



**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 “**ASHER MEDIA/AVALANCH MEDIA 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: Texas State Technical College

Your Name: Nick Alvarado

Your Phone Number: (254) 867-2026

1. What services did ASHER MEDIA/AVALANCH MEDIA 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 ASHER MEDIA/AVALANCH MEDIA 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

Asher Media always provides us a detailed presentation and timeline of our media strategy for the year

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

Asher Media handles all of our buying and we've had no issues with billing.

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
Asher Media handles our digital content for YouTube, Google search, Facebook, Pandora, Spotify, iHeart and OTT content marketing

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

3. Please rate the ASHER MEDIA/AVALANCH MEDIA GROUP's performance in the following areas:

Customer service: 1 2 3 4 5 6 **7** N/A
A wonderful, friendly staff to work with who is always responsive and open to answering any questions and make any changes quickly as necessary.

Ability to resolve problems: 1 2 3 4 5 6 **7** N/A
Any issues we have had have been solved quickly and professionally with little to no disruption to our media plan

Overall performance: 1 2 3 4 5 6 **7** N/A
Asher provides great service and recommendations for our media strategy but is always open to our ideas and respectful of our decisions.

Adherence to timelines: 1 2 3 4 5 6 **7** N/A
Asher is always on top of timelines and willing to adjust them when we need to make adjustments when we need them to.

4. Would you hire this ASHER MEDIA/AVALANCH MEDIA GROUP again? **Yes** No
If No, why?

This is our third year working with Asher Media and we couldn't be happier with our choice as a media buyer. As a state agency we can only contract with a company for up to three years before going back out to bid. Our hope is that we will be able to obtain Asher Media for the next three years as well.

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

Yes

Thank you.



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Please provide the following:

Your Company Name: BP3 Global _____

Your Name: __Krista White_____

Your Phone Number: ___512-600-3239_____

1. What services did RED VELVET EVENTS provide for you? Please mark those that are applicable.

- Media Planning
- 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 RED VELVET EVENTS'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

Their creative team took the time to understand our customers and the understanding they have. They went above and beyond on tight timelines.

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

PLEASE COMMENT: Red Velvet is the most professional vendor we have worked with. They are responsive and keep us to our timelines. Their production team can work independently and bring everything together better than I've seen.

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

PLEASE COMMENT

They have a creative digital approach. Their ability to create compelling content that drove our conference attendance was great.

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

PLEASE COMMENT

This is where Red Velvet exceeds expectation. Their ability to execute on our event has made it a success every year. We had subpar events prior to working with Red Velvet. They took our budget and exceed expectations. They kept us on time and budget for every events and most of the time below budget.

3. Please rate the RED VELVET EVENTS's performance in the following areas:

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

PLEASE COMMENT

Very responsive and easy to work with.

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

PLEASE COMMENT

We've had some pretty outlandish requests of Red Velvet and every time they deliver.

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

PLEASE COMMENT

Most professional vendor.

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

PLEASE COMMENT

If I could give them an 8 I would they have never missed a timeline even when we need something in a few minutes. We are not their largest client but it is good to be treated like a VIP.

4. Would you hire this RED VELVET EVENTS again? **Yes** No
If No, why?

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

Yes, my email is kwhite@bp-3.com and I have given my cellphone number above.

Thank you.



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Please provide the following:

Your Company Name: NORCAL Mutual Insurance Company

Your Name: Kendra Heredia

Your Phone Number: 512-879-5153

1. What services did RED VELVET EVENTS 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 RED VELVET EVENTS'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

The turnaround is always very quick, creative and the ability of the creative team to connect with our brand and in turn help us connect with our VIP client base is a cut above the rest. We have an in-house creative team but choose to utilize RVE's creative team because of the depth and experience of their creative team.

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

PLEASE COMMENT

RVE has heavily contributed to NORCAL's reputation for hosting the most memorable experiences and VIP events in the medical malpractice industry. In a very competitive space where we compete with companies with far larger budgets and internal teams, we continue to be known for hosting the best events each year. Many of our independent agency principals send staff in their place to competitor events but NORCAL's events always secure and continue to impress the highest level decision makers who reach out to us well in advance to ensure their calendars are cleared for our next event. This is directly attributed to RVE's pursuit of perfect planning and flawless execution. This can likely be attributed to their diligent hiring and training processes where they secure talent from across the country, constantly seeking out new ideas and fresh perspectives that they can in turn, share with their clients and we appreciate it!

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

PLEASE COMMENT

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

PLEASE COMMENT

What I highly respect about RVE in comparison is the level of creativity they offer. They do so regardless of budget restraints because they focus on the experience and build the event from there ensuring each client's budget expectations are maintained while striving to maximize each dollar allocated. They offer creative solutions for every vision. My clients know the RVE team they work with on a first name basis because they are so impressive and memorable. We often have many last-minute changes and some fairly needy clients but RVE always handles them with the utmost professionalism and service. This is why they are so memorable. They understand this is all part of the experience. My broker clients often follow up with me after events to inquire as to how they can demonstrate their gratitude to RVE for such well-designed and executed events. This says quite a bit about the RVE culture and team.

3. Please rate the RED VELVET EVENTS's performance in the following areas:

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

PLEASE COMMENT

RVE has built a solid reputation and brand on service. It's the largest reason we continue to renew with this agency. They take a great deal of pride in providing a full suite of services and doing them well. They have largely built their client base on referrals and regardless of how well expectations are met, no one refers anyone to a company with poor customer service. They would have never achieved the level of success they have without superior customer service. The founder of the company understands the client experience starts well before the contract and never ends because their team builds trustworthy relationships with their clients that extend far beyond the conclusion of a project or event. Simply put, they just get "it".

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

Regardless of how well events are designed, we all know that challenges arise. As the client, I have rarely, if ever, had to get involved because RVE gets to know and understand their clients which allows them to anticipate expectations and strategically problem solve. They always bring multiple solutions to the table and present pros and cons for each because they have already thought them through and any impacts the decisions may have on various aspects of the event. What I like most about their approach is that they own the challenges that vendors, venues, attendees etc. may present and solve them in this manner. There is never any finger-pointing and I never have to get directly involved. This is a huge relief and heavily reduces the stress on me and my upline.

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

There really is not a single shortcoming that comes to mind. I would certainly recommend them for an array of services you might be considering. They take pride in their work and treat your attendees as their very own clients. That is the most I could ever ask of a contracted partner. Bottom line, they are winners.

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

Not only do they adhere to timelines, they keep me on track. Because we do not have an in-house event team, I don't have the time or resources to focus 100% of my time on events so RVE does a great job of keeping me on track and ensuring I meet deadlines so they can do what they do best, execute. Their time management is of the most professional degree. Occasionally, I have to wait on internal decisions and they assist me with fully understanding the impact and we work around delays together and manage expectations accordingly.

4. Would you hire this RED VELVET EVENTS again? Yes No
If No, why?

Absolutely, hands down, yes. We have actually began entering into multi-year contracts with RVE because after taking our events to market as required by our leadership team in 2012, 2014 and 2016, we continually find that RVE is the superior agency in our market. We look forward to many more years with RVE.

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

Yes, please do!

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 “**TDW+CO**”. 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: __U.S. Census Bureau_____

Your Name: __ Kendall B. Johnson _____

Your Phone Number: __301-763-4238_____

1. What services did TDW+CO 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 TDW+CO’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

TDW is a subcontractor on our Integrated Communications Contract. They are fully involved in media planning specifically focused on the Asian population. TDW provides very good insights into their audience which will be instrumental in planning media that will deliver our messages to each audience through media channels that are most appropriate. We have just started the media planning phase of our campaign.

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

PLEASE COMMENT

TDW has long-standing relationships with media outlets that will prove beneficial when negotiating rates and schedules once we begin to actually purchase media.

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

PLEASE COMMENT

TDW provides innovative and inspirational ideas that result in effective creative that speaks directly to the target audience.

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

PLEASE COMMENT

TDW has not yet produced any ads for us at this time. However, based on past experience and other successful campaigns that they have done, we have no doubt they will excel in this area.

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

PLEASE COMMENT

TDW has not yet produced any digital ads for us at this time. However, based on past experience and other successful campaigns that they have done, we have no doubt they will excel in this area.

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

PLEASE COMMENT

TDW has been involved in successful design thinking pop-ups used to inspire national partners to get involved and encourage participation in the census.

3. Please rate the TDW+CO's performance in the following areas:

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

PLEASE COMMENT

TDW gets really high marks for customer service. They bend over backwards to ensure we are satisfied with all that they do. They are responsive, flexible, and collaborative.

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

PLEASE COMMENT

TDW goes out of their way to resolve any problems that arise. They are open to criticism and willing to change course if necessary.

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

PLEASE COMMENT

TDW has performed at an exceptional level and we anticipate that level of performance will continue.

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

PLEASE COMMENT

TDW is a stickler for meeting timelines. They are fully engaged in developing the timelines with us, and they are excellent at bringing projects in on time and on budget.

4. Would you hire this TDW+CO again? **Yes** No
If No, why?

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

Thank you.



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Please provide the following:

Your Company Name: _____ Western Union _____

Your Name: _____ Bobby Fan _____

Your Phone Number: _____ 5108305532 _____

1. What services did TDW+CO 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 TDW+CO’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 TDW+CO'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 TDW+CO again? **Yes** No
If No, why?

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

Yes

Thank you.

Zgarba, Angela

From: Jose Gutierrez <
Sent: Tuesday, January 16, 2018 1:30 PM
To: Zgarba, Angela
Subject: Re: Reference Check for TDW+Co - Advertising Services RFP 362-18-0002
Attachments: Advertising RFP Reference Checks TDW & CO_Jose Gutierrez.doc

Hi Angela,

As I stated in the attached document, over the course of my 20+ year career in multicultural marketing, TDW+Co fits as one of my Top 3 agencies that I would want to work with again. I think very highly of them and recommend them to anyone who is looking for an agency with a proven track record in multicultural marketing across Asian, Latino and African American consumers. Please feel free to reach out to me if I can be of further assistance.

Jose D. Gutierrez
(949) 379-9367

On Fri, Jan 12, 2018 at 7:18 AM, Zgarba, Angela <Angela.Zgarba@lottery.state.tx.us> wrote:

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Angela Zgabay-Zgarba, CTCM, CTPM

Contracts Management & Procurement Manager

Texas Lottery Commission

Ph: [512.344.5215](tel:512.344.5215)



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Please provide the following:

Your Company Name: Verizon Communications
Your Name: Jose Gutierrez, Associate Director, National Multicultural Marketing
Your Phone Number: (949) 379-9367

1. What services did TDW+CO 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 TDW+CO’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

- TDW+Co provided traditional media planning and buying services to our Hispanic, Asian and multicultural teams at a regional level, in particular with our West, Northeast and South Areas. Since my role at Verizon was a national position, my exposure to TDW’s media services were primarily focused on influencers, paid social and digital efforts, which I’ve included under “Digital.”

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

PLEASE COMMENT

- See comment above.

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

PLEASE COMMENT

- I have been so fortunate in being able to work with the talent at TDW+Co across all our multicultural marketing segments, including Hispanic, Asian and African American. They have continuously pushed the envelope in developing strong creative rooted on key insights from our diverse communities, to develop brand and product messaging and communications that speak to our target growth segments. My work with TDW+Co spanned over 4+ years of award-winning work including “Global Ready Challenge” (based in Texas), “I Am”, “Estadio FiOS” and so many cultural executions for Lunar New Year, Black History Month, Asian Pacific American Heritage Month, Mid-Autumn Festival, Hispanic Heritage Month and Diwali. When it comes to multicultural creative – TDW+Co has always set the benchmark within Verizon.

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

- TDW+Co always delivers on quality production for all our varying forms of creative executions. Whether it be a digital webisode series, social influencer integrated partnership, experiential activation, or retail store merchandising and promotions – TDW+Co consistently produces with premium quality and value.

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

- In the mobile and wireless industry where we are constantly challenged to innovate and deliver new and exciting ways to engage with our multicultural consumers, TDW+Co has brought solutions to our challenges to a whole new level. They were the first agency across our entire organization to work with social influencers to amplify our product launches in 2013, the first to co-develop a web property with a digital media outlet to drive brand awareness to a zealous Kpop following, and the first to integrate Snapchat into our digital advertising efforts for our store openings in 2015. TDW+Co’s knowledge of new technology, digital and social trends, and deep relationships with multicultural social influencers were instrumental to the development of Verizon’s own social teams at headquarters.

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

- At Verizon, allowing prospective customers to experience the speed of our technology and new devices is very important. Similarly to TDW’s understanding of technology and trends within digital, they have applied this mindset to how we demonstrate this to our multicultural audiences on a grassroots level. They were pioneers in our organization at integrating QR codes, digital scratch and wins, augmented reality, virtual reality, gaming, and even chalk art to demonstrate the illusion of 3-D experiences when sharing selfies on social posts. TDW’s ideas of how to engage with our consumers on a 1:1 interaction have always been a strong suit of their agency.

3. Please rate the TDW+CO’s performance in the following areas:

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

PLEASE COMMENT

- TDW's mentality of partnership holds true in how they treat me not only as a client, but as an individual that genuinely cares. This transcends into how they deliver on all aspects of customer service for our collaborations.

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

PLEASE COMMENT

- We had minimal issues with TDW+Co's projects, and they usually came up with quick solutions to resolve them. Most importantly, we never had any major issues with them.

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

PLEASE COMMENT

- Over the course of my 20+ year career in multicultural marketing, TDW+Co fits as one of my Top 3 agencies that I would want to work with.

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

PLEASE COMMENT

- After mutual acceptance, rarely has there been any issues.

4. Would you hire this TDW+CO again? Yes No
If No, why?

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

- Please feel free to reach out to me if you have any further questions.

Thank you.



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Please provide the following:

Your Company Name: Radiant Consulting

Your Name: Candy Castellanos, Principal

Your Phone Number: (206) 427-1248

1. What services did TDW+CO 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 TDW+CO'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

TDW+CO staff are experienced, innovative, creative, and always professional. For multiple projects where I needed earned and paid media engagement, they were able to successfully garner interest from multicultural anchors and radio show hosts, expanding the reach of our campaign messages well beyond our anticipated scope.

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

PLEASE COMMENT

See above.

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

PLEASE COMMENT

I have many examples to share... in one example TDW+CO was retained as our consultant to “transcreate” three educational flyers into 10 language/cultural outreach tools. To do this effectively with cultural competency required extreme attention to detail, out-of-the-box thinking, and effective in-language engagement with immigrant and populations where English was not the primary language spoken in the home. This was an ambitious project and they completed it on time, and surpassed our expectations with the final products.

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

PLEASE COMMENT

TDW+CO media and creative production is always timely, and their communication through each phase of production is on point, succinct, and on time.

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

PLEASE COMMENT

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

PLEASE COMMENT

TDW+CO. is my go-to firm for culturally competent, innovative, creative, and effective engagement with communities, stakeholders, and campaigns. I have worked on many experiential projects with them since 2012 and am always inspired with their idea facilitation and implementation. My projects are always richer and more effective when they are part of the team.

3. Please rate the TDW+CO’s performance in the following areas:

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

PLEASE COMMENT

I have worked with many consulting firms over the years and TDW+CO stands out in many ways. Customer service, in the form of communication, accommodation, respect, and trust-building are some of the ways that they consistently exhibit customer service.

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

PLEASE COMMENT

Over the years, I have continued to hire TDW+CO for their quality of work, and their ability to come to the table with creative ways to tackle difficult issues and campaigns. In addition, their openness for feedback, and willingness to adapt and change based on what is needed for issues that arise during creative, production, or implementation has demonstrated their grace-in-action.

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

Excellent in every way that matters.

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

Project management is always timely, and any issues that arise are communicated right away.

4. Would you hire this TDW+CO 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: The Mrs
Your Name: Andra Liebrandt
Your Phone Number: 512-771-6690

1. What services did RED VELVET EVENTS 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 RED VELVET EVENTS'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

! Don't miss special wow
RVE was extremely creative in all aspects of our event(s). They provided fun, interesting, & innovative ideas that



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 "RED VET EVENTS". Please complete and return this questionnaire to Angela Lopez-Lopez, Contract Management and Procurement Manager, @ Texas Lottery Commission, 1701 North Loop West, Suite 1000, Dallas, TX 75201, or by fax to (214) 744-3444 by 4:00 p.m. CST on Wednesday, January 17, 2018.

Please provide the following:

Your Company Name: The Mox
Your Name: Andrew L. Mox
Your Phone Number: 214-771-1090

1. What services did RED VET EVENTS provide for you? Please mark those that are applicable.

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

2. Please use the scale below to assess the RED VET EVENTS's performance for all areas that apply. Circle appropriate range. (1 - Did not meet expectations; 4 - Satisfactory; 5 - 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

were always on-brand!

Red Vet was extremely creative in all aspects of our events they provided the most interesting and unique ideas

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

RVE excels at providing a one of a kind experience! Our event(s) would not have been the same without them!

3. Please rate the RED VELVET EVENTS's performance in the following areas:

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

I believe this is RVE's specialty! They make you feel like you are their only client!!

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

I've seen first hand how some of the biggest problems, that most people would walk away from, get resolved with such ease, creativity, & charm!

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

They are the first people that I call or recommend -

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

They are always on time & under budget!

4. Would you hire this RED VELVET EVENTS 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 “**ASHER MEDIA/AVALANCH MEDIA 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: UT Health Northeast

Your Name: Tyler, TX

Your Phone Number: (903) 877-7077

1. What services did ASHER MEDIA/AVALANCH MEDIA 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 ASHER MEDIA/AVALANCH MEDIA 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 ASHER MEDIA/AVALANCH MEDIA 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 ASHER MEDIA/AVALANCH MEDIA GROUP again? **Yes** No
If No, why?

5. May we contact you with follow-up questions? Yes – you've caught me at a super busy time, so I didn't make comments in the assessment scale, but think so highly of Asher that I wanted to get this sent to you. you.