



**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: Buffets, Inc.

Contact Name: Alice Crowder

Phone number: 864-989-2367

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

1.b. Media Buying

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

PLEASE COMMENT

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.c. Creative

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

PLEASE COMMENT

1.d. Account Services

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

PLEASE COMMENT

1.e. Research

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

PLEASE COMMENT

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

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

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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

2.d. Overall performance

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

PLEASE COMMENT

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

Why? Why not?

Responsive to changes that need to be made, passion for the business and quality creative.

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

Yes

Thank you.