



**REQUEST FOR PROPOSALS
FOR
ADVERTISING SERVICES
RFP # 362-18-0002**

AMENDMENTS TO THE RFP

The following have been adopted by Amendment to the RFP, as permitted by Section 2.12 of the RFP.

AMENDMENT NO. 1

8.1.3 In 2008, the Texas Lottery launched the Texas Loteria scratch ticket. The scratch ticket is based on the colorful bingo-style game originating in Mexico. The images used on playing cards in the game have become iconic in Mexican culture and have crossed over into American pop culture as well. Over the past decade, Texas Loteria has consistently been one of the top selling scratch tickets at the \$3, \$5 and \$10 price points. Texas Loteria was also the first bilingual game launched by the Texas Lottery. For purposes of this creative assignment, the Texas Lottery plans to capitalize on the success of Texas Loteria by expanding the ticket into a suite of scratch tickets with price points at the \$1, \$3, \$5, \$10 and \$20 levels and supporting the suite with a comprehensive advertising campaign for the first time. The product goals for Texas Loteria suite creative are:

- 1) drive awareness of the suite of scratch tickets for both English and Spanish speakers throughout Texas
- 2) encourage product trial for new or lapsed players
- 3) maintain a strong Texas Lottery brand

For reference, sample ticket art is attached.

