

**Advertising Services RFP**

Heidi Moreno

**Proposer: TM**

Multicultural: Bromley Communications

Digital: In-house

Media: Ward Group

Promotions: TPN

	<b>Sections of Proposal</b>	<b>NOTES</b>
<b>The probable quality of the offered goods and/or services.</b>	<p><b>Section 2</b> 2.17</p> <p><b>Section 7</b> 7.1.1 7.2.1 7.1.3 7.2-7.22</p> <p><b>Section 8</b> 8.1.1</p>	<p>Oral Presentation Meet the People - showed video of TM and staff. Nice introduction to the agency. Also mentioned the Retail Advisory Board. One member was present. Planning Process - collect/research, converge - Find Your Beautiful Truth, connect, collaboration &amp; calibrate/measurement. Key Imperatives - Transcultural Marketing - Truths - Consumer Research. Conducted focus groups and showed them in presentation. Media - Start with retail and go backwards, zones for retail (c-store and grocery) , path to play (media) - interesting to see the habits between women and men. Creative - Presented 3 concepts 1) Give the Gift of Scratch - Product- iconography. Research connected with concept. Liked the mnemonic in the TV spot. Digital ad has a call to action "closed retailer" button. Liked they remembered the retail environment. POS tag line connected to different areas in the retail environment. White background would not work in a retail environment. GM/AA and Hispanic executions. 2) Scratching Away - Experience - iconography - Concept - scratch ways the things, people, etc. the will make the holidays more enjoyable. Liked the mnemonic in the TV spot - wrapping paper. POS tag line connected to different areas in the retail environment. Liked the dry cleaner bag execution. One of the digital ads uses a child. GM/AA and Hispanic executions. 3) Million Faces - Emotion - Liked the mnemonic in the TV spot with the peoples faces. C-Store - tag "Give the gift of a million faces. Digital - banner ad, Facebook - send pics - vote on pics. GM/AA and Hispanic executions. Concept can be used in other campaigns. Agency's recommend.</p> <p>Overview of services to be provided - Acct Mgmt, Research, Creative, Digital, Broadcast Production, Studio, Media - Planning Buying/Media and Promotions. - Full service agency. Subcontracts Ward and Bromley. Ward was removed from the TLC business in 2011.</p> <p>Digital to be performed in- house. Digital - "Strategy to Servers" - Strategy, Design, Development, Maintenance. Examples with AA and Nationwide.</p> <p>Detailed on research capabilities - primary and secondary, consumer exploration, communication development, post - market monitoring.</p> <p>Austin office - AE will be based in Austin.</p> <p>Holiday Creative Response Key Imperatives - Create top of mind awareness of scratch-offs as a holiday gift ideas, Break through the usually high level of clutter of the holiday season, create relevancy across diverse audiences of Texas, Instill a new behavior and/or reawakened the behavior with previous scratch-off gift givers and create more impact with flat dollars. Your Beautiful Truth - Holiday Scratch-Offs are small gifts that are always a big hit.</p>

		<p>Liked how women are the COO of shopping and men are gifted challenged. Liked Maria and Joes' holiday shopping journey.</p> <p>Media Plan <span style="float: right;">Population analysis</span>  on GM, AA, Hisp, &amp; Asian. Very indepth process. Intercept Maria and Joe's path to play. Three zones of retail. Like the detailed in the plan. Media clustered based on population only. Sales was not incorporated into media plan. Four cluster groups for GM/AA. Three for Hispanic. TV in cluster 1 only and no radio in cluster 4. Very detailed media plan. TV Production costs are low and unrealistic for a holiday campaign. Newspaper production is very high.</p> <p>Creative Strategy  <b>The Gift of Scratch -Positions</b> Scratch-off as hero - unexpected gift - Product  Research connected with concept. Does not break away from the holiday cluster. Liked the mnemonic in the TV spot.  POS - white background will not work in the retail environment. Color palette - white, red and green.  Digital - Like "closet retailer" button on ad. GM/AA and Hispanic executions.</p> <p><b>Scratch Away</b> -being "scratched away" - Experience  Felt the concept had a negative tone. Scratching away what you do not like about the holidays, but at the same time scratching is to be enjoyable. Liked the mnemonic in the TV spot. Newspaper ad uses Santa Claus and a digital ads uses a child. POS - blurry/unclear in proposal. POS tag line connected to different retail areas. Liked the dry cleaner bag.  GM/AA and Hispanic executions.</p> <p><b>The Gift of a Million Faces</b> - Emotion peoples show on their face - Emotion  Expression the emotion from scratching a scratch- off. From surprised, anticipated, excitement, satisfaction and joy = faces. Liked the mnemonic in the TV spot with the peoples faces. C-Store - tag "Give the gift of a million faces. Digital - banner ad, Facebook - send pics - vote on pics. Felt the concept did not highlight the product. GM/AA and Hispanic executions.</p> <p>8.2 Client case examples - [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]</p>
<p><b>The quality of the Proposer's past performance in contracting with the Texas Lottery Commission with there states entities or with private sector entities.</b></p>	<p><b>Section 4</b>  4.1.3    4.2</p>	<p>Provided explanation of terminated contracts. No penalties, litigation or liquidated damages.</p> <p>References  References provided, along with Bromley, Ward and TPN. Respondents received high marks and postive comments. Ward was removed from the TLC business in 2011.</p> <p style="text-align: right;"><b>Confidentiality Claimed</b>  <b>PIA §552.110</b></p>
<p><b>The qualifications of the Proposer's personnel</b></p>	<p><b>Section 6</b>  6.1.1</p>	<p>Staff resumes provided including The Ward Group, Bromley and TPN. Susan Scull - Group Acct Dir. - 22 yrs., Linda Aguayo - Acct Dir. 15 yrs., Erin Jackson - Acct Dir. 12 yrs., Chelsi Runyan - Acct Sup 7 yrs., Kimberly Jackson-Garcia - Acct Sup 10 yrs., Mary Roland - AE 2 yrs., Robert Admire - AE 8 yrs., Elena Petukhova - Acct Planner 7 yrs., Marisa Medina - Acct Planner 13 yrs., April Weeks - Media Dir. 14 yrs., Kim Chance - Media Dir. 30 yrs., Bernard Park - 19 yrs., April Steinbach - Dig Creative Dir. 17 yrs., Bobbi Merkel - Prom Evt Planner - 30 yrs., Wesley Porter - Creative Dir. 15 yrs., No Creative Director for Bromley and Creative Director for TPN. Acct team has soild experience. Retailer Advisory Board - good concept. TPN model inefficient time with creative. Media buying model inefficient.</p>

	6.1.2	Organizational Chart included. Subcontractors include in org chart. - Bromely - EM with Hisp planning and buying, Ward - GM/AA buying and TPN - promotions
	6.2	Staff identified met minimum yrs of experience.
<b>The experience of the Proposer in providing the requested good or services</b>	<b>Section 4</b>	<p>4.1.1 Finding Your Beautiful Truth - The Truth about the brand, The Truth about the consumer, The Truth about the marketplace and where the brands reside. Retail Advisory Board - emerging retail trends, changing retail landscape, channel relationships development, loyalty strategies. Bromley will be responsible for multicultural research, planning, creative, media planning and buying. The Ward Group will be responsible for GM/AA media buying, Bromley will be responsible for HISP buying and TM will do media planning. Inefficient buying model. Ward was removed from the TLC business in 2011. Light on multicultural and ethnic research. Do address Hispanics, African Americans, Asians and GM.</p> <p>4.1.2 Combined client lists with subcontracts - no problems encountered. Strong national and regional brands. TM has works on regulated accts like Texas Toursim and AA. Has state government experience.</p> <p><b>Section 7</b></p> <p>7.1.1 Overview of services to be provided - Acct Mgmt, Research, Creative, Digital, Broadcast Production, Studio, Media - Planning Buying/Media and Promotions. - Full service agency. Subcontracts Ward and Bromley. Ward was removed from the TLC business in 2011.</p> <p>7.2.1 Digital to be performed in- house. Digital - "Strategy to Servers" - Strategy, Design, Development, Maintenance. Examples with AA and Nationwide.</p> <p>7.1.3 Detailed on research capabilities - primary and secondary, consumer exploration, communication development, post - market monitoring.</p> <p>7.2-7.22 Austin office - AE will be based in Austin.</p> <p>8.2 Client case examples [REDACTED]</p>

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