



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 **Asher Media (referred to as “Agency”)** who was identified as a subcontractor for media buying in TracyLocke’s Proposal. Please complete and return this questionnaire to Angela Zgabay-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: Consolidated Restaurant Operations, Inc.

Contact Name: Bill Watson

Phone number: (972) 241-5500

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

Very timely and complete in all aspects of media planning. Takes the initiative with annual planning.

1.b. Media Buying

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

PLEASE COMMENT

Demonstrably competitive in negotiating rates and schedules. Especially aggressive at securing added value.

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1 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

Asher team is always available to us. Highly responsive. Very anticipative.

2.b. Ability to resolve problems

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

PLEASE COMMENT

No challenge too great for the Asher team, and no issue too small for their attention.

2.c. Overall performance

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

PLEASE COMMENT

More than 10 years working with Kalyn and her team has convinced me that Asher Media is an invaluable asset to CRO which offers us competitive advantage in the media marketplace.

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

Why? Why not?

Asher Media has the right combination of industry experience, creativity and an energetic customer service orientation. Over 10 years working together, I can attest that this combination of attributes is the result of a carefully nurtured culture.

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

Yes

Thank you.