

Proposal: TM

Multi-cultural partner: Bromley Communications

Media Buying: The Ward Group

Digital: In-house

Promotions: TPN

**The probable quality of the offered goods and/or services:**

Confidentiality Claimed  
PIA §552.110

Oral:

Very polished presentation including videos, large storyboards of Joe and Maria paths to play. Videos of [REDACTED] were good touches. Very good presentation of [REDACTED] and channel specific strategies – FROM/TO. This was executed well. Showed all three campaigns. Gift of a Million Faces was the TM favorite. This campaign would need some work if TLC were to ever considering running it. Closed with [REDACTED]. Talked about [REDACTED] CEO, Rebecca, was impressive as was Group Account Dir., Susan. No presentation/comments from Ward Group.

Section 7:

Market Research and Planning – identify the optimal marketing strategy that fulfills business objectives – cultivators and keepers of the Beautiful Truth.

Shopper Sciences Group -- shopper marketing consultancy – provides insights necessary to align marketing strategies with factors that truly influence the shopper's decision to buy. Emerging Media Lab – learn the future of media and critical trends shaping the way the world consumes media and experiences brands.

Worked on the Texas Tourism account – familiarity with media plan development under state agency requirements. Ability to work and act in a manner appropriate for state agency.

Creative:

Collaboration – Collect, Converge, Create, Connect, Calibrate. Strategic foundation is built around Finding Your Beautiful Truth. Connect: what we say, when we say it, where we say it  
Brand to consumer, consumer to consumer, consumer to brand

Good Key imperatives on pg. 203. Charts of -- Let's meet Maria/Joe & Maria's/Joe's touch points were good. C-store and Grocery store zones and channel specific strategy were positive.

Concerns raised by committee about production dollars for TV (\$330k) were way too low and unrealistic. No sales consideration given to DMA analysis.

The Gift of Scratch (Cat Scratch/Parrott): Overall campaign was ok. Committee mentioned ironing board in Hispanic ad could be seen as negative. Cat Scratch TV was a bit bizarre. Liked the unexpected POS placements. White POS doesn't typically do well in the retail environment, especially c-store.

Scratch Away (Creepy guy with mistletoe): Did not like. Hard to get/understand outdoor. TLC would never run this spot – e.g. Creepy guy and Scratching away child. Did like dry cleaner bag idea.

Gift of a Million Faces. Million faces idea is good, not good execution of idea. Outdoor boards are not good. They don't say anything about holiday scratch offs and no TLC logo. In fact, no mention of Texas Lottery. Page 361 – scary face. Ticket art is represented badly on 369 and 370 – ticket face turned black -- lack of attention to detail here.

Liked the different mnemonics that were used on all of the campaigns. Committee expressed concerns about logo being manipulated.

Client examples:

**The quality of the Proposer's past performance in contracting with the TLC, with other state entities, or with private sector entities:**

References: Positive.

**The qualifications of the Proposer's personnel:**

Solid, experienced account team. Meets staffing requirements. Retail Advisory Board – good concept. Would have liked to have seen a couple of more retailers with Lottery sales experience. Ward was sub to current agency. Removed by current agency.

**The experience of the Proposer in providing the requested goods or services:**

Worked in highly regulated industries – airline and energy businesses. Experience managing public perceptions and image sensitivities – e.g. AA and 9/11, bankruptcy/labor issues. Statoil oil spills.

Retail Advisory Board – noted above.

Roles and Responsibilities – Bromley and Ward both buying media – committee mentioned this could be less efficient.

Hispanic discussion on page 54 was a little light.

Client list provided. Solid client experience with impressive accounts for TM, Bromley and TPN.

Section 7 summary detailed above. Client case examples detailed above.