



ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "THE ATKINS GROUP" referred to as TAG. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by 4:00 p.m. CST on Wednesday, January 17, 2018.

Confidentiality Claimed
§552.104/552.110

Please provide the following:

Your Company Name:

Your Name: _____

Your Phone Number: _____

1. What services did TAG provide for you? Please mark those that are applicable. All those listed below

- X [] Media Planning
X [] Media Buying
X [] Creative
X [] Production
X [] Digital
X [] Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the TAG's performance for all areas that apply. Circle appropriate ratings:

(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, We have been with the Atkins Group for a number of years and they have done a great job in helping us with our media planning, we just renewed our contract with them for another 5 years.

Media Buying: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, We have been with the Atkins Group for a number of years and they have done a great job in helping us with our media buying, They have one person on their team that works in this area for us and they research everything before making a recommendation. We just renewed our contract with them for another 5 years.

Creative: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, There creative team has be great to work with, and they listen to our input. They will also be able to help your team in coming up with a more user friendly form.

Production: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, is always on time and they do a great job, even with last minute items.

Digital: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, There team excels in the digital area hand has taken our organization a long way from where we were.

Experiential: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, they have just come out with a lot of things in this are.

3. Please rate the TAG's performance in the following areas:

Customer service:1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, this is over the top

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, they are always willing to work with us when an issue happens

Overall performance: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, we would not have renewed our agreement had we not liked TAG

Adherence to timelines: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

7, they have never missed a deadline with our team.

4. Would you hire this TAG again? Yes No

If No, why? Yes, we just did.

5. May we contact you with follow-up questions? [Yes](#).

Thank you.



ADVERTISING SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**EPIPHANY**”. Please complete and return this questionnaire to Angela Zgarba-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name: _

Your Name: _____

Your Phone Number: _____ Confidentiality Claimed
§552.104/552.110

1. What services did EPIPHANY provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the EPIPHANY’s performance for all areas that apply.

Circle appropriate ratings:

(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A = **7**

PLEASE COMMENT

Media Buying: 1 2 3 4 5 6 7 N/A = **N?A**

PLEASE COMMENT

Creative: 1 2 3 4 5 6 7 N/A = **7**

PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A=N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A=7
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

3. Please rate the EPIPHANY's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A=7
PLEASE COMMENT

Ability to resolve problems: 1 2 3 4 5 6 7 N/A=7
PLEASE COMMENT

Overall performance: 1 2 3 4 5 6 7 N/A=7
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A=7
PLEASE COMMENT

4. Would you hire this EPIPHANY again? **YES** Yes No
If No, why?

5. May we contact you with follow-up questions? **Certainly**

Thank you.

Zgarba, Angela

From:
Sent: Friday, January 12, 2018 1:02 PM
To: Zgarba, Angela
Subject: Re: Reference Check for Epiphany - Advertising Services RFP 362-18-0002
Attachments: Advertising RFP Reference Checks Ephiphany.pdf

LOL. Okay hopefully this will work. My pdf editor went a little wonky on the last few...those are all supposed to be 7's.

Thanks!

Confidentiality Claimed
§552.104/552.110

From: Zgarba, Angela <Angela.Zgarba@lottery.state.tx.us>
Sent: Friday, January 12, 2018 10:57:13 AM
To:
Subject: RE: Reference Check for Epiphany - Advertising Services RFP 362-18-0002

Kind, not kin. lol

Angela Zgabay-Zgarba, CTCM, CTPM
Contracts Management & Procurement Manager
Texas Lottery Commission
Ph: 512.344.5215

Confidentiality Claimed
§552.104/552.110

From:
Sent: Friday, January 12, 2018 10:48 AM
To: Zgarba, Angela <Angela.Zgarba@lottery.state.tx.us>
Subject: Re: Reference Check for Epiphany - Advertising Services RFP 362-18-0002

Angela, this form isn't really relevant to the work we've had conducted by Epiphany. They did marketing research for us. That's not listed anywhere on this form so I'm not quite sure how to respond?

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§552.104/552.110

From: Zgarba, Angela <Angela.Zgarba@lottery.state.tx.us>
Sent: Friday, January 12, 2018 9:18:29 AM
To: Zgarba, Angela
Subject: Reference Check for Epiphany - Advertising Services RFP 362-18-0002

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "**EPIPHANY**". Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Angela Zgabay-Zgarba, CTCM, CTPM
Contracts Management & Procurement Manager
Texas Lottery Commission
Ph: 512.344.5215



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**EPIPHANY**”. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Confidentiality Claimed
§552.104/552.110

Your Company Name: _____

Your Name: _____

Your Phone Number: _____

1. What services did EPIPHANY provide for you? Please mark those that are applicable.

- Market Research
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the EPIPHANY’s performance for all areas that apply.

Circle appropriate ratings:

(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Market Research: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Media Buying: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Creative: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

3. Please rate the EPIPHANY's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Ability to resolve problems: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Overall performance: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

4. Would you hire this EPIPHANY again? Yes No
If No, why?

5. May we contact you with follow-up questions?

Yes, please feel free

Thank you.



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**GILBREATH COMMUNICATIONS, INC.**”. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name:

Your Name:

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Your Phone Number: _ _____

1. What services did GILBREATH COMMUNICATIONS, INC. provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the GILBREATH COMMUNICATIONS, INC.’s performance for all areas that apply. Circle appropriate ratings:
(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Good work included non-traditional sources

Media Buying: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Thoughtful buys that saved us money

Creative: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Consistently innovative

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT
Always well done

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT
Multiple different kinds of events, all executed at the highest level

3. Please rate the GILBREATH COMMUNICATIONS, INC.'s performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT
Highly responsive; listened well

Ability to resolve problems: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT
Agency staff adept at solving problems

Overall performance: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

4. Would you hire this GILBREATH COMMUNICATIONS, INC. again? Yes No
If No, why?

5. May we contact you with follow-up questions?

YES

Thank you.



**ADVERTISING SERVICES RFP
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The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**MEDIAOLOGY**”. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name:

Your Name:

Your Phone Number: ___

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1. What services did MEDIAOLOGY provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the MEDIAOLOGY’s performance for all areas that apply. Circle appropriate ratings:

(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

Media Buying: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

Creative: 1 2 3 4 5 6 7 **N/A**

PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

3. Please rate the MEDIAOLOGY's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Ability to resolve problems: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Overall performance: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

4. Would you hire this MEDIAOLOGY again? Yes No
If No, why?

5. May we contact you with follow-up questions? Yes.

Thank you.



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**THE CE GROUP**”. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

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Your Company Name:

Your Name:

Your Phone Number:

1. What services did THE CE GROUP provide for you? Please mark those that are applicable.

- x Media Planning
- Media Buying
- x Creative
- x Production
- Digital
- x Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the THE CE GROUP’s performance for all areas that apply. Circle appropriate ratings:

(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

Media Buying: 1 2 3 4 **5** 6 7 N/A

PLEASE COMMENT

Creative: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

Production: 1 2 3 4 5 6 **7** N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 **N/A**
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 **7** N/A
PLEASE COMMENT

For 5th year I have worked with the CE Group and found their professionalism, eye for detail and hard work extremely beneficial with our

3. Please rate the THE CE GROUP's performance in the following areas:

Customer service: 1 2 3 4 5 6 **7** N/A
PLEASE COMMENT

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Ability to resolve problems: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT in 4 years we have had a multitude of challenges to overcome but the CE Group works well under pressure and are great at problem solving.

Overall performance: 1 2 3 4 5 6 **7** N/A
PLEASE COMMENT Truly best of class agency.

Adherence to timelines: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT They not only meet their timelines, they gently but firmly nudge us along when needed to ensure that all parties meet the timelines.

4. Would you hire this THE CE GROUP again? **Yes** No
If No, why? Already have re-hired them for our 2018

contest this summer.

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5. May we contact you with follow-up questions? **Yes**

Thank you.



ADVERTISING SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "**THE CE GROUP**". Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name:

Your Name:

Confidentiality Claimed

Your Phone Number:

§552.104/552.110

1. What services did THE CE GROUP provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the THE CE GROUP's performance for all areas that apply. Circle appropriate ratings:

(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Media Buying: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Creative: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Very professional and always does a great job.

Digital: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Fantastic!

3. Please rate the THE CE GROUP's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Overall performance: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

4. Would you hire this THE CE GROUP again? Yes No
If No, why?

ABSOLUTELY...great partners!

5. May we contact you with follow-up questions?

Yes.

Thank you.



ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "THE ATKINS GROUP" referred to as TAG. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by 4:00 p.m. CST on Wednesday, January 17, 2018.

Please provide the following:

Your Company Name: _____

Your Name: _____

Your Phone Number: _____

1. What services did TAG provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the TAG's performance for all areas that apply. Circle appropriate ratings:

(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

Jill Dolde is an excellent, experienced and savvy media planner / director.

Media Buying: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

We place our buys in-house

Creative: 1 2 3 4 **5** 6 7 N/A

PLEASE COMMENT

It took some back and forth in the first year to get the right creative content and design team, but now that we have that, we're pleased with creative concepts and work.

Production: 1 2 3 4 5 (6) 7 N/A
PLEASE COMMENT

Jayne is an excellent account supervisor & keeps our profits flowing on schedule expertly. The quality of final product is strong.

Digital: 1 2 3 4 (5) (6) 7 N/A
PLEASE COMMENT

Strategic ideas on digital are well researched and thought through. Video production/execution could be improved

Experiential: 1 2 3 4 5 6 7 (N/A)
PLEASE COMMENT

3. Please rate the TAG's performance in the following areas:

Customer service: 1 2 3 4 5 6 (7) N/A
PLEASE COMMENT

Jayne, Steve, Ryan and their team excels at service!

Ability to resolve problems: 1 2 3 4 5 6 (7) N/A
PLEASE COMMENT

Very responsive, good listeners, bring creative problem solving skills to the table.

Overall performance: 1 2 3 4 5 (6) 7 N/A
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 (6) 7 N/A
PLEASE COMMENT

Most projects are delivered in a timely manner. Occasionally, there is a time crunch, which is only human.

4. Would you hire this TAG again? (Yes) No
If No, why?

5. May we contact you with follow-up questions? Yes.

Thank you.

Zgarba, Angela

From:
Sent: Friday, January 12, 2018 12:20 PM
To: Zgarba, Angela
Subject: RE: Reference Check for LatinBrand - Advertising Services RFP 362-18-0002

Good afternoon Angela,

I hope you're doing well. I wanted to let you know that per Policy, we cannot give subjective references. I can only verify that we do indeed work with Latin Brand.

Have a great day.

SAVE PAPER - THINK BEFORE YOU PRINT

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email in error please notify the sender. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. Aldi accepts no liability for any damage caused by any virus transmitted by this email.

From: Zgarba, Angela [mailto:Angela.Zgarba@lottery.state.tx.us]
Sent: Friday, January 12, 2018 9:19 AM
To: Zgarba, Angela <Angela.Zgarba@lottery.state.tx.us>
Subject: Reference Check for LatinBrand - Advertising Services RFP 362-18-0002

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "**LATINBRAND**". Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Angela Zgabay-Zgarba, CTCM, CTPM
Contracts Management & Procurement Manager
Texas Lottery Commission
Ph: 512.344.5215



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "**THE CE GROUP**". Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name: _____

Your Name: _____

Your Phone Nur _____

1. What services did THE CE GROUP provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the THE CE GROUP's performance for all areas that apply. Circle appropriate ratings:

(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 **(7)** N/A
PLEASE COMMENT

Media Buying: 1 2 3 4 5 6 **(7)** N/A
PLEASE COMMENT

Creative: 1 2 3 4 5 6 **(7)** N/A
PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

3. Please rate the THE CE GROUP's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Ability to resolve problems: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Overall performance: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Adherence to timelines: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

4. Would you hire this THE CE GROUP again? Yes No
If No, why?

5. May we contact you with follow-up questions?

Yes

Thank you.



**ADVERTISING SERVICES RFP
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for “**GILBREATH COMMUNICATIONS, INC.**”. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name:

Confidentiality Claimed

\$552.104/552.110

Your Name:

Your Phone Number: _____

1. What services did GILBREATH COMMUNICATIONS, INC. provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess the GILBREATH COMMUNICATIONS, INC.’s performance for all areas that apply. Circle appropriate ratings:

(1 = Didn’t meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Gilbreath’s media planning was always done in a very strategic and timely matter. Their media buy recommendations were on point and led to the many successes of reaching the program’s target audiences within our eight-county region. The

was very pleased with Gilbreath, as our Advertising and Marketing consultant and we have continued to work with them on special projects.

Media Buying: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

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Gilbreath did an excellent job at negotiating and procuring media buys in support of the programs. Their media buys included the following advertising mediums: print, online, billboard, radio and television.

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Creative: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Gilbreath did an extraordinary job with developing the marketing materials in support of the programs. Their support of our programs included the following phases: concept development, design, artwork and final production of materials.

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Gilbreath excelled as a consultant by providing outstanding radio and television spots for our programs. They also created wonderful printed materials for various publications.

Experiential: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

The is one of most successful campaigns developed by Gilbreath Communications for our outdoor festival and awards luncheon. Gilbreath was responsible for developing our collateral materials, radio spots, television spots, printed ads, logo design for t-shirts and website development. The Campaign encouraged local commuters, employees and the general public to save time and money on their daily drive to and from work by becoming part of a solution to help clean our region's air. Solutions range from committing to take a bus or rail one day a week, teleworking from their home, riding their bike to work, or declaring that they will vanpool or rideshare with fellow employees using STAR Vanpool and NuRide.

3. Please rate the GILBREATH COMMUNICATIONS, INC.'s performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

I have had the pleasure of working with Gilbreath Communications and their staff for several years. Gilbreath has always been very personable, provided great collateral materials, completed projects within budget and on time, and very accessible to staff.

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

had a few challenges with establishing an identity within our eight-county region and Gilbreath was proactive in developing that new brand for our

Overall performance: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Gilbreath excelled at developing our collateral materials, radio spots, television spots, printed ads, logo design, media planning, strategic planning, and website development. I do not recall any challenges with this firm. They have always provided with great ideas and recommendations to improve our .

Adherence to timelines: 1 2 3 4 5 6 7 N/A

PLEASE COMMENT

Gilbreath has always completed their work in a timely manner while working on our various programs. Their staff has always been very professional, provided great collateral materials, completed projects within budget and on time, and very accessible to staff.

4. Would you hire this GILBREATH COMMUNICATIONS, INC. again? Yes No
If No, why?

5. May we contact you with follow-up questions? Yes, please feel free to contact me with follow-up questions.

Thank you.



ADVERTISING SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for "**THE CE GROUP**". Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Management and Procurement Manager, @ angela.zgarba@lottery.state.tx.us or by fax to (512) 344-5444 by **4:00 p.m. CST on Wednesday, January 17, 2018.**

Please provide the following:

Your Company Name: _____

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§552.104/552.110

Your Name: _____

Your Phone Number: _____

1. What services did THE CE GROUP provide for you? Please mark those that are applicable.

- Media Planning
- Media Buying
- Creative
- Production
- Digital
- Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

2. Please use the scale below to assess THE CE GROUP's performance for all areas that apply.

Circle appropriate ratings:

(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Media Planning: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Media Buying: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Creative: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Production: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Digital: 1 2 3 4 5 6 7 N/A
PLEASE COMMENT

Experiential: 1 2 3 4 5 6 7 N/A

We have been working with THE CE GROUP for over ten years. They assist with all of our grand opening events and select special events (approximately 20 events annually) that take place in our regions throughout Texas. THE CE GROUP works in partnership with our Community Banking Marketing team. This team manages all aspects of community events throughout our 130-plus Texas financial center network. When our team took on this responsibility, we immediately realized that we needed a competent, experienced event planning and execution team. We chose THE CE GROUP. Given the structure of our internal staff, we simply could not do what we do without a partnership like this.

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3. Please rate THE CE GROUP's performance in the following areas:

Customer service: 1 2 3 4 5 6 7 N/A

THE CE GROUP consistently provides excellent customer service. They are responsive and attentive to our needs, and they truly understand our brand. has very high customer service standards regarding how we treat our clients, and we expect all of our client interactions to reflect such. THE CE GROUP understands our expectations because they operate the same way.

Ability to resolve problems: 1 2 3 4 5 6 7 N/A

This is one of THE CE GROUP's greatest strengths. Event planning and execution often involves working and contracting with vendor partners and adjusting to changing logistics such as attendee numbers and weather. THE CE GROUP always competently and calmly deals with the resulting challenges/problems that inevitably arise in such situations.

Overall performance: 1 2 3 4 5 6 7 N/A

Our relationship with THE CE GROUP is a true partnership. We trust and depend upon them because they have proven themselves through their expertise, capabilities and customer service.

Adherence to timelines: 1 2 3 4 5 6 7 N/A

THE CE GROUP does a great job in this area. They have a unique ability to "keep all the balls in the air". They create timelines for each event and manage them closely in partnership with our internal team.

4. Would you hire this THE CE GROUP again? Yes No
If No, why?

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5. May we contact you with follow-up questions?
Yes.

Thank you.