

Advertising RFP

Vendor: TracyLocke

Kathy Pyka

Probable quality of offered goods or services

- Oral Presentation highlighted TracyLocke's (TL) 100 years in Texas and part of Omnicom for the last decade. Tribal DDB has recently merged into TL Dallas. 550 staff in agency with 65 staff on the TLC account not including 20 staff from Sanders\Wingo. Asher plans to open an Austin office.
- Findings of research revealed:
 - Share the excitement this season and give holiday scratch-offs to yourself and someone you love.
 - Holiday scratch-offs are here. But just like the magic of the holidays, they won't last long.
- Creative Strategy:
 - Scrooge. The Spirit of Scratch Off. (While Turducken is the favorite campaign of TL, the recommended campaign is Scrooge). Concern that Scrooge could be portrayed as a negative image and noted reference to "holy shilling". Ethnic market link?
 - Instant Cheer. Liked concept. Noted promotional coffee sleeve.
 - Happy Scratch Off Texas. Not a favorite.
 - Turducken. Not appealing.
- Several mentions during oral presentation about desire to produce instant ticket artwork. This is not a desired deliverable by the TLC and had previously been communicated to TL.
- Digital Strategy. Noted acquisition of Tribal DDB Dallas to further build its digital capability to include social, mobile, web and hosting.
- Market Research and Planning. TL planning department comprising Brand Planners, Retail Strategists and Business Analysts. TL's and Sanders\Wingo's combined primary research toolset includes proprietary tools.
- Requiring all stations to post at 90% instead of 90% market posting, thus resulting in more overall points and greater value for the Texas Lottery.
- Notes for Client Case Examples also reflected below under Experience.

Quality of Proposer's past performance

- Reference Checks for TL reviewed from 7-Eleven and Buffets, Inc. Noted ranking of 2 from Buffets, Inc. in digital category.
- Reference Checks for Asher Media reviewed from TXU and Consolidated Restaurant Operations. Noted outstanding comments.
- Lengthy discussion by team on previous experience and concern execution of retailer promotions and management of the Ward Group. Noted previous success and award recognition.
- Proposal notes the following contract items during the last three years:
 - [REDACTED]

Confidentiality Claimed
PIA §552.110

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]