



**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: TXU Energy Retail Company LLC

Contact Name: Peter Zafiridis

Phone number: 972-868-6017

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

Strong planning skills across multiple mediums; responsive and knowledgeable; strong senior leadership insights and involvement.

1.b. Media Buying

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

PLEASE COMMENT

Extremely solid in negotiating below market rates with their buying teams. Excellent tracking and process management.

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. 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

Top notch responsiveness. Available at all hours for emergencies if needed (not many partners are that open)

2.b. Ability to resolve problems

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

PLEASE COMMENT

Agency is quick to respond and handle issues/problems (especially with media partners). Excellent in making good negotiations.

2.c. Overall performance

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

PLEASE COMMENT

Strong overall media agency; Great leadership and responsiveness; very knowledgeable of Texas Market (our focus)

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

Why? Why not?

Strong media buying/negotiations with senior management insight and involvement. Great partner.

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

Thank you.