

TM Advertising - Ray Page

Advertising Services RFP	Possible Points	% of Total	RFP Reference	Points Awarded	Notes
The probable quality of the offered goods and/or services.	900	45%	(2.17, 7, 8.1, 8.2)		<p>2.17 - Oral Presentation was very polished. "Your Beautiful Truth". TM did a good job in presenting. The media planning was very good. Showed focus groups - this was good. Creative did not always tie back to "Small Gift". Not a lot of time spent on digital. Did a lot of research in preparing creative and media strategy. Video of Texas was very good. TM Commitment = TLC Quality of Performance/ State - Accountability / People of Texas - Community. The "path to play" pieces were very good. The 3 zones for c-store and grocery were very interesting. Creative - Product is very small in most executions. Does not demonstrate they understand sensitivities (scratchind away littel girl). Million faces - not much of a holiday feel on OOH or POS.</p> <p>Oral presentation was very polished. CEO was impressive. Lead creative was impressive. Interesting that Ward Group did not talk even when questions were asked during oral presentation. Discussion on Hispanic market was a little light. Research did not tie back to Scratch Away creative.</p> <p>Lottery Retail Advisory Board - provide to lottery twice per year to focus on issues and opportunities that are identified jointly by TM and the TLC and may include topics such as emerging retail trends, the changing retail landscape, channel relationship development, customer loyalty strategies, etc.</p> <p>7.1.1 - Full Service Ad agency - Account Management, Market Research & Planning, Creative, Digital, Broadcast Production, Studio, Media Planning & Buying, Promotions</p> <p>7.1.2 -TM provide full spectrum of digital services: Strategy, design, developement, maintance.</p> <p>7.1.3 - Market Research and Planning - In house - Industry Exploration (Primary Research, Secondary research), Consumer Exploration , Communication Development, In-Market real Time Optimization, Post Market Ongoing KPI Monitoring.</p> <p>7.2.1 - Experience with senativities of State (Texas Tourism).</p> <p>8.1.1 - TM Planning Process - Collect - Converge(discovering your Beautiful Truth) - Create - Connect(What we say, When we say, Where we say it) - Calibrate = COLLABERATE (1.Philosophical 2.Process alignment 3.Physical alignment)</p> <p>8.1.4 (a) - Adv Strategy - The Opportunity (giving current users a reason to buy & giving lapsed players a reason to try) / Key Imperatives (1. Create top of mind awareness 2. Break through the clutter 3. Create relevancy across deverse audiences 4.Instill new behavior or reawakend the behavior 5.Create more impact with flat dollars)</p> <p>Assignment: Creative Brief - Holiday gifts from the Texas Lottery are small gifts that hit big.</p> <p>8.1.4 (b) - Media Plan - objectives (Awareness, engage audiences - SO gift option, reach divese Texas). STRATEGIC PLANNING - Market Analysis, Audience Analysis, Media Ecosystem, Communication/Media Strategy, Channel Media Mix, Performance Measure. Communications goal: expose 80% of audience to message 3x times. Broadcast buy 18 - 54. Media Budget allocation (TV 50%, Radio 26%, OOH 16%, Digital 16%, Minority Newspaper 2%).</p> <p>Media Buying may not be as efficient as two groups planning and another buying. Media strategy did not include sales.</p>

8.1.4 (c) - Campaign in budget. (\$576,000 - Production, \$4,434,000 - Media) Production budget seems very low.

8.1.4 (d) - Creative "small gifts are always a big bit".

Idea 1 - The Gift of Scratch - Positioning the scratch-offs as the unexpected gift that will keep people guessing and bring added anticipation and excitement to the holiday. Like numonic at end of TV spot. White POS will not work well in Retail (gets dirty to eazy).

Idea 2 - Scratch Away - feature familiar situations, objects or people that we can all relate to being "scratched away" in an attempt to make the holidays more enjoyable, and positions the Holiday Scratch-offs as the easy gift that brings that joy and satisfaction to your own holiday experience. Would not produce this spot. Show disregard for advertng sensitivites. "Scratch away a child".

Idea 3 - The Gift of a Million faces - capturing real people, in real momentsm showing real emotions that come from giving, recieving and playing Holiday scratch-offs. Out door wass poor, no logo, no mention of Texas Lottery. Ticket art was poor (quality of proposal. Logos were manipulated in each piece. Did not hold the brand true.

8.1.4 (e) - Evaluation of Campaign Effectiveness - Calibrate (Campaign effectiveness, Lottery Dashboard), Communications (Consumer Responce Metrics,Media Response Metrics, Digital, Broadcast, OOH), Sales/ROI, Players/Games, Public Perceptions.

8.2 - Client Case Examples

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The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:

The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. 200 10% (4.1.3, 4.2)

The Ward Group - TLC staff have experience billing issues in past. The Ward Group was replaced on the business by current ad agency due to performance issues.

4.1.3 - No sanctions or LDs.

4.2 - TM referance check were overall very good with very good comments. The Ward Group referance checks were overall very good with very good comments.

The qualifications of the Proposer's personnel. 250 12.5% (6.1)

6.1-All meet or exceed the minimum experience requirements as outlined in the RFP. Well experienced account team. Bromly does not have a Creative Director

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The experience of the Proposer in providing the requested goods or services. 150 7.5% (4.1.1, 4.1.2, 7, 8.2)

4.1.1-TM has 78 years of experience. Their moto "Finding your Beautiful Truth. They are proposing a Retailer Advisory Board that will meet with the TLC twice per year.

Partners:
Bromley (Multicultural) - out of San Antonio. (30 years in the business) / R&R - multicultural research, planning, creative, conceping, media planning, media buying and production / clients (Cools Light, Contenental Airlines, Progresso, United Health Care, Western Union, Pillsberry, NBA, San Antonio Convention and Vistors Center)
TPN (Shopperm Marking, consumer promotion, and environmental design) / R&R - development of shopper marketing strategies amd promotions event conceping, creative and implementation /clients (7-Eleven, Safeway, K-Mart, Sears, Banl of America, Cricket, Gatorade, Jockey)
The Ward Group (Media) - (business since 1985) / R&R - general market media buyingand pre and post buy stewardship under TM's media planning team / clients (Little Ceasars, Dart, Honda of Burleson, Care Now, Ad Giants, Aaron Brothers, Promised Land Dairy)
Texas as a snapshot - explains TM's understanding of the ethnic diversity of Texas.
4.1.2 - Past 5 year clients:
TM - American Airlines \$108MM, SuperMedia \$31.9MM, Discover Network \$1.7MM
Bromley - General Mills \$10.3MM, Coors \$6.7MM, MillerCoors \$1.1MM,
TPN - 7-Eleven \$5MM, Bank of America \$10MM, Bimbo Bakeries \$1MM, The Hershey Company \$6MM, PepsiCo \$3MM
Ward Group - Park Place Dealerships \$825K

7.1.1 - Full Service Ad agency - Account Management, Market Research & Planning, Creative, Digital, Broadcast Production, Studio, Media Planning & Buying, Promotions
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Technical Proposal Subtotal 1500 75%