

TM

Exp. with govt. agency – offer retailer advisory bd.

Sect. 4 Note best place to work – Ad Age

Comment foundation – truths – Comments on brand stories

State partner with Bromley, TPN, Ward Group – TLC experience with Ward for media purchasing

Min data on population make up see pg 53-54

Significant account list – large complex

Long term client relationships – AA 30+

Note retail and package goods clients

Staffing – exp. mkting retailer products, with comment on driving to retail for purchase. Exp. mkting to diverse population base. Susan Scull as Group Acct Dir.

Staff structure on pg 160-163.

Social Mkting and digital services noted pg 180-181.

Austin office – comment digital part of each work area – not in silo.

Key Imperatives for successful campaign – pg 203.

See comment on prop. Media in Mind process – database that combines media, product consumption, and qualitative aspects of consumers lives.

Comments on gift giver and receiver – exp. of both key elements.

No reference to AA market segment for research on scratch offs make good gifts?

Used population/demographics – sales not included in analysis for media allocation.

2011 Digital platform chart used 12 years and older? – high TV

Describes bulls eye zones to point of purchase in retail – described for various distances from purchase.

Section on strategic buying approach on page 249. States audit versus process described in RFP. Budget chart for plan on pg 268.

Small gifts – big hits – spectrum described pg 269 – Product Driven, Experiential, Emotional

Touch point charts lay out consumer landscape.

The gift of Scratch

Scratch Away

The Gift of a Million Faces - proposed

Sales ROI comment on page 393- calculate over three dimensions – overall, channel, audience.