



## 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](mailto: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.