



ADVERTISING SERVICES RFP  
REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for **The Davis Group (referred to as "Agency") who was identified as a subcontractor for media buying in LatinWork's Proposal.** Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Administrator, @ [angela.zgabay@texaslottery.com](mailto:angela.zgabay@texaslottery.com) or by fax to (512) 344-5444 by **4:00 p.m. CST on Monday, April 16, 2012.**

Please provide the following:

Company Name: GSD&M ADVERTISING

Contact Name: Judy Trabulsi

Phone number: 512-242-442

For questions 1 and 2, please use the scale below when making your assessment.

1 = Did not meet requirements	4 = Satisfactory	7 = Exceeded Requirements				
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

1. Please rate the Agency's performance in the following areas:

1.a. Media Planning

Choose one: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT: Knew the demographics, psychographics and the most effective and efficient media vehicles and strategy to reach them.

1.b. Media Buying

Choose one: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT: The Davis Group has some of the most experienced and talented buyers we have worked with. Whether its negotiations, added value, monitoring, or post buy delivery, they are professionals in all that they do.

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<u>1</u>	2	3	4	5	6	7

2. Please rate the Agency's performance in the following categories:

2.a. Customer service

Choose One: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT: Among the best in customer service, phone calls returned within 10 minutes. Plans and buys delivered on schedule or before . Available to answer ~~and~~ any questions, concerns any time of day. Extremely responsive, proactive and always looking for what's in their clients best interests.

2.b. Ability to resolve problems

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT: In our experience, they have fixed the problem before we even know about it. They have built outstanding relationships with their media partners over the many years and are able to find resolution to every legitimate problem that arises.

2.c. Overall performance

Choose One: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT: Excellent media partner whether they are working with another agency or directly with the client.

3. Would you hire this Agency again? Please circle **Yes** No

Why? Why not? We have used The Davis Group to help out with projects for our Clients and have recommended them to Advertisers, and Individuals who need a media planning and buying partner.

4. May we contact you with follow-up questions? Yes

Thank you.