TracyLocke - Ray Page

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Advertising Services RFP	Possible Points	% of Total	RFP Referance	Points Awarded	Notes
The probable quality of the offered goods and/or services.	900	45%	(2.7, 7, 8.1, 8.2)		2.17 - Oral Presentation - overall presentation not very well polished. Changing approach with EM market. Wingo pitched to TL for the opportunity to partner. Asher opening Austin Office. Media was very extensive in the presentation but it did not really tie to strategy. Continued to state TL wants to design tickets. Did not talk much about majority manority state. Like the song and dance at the end, however many of the staff looked unconfortable with this. Tribal DDB and Red Urban now TL (digital agencies). TL had to rush through final 2 concepts as they were running out of time. Turduckin was TL's favorite. Scrooge was the other recomend. Sanders/Wingo creative director said that Turduckin did not conect in the hispanic market. Hispanics do not know what a Turduckin is. Opportunity to educate. Happy Scratch-off had yarn bomb. Dino described this as Grandmaffitee. This does not speak to the younger audiance. Scrooge not a good fit for TLC as it has a negative conotation assoicated with it. 7.1.1 - General Descritpion of Services and Requirements: 100 yrs of Texas exprience including clients: Pepsi, T-mobile, Starbucks, Borden, Dr. Peper and Texas Lottery. TL's rallying cry "creativity with consequence". TL has experience with branding, creative, production/fullfilment, media planning, media buying, digital, event marketing, consumer promotions, shopper marketing, social media and mobile (as demonstrated in the chart on pg 322) with 7-Eleven, Buffets Inc, Chase, HP, Pepsico, Pizza Hut, Starbucks, T-Mobile, Texas Lottery. MULTICULTURAL MARKETING: TL has partnered with Sanders\Wingo for multicultural marketing. SW started in El Paso in 1958 & today is a full service advertising and marketing communication firm specializing in AA and HISP audiences. 90 employees in El Paso & Austin and 4 satellite offices throughout the US. Core Competencies include: Research, Strategic Panning & Placement, Media Planning & Placement, Creative Development, Interactive/Digital/Mobile, Social Media, Production, Analytics/Measurement. They desire to build campaigns from a single concept which aligns with TL. 7.1.2 - DIGITAL: Acquisition of Tribal DDB Dallas in Dec 2011. Full complete Digital Services - Web (brand sites, e-commerce sites, content, applications), Social (branded communities, network pages, social applications, blogs), Mobile (mobile sites, SMS &MMS, couponing, applications), Digital Media (display ads, rich media, text ads, interactive overlay), Search (search engine optomization & marketing), Out of Home (digital signage, kiosks), Gaming (web-based gaming, in gaming advertising), CRM (email programs, loyalty programs). Socal Media Programs: 3 steps to building them 1) Listen 2) Participate 3) Advance. Mobile : Opt-in is Key, Accessibility, Real Estate is at a premium, Know what I want. Digital Objectives - 1) Drive sales at retail 2) Increase relevant engaement. 7.1.3 - Market Research and Planning - Robust planning department comprised of Brand Planners, Retail Strategits and Business Analysts. Has the following in-house capaibilities: Primary Research Capabilities (experience in conducting qualtitative studies). Primary tools sets include proprietary studies. Secondary Research Sources included subscription services. Tracking & Measurement Expertise. 8.1.1 - Strategy - Need for research to uncover insights that drive solutions to communication challenges. Conducted 3 primary research initiatives to guide the creative challenge. 1) C-store consumer intercepts 2) Attitudes and Behaviors Study 3) Creative Concept Testing. Also used secondary tools and 2011 Demographic Study. 8.1.4 (a) - Adv Strategy - Goal is to define a focused strategy to ensure creative ideas will deliever on the business objectives and marketing goals. (Client Briefing - Discovery Phase - Develop Strategy - Creative Exploration - Executute Client Approved Concept - Post Campaign Analysis) Reasearch Key Findings: Lottery play is random, Newer is better, Ticket design matters, Holiday S.O. are most ofton purchased for self, Holiday S.O. gifts mean fun and excitement. Work must communicate two things: 1) Share the excitement of Holiday Scratch-offs. 2) Holiday Scratch-offs are here for a limited time.

8.1.4 (b) - Media Plan - TL approach to media: Students of the industry, Thorough Research, Collaboration with Creative, Digitally Intergrated, Language Appropriate. TL Approach to Majority-manority state: All GM placement has an opportunity to reach all races and ethnicities. Refer to Hisp & AA as ethnic media. Audience: younger player (18-34 & lapsed players). Communication must be a dialog with a amessage that gets the audience to lean in and be a part of the conversation. Market Grouping: Share of sales, Sales per Capita, Cost per volume point, Largest Markets. Ethnic Media Analysis - for a market to recieve Hisp or AA designation, it must meet 3 of 4 criteria: market penetration above the Texas census level, Sement population over 100,000, Measure by Nielsen, Measure by Arbitron. Media Plan Goal: To inform Texans that tickets are available, remind them they are only available for a limited time, and encourage them to purchase tickets while they last. Plan = Broadcast: TV and radio to generate awareness. (100% - :30 TV & :30 or :60 radio), Out of HOme: connects with ausience with their on the go life style (high profile bullitens, Kiosks, bus shelters, transit intercepts, c-store), Digital: online and mobile, Events: experiental tatics to engae audience face to face. (4 wk broadcast flight)
8.1.4 (c) - Budget: TV $1 MM, Radio $40 M, Digital $50 M, Outdoor $45 M, POS $60M, Premium Item $75 M = Total Production / Total Media = $3.6 MM // Grand Total = $5.0 MM
8.1.4 (d) Creative
Concept 1 - "Scrooge" - "It's Better to Give and Get" - Scroge is a unique and genuine voice for TLC - learning to give more by including Holiday S.O. with every gift. And that it's ok to keep some for himself - a ghostly command he is happy to oblige as he proclaims, "Pick up Holiday Scratch-offs for you and yours." (TV - :30 GM, :30 HISP) (Radio - :60 GM, :60 HISP) (TV billboard) (Outdoor) (OOH - Lenticular kisoks) (Digital - Page take over) (Microsite - video page) (Storefront take over) (POS) (Coin) (Mobile Theatre) (Scroge Ticket - perfs down the middle "To You" / "To Yours").
Concept 2 - "It's Time for Instant Cheer" - Put a little cheer back into the season with scratch-offs fron TLC. It's instant excitement, plus a reminder of what the holidays are suppose to be about: fun. Whenever things get a litle stressful, take a break and treat yourself to the instant Cheer of the Holiday Scratch-offs. And get back into the spirit of the season. (TV - :30 GM "Lights", :30 GM "Tree", :30 HISP "ESTACIONMIENTO") (Video on Demand - Instant Cheer sponsor movie on demand) (Radio - :30 GM "O Evergreen", :30 HISP"Arbolverde", :30 GM "So Little Time". :30 Hisp ") (Outdoor) Kisok) (POS) (Spotify Display Ad) (Digital Banner))Digital Page Take over) (Facebook Tab - Game/Play) (Mobile AAD Game Upload) (Storefront Take Over) (Promotional - Coffee Sleve and Flavoring)

Concept 3 - "Happy Scratch-Offs, Texas" - Scratch-offs aren't just part of the season, they are there own season. Texas will celebrate another holiday "Happy Scratch=off, Texas! (TV - :30 GM, :30 HISP) (Radio - :60 GM "A Whole other Holiday", :60 HISP, :60 GM "A Holideay Just for Us", :60 HISP) (Outdoor) (Kisok) (Yarn Bombing) (Digital Page Take Over) (Face Book TAB e-card & decorating video) (Merchandise)(Youtube Channel) (Store front take over) (Multi-media Window treatment) (POS) (Pop up store and Wrapping station) (S.O. Ticket)
Concpet 4 - "Turduckin" - Encouraging Texans to share like never before. (TV - :30 GM, :30 HISP) (Radio - :60 GM "Woth Sharing", :60 HISP) (Billboard) (Digital) (Microsite) (Mobile) (Digital Page Take Over) (Digital Search) (Storefront banner) (POS) ((Ticket)Event - race) (Giveaway - mitten)
8.1.4 (e) Evaluation of Campaign Effectiveness - Recomended using two tools to track effectiveness. 1) Advertising Tracker - recall, awareness, likeability, relevance, fit with TLC brand, engaement and purchase intent. 2) Proprietary Sonar Dashboard - aurthorized users to view data on effectiveness.
8.2 - Case Examples - [redacted]

Confidentiality Claimed
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[redacted] evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:

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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.	200	10%	(4.1.3, 4.2)
The qualifications of the Proposer's personnel.	250	12.5%	(6.1)
The experience of the Proposer in providing the requested goods or services.	150	7.5%	(4.1.1, 4.1.2, 7, 8.2)

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4.1.3 - No sanctions or LDs.
4.2 - TL referance check were overall good with good comments with the exception of one where they received a very low score (2) in digital. Asher referance was very good with good comments.
6.1-All meet or exceed the minimum experience requirements as outlined in the RFP.
Account team is the same as we have have now. One Promotions staff does not have the needed experience.
4.1.1 Experience of the Propser - TL has 9 years w/ TLC, staff have 130 hours w/ TLC, produced 40+ campaigns w/ TLC, national knowledge of lottery, in Texas for nearly 100 years, stable clients -PepsiCo brands, 7-Eleven & Starbucks, understanding of specialty parner-agency expertise. TL's Principles for Success: 1) Responsible communication to all (Social Media, Purchased Media, Integrity & Responsibility, Innovation, Fiscal Accountability, Cunstomer Responsiveness, Teamwork, Excellence) 2) Stay focused on generating sales 3) Creative that connects with consumers across all media (Communications at the right place at the right time, Communicating to get noticed) 4) Campaign ideas that connect across ethnicities (Hispanics across Texas, African Americans in Texas, Asians in Texas) 5) Understand and carefully execute every last detail (never been impossed a fine for non-compliance, over deliver on HUB requirements, detail oriented execution, making things right when something goes wrong, stretching the states dollars, respecting TLC staff time).
Unparelleled Experience: Sanders\Wingo - 54 years in El Paso, offices in El Paso and Austin, team minded spirit, building campaigns from a single idea, $100MM in billings and 90 employees, Research tools to ensure both population and culture are represented in communications.
4.1.2-Past 5 year clients:
[redacted]
Past billing issues with Ward. Numerous Retail execution issues in past year. Multiple challenges with POS execution. Account service issues in last year and half.

7 - Scope - Extensive experience with major brands.
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		8.2 - Case Examples
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Technical Proposal Subtotal		[redacted]