

Advertising Services RFP

Heidi Moreno

Proposer: TracyLocke

Multicultural: Sanders/Wingo

Digital: In-house

Media: Asher Media

Promotions - In-house

	Sections of Proposal	NOTES
<p>The probable quality of the offered goods and/or services.</p>	<p>Section 2</p>	
	<p>2.17</p>	<p>Oral Presentation TracyLocke will be celebrating a 100 yrs. 550 employees. Partners - Wingo/Sanders - 11 yrs. in Austin. Asher Media - has opened an Austin office. Research- conducted qualitative in-person intercepts. Light on ethnic research. Strategy - "One for me and one for them". Media - 4 types of media. Digital component - listen & analyze - adapt. Digital Foundation - social, mobile and paid online placement. Creative - 4 concepts presented. - 1) Scrooge - Tis Better to Give. And Get. - spirit of sharing - spirit of scratch-off - 4th ghost. "For You and Yours". Two different ghosts for each market. Digital - online banner ads. Liked limited scratch coins. Felt the scrooge concept was a negative tone and plays off the Charles Dickens children's Christmas story. Agency's recommended 2)It's Time For Instant Cheer - put a little cheer back into the holiday season. Felt the Hispanic spot stereotyped Hispanics. Radio concept used holiday music. Like coffee sleeve promotion. Digital - banners ads, Facebook game, mobile ad - free games. Liked overall concept. 3) Happy Scratch-Offs, Texas - scratch-offs are its own season. Yarn bombing, knitting merchandise, ticket koozie, digital - ecard. Agency referred to it was "Grandma-ffiti". 4) Turducken- sharing together. Disconnect in Hispanic market. Agency stated Hispanics do not know what a Turducken is. Digital banner ads - pick holiday carol. Agency felts this was the most iconic and their favorite.</p>
	<p>Section 7</p>	<p>Scope of Services</p>
	<p>7.1.1</p>	<p>Overview of servies to be provided - branding, creative, mulicultural marketing, production, media planning/buying, digital, translations, event marketing, consumer promtions, and shopper marketing.</p>
	<p>7.1.2</p>	<p>Digital - recent acquisition of Tribal DDB and services will know be performed in-house. Provided services and capaibilities under the digital landscape.</p>
<p>7.1.3</p>	<p>Provided research capaibilities - primary, secondary and post campaign tracking.</p>	
<p>7.2-7.22</p>	<p>7.5.3 - Mentioned Asher posts by station, not by market (90%). 7.21 - Offered Option - this has been discussed on many occasions with TL. The TLC has an instant ticket contract that performs these services.</p>	

Confidentiality Claimed
PIA §552.110

Section 8

8.1.1

Holiday Creative Response

Research- conducted qualitative in-person intercepts, attitudes and behavior study, creative concept testing. 2 key communication messages - Share the excitement of Holiday Scratch-Offs and Holiday Scratch-Offs are here for a limited time.

Media Plan

Provided an overview of the all audiences. Marketing groups based upon sales and DMA population. Overall the media was detailed in each medium.

Creative Strategy

Scrooge - Tis Better to Give. And Get. - spirit of sharing - spirit of scratch-off - 4th ghost. "For You and Yours". Two different ghosts for each market. Disconnect across markets. Digital - online banner ads. Liked limited scratch coins. Felt the scrooge concept was a negative tone and plays off the Charles Dickens children's Christmas story.

It's Time For Instant Cheer - put a little cheer back into the holiday season. Felt the Hispanic spot stereotyped Hispanics. Radio concept used holiday music. Like non-traditional color palette on POS and OOH. Like coffee sleeve promotion. Digital - banners ads, Facebook game, mobile ad - free games. Liked overall concept.

Happy Scratch-Offs, Texas - scratch-offs are its own season. Yarn bombing, knitting merchandise, ticket koozie, digital - ecard. Traditional color palette. Felt concept was too old for audience and younger players.

Turducken- sharing together. Disconnect in Hispanic market. Hispanics do know what it is. Disconnect across markets. Also not a common holiday meal in Texas. Digital banner ads - pick holiday carol.

8.2

Client case examples -

[REDACTED]

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

Section 4

4.1.3

Provided explanation of terminated contracts. No penalties, litigation or liquidated damages.

4.2

References

References provided, along with Sanders/Wingo and Asher. Respondents received positive marks and comments.

TL has worked with TLC for 9 yrs. Acct team has provided leadership and strategic planning. There has been many successful campaigns over the years. There has been on-going issues with POS production, planning/timelines and retailer promotions. The Ward Group was removed the TLC business in 2011.

The qualifications of the Proposer's personnel

Section 6

- 6.1.1 Staff resumes provided including Sanders/Wingo and Asher Media. Kim Elenez - Group Acct Dir. - 14 yrs., Leslie Wingo - Group Acct Dir. - 18 yrs. Krysllyn Burks - Acct Dir. 12 yrs., Emily Hutchens - Acct Sup 7 yrs., Roslyn Swindell - Acct Sup 7 yrs., Lauren Borshiem - AE 5 yrs., Audrey Garcia - AE 7 yrs., Natalie Anderson - Acct Planner 5 yrs., James Lanyon - Acct Planner 17 yrs., Peal Owen - Acct Planner 6 yrs., Kalyn Asher - Media Dir. 21 yrs., Sheryl Standifer - Media Dir. 35 yrs., Jackie Barrera - Media Dir. - 19 yrs., Ellen Ordaz - Media Dir. 21 yrs., Tori Scott - Media Dir 23 yrs., Dino De Leon - Creative Dir. 16 yrs., Kyle Jones - Creative Dir. 20 yrs., Michael Apodaca - Creative Dir. 24 yrs., Shanteka Sigers - Creative Dir. 16 yrs., Hector Enrique Zaragoza - Creative Dir 22 yrs., Lauren Borsheim - Prom Evt Planner - 1 yrs.,. Acct team has solid experience. There is not a separate team for promotions.
- 6.1.2 Organizational Chart included.
Subcontracts included in org. chart - Wingo/Sanders - EM partner - El Paso and Austin based & Asher Media - all media buying
- 6.2 Staff identified met minimum yrs of experience, except - Lauren Borsheim (Prom Evt Planner) with 1 yrs. of exp.

The experience of the Proposer in providing the requested good or services

Section 4

- 4.1.1 TL has worked with TLC for 9 yrs. 5 critical principles of success: Responsible communication for all Texans, Stay focused on generating sales, creative that connects with consumers across all media, Campaigns ideas that connect across ethnicities and Understanding and carefully execute every last detail. Focused on accomplishments over the last 9 yrs. Not a lot of details on understanding of the minority-majority state.
- 4.1.2 Combined clients list with subcontracts - no problems encountered. Strong national and regional brands.

Section 7

- Scope of Services
- 7.1.1 Overview of servies to be provided - branding, creative, mulicultural marketing, production, media planning/buyinh, digital, translations, event marketing, consumer promtions, and shopper marketing.
- 7.1.2 Digital - recent acquisition of Tribal DDB and services will know be performed in-house. Provided services and capaibilities under the digital landscape.
- 7.1.3 Proivded research capaibilities - primary, secondary and post campaign tracking.
- 7.2-7.22 7.5.3 - Mentioned Asher posts by station, not by market (90%). 7.21 - Offered Option - this has been discussed on many occasions with TL. The TLC has an instant ticket contract that performs these services.
- 8.2 Client case examples [REDACTED]

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