

Advertising RFP

Vendor: TM

Kathy Pyka

Probable quality of offered goods or services

- Oral Presentation was professional and thorough preparation was evident. Noted commitment statement by Ms. Weigman and impressive presentations by Mr. Oakley and Ms. Medina. Vendor has a clear understanding of working in the government sector.
- Your Beautiful Truth – Holiday Scratch-Offs are small gifts that are always a big hit.
- Creative Strategy:
 - The Gift of Scratch – Focus placed on bad present.
 - Scratch Away – Not a favorite.
 - Gift of a Million Faces (Recommended campaign). Good campaign, but lacked focus on holidays. Vendor noted the benefits of the campaign of celebrating the diversity of Texas
 - Several ideas presented within strategies were good.
- Creative submission included creative setup, general market setup, Hispanic market setup, Print, OOH, TV, Radio, Digital Online Ad Units – African-American and Hispanic markets, Mobile Ad Units – General Market, Retail – POP & Singage, Promotional Ideas and Consumer Reaction.
- Digital Strategy. TM has dismantled the normal digital silo found in agencies by integrating the digital discipline into each department within their organization. TM's spectrum of digital services includes: Strategy, Design, Development and Maintenance.
- Market Research and Planning. TM uses proprietary tools that are available only to IPG/McCann Worldgroup agencies and third-party syndicated research resources in the industry. Noted Shopper Sciences, a shopper marketing consultancy providing retailers, manufacturers and advertising agents with the insights to align marketing strategies with factors that influence the shopper's decision to buy.
- Question the efficiency of media buying as presented.
- Noted previous experience with Texas Tourism and required annual media plans.
- Five key imperatives to creating a successful campaign for the lottery noted on page 203.
- Sales were not a factor in the development of the Media Planning approach.
- Proposal incorporates a Lottery Dashboard
- Notes for Client Case Examples also reflected below under Experience.

Quality of Proposer's past performance

- Reference Checks for TM reviewed from Supermedia and the Office of the Governor.
- Reference Checks for the Ward Group reviewed from Park Place Dealerships.
- Lengthy discussion by team on previous experience and concerns with the Ward Group while under contract with TracyLocke.
- Proposal notes the following contract items during the last three years:
 - Nationwide Insurance – ended relationship after 11-year relationship in 2009
- No penalties or liquidated damages assessed.

Qualifications of the Proposer's personnel

Senior members of integrated team include: Susan Scull, Group Account Director, Becca Weigman (CEO, TM Advertising), Bill Oakley (CCO, TM Advertising), Ernest Bromley (CEO, Bromley), Jessica Pantanini (COO, Bromley), Shirley Ward (CEO, The Ward Group) Cathy Brown (SVP of Client Service, TPN)

Noted experience of the account team and the creative team.

Experience of Proposer in Providing the requested goods or services

- TM is a full-service, independent agency within the Interpublic Group of Companies.
- Noted experience with Texas Office of the Governor, Economic Development and Tourism, American Airlines, Texas Instruments, JC Penney, Bell Helicopter, 7-Eleven, Pace Foods and SueprMedia.
- Partners: Bromley Communications as multicultural partner will be responsible for multicultural research, planning, creative concepting, media planning, media buying and production; The Ward Group as media buying partner will be responsible for general market media buying and pre-and post-buy stewardship under the leadership of TM's media planning team; and TPN as promotions partner will be responsible for the development of shopper marketing strategies and promotions/event concepting, creative and implementation. Noted The Ward Group has 8 years of experience with the Texas Lottery Commission. Staff input on previous issues with the Ward Group. Bromley experience with Coors Light, Pillsbury, the NBA, Western Union, General Mills and San Antonio Convention and Visitors Bureau.
- TPN's clients include 7-Eleven, Safeway, Kmart, Sears, Bank of America, Cricket, Gatorade and Jockey.
- Ward Group clients: Little Caesars Pizza, DART, Honda of Burlison, CareNow, Ad Giants, Aaron Brothers and Promised Land Dairy.
- Retail Advisory Board.
- Ad Age, named TM as one of the "Best Place to Work" in 2011.
- Proposal notes that TM is not in the business of creating ads, but in the business of creating brand stories.
- Limited data presented on minority-majority presence in the state.
- Proposal and follow up clarification letter response notes listing of current contracts ranked in dollar value. Dollar value based on multiyear average of the total annual value for each contract:
 - American Airlines \$108.7M (1982 to present)
 - Bausch & Lomb \$37.3M (2009 to present)
 - SuperMedia \$31.9M (2004 to present)
 - Texas Tourism \$21.1M (1998-2011)
 - General Mills \$10.3M (2006 to present) – Bromley
 - Western Union \$7M (2009 to present) - Bromley
 - Coors \$6.7M (2003 to present) – Bromley
 - Bank of America \$10M (2005 to present) – TPN
 - Cricket Wireless \$10M (2009 to present) - TPN
 - 7-Eleven \$5M (2002 to present) – TPN

- Foundry Big & Tall \$3.6M (2011 to present) – Ward Group
 - Impressive listing of clients presented by TM and Bromley.
- Client Case examples included:
 - American Airlines – TM. Impressive!
 - Texas Tourism – TM. Impressive!
 - Captain D's – TM
 - Western Union – Bromley. Outstanding!
 - Progressive Soup – Bromley
 - 7-Eleven – TPN
 - Little Caesars – The Ward Group
 - SEEARP – The Ward Group
- Managed digital solutions since 1999 across a number of clients include AA.com, American Airlines, Group Health, Redhook Ale Brewery, SuperMedia and Texas Tourism.