

Advertising Services RFP Toni Erickson Evaluation Notes

Vendor: TM Advertising

The probable quality of the offered goods and/or services.

- Good oral presentation – very good overview of the company and proposal. Very well presented. Reviewed all three creative. Reluctant to select a favorite creative without input from TLC. Although a gift of a million faces resonates because it can unite across all markets and create a face of the lottery.
- Research was good – *The Beautiful Truth* – path of purchase and media touch points were very good.
- Creative Assignment: Three offerings one based on Product, one based on Experience (scratch) and one based on Emotion. Budget for production is low. Creative 1. *The Gift of Scratch*-holiday scratch-offs are a simple and unexpected way to break from tradition (mixer, tie, drill, etc.). Creative 2. *Scratch Away* with creepy guy, when you scratch the holidays just get better. Had somewhat negative connotation. Creative 3. *The Gift of a Million Faces*. Good concept for campaign, not necessarily holiday campaign. Digital recommendations blend with each campaign; digital includes button to closet retailer. Outdoor boards not strong. Overall ideas for POS are ok – the one with white background not good because it washes everything out; TLC logos appear to have been modified.
- Client Case Examples – good examples [REDACTED]
- Good digital/social media strategy.

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The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.

- Issues with Ward Group past performance with TLC. Removed from account approximately one year ago. Some instances of media vendors not paid timely. Shirley Ward often billed 40+ hours per week on TLC business.
- Contract terminations – one noted with Nationwide Insurance. Sanctions/LDs, disciplinary action, and litigation – no issues.
- Reference checks – strong ratings (no comments provided-TM).

The qualifications of the Proposer's personnel.

- Account Management – 6 GM staff. 3 EM staff. Experienced upper management staff.
- Account Planning – 2 GM; 1 EM.
- Media – 18 combined staff. 13 GM (1 Director; 6 buyers; 6 planners). 5 EM (1 Director; 2 buyers; 2 planners).
- Creative – 13 staff. Creative Director very experienced. GM-10; EM-3.
- Digital – 4 staff.
- Production – 15 staff.
- Promotions – 2 staff.
- Finance – 5 staff.

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

- Worked on other regulatory accounts (airline; Texas Tourism) and dealt with public perception.
- Extensive experience; strong national brands/accounts (American Airlines, Bausch & Lomb, Texas Tourism, Captain D's; Bromley-General Mills, Coors, Western Union).
- Research results: *Beautiful Truth – Small gifts that are always a big hit*. Creative campaigns (Scratch Away and The Gift of a Million Faces) did not necessarily connect with research.
- Media planning is based on population and demographics and does not consider sales.
- Media planning will be handled by TM. Media buying for GM and African American will be handled by Ward Group & EM (Hispanic) will be handled by Bromley. Structure may not be as efficient.
- Client Case Examples – good examples [REDACTED]

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