3.27.12

TM

Partners → Bromley Communication – multi cultural
→ Ward Group – media buyer
└ past experience w/ TLC

→ TPN – promotions

Advertising approach – four core tenets

→ Split on media buying – ~~Bromley~~ Ward
& planning → TM & Bromley

* Creating brand stories
→ Proposed team
– Capable team

· Lottery Retail Advisory Bd. – new concept
· Establishment of Austin office presence
· Ward Group – past billing issues

(*) Research > extensive – proprietary & secondary

* Experience w/ govt acct – Texas Tourism

– Proposed Budget – too low on production
concerns – dollars allocated

– Well thought out media strategy; however
– Sales data not considered; only population driven

3.28.12

TM

- Creative
  1) The Gift of Scratch
     - Cottery product not focus on some
     - theme not necessarily carried out throughout campaign
     - good tag lines
     - POS - ~~[illegible]~~ unique shelf blade & parking spot concept
  2) Scratch Away
     - flawed concept / campaign on many levels
  3) The Gift of a Million Faces
     - not a Holiday campaign
     - no logo on billboards
     - Promotional Event - photo booth - good idea but a good general concept / campaign

Client Case Examples

4.18.12

TM - Oral Presentation

Research Process - very elaborate

→ Value-based insight -

→ Truths
- Consumer
- Brand
- Category

Media Planning
· Strategic process
· Messaging

- Commercial shown (very good)

Insights — Creative Concepts (some disconnect)

* Understanding of working w/ state agency
awareness of sensitivities

Very polished presentation —

Wrap-up — Commitment
- Transition

* good wrap up / closing by Becca

4.26.12
Final Review —

TM

not the most efficient process on media planning & buying

Concerns about split on Creative for promotions

Positive comments on reference ck'ns

Creative -

* their willingness to learn the agency better
- brand missed on Scratch away campaign (miss on TLC sensitivities
- Certain flaws on each execution campaign
* good use / ideas on promotional items / POS

- good use of touch points on the two paths to play" —

4.26.12 Final Review (cont.)

TM

- good case examples
- Ward client list limited
- Tx. Tourism account — helpful to have govt experience
- Retailer Advisory Bd. - interesting concept

provider experience on similar sensitivities → Regulatory Acct. Am. Airlines