

Michael Anger

TM Notes—

1. The Probably Quality of the Offered Goods and Services—

8.1 Creative Assignment.

8.1.1 Proposer planning process detailed 8-197 on.

8.1.4 Create Assignment.

- Advertising Strategy—Proposer first defines opportunity (increase sales to existing consumers, drive trial for lapsed and non-participants) and key imperatives:
 1. Create top of mind awareness for holiday scratch
 2. Break through the clutter
 3. Create relevance for diverse markets
 4. Instill new or reawaken behavior with previous holiday gifters
 5. Maximize flat ad spend
- Research—Proposer applied proprietary, 3rd party research tools, lottery research data detailed 8-204, then applied specific Ethnographic Research (in home gift parties), Focus Groups (gifters under \$20), quant study of 1000+ Texans to understand attitudes and motivation. Convergence: Brand/Product core truths analysis detailed 8-206 on. Proposer's research is included in the Creative Brief 8-219. Proposer male/female gift buying analysis (Maria/Joe-media touch point analysis through holiday season).
- Beautiful Truth: Holiday Scratch-Offs are small gifts that are always a big hit.
- Media Plan—Proposer recommends \$4.4 million budget applied to paid media and .6M for production. Proposer approaches paid, owned and earned media in a channel agnostic strategy using a six-step process 8-226 on. Proposer segments the DMAs by each demographic type (summary 8-233). Key media recommendations for Holiday by proposer 8-256 (summary chart 8-261). 8-263 Budget is 82% GM (delivering AA and English-speaking Hispanic) and 18% distinct Hispanic Spanish language media. Budget allocation details 8-264 on. Performance metrics 8-266 and other media considerations 8-267. Proposer budget expenditure detail on 8-268.
- Budget Totals. 8-266.
- Creative Concepts. Proposer plans one GM TV spot, one Hispanic TV spot, 2 GM radio spots, GM/Hispanic traffic radio, 1 OOH billboard, Hispanic and AA print newspaper, GM and Hispanic digital.

1. The Gift of Scratch. (Holiday Scratch break from typical holiday traditions, unexpected gift idea)
 - Print/OOH—Mix things up. (Keep'em guessing) Give the Gift of scratch. (images of presents obvious by the gift wrapping)
 - TV-(unexpected gifts-Cat Scratch, Parrot, Shake and What is it?) with mnemonic gift package closing that folds out into holiday scratch-offs.
 - Radio—Spot Title, Season Song
 - Digital—Interactive question ads and Everyone loves a surprise. Give the gift of Scratch banners. Mobile ads based on print/OOH.
 - Retail—This holiday Give the Gift of scratch, Pump up their Holidays pumptopper, others. Bottle neck hangers, Mix It Up, give the gift of scratch.
 - Non-Traditional--Placement of vending machines at Texas airports idea, purchases might include random rapid rewards points, Advertising parking spaces.
 - General—Consumer campaign feedback. 8-311.
2. Scratch Away. The fun of scratching off tickets and the anticipation and excitement are highlighted, against the ability to scratch away the less desirable elements of the holidays.
 - Print/OOH—Images of scratching away fruitcake and blow up Santas. Scratching Makes the Holidays Better tag.
 - TV—Lights Out (sleeping and bright holiday lights), parking (no parking at the mall), December 24 (holiday dishes from cooking), Carolers (over the top caroler), scratch out. When you scratch. The Holidays get better tag.
 - Radio—Make the Holidays Better, Carolers
 - Digital—Scratching Makes the Holiday Better executions.
 - Promotions/Non-Traditional—Scratch Away coins at basketball games (deployed under seats) to distract free throws. Dry cleaner bag advertising. Free gift wrapping mall stations.
 - Retail—8-335 on
 - Consumer Campaign Feedback 8-345
3. Gift of a Million Faces. Gift giving success is measured by the reaction of the recipient. Scratch-offs are a surprise gift, with anticipation, excitement and joy regardless of winning. Give the Gift of a Million Faces tag.
 - Print/OOH Real people expressions with reaction tags. E.g. “the Don't judge me if I squeal like a little girl face” and “Jingle all the way faces”

- TV—mnemonic, pull back of million faces, expands to pixilation inside the TLC logo to close the spots. Doghouse, Chance, Mother-In-Law and Husband spots.
- Radio—Reaction Lab, Faces
- Digital—Face Image Scenes and reaction face descriptors. Gift of a Million Faces Tag. Facebook contest, upload photos to get to a million faces of scratch-off reaction. Voting with winning photos printed on next year’s game.
- Retail—Gift of a Million Faces executions 8-369 on.
- Promotion/Non-traditional—JumboTron, show us your scratch off face audience contest. Gift of a Million Faces Photo Booth deployment (state fairs and events). Give us your best face for a chance to be featured in an upcoming commercial.
- General—Proposer notes the faces campaign also celebrates the diversity of Texas. Consumer reaction 8-381.
- Evaluation of Campaign Effectiveness—Proposer notes measuring against identified performance goals:
 1. Increase top-of-mind holiday scratch awareness
 2. Drive trial among lapsed and non-players
 3. Drive incremental purchase of existing customers
 4. Increase YOY revenue and maximize ROI

Proposer details related strategy beginning 8-387 on.

- General— Proposer’s Media Strategy is for the proposer to conduct the media planning with Bromley consultation. Ward will then perform the media buying for GM and AA and Bromley would do buying for Hispanic separately (committee discussion of buy efficiency). Proposer’s presentation was organized, professional and solidly demonstrated proposer’s information. Proposer will use in-house digital skills.

Creative Assignment—

Research—Proposer research analysis was thoughtful and detailed. Research Conclusion (Your Beautiful Truth): Holiday Scratch-offs are small gifts that are always a big hit. Proposer male/female (Joe and Maria) holiday shopping differentiation was interesting.

Media Strategy-- Proposer carried over its insights on male/female positioning regarding holiday purchases that were well thought out along with the media executions to reach both. C-store and Grocery store zones and channel specific strategies were strong. Media planning considers population and demographics and did not consider lottery sales as a factor. Proposer proposed recommended unique TV for GM and Hispanic Market in creative though \$330,000 was budgeted.

1. Gift of Scratch. What is it TV? and Spot title radio did not sync up as well with other concepts associated with the campaign theme. White background for POS was a concern in breaking through the clutter in retail.
2. Scratch Away—scratching away the less desirable aspects of the holidays concept. Creepy Guy with Mistletoe, Santa Claus yard decorations and children singing being scratched away comes across inconsistent with positive brand positioning TLC is seeking. Concept did not translate well to print/OOH and radio executions.
3. Gift of a Million Faces (not really holiday-centric campaign) This was the proposer's recommend. Proposer noted in presentations that they would need to get to know TLC's sensitivities better in order to provide the most effective creative work. This campaign concept was strong and offered the most potential. Proposer noted that this campaign could extend beyond just holiday. The campaign did not bring together the holiday scratch message with the emotions concept. Outdoor boards lacked TLC logo or word mark.

Other Creative Considerations—Bottleneck, dry cleaning bag, sanitizing station and greeting card aisle advertising placements were interesting. Proposer's creative concepts did not always clearly tie to the Beautiful Truth message developed in Research. Proposer provided variety of creative that followed three clear creative paths. Mnemonics were very nice on the different campaigns. Proposer's gift of a million faces, Facebook and photo booth promotions were engaging. Digital concepts limited.

2. The quality of the Proposer's past performance in contracting with the agency, with other state entities, or with private sector entities—

Reference Surveys—Proposer received positive survey responses. Ward reference was also positive.

- 4.1.3 Proposer notes one contract termination in the last three years, Nationwide Insurance, proposer provides contact information for Nationwide CMO about the 11-year relationship they had with the company. No penalties, damages or disciplinary action noted.

General—Proposer has not previously contracted with TLC. Proposer's subcontractor for media buying, The Ward Group, has previously performed work for TLC. Proposer and EM partner, Bromley, have past Texas State Agency experience in handling the Texas Tourism account as

AOR. Considerations—large contracts and terms, American Airlines account since 1982, SuperMedia since 2004, Texas Tourism survey and other customer reference statements 4.2.

3. The qualifications of the Proposer's personnel—

Other Staffing—

Becca Weigman, CEO, TM Advertising since 2010. Exp. dating to 1989. Other exp. dating to 1989 including TracyLocke 98 to 01.

Bill Oakley, Chief Creative Officer, TM since 1991. Other exp. dating to 1979. Work includes American Airlines, ExxonMobil, B of A, Michelob Light, Subaru, Bennigan's, LaQuinta and Budweiser.

Byron Nelson, COO/CFO, TM since 1978. KPMG 74 to 78.

**Ernest Bromley, CEO Bromley since 1981. Instrumental in development of agency's research and Hispanic-marketing approach, AIG (Acculturation Influence Groups).

**Ray Ives, Bromley since 1995, CFO. DMB&B 88 to 95 (LA and NY corporate).

**Jessica Pantanini, COO, Bromley since 1991. Noted background in media planning and buying, former media department lead.

**Ron Landreth, VP Creative Director, Bromley since 1994. Work includes Burger King, General Mills, Coors Light, Western Union and Circuit City.

**Shirley Ward, CEO, Ward Group. Bio previous covered in staff notes.

Proposer notes that its staff is assembled based on collective experience in marketing in retail and government industries across diverse consumer audience. Proposer notes that they have staffed with SMEs in a variety of disciplines to provide work that is executed to best in class standards while expending minimum hours. Proposer notes that Kelly Blakeley (Bromley) has been identified for two positions.

Ms. Blakeley will advise the TM broadcast and print producers to ensure multicultural elements are executed in alignment with multicultural creative. Proposer plans to shadow produce elements whenever possible to maximize production budgets.

Twice annual meetings with the Retail Advisory Board (members 8-164) are noted-see other notes.

Proposer notes building a customized account team with particular exp. working for clients within Texas and marketing to the diverse minority-majority population.

Team exp. summaries provided 8-164 on.

Proposer notes approach to digital is eliminating the digital silo within the organization and integrating the digital discipline into each department of the organization.

Proposers lists two promotional creative directors on 8-170.

General— Proposer’s team is experienced within the industry. Proposer has partnered with Bromley for EM advertising. Proposer has partnered with TPN for dedicated Promotions personnel, who have national account promotion execution experience. Proposer has also included Promotions Creative team from TPN in proposal. Proposer would utilize an in-house digital creative team lead by April Steinbach. Proposer provided significant additional information regarding Ms. Steinbach’s digital background in response to clarification letter. Proposer has partnered with The Ward Group for media buying service. TLC has past experience with The Ward Group and some Ward personnel, as former subcontractor to current ad agency under existing advertising services contract. Proposer’s Retail Advisory Board appears to present a positive resource.

4. The experience of the Proposer in providing the requested goods or services—

LT—Proposer notes that they will subcontract with Bromley Communications—MultiCultural Partner, The Ward Group as Media Buying Partner and TPN as their promotions partner. Proposer notes that their partnership with their subcontracting partners will be seamless in ideation and communication concepting, noting that they each have equal voice, opportunity and responsibility to craft best thinking for TLC.

ES—Proposer notes bringing a unique and disciplined approach to identifying, delivering and nurturing a meaningful brand platform rooted in 4 tenets:

- Finding Your Beautiful Truth—foundation of the category, consumer and company truths
- Connecting in Meaningful Ways—approach of unique collaboration between media and creative to have messaging that breaks through the clutter
- Optimizing Every Step of the Way—use data analytics, tracking studies and custom research, dedicated to continuous measurement and improvement
- Flawless Execution—rigorous project management, financial stewardship, QA processes and in-house production, allowing quick and efficient communications to exacting standards.

Proposer indicates that traditional “multicultural” is not enough; everyone is a mosaic. Proposer notes experience in highly regulated industries: airlines, energy, Governor’s Office, EDT. Proposer notes navigating bankruptcies, oil spills and terrorist attacks with its clients. Proposers notes leveraging the IPG network of world-class technology, tools, research and measurement techniques to heighten marketplace success. Proposer notes establishment of Retailer Advisory Board made up of retail professionals and shopper marketing pioneers that will conduct twice yearly forums to understand and shape shopper behavior.

Proposer notes selecting its team based on the following critical areas:

- Marketing of retail products
- Marketing to diverse populations of Texas
- Operating with the fast-paced, detail-oriented and mindful environment required by a complex government account
- Superior Team Leadership

Proposer notes in-depth expertise in digital and social marketing disciplines and does not approach them as afterthoughts, integrating them within their organization. Proposer notes their approach to media is channel agnostic. Proposer also notes using their Media in Mind, audience analysis tool, applying qualitative aspects of consumers lives beyond demographics and media usage. Proposer indicates creative follows three different approaches:

- The Product. Positioned as one of a kind holiday gift-hero.
- The Experience. Special feeling for both giver and receiver, no one knows what's inside.
- The Emotion. The singular moment of anticipation, with no two moments being alike.

Proposer notes "being on" to something creatively, through qual. and quant research consumers agreed.

4.1 Experience. Proposer must state why it believes it has the required experience to provide the goods and services required under the RFP. Proposer must demonstrate its understanding of Texas as a minority-majority state.

4.1.1 Experience of Proposer---TM notes it is a full-service, independent agency within the Interpublic Group of Companies (IPG) with Texas roots dating to 1934 (78 years of exp.). Proposer notes providing services to a range of companies, from the smallest local retailer to the most well-respected brands in the State including the Office of the Governor, JCPenney, Bell Helicopter, 7-Eleven and Pace Foods. Proposer notes its work environment including being named one of the Best Places to Work in 2011 by Ad Age and believes this translates into great work for their clients. Proposer notes being part of the IPG network of companies made up of 42,000 employees. Proposer notes being based in Dallas. Proposer notes its approach to delivering and nurturing a meaningful brand platform (see also ES notes). Proposer highlights its ability to drive traffic and trial and retail noting that selling is the measure beyond brand and image advertising. Proposer notes its partnership with TPN will connect the TLC with desired audiences through promotions and events, but also aid in creating innovative solutions to intercept customers at point of purchase and drive sales. Proposer notes having in-house analytics capabilities that allow us to optimize all of our clients' communications plans so that they can maximize ROI. Proposer notes its strength in communicating with diverse audiences, demographically and psychographically. Proposer offers its experience in being the lead agency

on global accounts for American Airlines and Texas Tourism, in addressing consumers with widely varying perspectives, cultures and languages. Proposer indicates its partnership with Bromley in fortifying its experience in this area noting that Bromley brings exp. in marketing to multicultural audiences, including AA, Hispanic and Asian. Proposer notes Bromley's experience engaging Hispanics across a broad acculturation spectrum for clients such as Western Union and General Mills. Proposer notes understanding of being of TLC as a marketer within a government organization. [REDACTED]

Proposer quotes Chief Creative Officer as saying, "Every day is a clean slate – a new day to find an even better way." Proposer notes as member of IPG network, it has access to world-class technology, tools and research that will be leveraged for TLC. Proposer notes its Retailer Advisory Board offering and notes that its board will be available to TLC twice annually to focus on issues and opportunities for the TLC brand to address topics such as emerging retailer trends, changing retail landscape, channel relationship development, customer loyalty strategies, etc. Board listed on 4-49.

Partners-4-50

Bromley—San Antonio-based multicultural specialist with 30 years exp. working on accounts such as Coors Light, Continental Airlines, Progresso, Western Union, Pillsbury and the NBA. Bromley is noted as never forcing a pre-conceived brand message, but allowing consumers to form their own connection.

TPN—Proposer notes that TPN is a nationally recognized retail agency specializing in shopper marketing, consumer promotion and environmental design. TPN explores the consumer mindset to find provocative and actionable insights that can be translated into innovative solutions focused on reimagining retail. Clients include: 7-Eleven, Kmart, Safeway, Sears, Gatorade and Jockey.

The Ward Group—Founded in 1985. Proposer notes that Ward is a family-owned company (Shirley Ward and Rob Enright) with very high standards and strong ethics built on a strong client first foundation. Clients include: Little Caesars, DART, Honda of Burleson and others.

Proposer notes its responsibility for all RFP elements as primary contract and the roles of its partners as follows:

- Bromley—multicultural research, planning, creative concepting, media planning, media buying and production.
- TPN—development of shopper marketing strategies and promotions/event concepting, creative and implementation.
- Ward Group—GM media buying, pre- and post-buy stewardship under leadership of TM's media planning team.

Proposer details its understanding of the diverse and changing Texas landscape 4-52 on.

4.1.2 Proposer Experience. Proposer notes that it has a wealth of experience that face challenges similar to those of TLC and that are comparable in complexity and sensitivity. Proposer contract list begins 4-55. Proposer lists the following clients with contract amounts exceeding \$10M, Texas Tourism (ended in 2010, proposer chose not to participate in the bid process after 15 years), AAdvantage CitiCard, Bausch + Lomb, SuperMedia and American Airlines. Proposer also includes its bidding partner contracts. Proposer provides quotes from its and its partner's references 4-59 on.

7.1 Proposer indicates that it has 20 years exp. in web-related services and its integration of digital within its departments instead of a stand-alone operational area. Proposer notes that it has rich experience in all of digital media touch points.

Studio--Proposer notes that it has included its Custom Production Services (CPS) services, a graphic arts subsidiary of TM to TLC. Proposer notes that this allows them to offer digital services that most other agencies can provide only by contracting with outside suppliers.

Media—Proposer notes that media buying will be performed by The Ward Group for GM and AA markets and by Bromley for Hispanic Markets.

7.1.2 Proposer describes its digital strategy 8-180 on. Proposer notes providing a full spectrum of digital services that they call their "Strategy to Servers" including:

- Strategy
- Design
- Development
- Maintenance

Proposer notes its experience in the area, dating to a campaign in 2005 for Nationwide Insurance, related to the "Life Comes At You Fast" tag. Proposer also notes its work on the Milestones program for American Airlines, online community for AAdvantage members to share travel experiences. Proposer notes the program which has a destination sales component has returned 400% ROI.

7.1.3 Market Research and Planning. Proposer notes use of proprietary tools available only in the IPG/McCann Worldgroup and 3rd party syndicated research(see 8-184). Proposer notes and describes two tools specifically: Shopper Sciences and IPG Emerging Media Lab 8-183. 8-187.

Proposer notes its work on the Texas Tourism business in indicating its understanding of TLCs advertising sensitivities.

8.2 Client Case Examples. Beginning on 8-395. Samples.

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

General—Proposer has demonstrated experience in performing work on large national and international accounts including American Airlines representing a significant scope of complexity. Proposer demonstrates work with numerous clients in the area of retail and retail product marketing. Proposer has past experience working for a state agency (Texas Tourism-Governor’s Office) and in complex regulatory environments with other clients, demonstrating understanding of, and managing under sensitivities. Proposer’s vendor partners, Bromley and TPN, have demonstrated large account client experience. Ward Group current accounts are significantly smaller in budgetary size and more regional within the state than TLC’s, committee noted and discussed Ward Group previously handling of TLC media planning and buying. [REDACTED]

[REDACTED] Proposer notes past working relationship with Bromley on the Texas Tourism account. Proposer highlights having over 20 years of in-house digital experience.

Michael Anger

TM STAFF	TITLE
Account Management	Group Account Director—Susan Scull, 20+ yrs. exp. leading integrated marketing programs. TM since 2010, DDB Dallas 1999 to 2006, DDB, shopper marketing division 06 to 08 and others. Best Buy consumer shopper analysis work noted.
	Account Director (<u>minimum 5 yrs. account management exp.</u>)— **Linda Aguayo (Bromley) 2002 to present, others dating to 1996, multicultural specialist Erin Jackson, TM since 2000 to 2006 and 2007 to present, others
	Account Supervisor (<u>minimum 3 yrs. account management exp.</u>)— Chelsi Runyan, TM since 2007, Publicis 05 to 07 and briefly DDB Dallas, noted digital experience including social media **Kimberly Jackson-Garcia (Bromley) since 2002, agency PR and promotions background, account management beginning in 2009.
	Account Executive (<u>minimum 1 yr. account management exp.</u>)— Mary Roland, TM since 2010, varied prior work background including entertainment industry, work has included promo items, print media insertions, web updates, etc. **Robert Admire (Bromley) since 2010, experience working with various media forms.
	Junior Account Executive Quincy Powell, TM since 2011, recent work on Discover and SuperMedia client accounts.
	Account Coordinator Melissa Hinze, TM since 1995, GCISD 89 to 95. 17 yrs with proposer.
	Account Planner (<u>minimum 3 yrs. relevant market research exp.</u>)— Elena Petukhova—TM since 2012, Richards Group 05 to 12, worked as brand planner for Home Depot including traditional, in-store and digital initiatives, gov. experience with the Austin Visitors Bureau **Marisa Medina, (Bromley) 99 to 03 and 05 to present, Garcia 360 03 to 05, 10 yrs. combined exp. work includes packaged goods and social marketing.
	Assistant Account Planner Kelli Naylor, TM since 2011, working on America Airlines and Baker Botts research initiatives, web site usability and segmentation study analysis for Texas Tourism
	Media
Associate Media Director Sujatha Pathasarathy, TM since 2002, 14 yrs. exp. executing local, regional, national and global media buys **Toni Ellard (Bromley) 1991 to 2011, current Media freelancer. 20 yr.	

	<p>media veteran, grew SA Convention and Visitors Bureau digital program including display, digital sponsorships, online video, e-mail marketing, etc. **Rob Enright (The Ward Group) since 1993. 18 years media exp. with Ward. Noted exp. on TLC account.</p>
	<p>Media Planner Jennifer Claybaugh, TM since 2005, broadcast print specialist, worked on Texas Tourism account ensuring government mandates and reporting timelines were met for media placements. Katie Brown, TM since 2004, 7 years digital media experience including direct response, branding, search, mobile recruitment and promotions. **Heather Young-Lira (Bromley) since 2010, other exp. dating to 2005.</p>
	<p>Junior Media Planner Lauren Rath, TM since 2010. Past experience on the Texas Tourism and SuperMedia accounts. Kari McLead, TM since 2010. Work on cross platform digital media strategies for American Airlines and Eagle, SuperMedia, Texas Tourism, others.</p>
	<p>Media Buyer **Letty Delgado (Bromley) since 2001, local market TV and radio buying experience. **Amy Ruggles (The Ward Group) since 2006, past exp. on TLC account noted. **Robin Cox (The Ward Group) since 2006, 15 yrs. media planning and buying exp. **Austin Harmon (The Ward Group), since 2011, would work on print, media promotions and assist team with other research and buying projects. **Chelsea Enright (The Ward Group) since 2009. Radio and television buying focus.</p>
	<p>Junior Media Buyer **Sonia Gonzalez (Bromley) since 2008. Six yrs. combined advertising and project management exp. including work for Sharkmatic Ad Agency on developing social media and web sites. Kristi Jeffries, TM since 1990, over 20 yrs. exp.</p>
Creative	<p>Creative Director (minimum 5 yrs. relevant creative exp.)— Bernard Park, TM since 2006, other ad agency experience dating to 1993. Work on brands such as Miller Brewing, Sprint, DirecTV, Whataburger, Verizon, American Airlines, Discover, National Insurance and others.</p>
	<p>Associate Creative Director Chris Bettin, TM since 2010, other exp. dating to 1998. Work on brands including BMW, Hyundai, McDonald's, Travel Channel, Captain D's and America Airlines Brian Wood, TM since 2010, other exp. dating to 1997, work on American Airlines, Dr. Pepper, Hyatt, J&J, Texas Land and Cattle, Texas Tourism and Whataburger Matt Christensen, TM since 2010, other exp. dating to 1997, work includes Home Depot, Radio Shack, American Airlines Texas Tourism, DirecTV, Red Lobster, Dallas Cowboys and Frito-Lay **Evita Puente (Bromley) since 1999, 14 yrs. exp. working on P&G,</p>

	Unilever and General Mills products, also Payless Shoes, Western Union and Susan Komens Foundation
	Art Director Ryan Beals, TM since 2011, others including TracyLocke dating to 2005. Work on American Airlines, McDonald's, DART, Texas Tourism and Frito-Lay. Federico Pacheco, Jr., TM 2010 to present. AA, Texas Tourism and Bausch + Lomb work.
	Copywriter Courtney Pulver, TM since 2011 working on Texas Tourism, Moroch 09 to 11 working on the McDonald's account.
	Copy Editor **Alex Garcia (Bromley) since 2011, other exp. dating to 2003. **Fernanda Revilla (Bromley) since 2011, strong digital exp. in web site development noted. Liz Tramer, TM since 2006. Past exp. as writer and editor dating to 1996 including news and magazine organizations
Digital	Digital Creative Director (<u>minimum 5 years multimedia design exp.</u>) April Steinbach, TM since 2006, other exp. dating to 1995, noted exp. working on diversity of work from TV to online ads for accounts such as Bausch + Lomb, American Airlines, Texas Tourism, B of A, Sanderson Farms, Pier 1 Imports
	Digital Producer Tony Marsh, TM since 2011 working on Texas Tourism, Superpages.com and Habitat for Humanities, Moroch 09 to 11 working on the McDonald's account.
	Digital Specialist Nick Boyd, TM since 2008. Digital web site creation specialist.
	Programming Specialist Kirk Pearson, TM since 2000, various rolls at TM in digital space as web master, developer and programmer. Texas Tourism work including multi-language site.
Production	Production Manager Rey Nungaray, TM since 2006, Vertis Communications 97 to 06. Matt Shuler, TM since 2006. Out of home and direct mail work exp.
	Production Coordinator Debbie McIlhany, TM since 2004, others since 1996 (DDB Dallas and TracyLocke)
	Broadcast Producer Hal Dantzer, TM since 2004, other exp. dating to 1990 including DDB Dallas, produced the 2003 Winners Campaign for TLC Stephanie Murdoch, TM since 2011, McCann-Erickson 94 to 2011. Diverse production exp. including TV, Radio, electronic billboards, corporate video and online. **Kelly Blakeley (Bromley) since 2005, TV, Radio and print exp.
	Print Producer Norita Jones, TM since 1980 focused on print. **Kelly Blakeley (Bromley) see bio above. Extensive print exp. also noted.
	Print Production Specialist

	Clay Godwin, TM since 1987
	Art Buyer Ranelle Fowler, TM Since 2007, Vertis Communications 05 to 07. Diverse digital background noted including sourcing CGI firms for digital and animatics. Also retail market exp. noted.
	Traffic Specialist Doug Jackson, TM since 1990. Print traffic specialist Debbie Crow, TM since 1995, ECISD for two stints between 79 and 99. Broadcast traffic specialist.
	Project Manager Amy Harris, TM since 2000, Levenson and Hill 97 to 00 **Leslie DeSpain (Bromley) since 2010, exp. managing a variety of print and TV projects, also previous exp. with The Cartel as traffic manager
	Translator **Jon Jaimes (Bromley) since 2007.
Promotions	**Wesley Porter, (clarified as Promotions Creative Director) TPN since 2008, others dating to 1992 including TracyLocke 98 to 07. Digital exp. includes site redesigns, banner ads, microsites and social media. **Brian Jackson, (clarified as Promotions Associate Creative Director) TPN since 2005, others dating to 1996. Digital and mass media past experience including work for Borden and B of A.
	Promotional Event Planner (<u>minimum 3 years of relevant promotional event exp.</u>) **Bobbi Merkel, TPN since 2007, exp. dating to 1974 with two stints for TracyLocke. Past experience noted doing projects for the Illinois and Texas Lottery, Simpsons 7-Eleven promotion. Other work including Kmart coops.
	Promotions Specialist **Kristin “Keke” Strayhan, TPN 1995 to present. Work for clients including 7-Eleven, AT&T, Samsung, Intel and NutraSweet.
Finance	Finance Manager Carol Smith, TM since 1979, including work on Texas Tourism Account.
	Staff Accountant Chris Alleman, TM since 2007, including work on Texas Tourism Account. **Kathy Davidson, (The Ward Group) 2006 to 2008 and 2011 to present. **Edith Ramirez, (Bromley) since 1995.
	Billing Coordinator Rochelle Haynie, TM since 1998, Texas Tourism account experience.