

Commissioners:

J. Winston Krause,  
Chairman

Carmen Arrieta-Candelaria

Doug Lowe

Robert Rivera



# TEXAS LOTTERY COMMISSION

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

January 18, 2018

Jennifer Wilson  
Managing Director  
Y&R Austin  
206 E. 9<sup>th</sup> St., Ste 1600  
Austin, TX 78701

Via email: [jennifer.wilson@yr.com](mailto:jennifer.wilson@yr.com)  
**TIME SENSITIVE**

RE: Request for Proposals (RFP) for Advertising Services, RFP No. 362-18-0002

Dear Ms. Wilson:

The Texas Lottery Commission (TLC) requests clarification of the proposal submitted by Y&R Austin as more specifically set forth below.

1. Did Y&R Austin participate in the Burger King campaign?
2. Please clarify how long has each staff member been in their current position.
3. Please clarify if Barry Brothers worked on the Texas Tourism campaign.
4. Please clarify Y&R Austin's role in the [redacted] client case examples.

Please provide your written response to me no later than **4 p.m. CST on Monday, January 22**. Your response may be submitted via e-mail to [angela.zgarba@lottery.state.tx.us](mailto:angela.zgarba@lottery.state.tx.us). In accordance with Section 1.7 of the RFP, please mark any information considered confidential as such. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in black ink that reads "Angela Zgabay-Zgarba".

Angela Zgabay-Zgarba, CTPM, CTCM  
Contracts Management & Procurement Manager

Confidentiality Claimed  
§552.104/552.110

## Zgarba, Angela

---

**From:** Wilson, Jennifer <jennifer.wilson@yr.com>  
**Sent:** Monday, January 22, 2018 1:15 PM  
**To:** Zgarba, Angela  
**Cc:** Wilson, Jennifer  
**Subject:** RE: Advertising Services RFP 362-18-0002 TIME SENSITIVE Clarification  
**Attachments:** Clarification\_01-22-18.pdf

Hi Angela,

Below are responses to the clarification dated 1/18/2018. Please let me know if you have any questions.

1. *Did Y&R Austin participate in the Burger King campaign?*
  - a. Please see response to question 4.
2. *Please clarify how long has each staff member been in their current position.*
  - a. Please see pdf attached
3. *Please clarify if Barry Brothers worked on the Texas Tourism campaign.*
  - a. Barry Brothers worked on the Texas Tourism account while at TM Advertising from 2003-2005.
4. *Please clarify Y&R Austin's role in the* \_\_\_\_\_ *client case examples.*
  - a.

Thank you,

**Jennifer Wilson**  
Managing Director

206 East 9th Street, 16th Floor, Austin, TX 78701  
T: 512-372-6606

Confidentiality Claimed  
§552.104/552.110



A TOP RANKING GLOBAL  
NETWORK 2012-2017  
CANNES LIONS 

---

**From:** Zgarba, Angela [mailto:Angela.Zgarba@lottery.state.tx.us]  
**Sent:** Thursday, January 18, 2018 3:11 PM

**To:** Wilson, Jennifer <jennifer.wilson@yr.com>

**Subject:** Advertising Services RFP 362-18-0002 TIME SENSITIVE Clarification

Ms. Wilson,

Attached you will find a **time sensitive clarification** on Y&R's proposal. Please let me know if you have any questions.  
Thank you.

*Angela Zgabay-Zgarba, CTCM, CTPM*

Contracts Management & Procurement Manager

Texas Lottery Commission

Ph: 512.344.5215

## Texas Lottery Commission RFP for Advertising Services

Request for Proposal No. 362-18-002

### Experience of Staff Members

<b>Department</b>	<b>Staff Member</b>	<b>Title</b>	<b>Total # Years Experience</b>	<b># Years in Current Position</b>
Leadership	Jennifer Wilson	Managing Director	18	2
Leadership	Tim Wang	Founder and Principal	16	13.5
Leadership	Cristina Blanco-Adams	Media Director	18	2.5
Leadership	Kalyn Asher	President/Owner	28	18.5
Leadership	Paula Simchak	Creative Director	26	8
Leadership	Andy Humphrey	Director of Production	24	9
Account Service	Elizabeth Garcia	Account Director	11	1
Account Service	Skye Duster	Account Supervisor	13	3
Account Service	Alejandro Paredes	Account Supervisor	6	3
Account Service	Samantha Rendon Gade	Senior Account Manager	6	1
Account Service	Leonardo Galvez	Multicultural Account Executive	10	2.5
Account Service	Jennifer Siegel	Account Manager	3	1.5
Account Planning	Andrew Castillo	Multicultural Senior Account Planner	16	1
Account Planning	Lauren Silverman	Senior Strategist	6	1.5
Account Planning	Nancie Sophias	Strategist	2	1
Media	Sarah Dillon	Media Supervisor	11	1
Media	Maria Guerrero Anderson	Group Media Director	20	3.5
Media	Leewan Li	Multicultural Media Planner	4	1
Media	Meaghan Dorroh	Media Planner	1.5	1.5
Media	Anna VonFoerster	Junior Media Planner	1.5	1
Media	Jackie Barrera	Media Buyer	20	18.5
Media	Mary Kim	Media Buyer	15	8.5
Media	Katie Albright	Media Buyer/Planner	2	1
Media	Brynn Prusha	Media Buyer/Planner	2	1.5
Creative	Sean-Paul Westfall	Associate Creative Director	14	2
Creative	Barry Brothers	Senior Art Director	15	1
Creative	Scott Youngblood	Senior Copywriter	10	1

Creative	Abe Wong	Associate Art Director	15	4
Creative	Alejandra Chaparro	Copywriter	15	1
Creative	Matt Adamiak	Junior Art Director	2.5	2.5
Production	Melody Parsons	Senior Business Manager	30	1
Production	Julie Phippen	Producer	20	1
Production	Allison Griffin	Account Manager	5.5	2
Production	Jamie Hatton	Assistant Account Manager	2.5	2
Production	K. Diane Bell	Graphics Department Director	30.5	8
Production	Matt Grubb	Developer	16	2
Production	Serena Li	Account Supervisor	16	5
Production	Sayda Quinonez De Pineda	Translator	25	2.5
Experiential	Christa SanFilippo	Experiential Manager	15	1.5
Experiential	Katera Berent	Associate Program Coordinator and Writer	3	1.5
Finance	Alysha Haggerton	Client Finance Manager	15	1
Finance	Lynn Hatem	Billing Manager	27	14
Finance	Annie McEuin	Billing Manager	20	1.5
Finance	Kristynn Bolding	Media Coordinator	1.5	1.5