

PROBABLE QUALITY

- Tracy Locke named 2011 PROMO *Agency of the year*; Agency mantra is “Creativity with consequence”
- 82 people work on the account (impressive but staffing structure could lead to inefficiencies)
- Partnering with Sanders/Wingo for EM and Asher for media buying; Exclusive partnership with Asher?
- Research and planning for the holiday assignment were sound, Insights: Need to differentiate from traditional holiday colors/icons, Stress newness/limited time aspect of Holiday scratch-offs and Sharing
- Sophisticated media tiering system based on 1) Share of Sales 2) Sales per capita 3) Cost per volume point; Corpus and Tyler identified as Group A; Ethnic market media analyzed by 1) Market penetration above census level 2) Pop over 100K 3) Measured by Nielsen 4) Measured by Arbitron; Recommend buying media for multiple campaigns for efficiency
- Budget \$3.6mill for media and \$1.4mill for production
- Tracy Locke and Sanders teams seemed a bit disjointed. During the oral presentation, Enrique Zaragosa admitted “Hispanics do not know what a Turducken is” meaning the recommended campaign did not work well across markets. The other recommended creative concept “Scrooge” seemed disjointed between the general and ethnic market work as there were different spokespeople that would not make sense together.
- Presented 4 creative concepts 1) Scrooge 2) Instant Cheer 3) Happy Scratch-offs 4) Turducken. Despite multiple previous discussions where TLC stressed that Tracy Locke should not design ticket art to avoid overlapping vendor services, Tracy Locke pitched ticket design as a key component of every concept. Scrooge didn’t work because 1) low relevancy with 18-34 2) Scrooge has a negative connotation and is not an ideal spokesperson for the Lottery 3) GM and EM did not work well together. The “holy schilling” line showed disregard for ad sensitivities “should not imply indecent language”. Instant Cheer campaign did a good job of positioning product as hero. Parking Lot TV spot seemed like it’d been done before. Free spotify/movies-on-demand idea was interesting but didn’t seem to drive sales or tie back to retail. Same problem with Facebook game. Happy scratch-offs campaign seems like it could face public backlash for replacing “Christmas” with “scratch-offs”. Yarn look did not seem to appeal to 18-34 (referred to as “Grandmafitti”). Interactive Holiday scratch-off was good. Turducken was weird for the sake of weird. Many people don’t know what a Turducken is. For those who do know what a Turducken is, the sharing metaphor doesn’t work anyway as the animals aren’t exactly sharing. Creative does not work in Spanish as you spend much of the spot is spent explaining what a Turducken is. Enrique even mentioned that Hispanics don’t know what a Turducken is. While the POS and OOH are visually arresting, you don’t get the sharing message. Turducken was the recommended campaign along with Scrooge.
- Integrated with Tribal DBB in 2011 (Advertising Ages Global Agency of the Year in 2008); Although there were digital elements for each holiday campaign none tied back to retail well and had weak ties to the brand or product; Tribal DDB had sub-contracted projects for Tracy Locke in the past, so there is no change in the digital team; From past experience, Tracy Locke’s digital creative and executions when teamed with Tribal DDB staff have been disappointing

PAST PERFORMANCE

- 9 years working on Lottery account; Successes include \$500 Mill Blockbuster, Texas Black, Cash Spectacular, Lucky U
- Ongoing account service issues, Great creative occasionally but it can be pretty hit-and-miss; Disappointing digital creative (Buffets Inc. reference gave a 2 out of 7 ranking for digital); Tracy Locke has had past performance issues related to retail promotions and POS production
- Tracy Locke partnered with Ward for media planning and buying until 2011 when they switched to Asher Media; New media structure seems to work well; Asher had positive references

PERSONNEL

- Ongoing account service issues; Promotional Event Planner does not appear to meet minimum requirements (3 years)
- Emily Hutchens and Kyle Jones have strong Texas Lottery experience and are valuable assets on the account

EXPERIENCE

- 9 years working on Lottery account; 40+ campaigns
- Limited Tracy Locke case studies outside of Texas Lottery work; Full service agency for large scale clients though including 7-11, Pepsi, Pizza Hut; Sanders Wingo has governmental experience with Historical Commissions, USPS, El Paso CVB