staff experience.
- Production – 9 staff. Past experience with proposed staff is good.

- Promotions – 3 staff. Past experience with proposed staff is good.
- Finance – 5 staff.

The experience of the Proposer in providing the requested goods or services.

- \$185 M in billings; strong national brands/accounts (GM, Dominos, Anheuser Busch, Lowes, Kimberly-Clark, Mars, Marshalls, Burger King). ~135 employees.
- Total market campaigns for Chevrolet, Bud Light and Kleenex.
- Excellent research demonstrating minority/majority state—goal is to not target ethnicities, age groups or income levels, but rather connect people to common goals and continue to nurture the Texas spirit.
- Media planning and buying through Latin Works with exception of OOH and print only to be done by The Davis Group.
- Client Case Examples – good example of bringing together two brands; great results from campaigns; simple with good results (Chevrolet-mischief memories).