



Mars

**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 "**LATINWORKS**". 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

Your Name:

§552.104/552.110

Your Phone Number: _____

1. What services did LATINWORKS 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 LATINWORKS'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 Overall strong creative esp bringing Hispanic insights to our work on . They work very well with our General Market creative agency to ensure the creative is on strategy yet relevant from Hispanic insights.

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

PLEASE COMMENT Team easy to work with – they let GM market lead and more of a pick up but production strong

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 LATINWORKS's performance in the following areas:

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

PLEASE COMMENT They go above and beyond to add value to . They are on scope of work and often go above to be a part of our inter-agency team. Key is getting the right people on the team. Team led by Leo Olper and Sarah Drake are very strong.

Overall they strive to be great partners for us in any capacity they can. Given we have a different GM agency and only use them for Hispanic communications, we don't always have a large scope available for them I have worked with Leo and team to expand their scope and better utilize their expertise. They have been very easy to work with and strong creatively and account.

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

PLEASE COMMENT Open to hearing our issues and being creative to solve problems

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

PLEASE COMMENT

Overall good partners even in the niche way we use them.

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

PLEASE COMMENT Very good at coming in on time and within budget

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

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

Thank you.



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

PLEASE COMMENT:

We are in the beginning of Media planning with them. Our first presentation will be happening in 6 weeks. They excelled in putting together a proposed plan that showed that they understood the customer we are trying to connect with and that is why we are brought them on as our agency. Also, I have worked with Latinworks during my years at Domino’s and they always delivered innovative media plans that allowed us to connect with customers via the different channels that they were using

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

PLEASE COMMENT

We have not yet finalized the media plan, so they have not made any buys for us yet.

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

PLEASE COMMENT

We are early in the creative process. The draft that they presented to us was approved and they are refining it. They have done a good job in including the perspective of the customer we want to target while at the same time navigating the requirements of the enterprise brand group.

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

PLEASE COMMENT

We have yet to begin productions

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

PLEASE COMMENT

We have been presented with their preliminary plans for opportunities in Digital and we were impressed with their thought process and depth of expertise. We look forward to seeing these ideas come to life later in the year

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

PLEASE COMMENT

Again, we are at the planning stage still with this. We have seen an initial proposal and we were excited about how they are thinking about innovative ways of differentiating our brand within the Latino space.

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

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

PLEASE COMMENT

My account executive is extremely responsive and always keeps me abreast of the progress in our work. She has also attended several meetings that we have requested that her team cover and is always a contributor to the outcome of those meetings.

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

PLEASE COMMENT

Again, a bit early in our relationship so no problems yet that have arisen. They have been very flexible when we have needed to slightly change our project objectives. They also are very good in communicating with the different stake holders within the company, doing several presentations to leadership and other partners that we work with.

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

PLEASE COMMENT

To date, very happy with their performance. We will be monitoring them as we finalize planning and go to market with this project this summer. They have committed to some robust metrics around deliverables for the project.

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

PLEASE COMMENT

They have been extremely good at keeping deadlines. If anything, we Thrivent, have sometimes taken too long in responding to them.

They also are flexible in making challenging timelines work in response to changes at corporate, which I appreciate.

4. Would you hire this LATINWORKS again? Yes No

If No, why?

Yes, for the reasons above in addition to my previous experience working with them,. I was the one who brought them into Dominos.

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

Yes!

Thank you.



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

PLEASE COMMENT

We have had limited experience with Media Planning with LatinWorks, but in a couple instances they have helped us evaluate media and content partners and demonstrated strong knowledge of the space in the process.

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

PLEASE COMMENT

We have had limited experience with Media Buying with LatinWorks due to our own internal strategy, but on the few occasions that we have engaged in this process LatinWorks has demonstrated expertise.

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

PLEASE COMMENT

LatinWorks has a very strong creative team that works as a true partner and has consistently delivered great work as demonstrated by the 12 awards our campaign received in 2017.

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

PLEASE COMMENT

LatinWorks is consistently strong in Production services – they have expertise in this area and produce great work. They are also able to deliver on time and under pressure.

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

PLEASE COMMENT

Our campaigns have always had digital components and LatinWorks has produced content for social in coordination with our internal social teams.

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

PLEASE COMMENT

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

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

PLEASE COMMENT

LatinWorks has a great account team and are true partners across the board. They are quick to turn around requests and always on call. It's been a pleasure to work with them and build campaigns together.

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

PLEASE COMMENT

LatinWorks consistently comes up with creative solutions to our challenges and is able to work through problems collaboratively.

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

PLEASE COMMENT

LatinWorks performs strongly across all the ways in which we work with them.

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

PLEASE COMMENT

LatinWorks meets deadlines and performs under tight timelines.

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

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

Yes, please feel free to reach out.

Thank you.



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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

They have a great planning process to ensure they know their customer needs and be able to solve for.

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

PLEASE COMMENT

We had an extremely tight timeline and they not only manage to do it on time, but the quality vs. cost was off the charts.

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

PLEASE COMMENT

With limited budget and time, they have been able to adapt and respond impressively.

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

PLEASE COMMENT

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

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

PLEASE COMMENT

They certainly put the clients needs first.

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

PLEASE COMMENT

They make sure they understand what the problem is, so that they are solving your needs.

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

PLEASE COMMENT

They have been a great team to work with, and overall have helped us improve on every KPI.

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

PLEASE COMMENT

They have no issues working late hours, but they get things done on time.

4. Would you hire this LATINWORKS again? Yes No

If No, why?

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

Yes

Thank you.