



**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 **TracyLocke (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: 7-Eleven, Inc.

Contact Name: Nancy Smith

Phone number: 972.828.6554

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

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1 2 3 4 5 6 7

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

Good planning across different media types.

1.b. Media Buying

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

PLEASE COMMENT

We don't buy a great deal of meeting – what we do is typically national in scope – they do a good job with radio and tv – digital media very good.

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.c. Creative

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

PLEASE COMMENT

We lean on TL heavily for monthly creative – they are responsive and do a good job – pulling in additional talent from around their organization when necessary.

1.d. Account Services

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

PLEASE COMMENT

Very good – accessible – good partnership.

1.e. Research

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

PLEASE COMMENT

Don't use them for much research

1.f. Digital

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

PLEASE COMMENT

Use a different agency for digital but know they have this skill set, too.

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

Very responsive and accessible – forward thinking in their planning

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

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1 2 3 4 5 6 7

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

We have tight monthly deadlines and have had no issues...

2.d. Overall performance

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

PLEASE COMMENT

TL has been a good partner for sometime and would hire again.

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.