

### **PROBABLE QUALITY**

- TM recognized as *Best Place to Work* by Ad Age in 2011
- Partnering with Bromley for multicultural, TPN for retail activation and the Ward Group for media; Becca Weigman referred to Ward as “best in class/the best”; Texas Lottery experienced billing/invoice issues with Ward when they were previously sub-contracted by Tracy Locke; Ward’s current client list is primarily local media in the Dallas area for clients with budgets \$1million or less; Media process may be inefficient: TM will plan media for general market, Bromley plans for ethnic market and Ward buys
- Research uncovered interesting insights: “Women are COOs of Holiday Gifts, Men are more gift challenged”, Insight was brought to life well with “Path to Play” media touchpoint diagram; Good key insights: 1) Anticipation of giving and receiving is emotional high for all 2) cleverness trumps cost 3) experience is today’s currency
- Sophisticated media tiering system for GM and EM, however it did not factor in sales by market
- Ethnic market DMAs were identified as part of the Audience Composition Analysis
- Good insight on channel specific strategy and retail zones; Offered different non-traditional/OOH tactics but did not specify recommended tactics on the media flowchart. Many tactics were presented but by not specifying in the plan it was difficult to gauge which vehicles would be used and at what weights.
- Production budget was extremely low at \$576,000 for all GM and EM creative including broadcast, outdoor, digital, print etc; TV production was only allotted \$330,000 which is not in line with expected high quality production values for a campaign with multiple TV spots. This was concerning.
- 3 creative concepts were presented that displayed a range of work. The idea of spicing up tired holiday traditions with the “Gift of Scratch” campaign was a good strategy tied to research however, the execution was dull. The “Cat Scratch” TV ad focused more on the quirkiness of the character than on the product. “Scratch Away” campaign did not fit with the optimistic brand tone outlined in the RFP. It was a very cynical campaign that the Lottery would never produce. “Gift of a Million Faces” was a good idea however had issues (TV executions fell flat, Billboards were too cluttered with minimal branding, radio was negative). The “Million Faces” facebook tactic was good but it was the only digital piece that went beyond dull banner ads. The recommended campaign was “Million Faces” and out of the three it was the campaign the committee liked the most. Good events associated with “Million Faces” – state fair photo booth, fan cam.
- Digital creative handled in-house

### **PAST PERFORMANCE**

- Strong governmental experience from working on Texas Tourism account from 1998-2011; TM decided not to bid again but had positive references from Texas Tourism; TM and Bromley have worked together previously on Texas Tourism
- Experience offering comprehensive advertising services to large top tier national clients; American Airlines (\$100mill+, Supermedia \$30-\$40mill, Bausch + Lomb \$30-\$40mill); Good case studies (American Airlines; Texas Tourism + Bromley – Western Union); Positive references from Texas Tourism, Supermedia; Past performance issues with Ward (See Probable Quality section); Positive references for Ward from Park Place Dealerships
- No references returned for Bromley

### **PERSONNEL**

- No concerns with proposed account services team; Proposed staff meet RFP requirements; Staffing may be somewhat inefficient due to overlap with so many partners (TM, Bromley, Ward, TPN); Bill Oakley was impressive but the rest of the creative team’s presentation was somewhat uneven; Wesley Porter (CD) and Brian Jackson (ACD) from TPN seemed inefficient as events rarely need separate creative directors

### **EXPERIENCE**

- Experience offering comprehensive advertising services to large top tier national clients; American Airlines (\$100mill+, Supermedia \$30-\$40mill, Bausch + Lomb \$30-\$40mill); Good case studies (American Airlines; Texas Tourism + Bromley – Western Union); Positive references from Texas Tourism, Supermedia; Past performance issues with Ward