4.3.12

Tracy Locke

(*) 9 years of experience w/ THC

Ashen Media - media buying services
Sanders/Wingo - Ethnic marketing partner
└ El Paso

Theme - The journey is everything

Creative Response - "different from what you may be used to."

Experience -

past issues w/ billing; improvements made
└ some associated w/ Ward Group
- streamlining from both TL & THC

(*) Staff Experience on THC account

- Some past concerns w/ execution of promotions at retailer locations

- Some acct. services weaknesses on current account; Creative - they understand the acct.

(*) generally a good team

4.4.12

Creative

Research – reference ~~of~~ use of demographic study concerning

- disconnect on reaching potential new players

Budget – $5 mil; $3.6 mil media support
1.4 mil production

1) Scrooge – general neg. view to "Scrooge"
- lack of continuity – English & Spanish disconnect
- Reference to "holy" concerning
- giveaway scratch coin – good idea

→ * as incumbent – this campaign's proposed execution misses ~~on~~ several TLC's sensitivities and understanding of what we want & look for.

* 2.) Instant Cheer – Concept promising
- Use of jingle – ties in holiday
- positioning lottery product as hero
- video on demand sponsorship – good idea
- too much text ~~on~~ billboard
  [if TV ad not been viewed, text dosn't ~~[illegible]~~ translate

parodies on traditional holiday songs

3.) Happy Scratch – Offer ~~Replacing~~ nice traditional concept, but
→ overall misses the mark

4) Furducken – Creative, but does not tie product in the best way; too different

4.24.12

Tracy Locke - Oral Presentation

Partnership w/ Wingo / Sanders (Review that occurred for their selection)
Asher Media

Both Wingo & Asher - Austin Offices

"Unified Team"
"The Journey" —
TL - 100 years in business - however "start-up" mentality

* Digital company recently joined / acquired TL's Dallas office
Tribal DDB, Red Urban

Kim -
"they get our business" - dedicated team lives our business
- innovation w/ risk balance
- pride in work they do

Model - GM & EM - "singular idea" - "one brief"
planning, concepting, etc

Qualitative & Quantitative Research

The Document
The Delivery

Media
strict process w/ flexability

Digital – leading element/component

process in building the digital component

Social, mobile, paid online placement

ability to track impact of sales

→ Reaching new players w/out alienating player base

Media Planning – art & science

Creative Presentation

4.26.12 Final Review (cont.)

Tracy Locke

Some positive comments on reference ct's

Creative

- some parts not tied back to brand
- more expectation from incumbent
  - some lack of attention to things that should be known
- integration between GM & EM somewhat disconnected
- instant ticket designer ?? why include
- Research tie-in > appears only one campaign tied in

Client Care example -

[redacted]

4.26.12 Final Review

Tracy Locke - TL

* Sanders / Wingo - experience w/ Historical Commission

Acct. Services and Promotions staff

same staff > could cause efficiency issues