



**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 **LatinWorks (referred to as "Agency")**. Please complete and return this questionnaire to Angela Zgarba-Zgarba, Contracts Administrator, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Monday, April 16, 2012.**

Please provide the following:

Company Name: TJX, Inc

Contact Name: Emily Trent

Phone number: 508-390-5621

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

Latinworks has done a great job staying on top of industry shifts and changes. They are always a step ahead and provide comprehensive, thoughtful plans on a regular basis.

1.b. Media Buying

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

PLEASE COMMENT

Their buying power is incredible. They always look to provide us with the best possible deal while ensuring quality programming. Our internal media team is continuously impressed and feels we're getting the best value possible.

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>	2	3	4	5	6	7

1.c. Creative

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

PLEASE COMMENT

Latinworks work is always right on strategy. They work with our general market agency to ensure that all creative is relevant, yet integrated. The two agencies have developed a seamless partnership.

1.d. Account Services

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

PLEASE COMMENT

The team has shifted a bit over the past two years with some players stronger than others. However, whenever we have been met with a challenge we let our senior partners know and they adjust immediately. Overall, the team is on top of details, manages us well and is constantly thinking with an eye for business.

1.e. Research

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

PLEASE COMMENT

This past year, Latinworks worked with our consumer insight group to pull together a comprehensive look at the Hispanic consumer for us to share internally. It was very well

received. They have worked closely with us on our annual AAU tracker, copy testing, ongoing qualitative research and most recently a detailed segmentations study.

1.f. Digital

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

PLEASE COMMENT

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

Always prompt and detail oriented.

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

2.b. Ability to resolve problems

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

PLEASE COMMENT

2.c. Adherence to timelines

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

PLEASE COMMENT

2.d. Overall performance

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

PLEASE COMMENT

Overall, it has been a pleasure working with Latinworks. We feel the partnership has continued to grow and would highly recommend hiring them.

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

Why? Why not?

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

Yes

Thank you.