



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 "**F. GUERRA DEBERRY, LLC**" referred to as **GDC MARKETING & IDEATION**. 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: Baptist Health System

Your Name: Patti Tanner

Your Phone Number: 210.875.0199

1. What services did GDC MARKETING & IDEATION 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 GDC MARKETING & IDEATION'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

GDC provided comprehensive plans that effectively reached our wide variety of target audiences.

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

PLEASE COMMENT

GDC negotiated discounted rates on our media.

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

PLEASE COMMENT

GDC always created a number of options for us to choose from. Beautiful, compelling and targeted whether TV, print, digital, radio or OOH.

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

PLEASE COMMENT

Easy to work with, collaborative, priced well.

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

PLEASE COMMENT

Smart, effective, ROI provided.

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

PLEASE COMMENT

Great ideas conceptualized for us.

3. Please rate the GDC MARKETING & IDEATION's performance in the following areas:

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

PLEASE COMMENT

Always available. Always meets deadlines.

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

PLEASE COMMENT

Excellent.

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

PLEASE COMMENT

Best I've ever worked with.

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

PLEASE COMMENT

No issues.

4. Would you hire this GDC MARKETING & IDEATION again? **Yes** No
If No, why?

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

Thank you.



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Please provide the following:

Your Company Name: Dr Pepper Snapple Group

Your Name: Regan Ebert

Your Phone Number: 214-930-1114

1. What services did RICHARDS/LERMA provide for you? Please mark those that are applicable.

- ☐ Media Planning
- ☐ Media Buying
- x ☐ Creative
- x ☐ Production
- x ☐ 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 RICHARDS/LERMA'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

6 – Lerma has done work for us on both Dr Pepper and Clamato. Dr Pepper has been a bit challenging the last couple of years because we have been working on a new base general market campaign, so Hispanic was put on hold to wait for that. Lerma ended up doing a product focused Hispanic Dr Pepper spot in the meantime, that we believe is doing well for us.

The other big piece of work they do for us is Clamato. We have been extremely happy with the Clamato creative the last several years. And our test results have been very strong for that work.

For Clamato they've done great TV, but the digital and social work has been very strong, as well. Digital is definitely a strength for Lerma.

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

PLEASE COMMENT

6 – Lerma has always done a great job bringing to life their ads. We've never had any production issues, and have always been very pleased with the end resulting creative.

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

PLEASE COMMENT

7 – Per my comment above, digital is a strength for Lerma due to Pete Lerma's background in digital. That is why we originally hired them, for Clamato Digital and Social work, but ultimately expanded to TV, and then brought over the Dr Pepper brand to them, as well.

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

PLEASE COMMENT

NA

3. Please rate the RICHARDS/LERMA's performance in the following areas:

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

PLEASE COMMENT

5 – Their account team does a good job for us. They are definitely very focused on making sure we're happy with the agency, and the work they are bringing, and if they sense any issues, they are quick to reach out and address.

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

PLEASE COMMENT

6 – Per above, if a meeting hasn't gone well, they will quickly reach out, and try to understand the concerns and address.

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

PLEASE COMMENT

6 – Overall, we are happy with the work from our Lerma team. We evaluate everything we do with MROI modeling and consumer testing, and their work has always done well for us.

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

PLEASE COMMENT

7 – No issues with timelines. If we provide dates work is needed, they always meet the necessary dates.

4. Would you hire this RICHARDS/LERMA again? Yes No

If No, why?

Yes. I think they are a strong Hispanic agency, starting with their leader, Pete Lerma. He is a great partner to our senior leadership team, sharing his thought leadership on Hispanic, digital, etc.

Also, you didn't ask about it, but I think their strategy team does a really nice job, as well.

And then again, overall, we are happy with the work.

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

Yes

Thank you.



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Please provide the following:

Your Company Name: The Home Depot

Your Name: Melissa Brown

Your Phone Number: 770-384-2309

1. What services did RICHARDS/LERMA 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)
- ☐ Hispanic Strategy

2. Please use the scale below to assess the RICHARDS/LERMA'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 RICHARDS/LERMA'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 RICHARDS/LERMA again? Yes No
If No, why?

RL has provided strategic, creative and production services to the Home Depot for the past several years. Throughout the relationship, they have and continue to bring innovative ideas, seamless execution, and impeccable service. I would highly recommend Richards Lerma.

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

Thank you.



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Please provide the following:

Your Company Name: __LALA US__

Your Name: ____Shaun L Nichols_____

Your Phone Number: __2143549989_____

1. What services did RICHARDS/LERMA provide for you? Please mark those that are applicable.

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Media Planning |
| <input type="checkbox"/> | Media Buying |
| <input checked="" type="checkbox"/> | Creative |
| <input checked="" type="checkbox"/> | Production |
| <input checked="" type="checkbox"/> | Digital |
| <input type="checkbox"/> | 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 RICHARDS/LERMA'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 RICHARDS/LERMA'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 RICHARDS/LERMA 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 "**RO2 MEDIA**". Please complete and return this questionnaire to Angela 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: Torchmark Corporation Affiliates

Your Name: Armando Rodriguez

Your Phone Number: 972-569-4037

1. What services did RO2 MEDIA provide for you? Please mark those that are applicable.

- X Media Planning
- X Media Buying
- ☐ Creative
- ☐ Production
- X 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 RO2 MEDIA'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

They have increased our leads base with their digital media strategy. Not only they have increased the number of leads, which is the objective of our campaign, but also the cost per lead has been reduced.

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

PLEASE COMMENT

In addition to the good results the buy has been transparent. We have access to vendors' invoices and the process has been smooth and easy.

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

They have very good understanding of the digital channel and tools, they have created smart digital media strategies and we feel we are in digital expert hands.

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

3. Please rate the RO2 MEDIA's performance in the following areas:

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

Always responsive, available, and meet death lines.

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

As a matter of fact we hire Ro2 Media because we have a media agency that wasn't delivering the results we expected in terms of leads. Ro2 Media took the project and proposed a different approach and methodology that showed a significant improvement in the results of the following months. We have challenged them with different projects and they have looked for alternatives to achieve good results.

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

We are very satisfied with their services.

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

They deliver plans, buys and reports on time.

4. Would you hire this RO2 MEDIA again? ☒ Yes No
If No, why?

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

Yes

Thank you.



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Please provide the following:

Your Company Name: ___AVOCADOS FROM

MEXICO_____

Your Name: _____IVONNE KINSER_____

Your Phone Number: _____(214) 493 3568_____

1. What services did RO2 MEDIA provide for you? Please mark those that are applicable.

- X☐ Media Planning
- X☐ Media Buying
- ☐ Creative
- ☐ Production
- X☐ 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 RO2 MEDIA'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

RO2MEDIA applies creativity to media planning and frequently find unconventional approaches that not only increase the performance of our campaigns but also decrease our cost. They are open and knowledgeable about the latest digital media trends and new technologies that help us stand out in key efforts such as the Super Bowl. For three consecutive years, we have delivered the top #2 digital campaign of the Super Bowl, (based on performance), even competing with multi-billion brands with enormous budgets. This has been possible for the out-of-the box media strategies that Ro2Media bring to us.

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

PLEASE COMMENT

Ro2Media's superb negotiation and optimization skills result in media buys that are extremely cost efficient. In fact, we recently conducted an audit across all our media agencies (through a third-party company - Ebiquity), to determine (among other things), cost efficiencies of our media buys through our agency partners, and Ro2Media ended up with 33 (efficiency) points above our other media partner which is a global agency.

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

Ro2Media is always at the top of the new digital media outlets, publishers, technology and trends. That helps us to keep our brand as a category leader in the digital area. The team is excellent at staying on top of all the campaigns, optimizing them in any possible way daily. Where most agencies optimize by-weekly or monthly.

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

PLEASE COMMENT

3. Please rate the RO2 MEDIA's performance in the following areas:

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

PLEASE COMMENT

Always a call away, or a text away, always available and eager to help and to communicate the outcomes of a campaign, or to suggest improvements and optimizations. Extremely quick turnaround for any urgent request, regardless if it is a week day, a holiday or a weekend. Very resourceful. Excelent consumer service around the clock.

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

PLEASE COMMENT

Because of their flexibility and agility, they are very good at pivoting to resolve any problem that comes along.

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

PLEASE COMMENT

I have nothing to say but give them 5 stars for an excellent overall performance in each of the areas in which they serve our account.

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

PLEASE COMMENT

Always. Even with tight deadlines and quick turnaround for urgent requests.

See answer to question 3 above.

4. Would you hire this RO2 MEDIA again? Yes No

If No, why?

I currently work with Ro2Media.

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

Yes.

Thank you.



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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 "**SOCIALISSSIMA**". 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: Special Olympics Texas

Your Name: Tela Munge

Your Phone Number: 512 - 589 - 7209

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

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Media Planning |
| <input type="checkbox"/> | Media Buying |
| <input checked="" type="checkbox"/> | Creative |
| <input checked="" type="checkbox"/> | Production |
| <input type="checkbox"/> | Digital |
| <input type="checkbox"/> | 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 SOCIALISSSIMA'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 Norbi Zylberberg is quite creative and has developed effective campaigns for us.

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

PLEASE COMMENT

Norbi Zyberberg's attention to detail shows in his work.

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 SOCIALISSIMA's performance in the following areas:

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

PLEASE COMMENT

The client is always #1 with Norbi Zyberberg.

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

PLEASE COMMENT

We never had any problems.

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

PLEASE COMMENT

Amazing and effective campaigns that are award-winning.

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

PLEASE COMMENT

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

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

Thank you.



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REFERENCE CHECK QUESTIONNAIRE**

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Please provide the following:

Your Company Name: T-Mobile

Your Name: Ximena Cuevas

Your Phone Number: 763-442-3600

1. What services did RICHARDS/LERMA provide for you? Please mark those that are applicable.

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Media Planning |
| <input type="checkbox"/> | Media Buying |
| <input checked="" type="checkbox"/> | Creative |
| <input checked="" type="checkbox"/> | Production |
| <input checked="" type="checkbox"/> | Digital |
| <input type="checkbox"/> | 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 RICHARDS/LERMA'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

They have the ability to develop breakthrough creative in both English and Spanish with deep insight in mind

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

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

lerma owns the creation and production across digital and social. That synergy has helped develop more integrated and engaging campaigns.

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

3. Please rate the RICHARDS/LERMA's performance in the following areas:

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

There is always a willingness to listen and solve problems across all levels

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 RICHARDS/LERMA again? (Yes) No
If No, why?

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

Thank you.



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Please provide the following:

Your Company Name: CR-MPM-LLC (BBA DON CARLO)

Your Name: IKEL OTEGUI

Your Phone Number: 469-571-3606

1. What services did RO2 MEDIA 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 RO2 MEDIA'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

PLANS WITH A GREAT STRATEGY WITH THE MOST UP TO DATE MEDIA TOOLS.

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

PLEASE COMMENT

VERY COMPETITIVE BUYS. ALWAYS FULL RATE & FEE TRANSPARENCY

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

INNOVATIVE AND SOLUTIONS DRIVEN WITH GREAT TRACKABILITY
AND ROI

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

3. Please rate the RO2 MEDIA's performance in the following areas:

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

VERY RESPONSIVE. ALWAYS AVAILABLE

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

ALWAYS PROVIDES A SOLUTION

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

GREAT BUSINESS PARTNER

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

VERY WELL PLANNING AND EXECUTION

4. Would you hire this RO2 MEDIA again? Yes No
If No, why?

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

YES

Thank you.