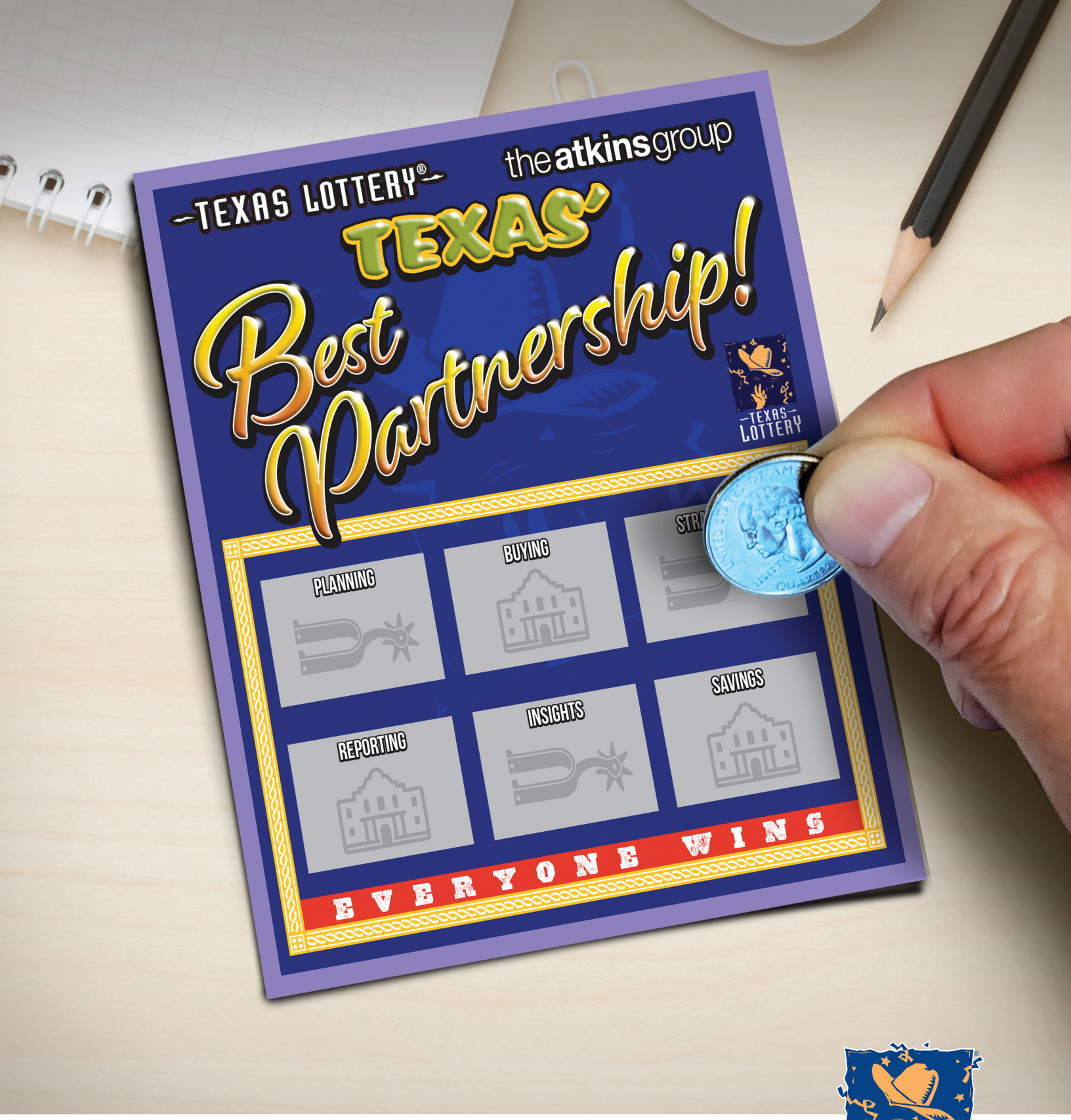


The Winning Ticket.

TEXAS LOTTERY COMMISSION
REQUEST FOR PROPOSALS
Advertising Media Services
Request for Proposal No. 362-2023-0002
November 1, 2022

the atkins group

Table of Contents

Mr. Steven D. Atkins
Atkins International, LLC
501 Soledad
San Antonio, TX 78205

Dear Steve:

Enclosed are the following partnership returns prepared on behalf of Atkins International, LLC for the year ended December 31, 2021.

2021 U.S. Return of Partnership Income
2021 IRS e-file Signature Authorization for Form 1065

The original of each of the above mentioned returns should be dated and signed in accordance with the filing instructions included with the copy of the return. This copy is for your use and should be retained for your files.

These return(s) were prepared from information provided by you or your representative. The preparation of tax returns does not include the independent verification of information used. Therefore, we recommend you review the return(s) before signing to ensure there are no omissions or misstatements. If you note anything which may require a change to the return(s), please contact us before filing them.

We appreciate this opportunity to serve you. Please contact us if you have any questions or if we may be of further assistance.

Sincerely,

Kelly Williams

Enclosures

Atkins International, LLC
Instructions for Filing
Form 8879-PE
2021 IRS e-file Signature Authorization for Form 1065
for the year ended December 31, 2021

The original form should be signed (using full name and title) and dated by an authorized general partner or limited liability company member manager of the partnership.

The signed form should be returned on or before September 15, 2022 to:

ALAMO ADVISORS, LP
4114 POND HILL RD., SUITE 201
SAN ANTONIO, TX 78231

DO NOT separately file a paper Form 1065 with the Internal Revenue Service. Doing so will delay the processing of your return.

We must receive your signed form before we can electronically transmit your return. The Internal Revenue Service will notify us when your return is accepted. Please note that the IRS does not consider your return as filed until they confirm acceptance of the return.

Letter of Transmittal

November 1, 2022

Texas Lottery Commission:
Attention: Roxanne Koltermann CTCD, CTCM
Contracts Management and Procurement
George H.W. Bush State Office Building
1801 N. Congress Avenue
Austin, TX 78701
RE: Proposal Submitted for RFP No. 362-2023-0002

Ms. Koltermann:

Thank you for the opportunity to present our capabilities, experience, creative approach, and commitment to provide the services outlined in the RFP for the Texas Lottery Commission (TLC). We are confident you will find our response is the best-value solution for TLC's goals and objectives in procuring the services of a full-service marketing and advertising agency to effectively promote TLC products, and its mission, across the state of Texas.

More specifically, we call attention to the following elements of our team, and our proposal, as a best-value approach:

THE ATKINS GROUP FEATURE	TEXAS LOTTERY COMMISSION BENEFIT
All-Texas Team of Prime and Select Subcontractors	Knowledge, experience, and proven success activating and retaining consumers across the full spectrum of TLC's target audience.
Team Diversity: In-depth understanding of Texas as a minority-majority state	TLC benefits from multicultural subject matter expertise, proven successful in understanding and reaching target demographics across the state of Texas.
Significant experience with publicly funded marketing and advertising engagements	Understanding of sensitivity, stringent requirements and the critical need for transparency, accurate reporting, integrity, and honesty in administering taxpayer-funded programs.
Unique, singular experience and proven success in the travel and tourism industry – especially across the state of Texas	Opportunities for cooperative partnerships, cross-promotional campaigns and experiential events – immediate expansion of increased exposure of the TLC brand, products, and mission.
Award-Winning Strategies	TLC's future success is dependent upon reinvigorating and renewing its brand to the changing landscape of Texas, and that should be done through a comprehensive and effective media strategy led by a team with an established track record in Texas.

We are Atkins International LLC, doing business as The Atkins Group. With offices in San Antonio and Austin, our principal place of business and physical address is: 501 Soledad, San Antonio, TX 78205. We are incorporated as a limited liability company in Bexar County in the State of Texas.

We agree to your terms put forth in Part 1-3 of RFP without exception, and this response is valid for 180 days of the RFP submission date.

As President and an Officer of The Atkins Group, I attest that I am legally authorized to sign and bind our organization to the terms and response of this RFP.

Thank you.

Steve Atkins,
President, The Atkins Group
The Atkins Group | 501 Soledad | San Antonio, Texas 78205 | **P**: 210.444.2500 | **F**: 210.824.8326
theatkinsgroup.com

Executive Summary

Executive Summary

Thank you for the opportunity to participate in your agency review process. Within the following pages, The Atkins Group (TAG) will describe our firm and our best-in-class partner team, our unprecedented record of success for a half-century of marketing and advertising here in Texas and across the U.S. (and abroad), the stellar individuals who make up our media team, the capabilities, track record, and value-driven approach of our media planning and buying division, our understanding of Texas as a minority-majority state, and an overview of our media approach for the Texas Lottery.

Why Us?

TAG brings to TLC the opportunity to contract with an all-Texas team that has been marketing products and locations across Texas to Texans for over a half century. Our niche in the travel and tourism market brings TLC a wide range of value-added benefits. There are only a few other firms that can showcase real-world experience operating within the public sector as we do.

Our approach is innovative, and it will deliver Texas Lottery creative efficiently and effectively to hold a place in the hearts and minds of all Texans. TLC should be widely known as the premier state lottery and charitable bingo organization in the country, and it is our intent to make that happen. Our team brings a proven track record of building cooperative partnerships around the globe and domestically to further grow our channels and activate new gamers for the TLC products, while generating brand loyalty and a deep respect and affinity for the charitable work TLC does across the state.

Who is The Atkins Group?

The Atkins Group (TAG) is a full-service marketing firm devoted to serving dynamic and visionary organizations around the country. We are a best-in-class group of passionate storytellers that are driven to move people to action - whatever action our clients' needs present. And we've built our agency capabilities specifically with the goal of serving our clients and their needs.

Our motto – **We Move People** – is a simple statement but also an earnest promise to our clients and ourselves.

With over sixty years of experience building and marketing Texas brands to the people of this great state, including extensive work in the tourism industry, we know and love Texas to the very core of its identity. We are intimately familiar with the regions, demographic groups, and messaging nuances that define our state.

We believe a brand doesn't buy its way into hearts and minds. It must earn that privilege by making the target audience an integral part of the brand story. To that end, we touch hearts, fire up imaginations, and shape thinking. We truly move and motivate people to believe, connect, and be comfortable with what you have to say and sell.

At our core, we create and enhance great brands that move people to action. We excel across eight core competencies:

Who is Team TAG?

The team we have assembled for this endeavor consists of three all-Texas teams. At the helm will be The Atkins Group. TAG will lead media planning and buying efforts, manage all contract and financial elements of the campaign, and lend strategic insights where needed. Rounding out primarily digital media buying and planning activities will be ATD, an agency trading desk built on the concept of media budget efficiency through the elimination of the middle man. And the engine driving media insights, targeting details, and performance tracking and optimization will be Predictive Data Lab, our in-house Intelligence Agency specialized in providing actionable insights that lead to better business performance.

What else have we done?

With sixty years of background, Team TAG has worked across pretty much every vertical and faced nearly any marketing challenge one might think of for our clients. You can see the extensive list of clients we've served in section 4.1.2, but we'd like to highlight one very impactful account that has a direct relevance to TLC's challenges: The Texas Census Count.

In the summer of 2020, the Secretary of State came to TAG with a huge challenge. At the tail end of the decennial census count, Texas completion rates were hovering around **70%**. With weeks to go and vital funding on the line, TAG engaged a highly targeted media campaign that was delivered to the hardest to reach low income, rural, and minority-driven pockets across the state. **In just 3 weeks, our Let's Count Texas media plan generated 750 million impressions, over $1 million in added value, and, ultimately, protected $500 million in federal funding.**

SECRETARY OF STATE 2020 CENSUS SAMPLES OF WORK

PRINT

Two media plans were developed targeting Rural & Underrepresented Audiences

Delivered over 700 million media impressions across all 254 counties in Texas

Media selection based on audience behavior - included over 400 different media outlets

PAID DIGITAL

EMAIL

SOCIAL

WEBSITE

OUT OF HOME

Who will work on the TLC Account?

The media team that will do the strategic planning and buying for TLC has extensive experience generating success for clients across the state and country. Leading the full team (outlined in section 6) will be six principle personnel:

TONI ELLARD
THE ATKINS GROUP
As Media Director, Toni oversees the strategic direction of the agency's planning and buying functions for traditional and non-traditional media. She has over 25 years of experience in media planning and buying.

MOSES MUÑOZ
AGENCY TRADING DESK
Moses is responsible for selecting and implementing our entire technology stack and the key platforms our team uses for executions of all programmatic campaigns, along with the integration of all data sources with our internal dashboard used by the data science team.

CARLOS CASAS
PREDICTIVE DATALAB
Carlos works closely together with our teams to bring applicable data and insights to the marketing program and to inform the media optimizations needed to fit the target audience and achieve the overall project goals.

JILL DOLDE
THE ATKINS GROUP
Jill really knows how to get the word out, through all the right channels. She will be responsible for developing and implementing comprehensive media plans.

STEVE ATKINS
THE ATKINS GROUP
Steve, an advertising vet, will provide oversight and strategy throughout the assignments.

JAYME LEGROS
THE ATKINS GROUP
Jayme will provide the hands on experience and oversight necessary to create a fully integrated and seamless approach to our work together.

WHAT ARE OUR CAPABILITIES?

Our dedicated, in-house media team is driven by research at all phases of the engagement. We start with a deep dive into the target audience, use data to drive our media planning and buying decisions, and provide considered insights into media results for optimization and future planning efforts. In addition to numerous predictive data solutions, we use standard media tracking tools such as Nielsen, Strata, SRDS, SQAD, Scarborough, Kantar, and others. We have all the tools and buying power of the big media houses but provide the service offering like a boutique firm. Truly the best of both worlds.

But what truly sets TAG apart in the capabilities department is our approach to the media function. We treat it as more of a creative process than a mechanical operation. We go beyond mere number-crunching and routine trafficking. We strive to expand possibilities, to break through limitations, and to exceed expectations.

WHAT DO WE KNOW ABOUT TEXAS?

We acknowledge, embrace, and agree with your emphasis on the importance of understanding Texas as a minority-majority state, and we have built a team around this unique requirement. We live this reality every day – all of our resources, time, and energy are spent staying abreast of what makes Texans tick – knowing and understanding how to better reach this state's rapidly evolving and changing demographic. And we have built a team that is, quite simply, unequalled in its proven success operating in this environment. We will take the Texas Lottery brand into its next evolution, and we'll do so through a program strategy that has a multicultural, multilingual approach at its core. No other firm is as prepared as we are to execute such a strategy, and we are thrilled for the opportunity.

What is our approach to the TLC Media Plan?

Our approach to TLC's media execution starts, as always, with an understanding of our target audience and campaign goals - the campaign lives where those two elements intersect.

With a broad audience definition of Texans 18+, we chose to segment that into several sub audiences in order to better target with media. Through our audience analysis, we determined that lottery usage skews older and have identified the 35–64-year-old segment as our bull's eye. We have also included geographic and racial prioritizations to further hone the media targeting.

Media timing is equally important to targeting, and TAG has analyzed trends to identify a baseline for usage by month. That lead us to identify September, January, and May as base support months with December and March as secondary months.

Our campaign would utilize outdoor, digital, radio, television, activation efforts, and newspaper vehicles to reach the lottery consumer. This includes maintaining the 95 permanent boards as well as existing newspaper announcements. We would focus remaining funds on digital media, which is a highly targetable and efficient mechanism to drive awareness and usage. There are a wide variety of digital tactics we would employ.

TAG utilizes robust measurement and optimization tactics to ensure our media is on target and effectively delivering against client goals. For this engagement, we would work with TLC to establish the best key performance indicators, focusing on increasing awareness.

See more details of our media plan in Section 8.

IN SUMMARY...

We are excited to present our agency to TLC and offer up our thinking on the best way to address the challenges faced by the lottery. We believe we are the right agency to get the job done, and we have the experience and expertise to meet and exceed your expectations. Our team is established and ready to get started on day one.

Within these pages, you'll find that we will provide services and deliverables that address all the requirements of your RFP.

Section 1-3

General Information
Proposal Process
Contractual Terms & Conditions

Per the instructions of our RFP Requirements, we understand, acknowledge and will comply with all requirements of Sections 1, 2, and 3, without exception.

1.7. PROPOSALS SUBJECT TO THE TEXAS PUBLIC INFORMATION ACT

We acknowledge and understand the requirement for transparency where possible and understand that this proposal is subject to the Texas Public Information Act. There are, however, several sections of information that we feel we need to mark as confidential.

Pursuant to chapter 552.110, the Government Code protects the proprietary interests of private parties with respect to two types of information: Confidentiality of Trade Secrets and Commercial or Financial Information. Therefore, we have marked Engagement Descriptions, Proposer References, Financial Soundness, Tax Returns, and Section 8 content as confidential.

We believe disclosing this information to competitors would give a competitive advantage in demonstrating our proprietary approach to our client assignments, how we structure business contracts, how we price, as well as providing a direct connection to the client contacts who negotiated our contracts.

The Financial Soundness letter and tax returns show confidential banking information, financial standing, and gross profit, and therefore should remain confidential in its entirety to protect the privacy of our company, employees, and clients.

We believe this meets the criteria of Section 552.110 and accordingly these areas have been marked confidential on a page by page basis.

Section 4

Required Information

4.1. EXPERIENCE OF PROPOSER

Who We Are

The Atkins Group (TAG) is a strategic marketing and communications firm devoted to serving dynamic and visionary organizations around the country. We provide comprehensive services for the General, Hispanic, and International markets. The agency's creative vision – passionate and innovative – is matched by the breadth, depth, and power of our staff's knowledge, training, and experience. We can provide the fuel for our clients' brands at the intersection of attitudes and behaviors.

We are many things to many people. We are often called industry veterans, thought leaders, award winners, and even bleeding edge technicians. But at the core of it all, we are storytellers that move people to action. We immerse ourselves in your company and in the daily work you do, a process designed to understand your beliefs and learn your story.

The Atkins Group not only represents the best-in-class full-service agency, but we will deliver on the most powerful ideas and strategic thinking. We know how to meet your needs because we've built our agency capabilities specifically with the goal of serving our clients.

Our History in Texas

Simply put, no other company has the breadth and depth of knowledge about this great state, and the great Texans that populate it. At TAG, we have lived and loved, traveled and promoted this unique state across the United States, and around the world, for over five decades when Steve started this company with his father in 1963. Our expertise is much more than simply "local knowledge." We know what makes Texans tick, because we've built an organization over our history that is logically and functionally aligned to do so.

We market and advertise for our clients heavily across the state. We spend our resources and time staying abreast of Texans' spending and buying trends, and what strategies and tactics will prove most effective for activating brands and engineering brand loyalty and trust in the hearts and minds of Texans. Why and how we've accomplished this is important, and uniquely relevant for the TLC. As you will see in the pages that follow, across our team we have created successful advertising campaigns for virtually every area of Texas and to every audience. Why is that important? To understand how to successfully brand and advertise for these locations, we have immersed ourselves in our state, we have built our research programs around Texas consumers, and we have spent the last half-century building campaigns to communicate our clients' stories to the same target audience and demographics of the campaign that's needed for TLC's statewide media efforts. We know what it means to be a minority-majority state, because we've lived, marketed, and advertised here as this state has evolved into one.

See more about our expertise in this area in section 7 of this proposal.

Our Services & Capabilities

Much more than your typical advertising agency, we focus on the full marketing and advertising lifecycle, starting with exhaustive research and creating target audience profiles that capture the important nuances of consumers that help us better reach, and connect with them in meaningful ways.

As such, we have dedicated resources and have built a streamlined, cohesive approach to research centered around producing actionable intel and data on target demographics. This data directly informs the actions of our Media Team, who focus on delivering the right message to the right audience at the right time. The Texas Lottery Commission and its products represent, for us, an incredible opportunity to engage our Media Team to build a highly effective campaign that delivers on the goals set forth by TLC.

Our Team for Texas Lottery

The Atkins Group has assembled a strong Texas-based partner team to fulfill the scope of services for TLC's marketing program. The Atkins Group will serve as the prime Contractor with key support to bring unparalleled success including:

- **ATD, our in-house Agency Trading Desk allowing us to maximize your digital media budget by eliminating third party ad fees and bidding on digital media on your behalf in real time, providing you more digital value than ever before.**
- **Predictive Data Lab (PDL), an Atkins agency, is a data intelligence agency focused on deriving actionable marketing and business insights by harnessing the power of machine learning and research to make data-driven marketing decisions as well as predictive data capabilities.**

Our team's strongest capabilities not only distinguish us as the agency who understands Texas, we are functionally aligned in every way to TLC goals and objectives, and we bring enhanced capabilities across an even wider range of services to help take the TLC brand, and its suite of products, through to its next evolution.

In short,

No one knows how to reach the Texas consumer better than us.
No one knows the uniqueness of Texas better than us.
No one combines this exclusive talent to accomplish TLC's goals and objectives better than us.

Confidentiality Claimed
§552.110

[redacted]

Confidentiality Claimed
§552.110

Confidentiality Claimed
§552.110

Confidentiality Claimed
§552.110

[redacted]

4.3. CONTACT PERSON

The contact person for this proposal and/or the ensuing contract is:

Jayme LeGros
Chief Operating Officer, The Atkins Group
501 Soledad
San Antonio, TX 78205
+1 (210) 444-2500
jayme@theatkinsgroup.com

Any contract questions can be directed to Mrs. LeGros referenced above.

4.4. CONFLICT OF INTEREST

TAG has no disclosures related to conflict of interest for our organization or our subcontractors.

Should any conflicts of interest arise during the term of this RFP process or the term of a resulting contract, The Atkins Group and its subcontractors will notify Texas Lottery Commission in an expedient reasonable manner.

4.5. FINANCIAL SOUNDNESS

We submit for review, and as evidence of our financial responsibility and stability for performance of the contract, the financial data contained below.

This includes all necessary financial data to comply with the requirement as the sole source of financial resources and verification of our ability to finance this project with current resources.

We are supplying a letter of good standing from Frost Bank and including complete tax returns for Atkins International LLC., dba The Atkins Group, for fiscal years 2019 and 2020 as an attachment.

Tax Returns are Confidential and Proprietary.

Confidentiality Claimed
§552.110

[redacted]

Confidentiality Claimed
§552.110

Financial Information

TEXAS LOTTERY COMMISSION
REQUEST FOR PROPOSALS
Advertising Media Services
Request for Proposal No. 362-2023-0002
November 1, 2022

TEXAS LOTTERY

the atk

Confidentiality Claimed
§552.110

[redacted]

Section 5

Historically Underutilized Business (HUB) Participation

TAG has reviewed 34 TAC §§ 20.281 - 20.298, and specifically Rule 20.285, which addresses the specific requirements of Historically Underutilized Business subcontracting plans (HSPs). Our HUB plan complies with all requirements given here and in the RFP and is submitted for your review in an attachment.

We understand and will comply with all HUB requirements and rules, including notification of subcontractors, HSP changes, and HSP reporting.

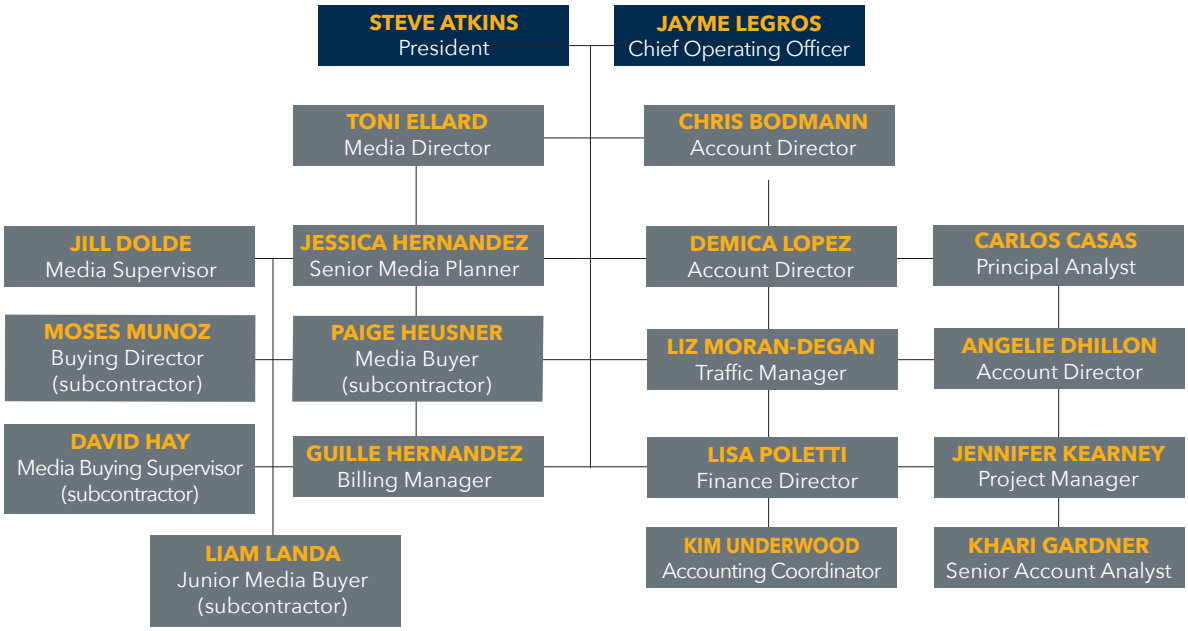
Section 6

Advertising Agency Staffing Requirements

6.1. AD AGENCY STAFFING

We have included resumes for each person in our staffing plan below.

The figure below shows TAG's organizational chart which identifies all staff who will support the TLC account. We have included position titles, subcontractors, and names of all personnel, as well as identification of our corporate/executive staff who will provide direction and oversight to the TLC account.



We acknowledge your historic staffing model and will follow it accordingly as we believe it is appropriate to staff this account.

The following sections provide further details of our staffing plan, broken out by department, for the TLC account. We are confident our proposed approach and structure offers the best value to TLC, both in terms of Media Planning and Buying and adequate staffing. We are proposing an individual assigned to each position, but additionally, many of our team have years of requisite experience servicing our clients in a number of functional areas. Within individual departments, we cross-train and cross-utilize many of our team members to ensure we have 100% coverage across critical functional areas of our accounts. This approach ensures we maintain staffing and service levels even during surges in work-loads and/or any unforeseen staffing vacancies / emergency staffing requirements.

6.2.3 MEDIA STAFFING

Title	Name	Relevant Experience (years)
Media Director	Toni Ellard	4 years
Media Supervisor	Jill Dolde	10 years
Senior Media Planner	Jessica Hernandez	1 year
Media Buying Supervisor	David Hay	4.5 years
Billling Manager	Guille Hernandez	4 years
Buying Director	Moses Munoz	4.5 years
Media Buyer	Paige Heusner	2.5 years
Junior Media Buyer	Liam Landa	1 year

6.2.4 OTHER STAFF

Title	Name	Relevant Experience (years)
President	Steve Atkins	30+ years
COO	Jayme LeGros	16 years
Account Director	Chris Bodmann	4 years
Account Director	Demica Lopez	7 years
Finance Director	Lisa Poletti	13 years
Accounting Coordinator	Kim Underwood	10 years
Production/Traffic Manager	Liz Moran-Degen	8 years
Principal Analyst	Carlos Casas	3 years
Project Manager	Jennifer Kearney	2 years
Account Director	Angelie Dhillon	1 year
Senior Account Analyst	Khari Gardner	1 year

Name/Title/Company	**STEVE ATKINS** President | The Atkins Group
Length of Time with Company	30+ YEARS
Job Description/Duties	**Overseeing client strategy.**
Projects Accomplished	Steve combined forces with his father, Chip Atkins, in 1974 and together they built one of the state's preeminent advertising agencies. Today, Steve leads this full-service creative agency that boasts an equally well-known reputation for successful national, regional and local branding campaigns promoting diverse industries such as tourism, beverage, grocery, sports marketing, business-to-business, and healthcare. In addition to putting San Antonio on the creative advertising map, other notable accomplishments include: creating innovative solutions for the development of a tourist call center for Mexico's Ministry of Tourism; orchestrating one of the very first customer relationship healthcare marketing platforms; as well as overseeing the development of branding campaigns that competed against and beat top global agencies in national award competitions. Steve is a graduate of Southern Methodist University. Steve's Account Experience includes: Visit Huntington Beach, SAS Shoes, CHRISTUS Santa Rosa, TTIA – Texas Tourism Industry Association, SeaWorld San Antonio, San Antonio Convention & Visitors Bureau, Baptist Hospital System, Spurs Sports & Entertainment, Westin La Cantera Resort, La Posada Hotel & Suites, Plano Convention & Visitors Bureau, Posadas USA, Valero Alamo Bowl, MazaTLCn, Mexico Tourism Trust Fund, Ixtapa/ Zihuatanejo, Mexico, Bays of Huatulco, Oaxaca Mexico, Secretariat of Tourism, Mexico (SECTUR), VivaAerobus, Valley International Airport, Laredo Convention & Visitors Bureau, CPS Energy, South Padre Island Convention & Visitors Bureau, Hyatt Regency Hill Country Resort & Spa, H-E-B, Frost Bank and The University of Texas Health Science Center.
Relevant Continuing Professional Education	Certified Tourism Ambassador

Name/Title/Company	**JAYME LEGROS** Partner, Chief Operating Officer | The Atkins Group
Length of Time with Company	16 YEARS
Job Description/Duties	**Oversight of all agency operations, client satisfaction, and scope of work/budget management.**
Projects Accomplished	Jayme began her career in San Francisco working for a full-service marketing and design firm on accounts like Hitachi Global Storage Technologies, Enterprise Events Group, and Gap. After sharpening her marketing and account planning skills, she left San Fran for San Antonio and The Atkins Group. Luckily for us, she brought her positive attitude and exceptional understanding of the marketing cycle, which eventually landed her at the forefront of our Account Service team before transitioning to COO. During her 16 years at Atkins, Jayme developed a passion and talent for building the best of the best teams to service our clients. Her account experience includes Texas Secretary of State - 2020 Census, Tennessee Department of Transportation - Highway Beautification, Farmacias Del Ahorro, CPS Energy, Visit San Antonio, City of Bexar County, Fresh Coat Painters, Texas Parks & Wildlife Department, Visit Huntington Beach, Plano Convention & Visitors Bureau, The St. Anthony Hotel, Spurs Sports & Entertainment, South Padre Island Convention & Visitors Bureau, Posadas USA, Valley International Airport, Texas Travel Alliance, The Gates on Beaver Creek and SAS Shoes.
Relevant Continuing Professional Education	Certified Tourism Ambassador

Name/Title/Company	**CHRIS BODMANN** Account Director | The Atkins Group
Length of Time with Company	4 YEARS
Job Description/Duties	Account Management, Project Coordination, Branding, Strategy, Planning, Problem Solver
Projects Accomplished	Chris has always been fascinated with storytelling. He initially studied this through literature and creative writing, but quickly realized that storytelling was multi-faceted and communication happened across numerous mediums. Freed from looking only at words, Chris explored how images and even food combine into amazing expressions of meaning. This led Chris into the world of brand strategy, and he's been hooked ever since. Taking up the mantle of client champion, he found an agency home in account services, but his true passion is in strategic planning and brand identity work. He's led full-scale marketing efforts across a plethora of industries and has run major product launches down to one-off social media promotions and everything in between - ever searching for stories to tell and unique ways to tell them. While Chris works across most of the agency accounts and has worked with many clients over the years, the clients he has worked most closely with at The Atkins group are: South Padre Island CVB (2018-present), Visit San Antonio CVB (2021-present), Tennessee Department of Transportation Nobody Trashes Tennessee Campaign (2021-present), St. David's Healthcare (2019-2021), Texas Secretary of State 2020 Census Campaign (2020-2021), and Fresh Coat Painters Brand Development (2020-2021).
Relevant Continuing Professional Education	Certified Tourism Ambassador

Name/Title/Company	**DEMICA LOPEZ** Account Director | The Atkins Group
Length of Time with Company	1 YEAR
Job Description/Duties	Project Management, Planning, Budgets, and Account Service support.
Projects Accomplished	Demica has 17 years of experience in managing day-to-day client contacts, strengthening relationships through organic growth and strategic planning. Her background includes foodservice marketing, event planning, consumer engagement and marketing strategy. Demica's had 7 + years of client relationships with long-standing clients like IBC Bank as well as working with Our Lady of the Lake University, the San Antonio Museum of Science and Technology (SAMSAT), Franklin Park Companies, Briscoe Western Art Museum, San Antonio Cancer Council, M & S Engineering, Evangeline Ground Water Project, Bandera Electric Cooperatives, Gwendolyn Group Restaurants, Visit Uvalde, and Visit Alpine, Embrey Partners, Ltd. She was part of the leadership team transitioning former Taylor West Advertising accounts that were acquired by the Atkins Group on September 1, 2021.
Relevant Continuing Professional Education	

Name/Title/Company	**TONI ELLARD** Media Director | The Atkins Group
Length of Time with Company	4 YEARS
Job Description/Duties	Team lead, media strategy, research, buying, vendor relationships
Projects Accomplished	As Media Director, Toni oversees the strategic direction of the agency's planning and buying functions for traditional and non-traditional media. She has almost 30 years of experience in media planning and buying. Toni has led national and international Hispanic media planning teams for Nestle USA and Procter & Gamble. Most recently, she has led media campaigns for the Tennessee Department of Transportation, Visit Plano, South Padre Island, and San Antonio Convention & Visitors Bureau. She was awarded HispanicAd.com's Radio and Magazine plan of the year for work in the packaged-goods industry.
Relevant Continuing Professional Education	Certified Tourism Ambassador Digital Marketing Certification, NYU SCPS

Name/Title/Company	**JILL DOLDE** Media Channels Supervisor | The Atkins Group
Length of Time with Company	10 YEARS
Job Description/Duties	**Creating strategic plans for clients, analyzing media research and data resources, negotiating cost-efficient media buys plus added value for each campaign, and managing clients' budgets to ensure all media runs as ordered.**
Projects Accomplished	During her time with The Atkins Group, Jill has planned and negotiated media campaigns that have totaled between $5-6 million. The media placement helped deliver client KPIs associated with the campaigns. Her account experience includes Texas Secretary of State - 2020 Census, Visit San Antonio, Visit Huntington Beach, Texas Parks & Wildlife Department, St. David's Healthcare, CHRISTUS Hospital - St. Elizabeth & St. Mary, CHRISTUS Hospital - Jasper, CHRISTUS Southeast Texas Bariatric Center, Texas State Aquarium, Schreiner University, The St. Anthony Hotel, Big League Weekend at the Alamodome
Relevant Continuing Professional Education	Certified Tourism Ambassador

Name/Title/Company	**JESSICA HERNANDEZ** Senior Media Planner/Buyer | The Atkins Group
Length of Time with Company	1 YEAR
Job Description/Duties	**Strategic Media Planning, Media Buying, Research, Budget Reconciliation, Vendor Relationships**
Projects Accomplished	Jessica is passionate about storytelling and creating innovative media campaigns for clients. In her previous role as a Senior Marketing Analyst for the City of San Antonio, she worked on high-profile government marketing campaigns for different city initiatives. Prior to that, Jessica was an Account Executive for Univision Communications for over 10 years where she implemented marketing strategies to increase brand awareness for clients like T-Mobile, MillerCoors, Gold's Gym, St. Mary's University, Tobin Center for Performing Arts, Kahlig Auto Group, United Health and Cavender's Western Wear. She has also worked at Lopez Negrete Communications and Bromley Communications where she has a strong Hispanic agency focus with clients. Jessica is a graduate of Texas A&M University.
Relevant Continuing Professional Education	

Name/Title/Company	**GUILLE HERNANDEZ** Billing Manager | The Atkins Group
Length of Time with Company	4 YEARS
Job Description/Duties	**Handles the full cycle of media billing from client, to vendors, and final reconciliation.**
Projects Accomplished	Guille has been in the marketing business for over 15 years and is renowned in the industry for her planning, buying, and research skills. During her time with The Atkins Group and other Media agencies, Guille has worked on multiple accounts Visit San Antonio, South Padre Island Convention & Visitors Bureau, San Antonio Real Estate Investors, Ken Stoepel Ford, Fred Loya Insurance, Manrique Eye Laser, Texas Park and Wildlife, Jack in the Box, Vantage Bank, Texas Sinus Center, Marynell Maloney, Firstmark Credit Union, Vantage Bank, Rockport – Fulton Chamber, Bush's Chicken, Texas Secretary of State - 2020 Census, Boudro's Bistro, Brake Check, and EV Tech Seminars.
Relevant Continuing Professional Education	Certified Tourism Ambassador

Name/Title/Company	**LISA POLETTI** Financial Officer | The Atkins Group
Length of Time with Company	13 YEARS
Job Description/Duties	**Overseeing financial activities; budgeting; client and employee profitability and productivity; training accounting department staff; creating, implementing, and managing financial policies; and improving financial processes.**
Projects Accomplished	Lisa has helped manage the growth and evolution of The Atkins Group over the past decade, implementing strong financial processes and controls to support complex and detailed agency and client reporting needs. She has also guided cash flow, investment, and tax strategies for the agency, helping the agency navigate through acquisitions and COVID-related challenges. With 30+ years experience in the advertising industry, Lisa's client account experience includes Texas Lottery, Sprint, IBC Bank, San Antonio Spurs, Vanguard Health Systems, and many other major Texas-based private and governmental clients.
Relevant Continuing Professional Education	

Name/Title/Company	**KIM UNDERWOOD** Account Coordinator | The Atkins Group
Length of Time with Company	6 YEARS
Job Description/Duties	**As Accounting Coordinator, Kim is responsible for Accounts Payable, Accounts Receivable, Data Entry, Payroll Specialist and Notary Public services.**
Projects Accomplished	Growing up in the small town of Kerrville Texas. Kim knew early on that she wanted to pursue a promising career in Business Marketing and Management. She accepted a volleyball scholarship to The University of Texas San Antonio to begin to fill that dream. Kim worked for Kerrville Telephone Company for several years then moved to San Marcos, TX to continue a career in the Telecommunication business. After 10 years of service she was then introduced to the Advertising agency world where she started as a receptionist of 3 years then became support to the finance team. Now she serves as the Accounting Coordinator for over 6 years with 15 years of experience.
Relevant Continuing Professional Education	Notary Public, Accounting Fundamental Certificate

Name/Title/Company	**LIZ MORAN-DEGEN** Production/Traffic Manager | The Atkins Group
Length of Time with Company	8 YEARS
Job Description/Duties	**Maintaining Workflow from development to completion, Prepare Estimates and Timelines, Submit purchase orders and invoices from vendors for payment submission. Handle Contract Negotiations**
Projects Accomplished	Liz has been in the advertising industry for 30 years. She is very detail oriented and has found her passion for production management. Since finding her passion, she also enjoys working on creative projects. As of 2013, Liz has been with The Atkins Group as a production/traffic manager and loves working with clients and vendors. Her account experience includes Visit San Antonio, Visit Huntington Beach, Visit Plano, South Padre Island Convention & Visitors Bureau, CPS Energy, St. David's HealthCare, Heart Hospital of Austin, CHRISTUS Hospital - St. Elizabeth & St. Mary, Goodwill, JW Marriott Hill Country Resort and Spa, International Bank of Commerce, GVTC and San Antonio River Authority.
Relevant Continuing Professional Education	

Name/Title/Company **Length of Time with Company** **Job Description/Duties**	**CARLOS CASAS** **CEO & Principal Analyst** | **Predictive Data Lab** 3 YEARS As the CEO and Principal Analyst of Predictive Data Lab, Carlos leads the analytics team and personally oversees and participates in all data projects by performing in-depth analysis, predictive modeling, and providing tailored recommendations. He does all of this with the goal of optimizing media tactics and adjusting marketing strategies to maximize performance and ensure a successful rate of return for each one of his clients. Additionally, Carlos spearheads business development efforts to grow Predictive Data Lab's presence and build strategic partnerships. Predictive Data Lab has seen fruitful partnerships not only locally in the state of Texas, but with companies across the US as well as internationally with companies from countries such as Mexico and Chile.
Projects Accomplished	Carlos has over 12 years of experience in marketing, advertising, data analysis, and data visualization. He has developed award-winning integrated marketing campaigns for national and regional brands. In 2018, Carlos designed and developed a proprietary artificial intelligence system called TIP, (True Insights Platform) which is designed to easily and effectively take large sums of raw data, and produce a process of normalization, analysis, enrichment and data visualization. The main purpose of this system is to produce fast, reliable insights about a company's clients, markets or competitors. He is a graduate of The University of Texas at Austin, with a Bachelor's Degree in the Science of Advertising. Carlos is highly proficient in a wide variety of data visualization tools, data analysis platforms, artificial intelligence systems, and statistical software and models.
Relevant Continuing Professional Education	IAB Digital Media Sales Certification

Name/Title/Company	**JENNIFER KEARNEY** Project Manager | Predictive Data Lab
Length of Time with Company	2 YEARS
Job Description/Duties	**Jennifer manages timelines for every project to ensure all deadlines and client expectations are met. She also leads internal processes and team communications to ensure high-quality and timely deliverables.**
Projects Accomplished	Jennifer has a Bachelors in Philosophy, Politics, Economics, and Law from the University of Richmond. Prior to Predictive Data Lab, she worked extensively in the non-profit sector with organizations across the US, UK, and Uganda. During her time with Predictive Data Lab she has collaborated with partners on multiple projects with clients such as Blue Delta Jeans, Milton Sleep Co, Visit Huntington Beach, Visit San Antonio, Church & Dwight, and more.
Relevant Continuing Professional Education	

Name/Title/Company	**ANGELIE DHILLON** Account Director | Predictive Data Lab
Length of Time with Company	1 YEAR
Job Description/Duties	**Angelie leads various aspects of Predictive Data Lab's development projects including strategic partnerships, account management, sales and marketing efforts.**
Projects Accomplished	Angelie has extensive experience in non-profit management working with organizations such as the American Red Cross and leading strategic partnerships with key government and private sector stakeholders for disaster recovery efforts and distribution of funds in the Texas Gulfcoast region after hurricane Harvey. She is also passionate about business development and has contributed to the success of companies like the Greater Houston Partnership where she managed a portfolio of 300+ corporate clients accounting for 15% of a total revenue goal of $8.8M in 2020. In her current role with Predictive Data Lab, Angelie is using her expertise in marketing and sales to create new strategies and processes to increase efficiency and promote company growth as well as fostering long term relationships with clients such as Pro Chile, the Tennessee Department of Transportation, Visit San Antonio, and Church & Dwight.
Relevant Continuing Professional Education	Graduate Certificate in Sales Management and Business Development from the University of Houston-Downtown Current MBA student at the University of Houston-Downtown Expected graduation Summer 2022

Name/Title/Company	**KHARI GARDNER** Senior Account Analyst | Predictive Data Lab
Length of Time with Company	1 YEAR
Job Description/Duties	Khari leads a portfolio of multiple data projects and direct relationships with our clients to ensure high-quality and timely deliverables as well as: Analyzes new and ongoing campaigns for their effectiveness. Builds and applies algorithms for pacing, ROI and monitoring against KPIs. Builds data storage architecture through API, batch, and manual methods for purposes of building and producing data warehouses. Merges, appends, and normalizes data for the purpose of building structured data sets to be analyzed. Builds predictive models with the aid of statistical methods and software. Implements visualization tools, develops dashboards, and reports.
Projects Accomplished	Khari has a bachelor's in Business Administration Management with a focus in Social Enterprise where he graduated with honors from the University of Kentucky. Professionally, Khari is experienced in Risk Analytics, Insurance, and Operational Management. During his short time with Predictive Data Lab, Khari has already been able to successfully develop new tools that facilitate data scraping, machine learning, and artificial intelligence deployments to produce additional insights for our clients. In previous positions, Khari has led and collaborated on risk analysis and risk consulting for a wide variety of clients across multiple industries, including the Federal Bureau of Investigation, Howard Hughes Medical Institute, National Gallery of Art, and the State of Nebraska.
Relevant Continuing Professional Education	Google Data Analytics Professional Certification IBM Data Analytics Professional Certification Microsoft Azure Data Engineer Certification Lean Six Sigma White Belt Certification Project Manager Essentials Certified Current MBA student at the University of Maryland Expected graduation Spring 2023

Name/Title/Company	**MOSES MUNOZ** Buying Director | ATD Partners, Subcontractor
Length of Time with Company	4.5 YEARS
Job Description/Duties	Overseeing all programmatic media buying, media strategy, research, buying, vendor relationships, company management
Projects Accomplished	You won't find a more hands-on CEO than Moses. Since the start of his career over a decade ago, Moses has lived in a programmatic world. Moses leads our programmatic media buying team. He is responsible for selecting and implementing our entire technology stack and the key platforms our team uses for executions of all programmatic campaigns, along with the integration of all data sources with our internal dashboard used by the data science team. He manages and oversees all programmatic campaigns and provides key insight to our optimization team. He is an integral part in developing digital strategy and keeping the team appraised on all new and upcoming platforms.
Relevant Continuing Professional Education	

Name/Title/Company	**DAVID HAY** Media Buying Supervisor | ATD Partners, Subcontractor
Length of Time with Company	4.5 YEARS
Job Description/Duties	Department Head, media strategy, research, buying, vendor relationships
Projects Accomplished	David is our key optimizer. He is a blend of programmatic strategist, specialized online media trading (buyer), and oversees ad operations. David is a key element in digital strategy and execution as he leads the day-to-day optimizations and any tactical update across all programmatic platforms (DSPs) used to execute our digital campaigns. This allows him to truly identify what can be achieved across all our programmatic capabilities, ensuring our digital strategy is fully achievable in our KPIs. He works closely with the data reporting and science team to ensure campaign success and KPIs are met daily.
Relevant Continuing Professional Education	

Name/Title/Company	**PAIGE HEUSNER,** Digital Account Manager | ATD Partners, Subcontractor
Length of Time with Company	2.5 YEARS
Job Description/Duties	**Team lead, oversees key client relationships, campaign wrap-up reports**
Projects Accomplished	Paige manages and directs timelines for all of ATDs key projects to ensure all deadlines and client expectations are met. She creates informational deliverables to help explain campaign tactics. She conducts all client presentations, proposals, and communicates with clients. She advises clients on campaign results and provides rationale behind any proposed changes to campaigns. Paige also leads internal processes and team communications to ensure high-quality and timely deliverables. Finally, Paige oversees all of ATDs onboarding of new hires by making sure that the new ATD team members are onboarded properly and are equipped with the tools necessary to execute their duties.
Relevant Continuing Professional Education	

Name/Title/Company	**LIAM LANDA** Business Operations Manager | ATD Partners, Subcontractor
Length of Time with Company	1 YEAR
Job Description/Duties	**Overseeing financial activities; budgeting; client and employee profitability and productivity; creating, implementing, and managing financial policies; and improving financial processes.**
Projects Accomplished	With only 1 year under his belt, Liam has helped guide the growth and evolution of ATD by implementing strong financial processes and controls to support complex and detailed agency and client reporting needs. He also ensures that the company's day-to-day operations, as well as financial accounts, are organized and executed properly. Liam manages all relationships with service providers as it pertains to the safekeeping of financial records, budgets, and business transactions. Maintains and records a complete and systematic set of business transactions. Balances ledgers, reconciles accounts, and prepares reports to show receipts, expenditures, accounts receivable and accounts payable. He also works directly with the CEO and COO + Department Heads to assist with any campaign reporting needs and will be responsible for collecting any relevant campaign data and building appropriate client-facing reports.
Relevant Continuing Professional Education	

Section 7
Scope of Services

Scope of Services

As a full-service advertising and marketing agency, TAG has a robust process for creating and delivering on client marketing and communications goals.

When developing media strategies, the research and data teams work in concert with media, strategic planning, and account service to identify key target markets and audiences and discover the consumer insights that tell us who they are, where and when to reach them and how to connect with them. We overlay that information with our own media data research resources to reveal key insights into the consumer's media behavior, competitive spending, and historical data to provide us with the background to make sound media decisions.

We approach the media function as more of a creative process than a mechanical operation. We go beyond mere number-crunching and routine trafficking. We strive to expand possibilities, to break through limitations, and to exceed expectations.

Our Media Department consists of full-time, in-house media professionals with almost 100 cumulative years of advertising experience dedicated to providing efficient, yet effective media placement in both General Market and Spanish language advertising. Traditional, non-traditional, digital, screen time... it's all media and we have extensive experience with planning and buying all of it.

When it comes to tactical execution, our team has experience successfully managing integrated campaigns featuring all forms of media including emerging vehicles such as device-ID targeting, native video, programmatic outdoor, OTT and social influencers. The Agency's approach to media placement, including early/upfront deal making and bundled negotiations ensures media efficiencies by keeping costs low, and resisting price increases from our media partners. As a standard part of the negotiation, we leverage actionable added value that also supports the client's objectives and further drives advertising ROI.

Regular reporting is the basis for evaluation of the plan's performance relative to KPIs and goals set out at the onset. Formal reports are issued monthly or seasonally as determined by the client. For digital, we use third party trackers like Sizmek to support digital buy optimization and utilize dashboards to showcase results. We monitor circulation audits and provide proof of performance reports and digital screen shots/tearsheets for print vehicles, including newspaper, magazine and outdoor. We'll monitor leads generated through response from direct mail, BRC and direct TV tactics and optimize across all media as needed.

MEDIA RESEARCH RESOURCES

We currently have access to each of these media research and planning tools:

Nielsen: The leading provider of marketing information, audience measurement, and business media products and services. Their core business is measuring network and local TV markets and providing ratings data in order to make informed buying decisions about which programs to purchase to reach the target demographic effectively.

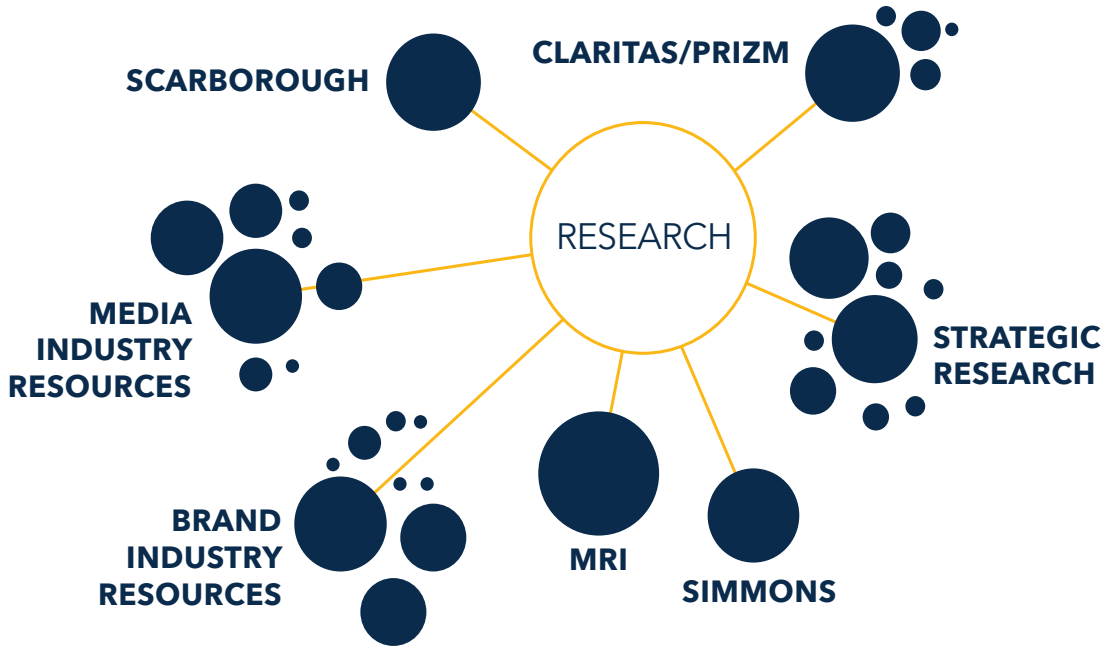
Strata: Media buying simplified with integrated television, radio, spot cable, online, outdoor and print planning and buying systems.

Standard Rate and Data Service (SRDS): As the leading provider of media rates and data, offering comprehensive coverage of traditional media such as magazines, newspapers, television, direct marketing and radio, as well as today's alternative marketing opportunities such as online and out-of-home.

SQAD/Media Market Guide: Contains quarterly projections for spot television, spot radio, newspapers and magazines cost data. The Media Market Guide-Local uses SQAD TV and SQAD Radio CPPs, along with partner sources.

Scarborough Research: Measures the lifestyles, shopping patterns, media behaviors, and demographics of American consumers locally, regionally, and nationally. Scarborough consumer insights are used to develop successful programs that maximize return on marketing and sales investments.

Kantar Ad Insights: Measures advertising activities by spend, creative, channel and type of media, both on and offline. It offers competitor intelligence to understand their share of voice to help shape advertising campaigns and optimize media plans.

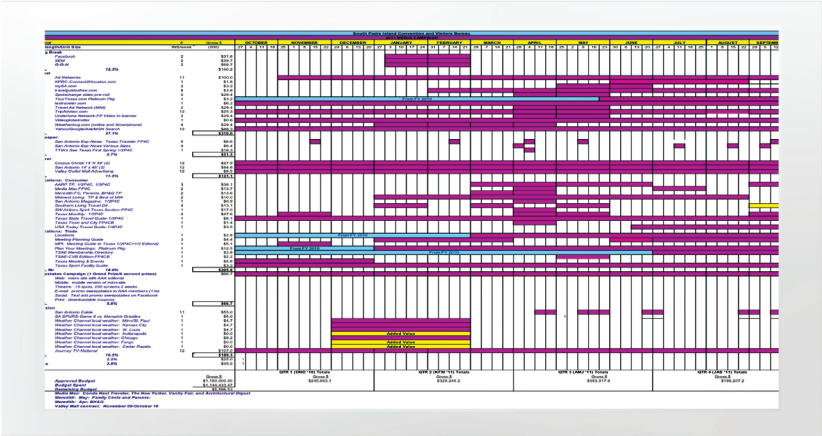


From this information, we work to build deep personas that identify markets, demographics, psychographics as well as how audiences make the most basic decisions. This is a critical function of our strategic planning, informing all aspects of our marketing and creative campaigns and associated spends.

The personas are then cross-referenced with media preferences. Utilizing industry specific research data, the target audience's media usage patterns are profiled to determine which mediums will be the most effective at reaching the target consumer. This combined data set allows us to plan the most effective channels in order to reach the target in the right place, at the right time and with the right message.

NEGOTIATING MEDIA BELOW "RATE CARD"

Sample Flowchart



Negotiating and placing a buy is only one aspect of maximizing your campaign budget. Our media team creates partnerships built on accountability, integrity and reliability, through a foundation of market intelligence, stewardship and fiduciary responsibility. We ensure the media plan delivers appropriate and defined, measurable metrics grounded in core business goals.

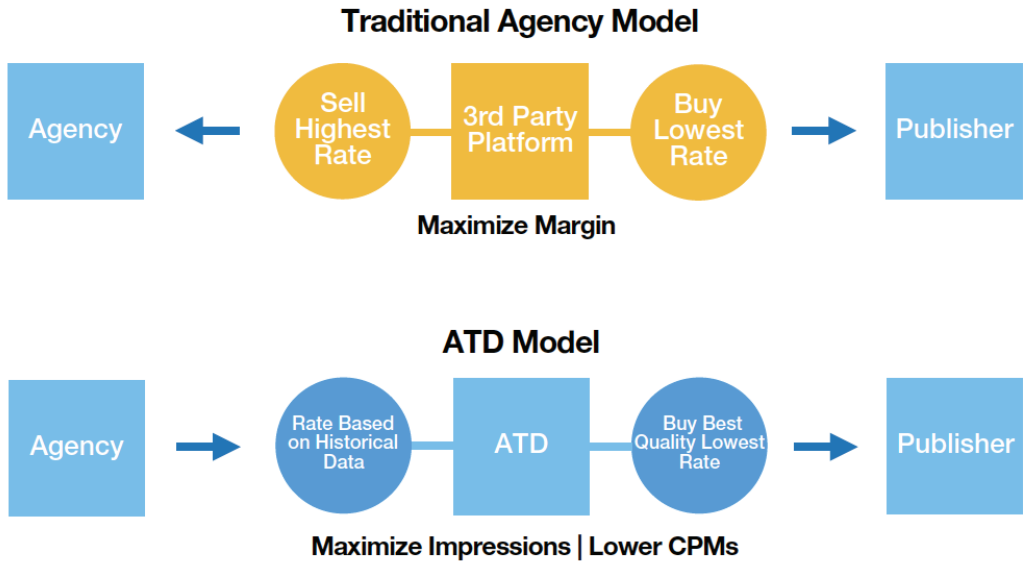
We leverage our combined client buying power and deep understanding of market supply/ demand to achieve the most competitive pricing. Value-added enhancements are key to maximizing your media dollars, and elements are tailored to each client's individual needs. Whether it is promotions, sweepstakes, contests, content/advertorial, free or enhanced ad space, or optimized digital buys, the value added must be appropriate and relevant to the consumer. Otherwise, it has no value. The media department consistently over delivers across all brands for our clients in delivering added value. We routinely add 20-50% above paid media value, although we have negotiated as high as 98% value-added.

SAMPLE OF ADDED VALUE RECAP

Media Partner	Description	Timing	Estimated Impressions	Estimated Value	Investment
ATD Partners	Social bonus impressions (FB & IG)	9/7-10/5	19,939,423	$361,171	$1,758,000
ATD Partners	Programmatic bonus impressions	9/7-10/5	31,502,291	$402,115	$1,331,881
ATD Partners	Streaming TV bonus impressions	9/14-10/5	1,381,846	$62,183	$503,914
eTarget media	30% Rate break	9/22	NA	$11,838	$27,622
eTarget media	Bonus drop	9/29	3,196,028	$22,372	
Univision.com	Display bonus impressions	9/21-10/15	110,661	$1,754	$200,000
Ampersand	Streaming TV bonus impressions	9/21-10/5	26,329	$895	$139,528
iHeart	Streaming radio bonus impressions	9/19-10/5	561,406	$5,614	$99,991
iHeart	Live reads & AG network	9/19-10/5	323,387	$12,030	$225,910
iHeart	TTWN	9/19-10/5	588,617	$3,759	$142,227
Katz Radio Reps	Streaming radio bonus impressions	9/21-10/5	297,503	$4,053	$200,000
Katz Radio Reps	Bonus :30s Mon-Sun broad rotators	9/14-10/5	14,054,400	$144,668	$237,718
Katz Radio Reps	Bonus :15s Traffic & Weather network	9/14-10/5	24,986,700	$67,485	$134,969
Pandora	Streaming radio/video/banner ad bonus impressions	9/14-10/5	3,340,017	$28,874	$126,128
Pandora	Display bonus impressions	9/22-10/5	1,863,000	$35,976	
Dallas Cowboys Network	9x :30 & 4x :10 Bonus radio spots	9/21/2020	NA	$64,000	$175,000
DallasCowboys.com	Bonus impressions	9/21-9/30	255,176	$6,379	
ITM Newspaper	22% rate break	9/23-9/30	NA	$67,266	$242,691
Independent radio	Bonus :10s & :15s Mon-Sun broad rotators	9/21-9/30	NA	$38,675	$229,339
		Total:	**102,426,784**	**$1,341,109**	**$5,774,917**
		Return on Media Investment:			**23%**

The Atkins Group Agency Trading Desk (ATD)

The Atkins Group Agency Trading Desk (ATD) is an extension of the media team, focused on a new way of purchasing media in real-time using self-serving software platforms that allow for daily optimizations. We use various technology platforms called Demand Side Platforms (DSPs). These allow our team to bid on digital media in real time. Based on various patterns and behaviors of audiences we target, we reach out to preferred websites and negotiate special deals with them, and carry out these auctions in a private exchange, allowing us access to higher quality inventory at a better cost per impression. We can then select the platforms we wish to utilize such as Cross Platform Display, Mobile, Desktop, Video, Gaming, OTT, and Social Media.



Why did we create an Agency Trading Desk?

By utilizing an extension of our internal team, instead of a third-party vendor, we regained much more control in our media buying strategy, tactics, and daily optimizations. Also, not all third-party vendors are alike, and the level of transparency can be limited. For example, relying on a third-party vendor that uses an "End to End" platform can be detrimental to the cost per impression as they sell the highest CPM and buy inventory at the lowest CPM. By having our own Agency Trading Desk, the only of its kind in South Texas, it allows us to:

- Purchase impressions at a better rate, upwards of 30%, by taking advantage of our bidding strategies and tactics. The difference is infused in the campaign allowing us to purchase more inventory for the same overall investment.
- Control the software we use to access inventory. This helps us focus our technology that is currently using Machine Learning and Deep Learning methodologies to ensure that our team's strategy is the most advanced possible.
- Actively engage with data vendors to enhance our digital campaigns by behaviorally or contextually targeting our impressions. This allows our message to be received by the user in the most timely and relevant manner.

Digital Process and Guidelines

GENERAL GUIDELINES: ATD adheres to IAB Standards and internal practices which go beyond standard industry practices. We have a large array of targeting capabilities that ensure we are only reaching campaign target audiences such as, only those living in Texas and Adults 18-49 for TLC. Our experienced team is used to working within tight and fluid timelines and are well-equipped to report the nuances of how digital campaigns are managed and how our client's target audiences are reached.

BRAND SAFETY: Brand safety is top of mind, and we take steps to ensure ads are served across networks and sites that cater to each client's standards. We are very familiar with 3rd party measurement and accept and help vet these providers.

AD SERVING: We will apply third party ad trackers where applicable. We currently use Adbutler and also recommend IAS, DV, Airtory or Epom. One the plan is finalized; we can identify the appropriate third party server.

AD NETWORKS: All Ad networks and sites will be provided to client pre-campaign.

RTV/DSP/PROGRAMMATIC: One of our core beliefs as an entity is that of complete transparency, accountability, and efficiency. We provide full transparency and insight at every touch point. ATD works on dynamic rates and transfers any discounts directly to our partners. Our model allows us to create competitive pricing and maximize performance.

VIEWABILITY & FRAUD: We can implement brand safety segments two ways – on the server side, collaborating directly with partners like Airtory, IAS or DoubleVerify, or with in the DSP with pre-bid blocking. Pre-bid blocking will stop the DSP from bidding on inventory that IAS or DV deems not brand safe. These two can work separately or in conjunction with each other. Pre-bid does NOT require you to have existing relationships with either partner as you can activate directly in DSP while the server-side method does.

For viewability, we have integrations with IAS that features viewability and fraud metrics within reporting once applying IAS segments. Further, we have multiple viewability threshold segments, starting at 50% up to 70%, the 70% threshold typically results in a viewability of >80%

REPORTING: We connect all your organization's data sources to our Data Intelligence Hub. Here our team processes and analyzes all your data, assessing patterns, uses machine learning and building predictive modeling. We break out reporting on various metrics and dimensions – sample metrics and dimensions – impressions, clicks, views, viewability, spend, conversion rates, auction win rate, avg media clearing price, completion count, DMA, Zip Code, time of day, device type, inventory type, user info, etc.

BENCHMARK GUIDELINES: We are happy to utilize TLA history as a benchmark guide and at a minimum meet these benchmarks.

Texas as a Minority-Majority State

Multicultural audiences continue to grow in size and influence across the U.S. Our country's increasing multicultural market size, its influence on pop and urban culture, and the immense buying power represented across multicultural demographics require new and innovative approaches to effectively market to and reach these audiences. It is critical for brands and organizations to thoroughly understand what these markets can – and already do – represent to their bottom lines, whether they know it or not. Marketers must understand how to best leverage and integrate multicultural marketing tactics into their overarching strategy to more effectively target, attract and retain these consumers.

In Texas alone, multicultural markets already represent an estimated **57.5% (16.8 million) of our state's total population and those numbers are projected to continue their exponential growth in both size and buying power.** As one of the most populous states and one of several minority majority states, Texas thus exemplifies this relatively new and exciting challenge: how do we effectively reach across cultural lines to effectively and consistently attract and retain consumers from our target audience? Furthermore, what strategies and tactics must we integrate into our marketing and advertising plans to generate and maintain brand loyalty?

These are key strategic challenges, and they require an approach, and a team, that is structured to meet them. With more than 50 years' experience and success targeting and reaching both multicultural and general market audiences in Texas, we understand these challenges better than anyone. We spend our time developing and executing strategic, practical strategies that optimize resources and maximize true market potential throughout the state of Texas, and TLC will benefit from our long, successful history of doing so. We know all audiences respond differently to certain types of media, creative, and messaging, and we know those triggers are constantly changing. We know an agency's ability to formulate a culturally defined strategic roadmap is more critical now than ever before, and that strategy must be adaptive to meet the unique challenges of a rapidly evolving minority-majority state like Texas. Our team brings to TLC a breadth and depth of multicultural, strategic, creative, communications, advertising, integrated marketing, and analytical expertise to innovatively position the lottery as the preeminent lottery and charitable bingo agency in the U.S. It is our goal to help reinvigorate and strengthen the TLC brand by designing an adaptive and unique advertising program that reaches across our state's widely diverse markets.

Within these challenges lie immense opportunity. To wit, **Texas Lottery's primary target audience, adults ages 18-49, and multicultural audiences specifically, represent an enormous branding and financial opportunity for the state. In Texas alone, Hispanics, African American and Asian Americans combined represent over 61 percent (60.17%) of the 18-54 demographic – versus 38.83% for Caucasians. Similarly, within the 25-34 and 35-54 age groups, this minority group represents over 60 percent (60.1%) of the population (contrast that with 39.9% for Caucasians).**

Texas' multicultural audiences in reality represent stronger economic potential, with more disposable income than ever before, and these segments in particular are experiencing phenomenal growth in buying power that has exceeded the general population. According to The Selig Center for Economic Growth, Hispanic buying power ranks second only to California and African American buying power ranks first; Asian Americans' buying power has tripled in the last 5 years, putting Texas in third rank behind California and New York. Combined, all three market segments' buying power in Texas is estimated at $610 billion!

– HISPANIC $361 BILLION
– AFRICAN AMERICAN $149 BILLION
– ASIAN AMERICAN $100 BILLION

Multicultural consumers are trendsetters and tastemakers; they are avid technology, mobile and social media users. We know all this, and this isn't, in and of itself, a new insight. But what is new is the huge and growing influence on trends and buying decisions these multicultural groups represent.
As a group, we've realized this, and we've spent our efforts over decades here in Texas researching and exploring new and better ways to connect with our fellow multicultural Texans. And it's working. We are constantly finding new ways to explore cultural insights – ranging from identities, external and environmental factors, languages, understanding how experiences affect behaviors, values, habits and attitudes as well as motivations. As these audiences continue to grow and evolve throughout the state of Texas, the Texas Lottery brand will need to focus on cultural sustainability to remain relevant in the market and appeal to native Texans as well as those moving to Texas who have a high affinity for playing the lottery. We are committed to partnering with the TLC to protect and sustain the TLC brand penetration in these market segments while gaining increased share of the projected market growth.

7.2. ADVERTISING SENSITIVITY

We understand and will comply with all advertising sensitivity guidelines.

7.3. MEDIA PLAN

We are prepared to collaborate with TLC on sales and media goals and communications objectives.

For detailed information on our media plan, please see our response to Section 8.

7.4. BUDGET

We understand your budget and will plan to the $10,000,000 net annual budget per the requirements of this RFP.

We will make cost-savings recommendations as well as provide negotiated value-add opportunities. No commitment of monies on behalf of the TLC will be made without prior written approval.

7.5. REPORTS

We will submit reports in accordance with the deadlines below:

By the 10th of each month:

— The HUB Subcontracting Plan Prime Contractor Progress Assessment Report

First Wednesday of the month:

— Approved Expenditure Report

Quarterly:

— Print Media Audit

Annually:

— Fiscal Year-End Added Value Report

Prior to each campaign launch:

— Media Buy Overview
— Added Value Overview

Ninety (90) Days after campaign completion:

— Post Buy Report

Thirty (30) Days after each sponsorship activation completion:

— Post Sponsorship Report

We understand the TLC may change due dates of any required report listed above with thirty (30) days advance written notice.

We understand the TLC may require ad hoc media reports or analysis of advertising opportunities with mutually agreed upon dates for delivery.

7.6. MEDIA SERVICES

We understand the information in Attachment N and will adhere to the Media Buying Guidelines. See the beginning of Section 7 "Media Research Resources" and "Digital Process and Guidelines" for information on our advertising research capabilities. Our team will negotiate and place media on behalf of TLC and will make TLC aware of any savings that might be achieved through long-term commitments. TAG will invoice media at net cost with no markup and ensure all broadcast stations adhere to the minimum ratings criteria as defined by TLC. TAG will traffic all TLC media executions and out-of-home production through our system and will ensure all media runs in accordance with signed contracts or insertion orders.

We use media budget tracking software to process invoices and address discrepancies. We will confirm traffic, rotation, in-geo placements, brand safety, and flight dates for the purchased media channels prior to submitting invoices. We will also provide affidavits, tearsheets or any other placement verification requested by the Texas Lottery.

TAG will negotiate added value for all media included in any Texas Lottery buy with the goals defined in Attachment N.

Up to fifteen (15) times per year, TAG will provide media evaluations, an analysis of advertising opportunities with third-parties, with mutually agreed upon due dates. This may include retailer co-op promotional opportunities and sponsorship activations.

As a part of our media planning process, TAG will negotiate and contract out-of-home billboard assets including but not limited to: vinyls, extensions, and snipes. We will also negotiate and contract new and replacement out-of-home billboard assets for the permanent Jackpot boards including but not limited to: vinyls, and jackpot number box replacement or repair. In addition, TAG will resolve signal failures with jackpot box vendor.

TAG will store, manage destruction, and assume other costs in connection with the disposal of jackpot boxes and equipment as requested by the Texas Lottery, providing supporting documentation when necessary.

Our plan will include Sponsorship Activations and Entitlements and will fully disclose any and all offers for free tickets to events, premium items and other special benefits.

TAG will stay current on industry trends by attending various conventions, HUB expos and related meetings.

TAG will prepare written estimates for all expenditures and obtain prior written approval from the Texas Lottery before making any commitment on behalf of the Texas Lottery.

Any revisions to approved estimates will be pre-approved in writing by the Texas Lottery. All revised estimates TAG submits will contain the cost differential, including previous approved amounts and reason for revision. If an approved estimate is canceled, TAG will submit a revised closed estimate to the Texas Lottery.

Billing/Invoices

TAG will submit invoices to the Texas Lottery following delivery of completed services in accordance with a signed and pre-approved estimate in duplicate every other Monday, with all supporting documentation included.

Each invoice will include:

(i) invoice with invoice number, estimate number and any line items; flight dates; and amount;
(ii) cost detail with approved estimate amount, current billed amount, amount billed to date and balance remaining;
(iii) all approved estimates and revisions; and
(iv) supporting documentation (e.g., vendor invoices, tearsheets, affidavits, etc.).

All estimates will be closed ninety (90) Days after the completion of the media job. Once an estimate is closed, no further billing will be submitted. TAG will mark “Closed” on the final invoice submitted to the Texas Lottery for payment.

TAG acknowledges all other billing and financial details and requirements outlined in Section 7.

Section 8

Media Response

Attachment A

Proposer's Commitment

Proposer's Commitment (Attachment A)

The Atkins Group warrants and represents that the person named on the Proposer's Commitment (Attachment A) has the full right, power and is legally authorized to execute the Contract resulting from this RFP on behalf of the Proposer. All commitments are unqualified, not limited, and fully commit The Atkins Group to provide the goods and services required under this RFP.

ATTACHMENT A
PROPOSER'S COMMITMENT

I hereby commit Atkins International, LLC DBA The Atkins Group

(Company Name)

to provide the goods and services described in the attached Proposal for Advertising Media Services required by the Request for Proposals for the Texas Lottery Commission.

Signature: Jayme LeGros

Title: Chief Operating Officer

Date: 10/28/2022

Attachment D-1

Background Information Certification

Background Information Certification (Attachment D-1)

ATTACHMENT D-1
BACKGROUND INFORMATION CERTIFICATION

Texas Government Code §466.155

Under Texas Government Code §466.103, the Executive Director of the Texas Lottery Commission may not award a contract for the purchase or lease of facilities, goods or services related to lottery operations to a person who would be denied a license as a sales agent under Texas Government Code §466.155.

Atkins International, LLC DBA The Atkins Group
(Company Name)

certifies that it has reviewed Texas Government Code §466.155 and that it would not be denied a license as a sales agent under said section.

Jayme LeGros
(*signature of person authorized to contractually bind the Proposer*)

Jayme LeGros
(*printed name*)

Chief Operating Officer
(*title*)

10-28-2022
(*date*)

Thank You

the atkins group

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