



### **Texas Lottery Commission**

**Request for Proposal** 

For

Advertising Media Services

From

The Buntin Group, Inc.

November 1<sup>st</sup>, 2022

BUNTIN BUNTIN BYND ATTNTN>> 72-21 CNVCTN



### **Texas Lottery Commission**

**Request for Proposal** 

For

Advertising Media Services

From

The Buntin Group, Inc.

November 1<sup>st</sup>, 2022



### RECEIVED 2022 NOV - 1 AMII: 58 PURCHASING & CONTRACTS



### 2.7 LETTER OF TRANSMITTAL

2.7.1. Proposers must submit a Letter of Transmittal that identifies the entity submitting the Proposal and includes a commitment by that entity to provide the goods and services required by the Texas Lottery in this RFP. The Letter of Transmittal must state that the Proposal is valid for one hundred and eighty (180) Days from the Day after the deadline for submitting Proposals. Any Proposal containing a term of less than one hundred and eighty (180) Days for acceptance shall be rejected. The Letter of Transmittal must be signed by a person(s) legally authorized to bind the Proposer to the representations in the Proposal. The Proposer should also indicate, in its Letter of Transmittal, why it believes it is the most qualified Proposer to provide the goods and services required by the Texas Lottery in this RFP.

2.7.2. The Letter of Transmittal must include a statement of acceptance of the terms and conditions set forth in Part 3 of this RFP that will be included in the Contract. If the Proposer takes exception to any of the proposed terms and conditions, those exceptions must be noted in the Letter of Transmittal. Proposers shall provide specific and detailed reasons for each exception, together with suggested alternative language. Vague and general exceptions are not acceptable. Proposers should realize, however, that failure to accept the terms and conditions specified in Part 3 of the RFP may result in disqualification of the Proposal.

### **Proposer Response**

No one in the country plans, places or optimizes more media to support the success of lotteries than BUNTIN. It might surprise you to know that BUNTIN has also been actively supporting clients in Texas for almost every one of our 50 years in business. From CITGO Corporation in Houston, to Handgards in El Paso, to a decade of Tractor Supply shoots in Uvalde, to Friedman's Jewelers in Dallas, and many more, BUNTIN uniquely speaks the language of lotteries AND the language of media in Texas. And we bring an unmatched track-record of supporting historically under-served businesses, with over \$20MM placed with minority-owned businesses in the past 10 years, a 14-year paid internship program with HBCUs, outreach programs on behalf of clients with National League of Families POW/MIA, Folds of Honor and others - all giving us the highest levels of interest in, and commitment to, becoming your media agency partner.

Thank you for the opportunity to learn your business. And, hopefully, for the opportunity to earn your business.

Our Conviction for becoming a valued partner to the Texas Lottery could not be greater.

With warmest regards,

Your Team at BUNTIN

Sincerely,

Jeffrey Buntin Jr. Chief Executive Officer





### **2.8 EXECUTIVE SUMMARY**

2.8.1. Proposers must provide an executive summary of their Proposal (excluding cost information) that asserts that the Proposer is providing, in its Proposal, all the requirements of this RFP. If the Proposer is providing goods or services beyond those specifically requested, those goods or services must be identified. If the Proposer is offering goods or services that do not meet the specific requirements of this RFP, but in the opinion of the Proposer are equivalent or superior to those specifically requested, any such differences must be noted in the Executive Summary. The Proposer should realize, however, that failure to provide the goods and services specifically requested may result in disqualification.

2.8.2. The Proposer must demonstrate its understanding of the requested goods and services and must address specifically, in writing, the Proposer's approach to providing each requirement in this RFP.

2.8.3. The Executive Summary must not exceed five (5) pages and should represent a full and concise summary of the contents of the Proposal.

### **Proposer Response**

For the 12th consecutive fiscal year, the Texas Lottery Commission has surpassed its all-time record with \$8.297 billion in sales, resulting in a record year of total contributions of \$1.99 billion for Texas students and Veterans. Players collected over \$5.4 billion in prizes, which was an all-time high, as well. Respecting this remarkable success, the Texas Lottery continues to face unique challenges that could impact its strong performance in the upcoming months and years. From state legislation reducing marketing budgets over the past few years, to an influx of new challengers vying for the consumer dollar, and now a tightening - if not recessionary - economy, there is pressure on the overall media approach and spend to drive sales in a responsible, efficient, and resourceful manner.

The Texas Lottery is in search of a strategic media partner to develop an overall communications plan that successfully promotes the Texas Lottery's games, while building awareness of the mission to generate revenue for its designated beneficiaries, including Texas public education and Veterans.

We believe the partner you are looking for is BUNTIN. No one in the country has planned, placed, or optimized more media to support the success of lotteries than we have. We bring to our client partnerships a proven approach that has helped achieve numerous successive year-over-year sales increases and records across three current lottery clients – Hoosier Lottery, Kentucky Lottery, and Tennessee Education Lottery. In addition to these partners, we have also been active in supporting clients with headquarters, locations, service offerings and/or consumers who are critical to their businesses in the state of Texas over many decades. With the benefit of these efforts, we as an agency understand the unique importance of the multicultural marketplace across the state. Our team of seasoned media professionals, complemented with the Texas HUB sub-contractor partners that will help strengthen our team and provide market specific insights, will work closely with the Texas Lottery to build, execute and optimize our plans in a manner that is effective, efficient, responsible, and resourceful.

BUNTIN's proven ability to assess, strategically plan for and meet the challenges - and opportunities - facing the Texas Lottery will be critical in maximizing the value of your media investment, going forward. This will, in turn, be key to driving the expected business results each year, while also continuing to make the positive impact you make every day, as the Texas Lottery. As your media agency partner, our plan to accomplish this impact is built on four key objectives:

- 1. Establish an integrated communications strategy to efficiently grow sales and maximize KPIs, while supporting educational/Veterans initiatives.
- 2. Support a statewide media plan with additional market tier supplements, tailored to the individual situations, size, and needs of each market area.
- 3. Harness efficiencies and maximize message relevancy throughout the year via a tailored mix of always-on support and flighted campaigns.
- 4. Design plans with flexibility to adjust between tiers to ensure proper weight is given to support key programs throughout the year.

In developing our plan, we have established a customized market tiering based on several unique attributes: Marketlevel sales contributions to the system, market size, per-capita spend, player penetration and engagement, audience demographics, and appeal of various distinct lottery game types. This evaluation has, in turn, generated "Six Tiers" that our media plan is built around.

Tier One is the foundation of our overall plan and encompasses the full state geography, reaching all adult (18+) Texans through a myriad of selective communications channels. Tiers Two–Six make up the 20 DMAs that cover the state, all organized into their own unique tier. Each tier has its own media mix that will supplement the statewide coverage at the local level. Leveraging the local channels will help improve the overall effectiveness, efficiencies, and customization of our efforts and ensure highly targeted messaging at the individual market level.

In the event marketing budgets continue to be challenged, the use of certain media channels becomes more difficult; however, opportunities also present themselves to expand reach through additional media strategies. We believe there is tremendous opportunity to utilize video, audio, and digital within most tiers. As requested, our plan includes the already-committed dollars for permanent billboards and local newspaper. We complement those efforts through an array of channels, both at the state and local market level. This allows us to maintain and build brand consistency across the state, while having the ability to customize messages, optimize our plan based on the results of specific efforts, capture varying sets of data for additional insights, and provide the flexibility to move dollars as-needed in the event market conditions may shift.

As our plan is activated and "lives" in-market, our team is poised to measure these efforts through a full suite of reporting tools that, in-turn, allow us to provide meaningful, actionable, and timely insights and recommendations. From Data Warehouse and Integration, to Brand Safety and Viewability, to Data Analysis and Visualization, we invest heavily in these tools to ensure we provide the best insights to optimize the performance and ROI of our work.

We are excited to share the market-level details, media channel costs, and impact of the different tiers in the enclosed media response (section 8) of the RFP. We believe our industry experience and knowledge, understanding of the Texas media marketplace, strength of our seasoned team, and the strategic recommendations we have developed all position BUNTIN as the right partner to help grow your business in a responsible and resourceful manner. We appreciate your interest in our agency and the opportunity to submit our thinking.

Sincerely,

Jeffrey Buntin, Jr./CEO + Your Team at BUNTIN





### 4. REQUIRED INFORMATION

### 4.1. Experience of Proposer

4.1.1. Each Proposer should state why it believes it has the required experience to provide the goods and services required under this RFP. Proposers must demonstrate an understanding of Texas as a minority-majority state as well as the ability to effectively reach and speak to all Texans (ages 18+).

### **Proposer Response**

As a Top 25 US Independent Ad Agency with over \$200 Million in annualized capitalized billings, BUNTIN's 130 Associates manage a broad range of client media spending – from \$5MM to \$40MM annually for a range of local, national, and international clients. We actively buy media in all U.S. States and DMA's, have deep knowledge of national, local, and international planning and buying.

Our partnership with a HUB Certified Advertising Agency consultant will build on BUNTIN's existing minority consumer and market specific insights to ensure our media plans are highly relevant (right person, right place, right time) down to the market level to properly engage this valuable audience.

We're confident our extensive lottery media planning and execution expertise would be of benefit to the Texas Lottery Commission.

Our teams are well versed in integrated channel planning and have comprehensive Planning and Buying capabilities for every engagement channel across Digital, Traditional, Mobile and Social Platforms. We preach results measurement and optimization in everything we do from Business KPI tracking, brand health, Lead Gen and Conversion, Social Engagement/Advocacy, Effectiveness, and Impact.

Our media tenets and values are core to every media engagement we lead. From being a business-first, performance driven culture we thrive in a collaborative, team-centric environment. The level of expertise throughout our agency, current tools and technology, and the stringent process we use delivers strong partnerships with all clients and vendors, sound optimizations that deliver the best results and smart stewardship to ensure goals and deliverables are met.

Throughout our history, we've supported historically under-served businesses, with over \$20MM placed with minorityowned businesses in the past 10-years, a 14-year paid internship program with HBCUs and outreach programs on behalf of several clients. We understand the value and uniqueness of minority audiences as consumers, and the importance this group and the individuals that comprise it, have in the state of Texas. 4.1.2. Each Proposer shall provide descriptions for all engagements of comparable complexity and sensitivity to the requirements of this RFP that have been conducted within the past five (50 years. The description of comparable engagements shall be detailed and cover the contracts the Proposer and any subcontractors have had and all experience similar to this Contract which qualifies the Proposer to meet the requirements of this Contract including but not limited to:

- a. Size of contract (including value).
- b. Reason for contract termination/expiration, if contract is no longer in effect.
- c. Types of services directly provided by the Proposer and whether the Proposer was the contractor or subcontractor.
- d. Term and type of contract including effective dates.
- e. Any problems encountered.

### Proposer Response

### AARON's

- a. \$25MM \$30MM
- b. Contract is still in effect. Proposer is Contractor.
- c. Traditional Media Planning, Buying, Activation, Optimization, and Stewardship. Proposer is Contractor.
- d. Two-year term (4/21/21 5/1/23).
- e. No problems encountered.

### **Cabinets to Go**

- a. \$15MM-\$17MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, Creative, Media (Planning, Buying, Activation, Optimization, and Stewardship).
- d. Annual (1/1/22 12/31/23)
- e. No problems encountered.

### Chinet

- a. \$5MM \$7MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, Creative, Traditional Media (Planning, Buying, Activation, Optimization and Stewardship). Proposer was Contractor.
- d. Evergreen, since 1999.
- e. No problems encountered.

### **First Horizon**

- a. \$8.3MM \$10MM
- b. Contract is no longer in effect. First Horizon brought in a new Chief Marketing Officer, Erin Pryor, who hired her previous advertising agency when our contract expired. In addition, the organization was entering into preliminary merger discussions, with the bank having since been acquired by TD (Toronto Dominion).
- c. AOR Strategy, Creative, Media (Planning, Buying, Activation, Optimization, and Stewardship), Design, Digital, Data & Analytics
- d. Contract expired.
- e. No problems encountered.

### **Hoosier Lottery**

- a. \$8.3MM \$10MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, Creative, Traditional Media (Planning, Buying, Activation, Optimization, and Stewardship).
- d. Annual (June 1, 2022 June 30, 2023).
- e. No problems encountered.

### Perkins

- a. \$13MM-\$16MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, Creative, Media (Planning, Buying, Activation, Optimization, and Stewardship) Social, Data & Analytics.
- d. 16 Month (January 1,2022 May 30,2023).
- e. No problems encountered.

### **SERVPRO Industries, LLC**

- a. \$16MM \$20MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, creative, media, design, digital, Data & Analytics.
- d. Annual (1/1/21 12/31/22).
- e. No problems encountered.

### **Tennessee Education Lottery**

- a. \$11MM \$13MM
- b. Contract is still in effect. Proposer is Contractor.
- c. AOR Strategy, Creative, Media (Planning, Buying, Activation, Optimization, and Stewardship), Design, Digital, Social, Data & Analytics.
- d. Annual (7/1/22-6/30/23).
- e. No problems encountered.

- 4.1.3. The proposer shall state whether or not any of the following have occurred during the last five (5) years:
  - a. The Proposer has had a contract terminated, and, if so, shall provide full details, including the other party's name, address, and telephone number.
  - b. The Proposer has been assessed any penalties or liquidated damages under any existing or past contracts, and, if so, note the reason for and the amount of the penalty or liquidated damages for each incident.
  - c. The Proposer was the subject of (i) any disciplinary action for substandard work and unethical practices or (ii) any order, judgment, or decree of any federal or state authority barring suspending or otherwise limiting the right of the Proposer to engage in any business, practice, or activity.
  - d. The Proposer has been involved in any litigation related to contract performance.

### Proposer Response

- a. BUNTIN has not had a client contract terminated in the past five years. Contracts may have expired but were not terminated.
- b. No penalties or liquidated damages under any contracts.
- c. No disciplinary actions or any judgments.
- d. No litigation related to contract performance.





### **4.2 Proposer References**

A minimum of seven (7) verifiable references must be provided that include the contact person, name of company, phone, e-mail address and descriptions of services provided. Proposers' references shall include references for which the Proposer has provided similar services as described in Parts 7 and 8 of this RFP within the last five (5) years.

### **Proposer Response**

Mr. Dan McSwanson Director of Marketing – Media and Finance **AARON's** 678.402.3263 office 831.566.9899 mobile Dan.mcswanson@aarons.com

Services Provided (since 2019): Media - annual national planning (linear broadcast, DRTV, OLV, CTV, OTT, audio, OOH), grand opening planning (OOH, audio), negotiation, buying, activation, optimization (dashboard development, monitoring) and stewardship (post-buy reports, added value reports, monthly budget reports, Quarterly Business Reports), Trafficking.

Mr. Doug Tulumaris Chief Marketing Officer **Cabinets to Go** 615.551.0381 office 615.543.6842 mobile dtulumaris@cabinetstogo.com

Services Provided (since 2020): AOR | Strategy, Creative, Media (annual national planning, grand opening planning), negotiation, buying, activation, optimization (Dashboard development, monitoring), and stewardship (post-buy reports, added value reports, monthly budget reports). Sponsorship vetting, proposals. Design, Digital, Data & Analytics, Trafficking.

Ms. Brittany D'Haenens Director of Marketing **Hoosier Lottery** 317.264.4694 office 317.443.8492 mobile bdhaenens@hoosierlottery.com

Services Provided (since 2015): AOR | Strategy, Creative, Traditional Media (SPECIFICS HERE), Design, Data & Analytics.

### Ms. Melissa Rakos Product Manager **Huhtamaki** 913.439.6366 <u>melissa.rakos@huhtamaki.com</u>

Services provided (since 2003): AOR | Strategy, Creative, Media (annual planning), negotiation, buying, activation, optimization (Dashboard development, monitoring), and stewardship (monthly reports, added value reports, monthly budget reports), Design, and Trafficking.

Mr. Joseph Artime Chief Marketing Officer **Perkins Restaurant & Bakery** 770.325.1300 office 404.578.5351 mobile jartime@perkinsrb.com

Services Provided (since 2015): Lead agency\* for strategy, creative, and media services. Annual local media planning for 87 DMAs across the US and Canada each with individual plans, budgets, media flowcharts, and media spend reports by DMA. Channels include Spot TV, cable, CTV/OTT, VOD, paid social, search, direct mail, shared mail, Co-op, and ROP. Planning and execution of grand opening/competitive intrusion plans. Negotiation, buying, activation, trafficking, optimization, and stewardship (quarterly broadcast post-buy reports, weekly digital reporting, print drop ROI reporting, and promotional window wrap-up reports). Verification of broadcast station affidavits against buys placed and negotiation of appropriate make goods. Maintain proof of performance and payment reporting.

Mr. Chad Lewis AVP, Director of Marketing Services SERVPRO Industries, LLC 615.451.0200 x1376 clewis@servpronet.com

Services Provided (since 2003): AOR | Strategy, Creative, Media (annual planning, sub-region planning), negotiation, buying, activation, optimization (Dashboard development, monitoring), and stewardship (post-buy reports, added value reports, monthly budget reports). Sponsorship vetting, proposals, activation, Design, Digital, Data & Analytics, Trafficking.

Ms. Erica Huss Vice President, Advertising **Tennessee Education Lottery** OFFICE - (615) 324-6518 erica.huss@TNLOTTERY.com

Services Provided (since 2008): Strategy, Creative, Print production, Broadcast production, Media planning and buying, Digital, Social, Sponsorship programs, Promotional events & Point of Sale.





### 4.3 Contact Person

4.3.1. Each Proposer shall provide the name, address, telephone number, and email address of a person to contact concerning questions regarding its Proposal.

### Proposer Response

Main Contact: Mark Young EVP, Managing Director & Chief Growth Officer 230 Willow Street Nashville, TN 37210 O: 615-244-5720 x 205 M: 865-719-7983

myoung@buntingroup.com

4.3.2. Each Proposer shall provide the name, address, telephone number, and email address of a person to contact (if different than the person identified in Section 4.3.1) concerning the Contract.

Proposer Response

The Contract:

Tom Irvin

EVP, Director of Financial Services

230 Willow Street

Nashville, TN 37210

O: 615-244-5720 x 276

tirvin@buntingroup.com





### 4.4 Conflict of Interest

4.4.1. The Proposer must disclose any actual, potential or perceived conflict of interest relative to the performance of the requirements of this RFP. The Proposer must disclose any personal or business relationship of (a) itself; (b) any of its principals, officers, directors, investors, owners, partners, and employees (collectively, Proposer Personnel); (c) any spouse, child, brother, sister, or parent residing as a member of the same household in the principal place of residence of any Proposer Personnel; (d) any affiliate; or I any Subcontractor with (1) any employee or representative of the Texas Lottery (including the Texas Lottery Executive Director and its commissioners) or (2) the Lottery's vendors with contracts over \$100,000. The list for all Texas Lottery® contracts over \$100,000, including major and prime contracts, is regularly updated at the following website link:

https://www.texaslottery.com/export/sites/lottery/About\_Us/Doing\_Business\_with\_TLC/Contracts\_Over\_\$100x000/ Failure to promptly disclose any such relationship may be a cause for disqualification of a Proposal.

### **Proposer Response**

No conflicts of interest relative to the performance of the requirements of this RFP.

### **4.5 Financial Soundness**

4.5.1. Each proposer must provide evidence of financial responsibility and stability for performance of the Contract and must demonstrate the ability to finance the project described in this submission.

### Proposer Response

BUNTIN has provided audited financial statements for 2020 and 2019. The audit for 2021 is currently being performed, however, we have provided unaudited statements for the year 2021 as well, along with a letter from our bank which affirms our financial good standing.

\*Refer to the accompanying Financial Statements in full\*





### 5. HISTORICALLY UNDERUTILIZED BUSINESS (HUB) PARTICIPATION

### 5.1 HUB Requirement

The Texas Lottery has adopted the rules promulgated by the Comptroller of Public Accounts (CPA) regarding Historically Underutilized Businesses (HUBs) in 34 Texas Administrative Code (TAC) §§ 20.281 – 20.298 (See http://texreg.sos.state.tx.us/public/readtac\$ext.ViewTAC?tac\_view=5&ti=34&pt=1&ch=20&sch=D&div=1&rl=Y. By submitting a Proposal, the Proposer certifies that it has reviewed 34 TAC §§ 20.281 - 20.298. Rule 20.285 addresses the specific requirements of Historically Underutilized Business subcontracting plans (HSPs).

### 5.2 HSP Submission and Texas Lottery Review

5.2.1. All proposals must include an HSP (Attachment C, including Method A or B, if applicable) in the format required by the CPA. Proposers may access the HSP forms on-line at the following CPA website link: https://www.comptroller.texas.gov/purchasing/vendor/hub/forms.php. The forms must be printed, signed and submitted with your Proposal. The HSP is a pass/fail requirement. PROPOSALS THAT DO NOT INCLUDE A COMPLETED HUB SUBCONTRACTING PLAN PREPARED IN ACCORDANCE WITH 34 TAC §20.285 SHALL BE REJECTED AND WILL NOT BE EVALUATED.

5.2.2. The HSP form is provided in Attachment C of this RFP. To determine whether a Proposer has performed a good faith effort in preparing its HSP as required by the CPA's HUB rules, the Texas Lottery may request clarifications, if necessary. The HSP will be reviewed based on the Proposer's submission and any clarifications requested by the agency.

### **Proposer Response**

\*Refer to the accompanying required HUB Forms in full\*

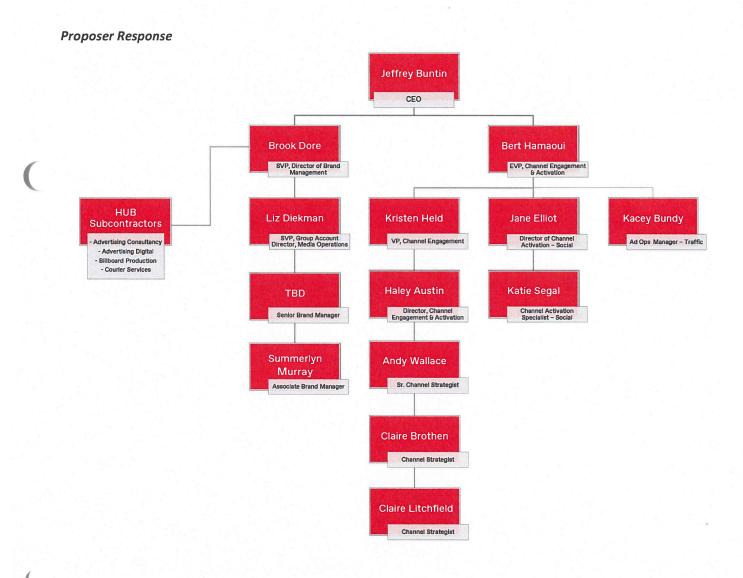




### 6. ADVERTISING AGENCY STAFFING REQUIREMENTS

### 6.1 Ad Agency Staffing

6.1.2. Proposers must provide an organizational chart which identifies all staff, including media planning and/or media buying subcontracting personal who will support the Texas Lottery account. The organizational chart should include the position titles, number of positions, and names of all personnel. The organizational chart should include corporate directors and/or officers who will provide direction or oversight to the Texas Lottery account.



### 6.2 Agency Staffing Structure

6.2.1. Proposers must submit an in-depth staffing plan for the Texas Lottery account. However, the Texas Lottery is not predisposed to any particular staffing model. Proposers are encouraged to propose staffing plans that offer the best value to the Texas Lottery. If a different individual will not be assigned to each position, the Proposer must explain how service levels will be maintained and staffing needs met.

6.2.2. Proposers must provide a list of personnel, including media planning and/or media buying subcontracting personnel to be assigned to the Texas Lottery account and include detailed resumes for all personnel, which include, at minimum name: title and job description; number of years of experience; description of current duties, and length of time spent doing present (or related) duties; projects accomplished, including scope and name of customer's company; and relevant continuing professional education. If duties were performed for an employer other than the Proposer, the Proposal must indicate that employer's name.

### **Proposer Response**

### Media Team

### PERSONNEL NAME: Bert Hamaoui

### JOB TITLE: EVP, Channel Engagement & Activation

**JOB DESCRIPTION:** Responsible for high-level oversight of the media department functions, personnel, and outcome. Maintains strong relationships with all teams and clients through engaging collaboration and empowering others to create great work. Agency stakeholder with multi-disciplinary integrated agency experience, a passion for growing others and the business, and the fortitude to lead real change.

### # YEARS OF EXPERIENCE: 28

### **DESCRIPTION OF CURRENT DUTIES:**

- Empowers the team to sell great work by inspiring great work.
- Reviews necessary media plans prior to client presentations to ensure accuracy and thought-provoking solutions.
- Maintains liaison relationships and attends meetings with industry organizations to keep up with current industry trends and represent the agency.
- Serves as a member of the agency's leadership team, Ignite, attending meetings, and functions and making recommendations on agency matters, both within and outside the media function.
- Develops strong cross-functional working relationships with agency leadership that facilitate integration, collaboration, and knowledge sharing across teams.
- Focuses on driving employee development, engagement, and retention.
- Drives revenue and delivery while balancing client satisfaction and retention.
- Supervises all media personnel to ensure adherence to agency standards and practices. Discusses and evaluate job performance with all members of the Media Department.
- Supervises Media Research function; provides recommendations to Management for purchase of mediaresearch data, including computer programming facilities to keep the agency ahead of the curve.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY:* Experience at Saatchi & Saatchi, McCann Erickson, Gray, working with some of the top advertisers in the U.S. (Toyota, Sony Pictures, ConAgra, Glaxo Wellcome, SmithKline Beecham, American Home Products, Honda, etc.). Strong experience in the lottery field, working on numerous lottery accounts (Hoosier Lottery, Kentucky Lottery, Tennessee Lottery & New York Lottery). Extensive background across all Traditional and Digital media platforms.

**RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE: N/A** 

### PERSONNEL NAME: Kristen Held

### JOB TITLE: VP, Channel Engagement

JOB DESCRIPTION: Leads a fully integrated team over a significant portion of large, high-profile accounts to meet or exceed business and client expectations including revenue, profit, margin, and staffing. Oversees management of all media strategy/planning, accountable for leading the relationship with the client divisions including overall corridor satisfaction and management of expectations while ensuring that the work is on strategy, on time, and within budget. Top-level Client contact, playing a leading role in new business and may be involved in policy-making decisions and act as a consultant to other top corporate officers.

### **# YEARS OF EXPERIENCE:** 25

### **DESCRIPTION OF CURRENT DUTIES:**

- Oversees the creation of media plans that are strategic with sound execution.
- Remains informed of trends and leads new media considerations for clients in purview, sets quality standards for the department, and enforces adherence.
- Counsels team and clients on negotiation process; lead negotiations, as appropriate.
- Fosters excellent ratings in client evaluations and is accountable for maintaining relationships with client satisfaction and management of expectations while ensuring that the work is on strategy, on time, and on budget.
- Contributes to developing a vision for the department and ensures that vision is communicated to department and agency management.
- Integrates concepts seamlessly with the creative product and clients' marketing plans.
- Review all plans to ensure the achievement of quality and flawless execution.
- Ensures collaboration of planning, buying, and research.
- Encourages the exchange of the best ideas within the department.
- Maintains ongoing contact with senior clients, lending credibility and endorsement to major presentations.
- Leads and inspires; acts as a role model; serves as a source of experience, knowledge, instruction, and direction. **PROJECTS ACCOMPLISHED**, *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*:
- B2B/D2C: Planning, Buying, Media Operations, Data & Analytics, UX/UI Designer, Acct. Management.

Varied category experience including (QSR, CPG, Entertainment, Gaming, Retail, Non-Profit, Automotive, Tourism, Telecom, EDU, Franchise, Ecommerce, Healthcare, and GSA.)

Media: Network, Syndication, Broadcast, Cable, Unwired, Radio, Audio, Print, OOH/DOOH, OTT/CTV, Programmatic, SEM, Social, Brand Integrations, Guerilla Marketing, Talent/SAG, DR, Trade, Event, PR/Influencer, Co-op, Brand Integrations, Promotions, Sponsorship. All done for various companies including (Shark Tank, American Idol, Price Is Right, Ellen DeGeneres Show, Ellen Cat Week, Live with Kelly & Ryan, The View, ESPN MNF, SportsCenter, INDY CAR, NASCAR, PGA, GMA, Olympics, World Series, World Cup, Stanley Cup, Superbowl, Oscars Red Carpet, Academy Awards, KC Undercover, March Madness, Grammy's, Today Show, Property Brothers, 25 Days Of Christmas, Lucas Films, PIXAR Animation, SONY Pictures, MARVEL Studios, NBC Universal/Telepictures Universal Studios) Geos: International, National, Local, Multi-Market.

RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:

- Google Data Analytics Certification
- DataXu Platform Certified
- Nielsen OCR

### PERSONNEL NAME: Haley Austin

JOB TITLE: Director, Channel Engagement & Activation

**JOB DESCRIPTION:** Responsible for overseeing the planning and activation of digital campaigns across clients for the agency. Manages client digital campaigns inclusive of but not limited to programmatic display, online video, Connected TV/OTT, digital content, social, and more across client verticals. Oversees reporting and analysis of live and wrapped campaigns extracting insights from data. Provides thought leadership internally and to clients for digital platforms. **# YEARS OF EXPERIENCE:** 7+

**DESCRIPTION OF CURRENT DUTIES:** Leads and provides strategic insight for all digital campaigns that the agency manages for its clients. Analyze data for impactful optimizations and insights. Builds and maintains client and vendor relationships for mutually beneficial outcomes. Negotiate rates and added value opportunities for effective and efficient campaigns. Manage a team of associate- and mid-level channel strategists across the client portfolios.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Managed local, national, and international accounts of all sizes and scales. E.g., Zebra Technologies, Grant Thornton, UnityPoint Health: Safe Care Your Way, COVID-19/Vaccines, Not So Late Show with Austin, Stine Seed Company, Bridgestone/Firestone, Tennessee Titans, Nashville Predators, Cabinets To Go, Casey's General Store, Athene, Louisiana-Pacific Building Products (LP), and Lochinvar.

### RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:

- Google Tag Manager Fundamentals
- Google Ads Search Advertising
- Google Campaign Manager
- Google Analytics Individual Qualification
- Google Ads Mobile Advertising
- Google Ads Display Advertising
- MediaMath T1 Campaign Set Up
- Centro: Digital Media Essentials

### PERSONNEL NAME: Jane Elliot

### JOB TITLE: Director of Channel Activation – Social

**JOB DESCRIPTION:** Day-to-day manager of social media buying for multiple clients. Integrated experience managing the buying process across multiple vehicles. Robust industry knowledge now and for the future, negotiation chops, and the ability to build and maintain strong relationships with clients, internal teams, and vendors.

### **# YEARS OF EXPERIENCE:** 22

### **DESCRIPTION OF CURRENT DUTIES:**

- Primary lead/oversight of social media strategy execution.
- Strategizes with teams and the client to develop innovative, well-targeted marketing solutions
- Maintains and grows relationships with social vendors.
- Flawlessly executes social media plans that connect clients to their consumers.
- Throughout the year, oversee the progress of all projects, assists the team to make sure deadlines are met, and, of course, make sure the work being produced is stellar.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Manages/has managed the planning, implementation, and optimization of all the Google Ads and Microsoft Ads for Kentucky Lottery, Perkins Restaurants, Google (B2B), Stanley Steemer, Bath Fitter, The United States Marine Corp, Costa Rica, Publix Grocery Stores, American Standard, John Deere.

### **RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:**

- Google Ads Certified
- Google Tag Manager Fundamentals
- Google Ads Search Advertising
- YouYube Fundamentals
- Microsoft Ads Certified
- 4A's Continuing Education.

### PERSONNEL NAME: Kacey Bundy

### JOB TITLE: Ad Ops Manager

**JOB DESCRIPTION:** Manages oversight of all broadcast and digital trafficking needs for the agency. Leads and facilitates external digital & broadcast trafficking workflow. Coordinates with production to coordinate and release broadcast quality & digital media materials to television/radio stations & web publishers/partners.

### **# YEARS OF EXPERIENCE:** 18

**DESCRIPTION OF CURRENT DUTIES:** Manages Broadcast Media and production trafficking deliverables, including project flow and prioritization. Digital ad ops oversight.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Broadcast and digital trafficking for all media accounts of The Buntin Group.

**RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:** Google Campaign Manager

### PERSONNEL NAME: Andy Wallace

### JOB TITLE: Sr. Channel Strategist

**JOB DESCRIPTION:** Responsible for the day-to-day management and execution of media plans. Responsible for helping develop strategy, implementing media plans, analyzing research, and helping deliver campaigns that support strategy and overall objectives.

### # YEARS OF EXPERIENCE: 5

### DESCRIPTION OF CURRENT DUTIES:

- Intimate knowledge of the client(s) business/brand, competitive environment, industry trends, and overall marketing plans/goals.
- Manages and develops media plans across all channels.
- Builds and maintains strong working relationships with clients, vendors, publishers, team members, and internal creative resources to ensure a smooth implementation of campaigns.
- Manages the implementation, optimization, and performance of campaigns and assists in giving strategic feedback on the campaigns to internal and external teams.
- Maintains media budgets and media spend summaries.
- Trains and mentors Channel and Associate Channel Strategists.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Experience on Lottery, Fast Casual (Tropical Smoothie Cafe), and Retail clients (Aaron's). Experience with local and national broadcast. Expertise in all Digital arenas. Highly knowledgeable within social channels, particularly Meta and TikTok.

### RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:

- Google Campaign Manager
- Google Tag Manager
- MRI-Simmons
- TikTok Ad Manager
- comScore
- eTelmar
- Nielsen Ad Intel

### PERSONNEL NAME: Claire Brothen

### JOB TITLE: Channel Strategist

**JOB DESCRIPTION:** Responsible for developing and managing both traditional and digital media planning. Is a market expert in terms of media habits, consumer behavior, trends, and other marketplace nuances.

### # YEARS OF EXPERIENCE: 1.5

### **DESCRIPTION OF CURRENT DUTIES:**

- Develops channel engagement objectives, strategies, and POVs.
- Analyzes demographic data and consumer profiles to identify channel usage.
- Prepares budget and flight documents.
- Oversees management of daily tasks and channel stewardship, while ensuring tasks are completed accurately and all deadlines are met.
- Remains current on trends and performance across paid, owned, and earned channels to better assess and align engagement strategies

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Hoosier Lottery account main point of contact for digital and social channels. Experience planning and activating media across all digital platforms as well as broadcast.

### **RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:** N/A

### PERSONNEL NAME: Katie Segal

JOB TITLE: Channel Activation Specialist – Social

**JOB DESCRIPTION:** Develop strategies in conjunction with other marketing efforts while owning paid channel tactical executions including Paid Search, Social and Programmatic. Lead point of contact handling recommendations, contract executions, campaign launches, monitoring performance, reporting, and billing reconciliation.

### # YEARS OF EXPERIENCE: 3

### DESCRIPTION OF CURRENT DUTIES:

- Develops recommendations designed to meet the planning goals.
- Owns, executes, and optimizes (daily) paid search, social and programmatic campaigns.
- Project management, and quality assurance.
- Schedule, maintain, and monitor ad delivery to ensure the successful deployment of ads.
- Review daily campaign pacing and results and actively optimize performance.
- Analyze results and develop relevant and actionable plans, programs, tests, and recommendations.
- Monitor campaign performance.
- Collect, compile, and aggregate weekly and/or monthly reporting.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S* COMPANY: Experience on Tennessee Lottery, Hoosier Lottery, and Kentucky Lottery accounts for social media activation.

### RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:

- Graduate certificate in distilled spirits business from the University of Louisville
- Google Ads certified

### PERSONNEL NAME: Claire Litchfield

### JOB TITLE: Associate Channel Strategist

**JOB DESCRIPTION:** Supports and assists with the development of strategic integrated media plans. Begins to develop an understanding of the market, learning about media habits, consumer behavior, and trends. Heavy analysis, reporting, and assisting with and supporting the Planner.

### **# YEARS OF EXPERIENCE:** >1

### **DESCRIPTION OF CURRENT DUTIES:**

- Works with Channel Strategist to develop, maintain and steward engagement campaigns
- Facilitate campaign launches.
- Prepare and update insertion orders.
- Manage reporting, including preparing and updating channel engagement budget tracking and flighting documents.
- Identify, communicate, and negotiate enhancements and optimizations for engagement campaigns
- Conduct and prepare post-buy analysis.
- Perform competitive analysis.
- Preparation of Point of View (POVs) reports.
- Maintains relationships with channel partners and internal teams.
- Works with Accounting to monitor client billing.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Experience on TN Lottery, SERVPRO, Music City Grand Prix, and Huhtamaki Foodservice accounts.

**RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE:** N/A

### **Brand Management**

### PERSONNEL NAME: Liz Diekman

JOB TITLE: SVP, Group Account Director, Media Operations

**JOB DESCRIPTION:** Considered an expert in the industry; tapped for thought leadership; much more external-facing and provide counsel to high-ranking client leaders, manages a client team, and looks for new business opportunity and opportunities to expand existing business.

### # YEARS OF EXPERIENCE: 25

**DESCRIPTION OF CURRENT DUTIES:** Leads and provides strategic counsel to clients while demonstrating an expert understanding of client business and expertise in integrated marketing on three or more accounts. Develops strategic and integrated marketing strategies to successfully develop insight-grounded Client initiatives. Identify and cultivate new revenue opportunities with existing clients as well as new business. Mentor, Cultivate, and Challenge internal team leaders to develop better and stronger work and empowered client account teams.

**PROJECTS ACCOMPLISHED**, *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Oversight of brand and campaign launches. Promotions, brand introductions, and product/program launches – both internal and external. Varied category experience including retail (Zale Corporation, Southland Corporation (7-11), Aaron's Rent to Own, Coca-Cola Consolidated), restaurant (Cracker Barrel Old Country Store, Tropical Smoothie Cafe, Logan's Roadhouse) and franchise system experience (SERVPRO, Tropical Smoothie Cafe), as well as utility (TXU). Full-service agency experience with McCann-Erickson, Integer Group and Publicis.

**RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE: N/A** 

### PERSONNEL NAME: TBD

JOB TITLE: Senior Brand Manager

**JOB DESCRIPTION:** Full knowledge of Client Business and agency capabilities; trusted go-to person; approach projects with greater responsibility; make decisions more independently but still seek guidance; provide counsel to clients and teammates.

### **# YEARS OF EXPERIENCE:** N/A

**DESCRIPTION OF CURRENT DUTIES:** Oversight of day-to-day on the account. Increasing client contact and knowledge of the business. Building client relationships, Deeper knowledge of agency capabilities to suggest stronger, smarter, and more innovative ideas. Mentor and train junior staff members.

PROJECTS ACCOMPLISHED, INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY: N/A RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE: N/A

PERSONNEL NAME: Summerlyn Murray

JOB TITLE: Associate Brand Manager

**JOB DESCRIPTION:** Supports many of the day-to-day account activities. Leads some activities independently. Helps the Business Leadership team manage all aspects of account.

**# YEARS OF EXPERIENCE:** >1

**DESCRIPTION OF CURRENT DUTIES:** Manages day-to-day deliverables, timelines, and reporting. In-depth knowledge of, and be conversant in, each client's business key issues, KPI's, competitive situation and industry trends. Manages deliverables of internal teams.

**PROJECTS ACCOMPLISHED,** *INCLUDING SCOPE AND NAME OF CUSTOMER'S COMPANY*: Varied category experience including retail Aaron's Rent to Own, Coca-Cola Consolidated, and restaurant, Tropical Smoothie Cafe. **RELEVANT CONTINUING PROFESSIONAL EDUCATION EXPERIENCE**: N/A 6.2.3. *Media Staffing.* Each Proposer must describe the staffing levels and functions of its media department, identify the personnel assigned to each function, and cross reference to the personnel list as necessary, The Media Director should have a minimum of seven (7) years of relevant media experience and the Media Supervisor should have a minimum of five (5) years of relevant media staff may include the following:

- a. Media Director
- b. Media Supervisor
- c. Senior Media Planner
- d. Media Planner
- e. Junior Media Planner

### **Proposer Response**

6.2.3. MEDIA STAFFING				
PERSONNEL NAME	JOB TITLE	STANDARD TITLE	% UTILIZATION	
Bert Hamaoui	EVP, Channel Engagement & Activation	EVP, Media	5%	Functions and level of personnel experience can be cross-referenced in Section 6.2.2. personnel list.
Kristen Held	VP, Channel Engagement	VP, Media	10%	
Jane Elliot	Director of Channel Activation – Social	Digital Media Director	10%	
Haley Austin	Director, Channel Engagement & Activation	Media Director	20%	
Kacey Bundy	Ad Ops Manager – Traffic	Ad Ops Manager	5%	
Andy Wallace	Sr. Channel Strategist	Sr. Media Planner	30%	
Claire Brothen	Channel Strategist	Media Planner	40%	
Katie Segal	Channel Activation Specialist – Social	Digital Media Buyer	25%	
Claire Litchfield	Associate Channel Strategist	Junior Media Planner	40%	





### 8. MEDIA RESPONSE

### 8.1 Media Plan Assignment

8.1.1. The Texas Lottery is interested in the Proposer's process and approach to resolving communication challenges. The Texas Lottery will assess the Proposer's ability to utilize qualitative and quantitative data and translate the findings into a concise media plan that is both cost efficient and effective.

**8.1.2.** Introduction. The Texas Lottery's product mix consists of scratch ticket games and draw games. The Texas Lottery introduces approximately ninety (90) scratch ticket games annually ranging in price point from \$1 to \$100, which account for approximately 82% of overall Texas Lottery® sales. Draw games (Powerball®, Mega Millions®, Lotto Texas®, Cash Five®, Daily 4™, Pick 3™, All or Nothing™, and Texas Two Step®) range in price point from \$.50 to \$2 and account for approximately 18% of Texas Lottery sales. Several of the draw games also offer optional purchase add-on features.

**8.1.3. Advertising Media Impact.** Past advertising campaigns have primarily supported scratch ticket families. Each scratch ticket family has large print runs and multiple tickets resulting in more market longevity and greater advertising efficiency than supporting standard individual scratch tickets. Powerball and Mega Millions draw games are promoted year-round through permanent statewide billboards. With eight (8) draw games and approximately ninety (90) scratch tickets each year, the current ad budget cannot support impactful reach for all products.

**8.1.4. The Assignment.** Each Proposer shall create and submit as part of its Proposal, a cost efficient and effective FY 24 annual media plan that is designed to increase product awareness, trial and participation by adult (ages 18+) Texans. The media plan should detail the markets, mediums, planned goals (impressions, GRPs, etc.), and flight dates utilized to reach the intended audience. The media plan must exclude agency fee costs within the allocated budget.

Considerations are as follows:

### (a) Media Commitments

The following annual media commitments are required in the media plan:

- Permanent Billboards. Texas Lottery looks to enter into a new 2-year deal with ninety-five (95) permanent billboards throughout Texas. For FY23, this dollar commitment is \$5,778,883 inclusive of both billboard media and jackpot box vendor costs.
- Newspaper. Public notice of game closings run in approximately seventy (70) newspapers across the state. These insertions run monthly and are negotiated annually. For FY23, this dollar commitment is \$135,000.

### (b) Media Audience

Goal is to reach Adults 18+ Texans with a media core audience of Adults 18-49.

### (c) Budget

The budget should include all media costs and shall not exceed \$10 million. **The budget shall not exceed \$10 million and** should only include all media costs. Agency fees shall not be included in this assignment.

(d) Flighting

At a minimum, flighting should include three (3) campaigns to occur September, January and May. Additional windows for campaign consideration are December and March. Texas Lottery fiscal year runs September 1 through August 31.

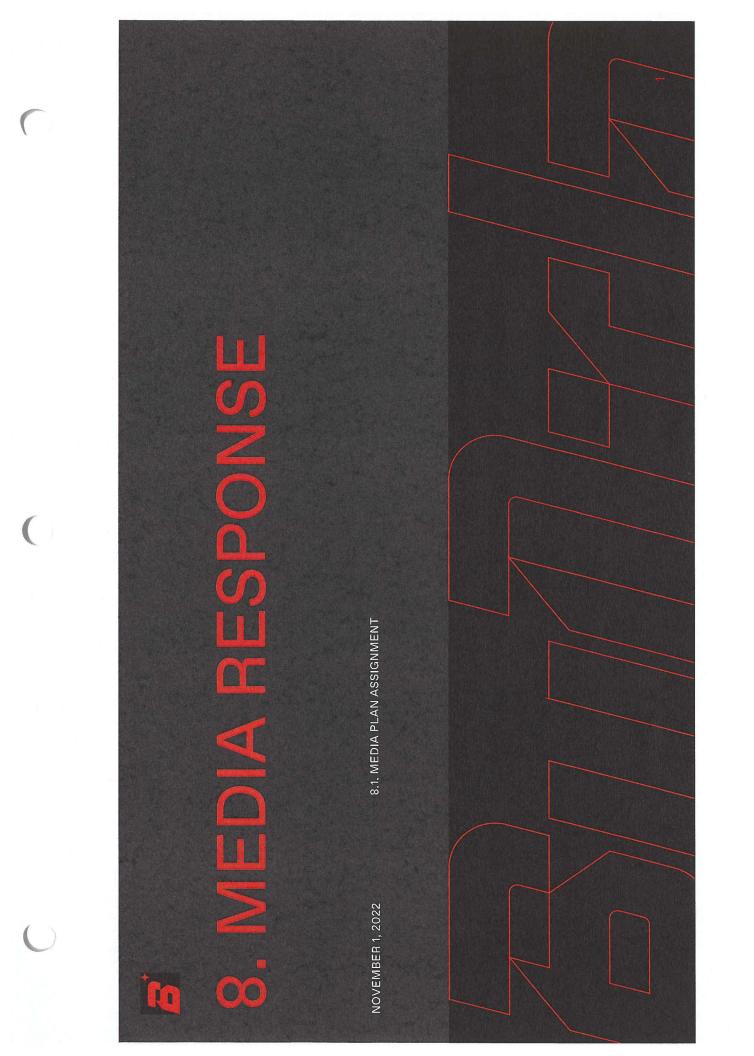
### (e) Markets

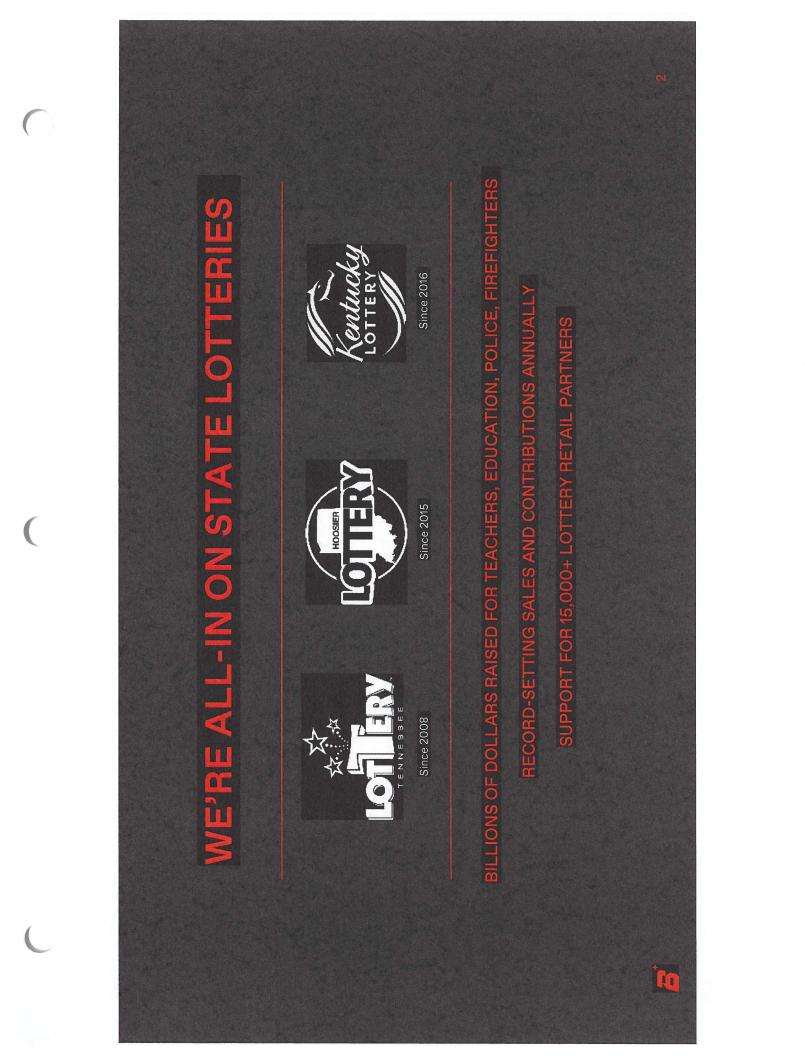
Markets to be considered based on sales and population as well as any other factors deemed important.

**8.1.5 Evaluation of Campaign Effectiveness.** The Texas Lottery has provided resources in Section 1.1.2 for use by Proposers in completing the Annual Media Plan assignment. Proposers are encouraged to conduct additional quantitative and qualitative analysis. The response should include media plan support as well as any examples or case studies related to the assignment. Lastly, the proposer is to provide methods used to evaluate campaign effectiveness during and/or post campaign and stewardship procedures.

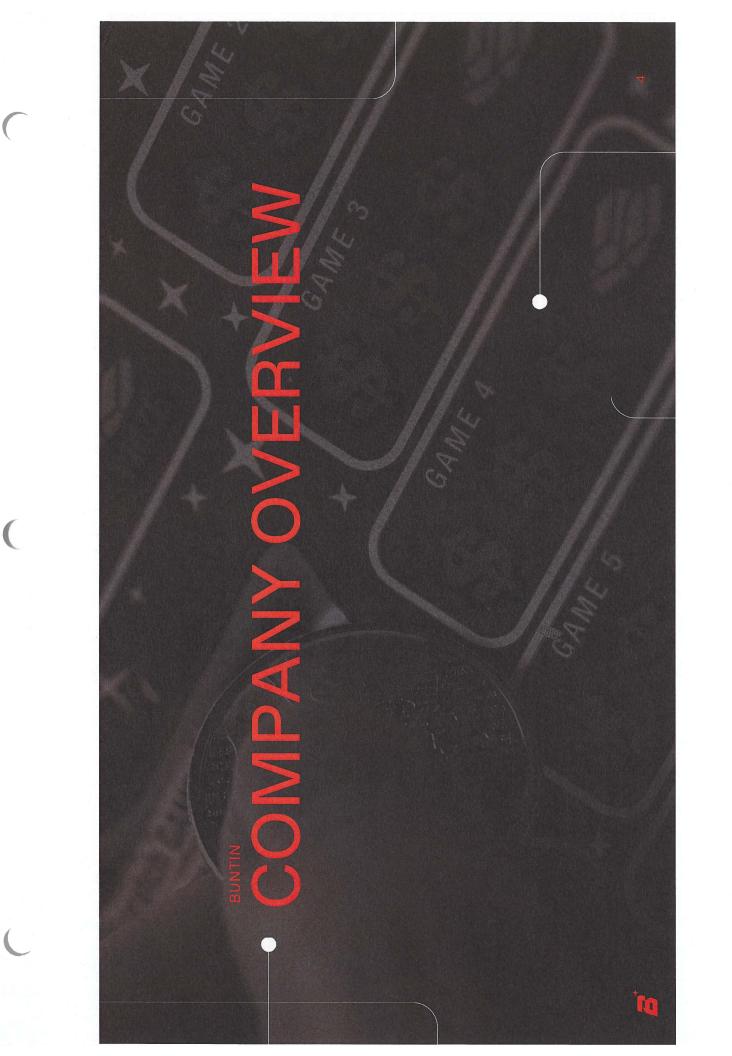
### Proposer Response

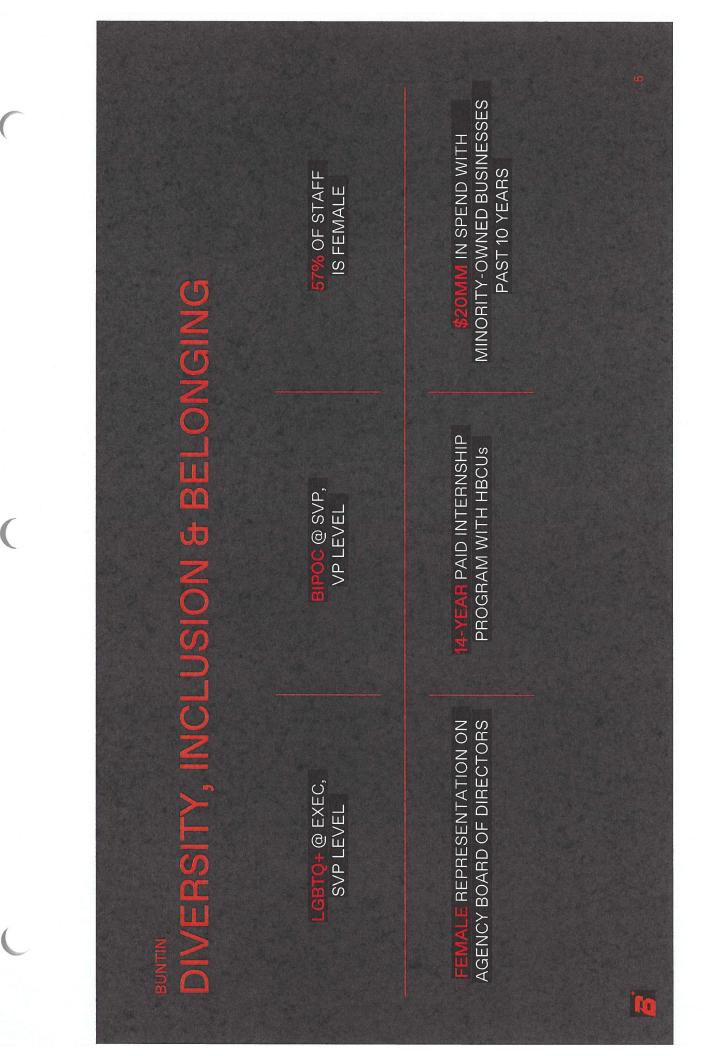
\*Refer to the accompanying Media Plan Assignment in full\*

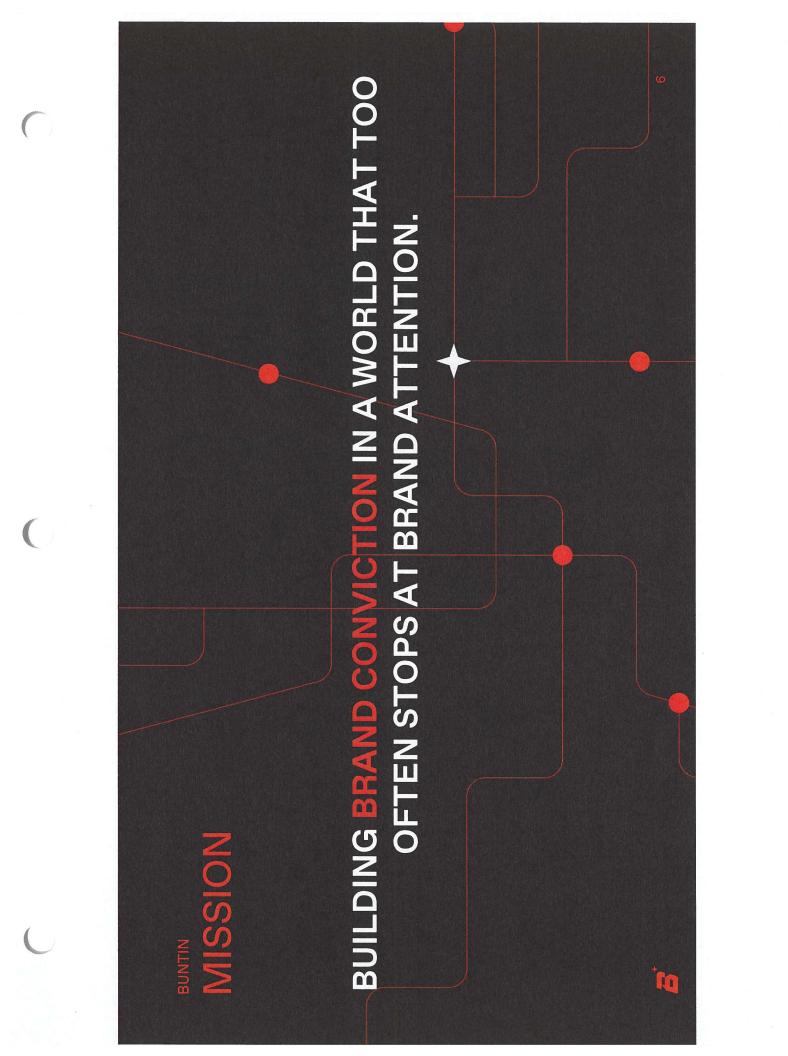


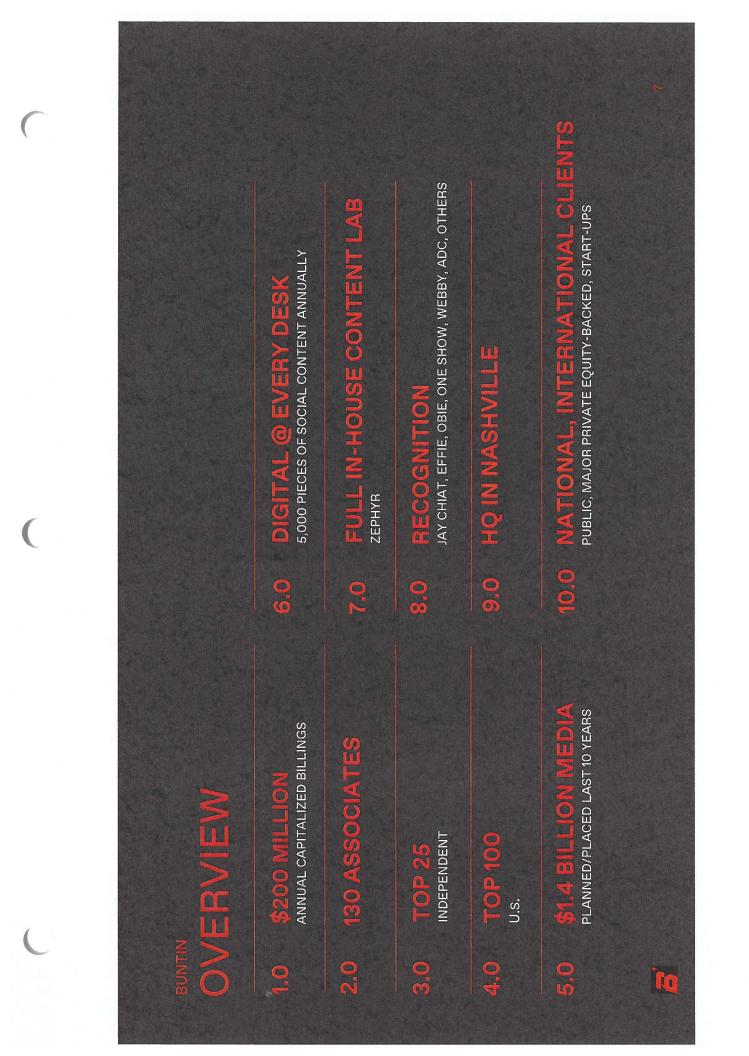












# CORE CAPABILITIES

# 1.0 BRAND & CLIENT STRATEGY

Marketing/Communications, Innovation, Internal, C:C, Influencer, Operations, Product and Service Development, B:B.

## .0 DATA & ANALYTICS

Traditional Research, Data Mining and Analytics, Brand Journaling<sup>TM</sup>/Ethnography, Results and Effectiveness Tracking, Predictive Modeling, Site Selection/Retail Trade Area Mapping.

## 3.0 CREATIVE DEVELOPMENT

TV, Radio, Print, Social Content Creation, Community Management, Outdoor, POP, Brand Identity, Product Design, Packaging, Sales Promotion, Trade Show, Retail, Loyalty/Affinity.

## ) CONTENT, DIGITAL & SOCIAL

Content Creation across all channels, Interactive Design, Production and Development, User Interface and Experience Design, Digital Media Planning, Earned, Owned and Paid Media Expertise, Brand Engagement and Content Strategy, Analytics Assessment, Email CRM and Marketing, Paid Search and SEO.

ÎQ Î

## 0 BRAND ACTIVATION & CHANNEL DEVELOPMENT

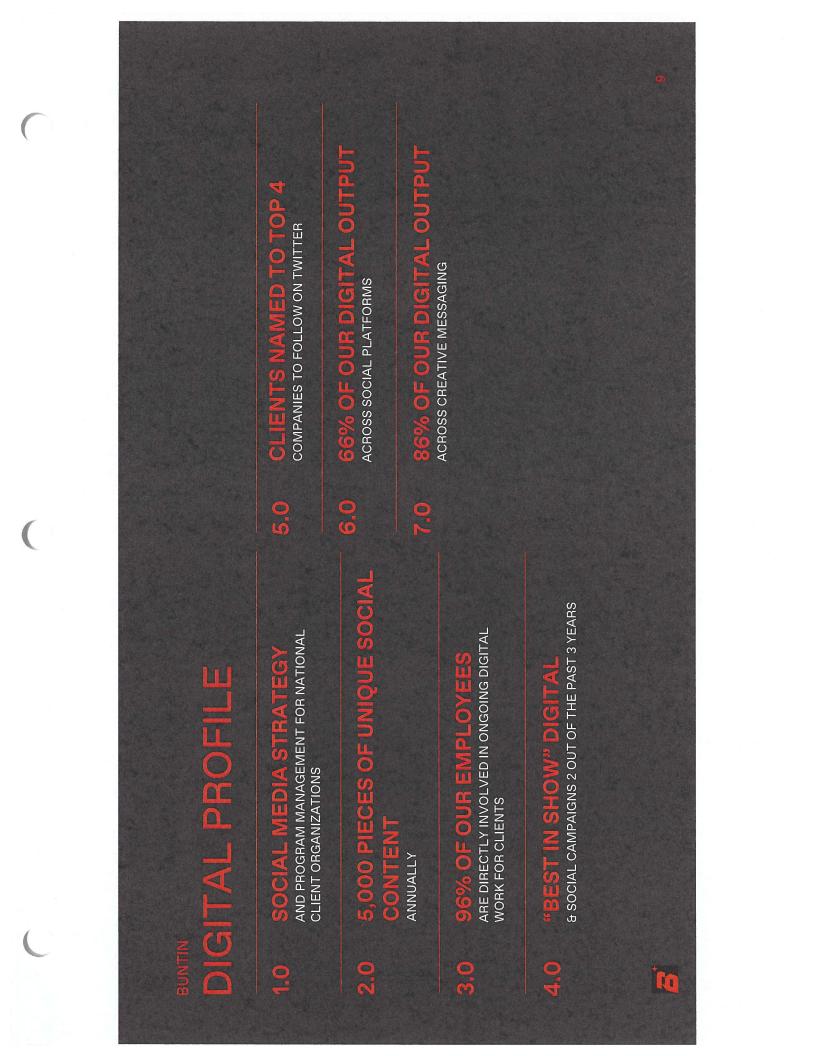
Comprehensive Planning and Buying capabilities for every engagement channel across Digital, Traditional, Mobile and Social Platforms, Customer Technology Interface, Training, Sales Behavior and Execution, Internal Culture, Customer Experience, APPs, Call Center, Private Label Brand Development, E-Commerce.

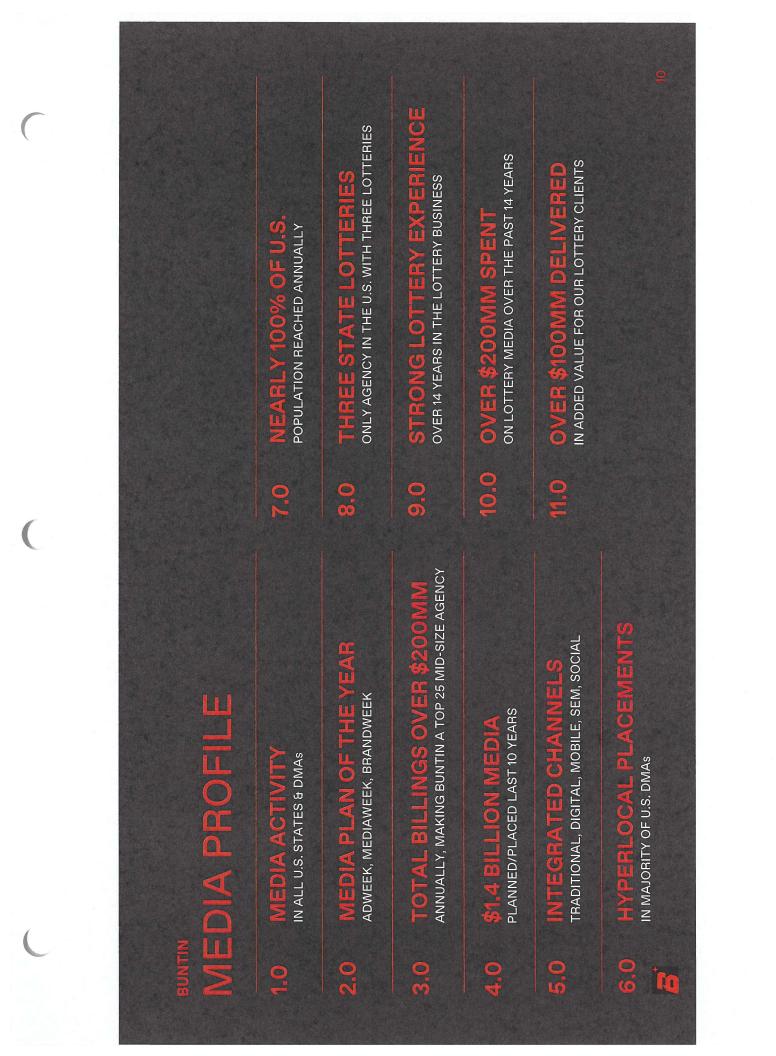
### 6.0 RESULTS MEASUREMENT & OPTIMIZATION

Business KPI Tracking, Brand Health, Lead Gen and Conversion, Social Engagement/Advocacy, Internal Brand Vitality, Field/Localization Effectiveness and Impact.

## INNOVATION & BRAND "NEXT"

Product/Service/Experience Ideation, Trend Monitoring, Thought Leadership, Next Gen Consumer Ideation and Strategy – R&D/Capital Allocation/Expansion/Brand Extensions.





### BUNTIN

## MEDIA TENETS

### 1.0 COLLABORATION AND EXPERTISE

- ..O TECHNOLOGY AND PROCESS
- 3.0 MEDIA PARTNERSHIPS
- 4.0 STEWARDSHIP AND OPTIMIZATIONS

RO

### INDUSTRY STANDARD

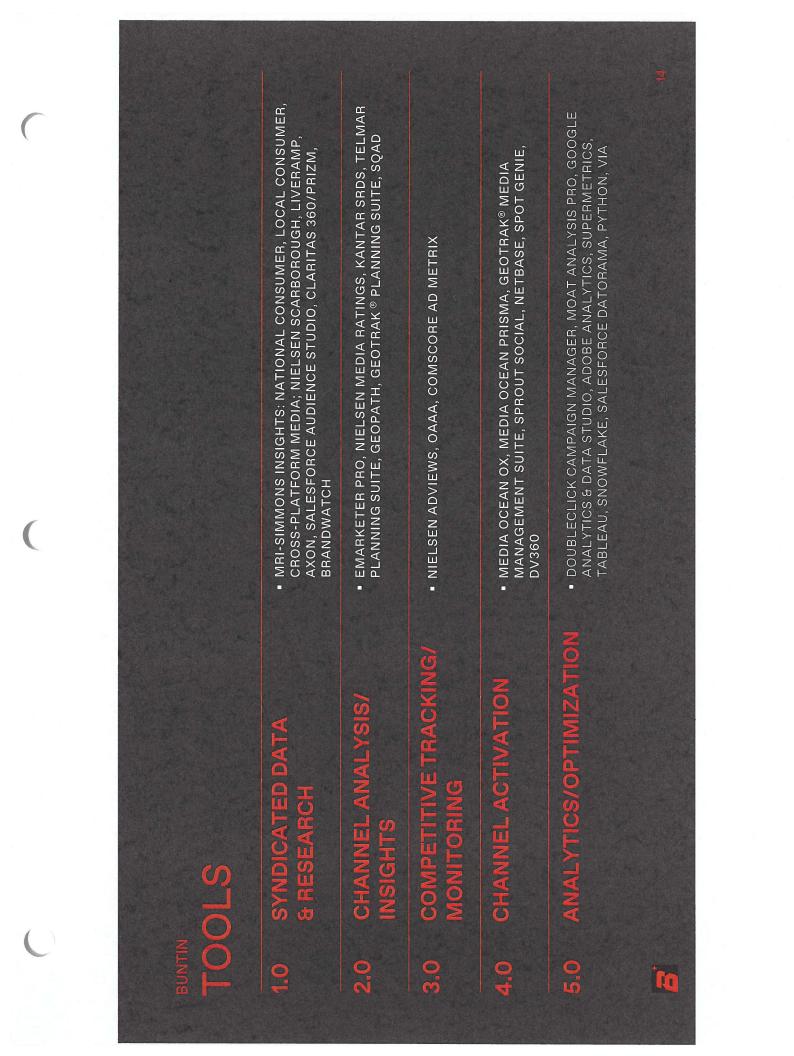
- Siloed Buying Team
- Specific Channel Focus
- Disparate Media and Creative Solutions
- Optional Brand Safety
- Upfront Adherence to Buying Guidelines
- Hidden, Variable Margins on Programmatic Digital Media
- Cost-Efficiency Driven (Cheapest Solution)
  - No Guaranteed Added Value
- Heavy Use of National Rep Firms
- 90% Audience Delivery
- Algorithmic Optimization
- Static Buying With Post-Campaign Analytics

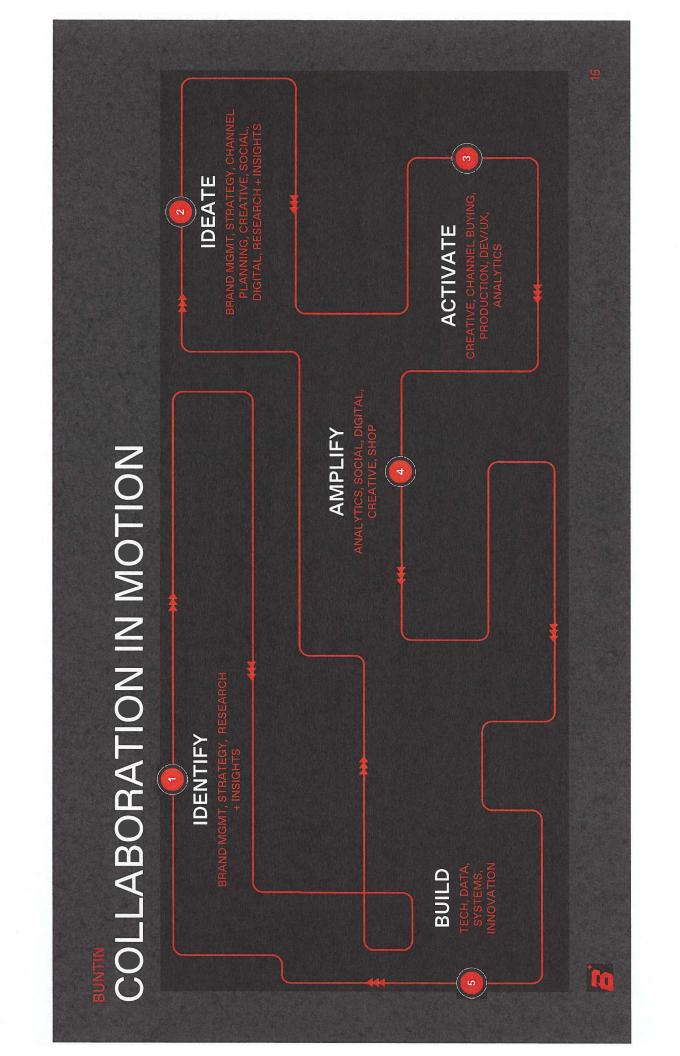
### BUNTIN STANDAR

- Fully Integrated Activation Team
- Full Spectrum Buying Across All Channels
  - Collaborative Creative Partnerships
- Brand Safety on Every Account
- Quality Assurance Throughout Process
- Completely Transparent Tech Fee, No Tech Mark-Up
- Value, Innovation Driven
- +15% Guaranteed Added Value
  - Prefer Direct Relationships
- 100% Audience Delivery
- Algorithmic + Human Optimization
- Always-On Monitoring and Optimization









(

# CHANNEL ENGAGEMENT PROCESS

We believe in building a dynamic ecosystem that fuels Brand Conviction, along the full target audience journey. Our goal is to achieve the highest ROI against your marketing spend, in order to optimize business results.

We achieve this via the Channel Engagement Process outlined below.

#### INSIGHTS

Identify business, brand and customer insights that guide channel strategies.

- Category and competitive analysis
- Geographic analysis
  - Customer behavior
- Economic trends
- Media landscape
   Past performance

### PERFORMANCE ANALYTIC

Data aggregation and analysis to evaluate campaign performance.

- Broadcast post-analysis
   Digital engagement/interaction
  - Digital citgagement/mite
     analysis
- Website traffic/engagement analysis
- Business and brand performance analysis
- Optimizing performance

fq



#### HANNEL STRATEG

- Identify channel mix that will provide strongest platform to break through and connect with customers.
  - Channel selection/rationale
- Engagement framework (alignment of targets, channels and content with marketing objectives and brand attributes)
- Content and channel mapping (calls-to-action, landing experience, response paths)
  - Ianaing experience, response
     Flighting/scheduling
    - Investment allocations
      - Reach/frequency
        - Weight levels
- Tracking and measurement strategy
- CHANNEL ACTIVATION
- Execute approved engagement strategy.
  - Vendor selection/negotiation
    - Buy execution
- Trafficking/production/tagging/QA
   Buy confirmation
- Tracking and monitoring (delivery, brand safety)







ay Chiat Strategic Planning Award & Short List

FFIEs Multiple Finalist | The One Show Multiple

TELLYs Multiple | EMMYs Multiple | CLIOS Multiple

Communication Arts Multiple Advertising & Design Annuals

0

DNE SHOW

OBIE Hall of Fame | OBIE Gold Multiple | WEBBY

//EDIAWEEK/BRANDWEEK Media Plan of the Ye( (Ambient; Traditional; Television) OAAA Media Plan of the Year Multiple | Graphis Multiple

Art Director's Club Golden CUBE

<sup>†</sup>Ro

#### SINESS , АД НД

\*fq

(

THE TEXAS LOTTERY COMMISSION AIMS TO BE THE PREEMINENT **\_OTTERY AND** CHARITABLE **BINGO AGENCY** THROUGH INNOVATIVE LEADERSHIP

#### LOTTERY GOALS

- 1. The Texas Lottery Commission's primary goal is to generate net revenue for the state.
- 2. Promote Texas Lottery® games and enhance awareness of the mission of the Texas Lottery to generate revenue for the state's designated beneficiaries including Texas public education and Veterans.
- 3. Enhance the efficiency of lottery games promotion.
- 4. With media, we aim to reach adults 18+ Texans with a core audience of Adults 18-49. Understand the multicultural landscape and effectively reach and speak to all adult (ages 18+) Texans.



# Operating with Strategic Focus to Resourcefully & Responsibly Grow Your Business.

Strategically prioritizing unsaturated touch points to engage new and existing olavers with sustainable impact

<sup>t</sup>to

Identifying efficiencies and optimizations that allow our placements, partnerships, and channels to work harder and smarter.

Increasing sales and revenue to provide Texas-sized support to the lottery's mission of funding public education and our heroic Veterore

#### STATE OF THE BUSINESS FY21/22 PROVED STRONG AND STEADY

Review of the most recent year's sales and profit numbers reveals strong performance in delivering revenue and charitable impact.

- The Texas Lottery has surpassed its all-time sales record for the 12th consecutive fiscal year.
- Achieved \$8.297 billion in sales in FY 2022 a 2.3% gain over FY 2021.
- This resulted in a record total contribution of \$1.998 billion for Texas education and Veterans.
- In 2021, players collected \$5.492 billion in prizes, the highest dollar amount of prizes paid out in Texas Lottery history.
- For the over 20,000 retailers that sell lottery tickets across the state, commissions amounted to \$405.8 million, the highest commission paid to retailers since the Lottery's inception.

#### Texas Lottery claims a new all-time record



Texas Lottery Reports Nearly \$8.3 Billion in Sales in Fiscal Year 2022, Breaking Record 12th Year in a Row

# A REDUCED MEDIA BUDGET REQUIRES A MORE STRATEGIC APPROACH

The budget to promote the Texas Lottery was significantly reduced from \$32 million (2016-17) to \$10 million (2022-23) annually. While previous year sales and revenue speak volumes, those levels will be challenging to e value of media is key to drive business forward and continue moving t Our plan to accomplish this: sustain. How we m

## **Evaluate/Audit Current Media Plan and Channels**

Understand current efficiencies and identify top vs. underperforming channels.

Carefully Select Media/Initiatives That Reach the Right People, in the Right Place at the Right Time

Understand nuances of player behavior and media habits, using specific channels and most relevant targeting to reach the most receptive audiences — with greatest opportunity to convert

## **Maximize Media Spend to Drive Lottery Sales**

Find the right balance in our media mix (broad reach versus segmenting/targeting) to maximize every dollar we spend and efficiently impact sales goals.

### Measure Performance

- Implement stringent strategic measurement protocols to uncover successes and optimization opportunities.
- Continually test and learn for optimal performance.

RO

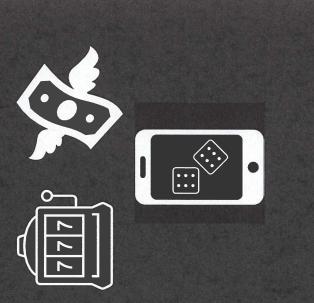
#### EMERGING *IITIVE THREA* **N** N 0 ()

While Texas gambling laws are among the strictest in the country, any new competitors will aggressively spend, which could soon result in **he**i ership opportunities for Texas residents.

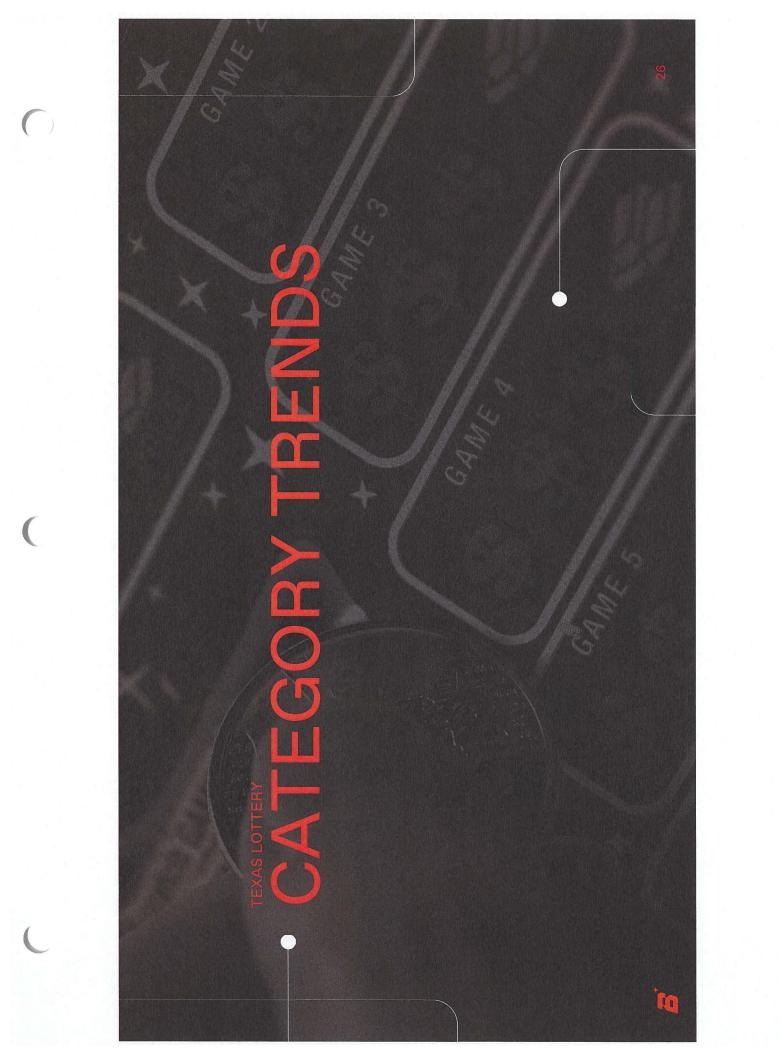
- Sports Betting
- Sports betting competitors are aggressive marketers, with a doubling of spend in 2023 (\$2.1B) to acquire new customers.
- Sports betting is legalized in more states than ever but has yet to make its debut in Texas. While the state will not vote on whether to legalize sports betting this year, many believe discussion of this topic will be brought back up in 2023.
- potential legalization as sports betting has been shown to steal share from other While not currently a primary competitor, Texas Lottery should be prepared for otteries across the country.
- Casinos

ÎQ

While there are only a handful of Texas casinos currently, the Texas governor has stated that he is open to expanded casino gambling in the state (October 2022).



Source: CBS, October 2022; Houston Chronicle, 2022



#### CATEGORY TRENDS LOTTERY SALES BOOMED DURING PANDEMIC

- Lotteries saw tremendous success during the COVID-19 pandemic, with record sales for many, including Texas. Benefits arose on multiple fronts:
  - Lottery games were some of the only accessible, affordable entertainment options during lockdown.
  - Interest in playing was bolstered by economic stimulus checks.
  - Many new and lapsed players sought a break from the "pandemic routine."
- This led to a shift in product strategy for some lotteries.
  - Reduced or removed lower price point (\$1 and \$2) Scratch-offs from monthly product launches.
  - Parallel notable success from launches of \$50 and \$100 Scratch-offs.
  - Launch of a third draw day for Powerball in August 2021.
  - Higher payouts (90%+) for growing iLottery games.

Texas lottery sales surge as COVID stimulus money arrives

#### COVID-19 update – Lotteries bounce back in 2021

In defiance of the ongoing COVID-19 pandemic, lotteries recover strongly in H1 2021 after a turbulent 2020.

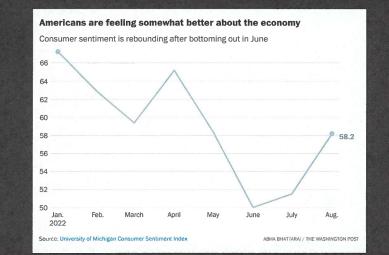


Lottery Sales, Profits Rising During Pandemic

Source: LaFleur's 2021, 2022

#### CATEGORY TRENDS HOWEVER, NEW POTENTIAL CHALLENGE AS CONSUMERS BRACE FOR RECESSION

- Consumer sentiment dramatically declined in summer 2021 due to inflation and rising gas prices.
- Sentiment has still not fully recovered, impacted by heightened awareness of a pending recession.
  - The current inflation rate is 8.2%, but many Americans believe it is above 22%, illustrating just how acutely they are feeling an impact.
- This is driving a shift in or revisit of spending priorities.
  - Spending less on dining out, clothes and grooming.
  - Reduced vacations and spending on treats.
  - Rethinking longer-term investments, especially on "self," i.e., mental health, physical fitness and financial security.



Source: LaFleur's, 2022; Insider Intelligence, 2022; The Washington Post, 2022; CSNews, 2022



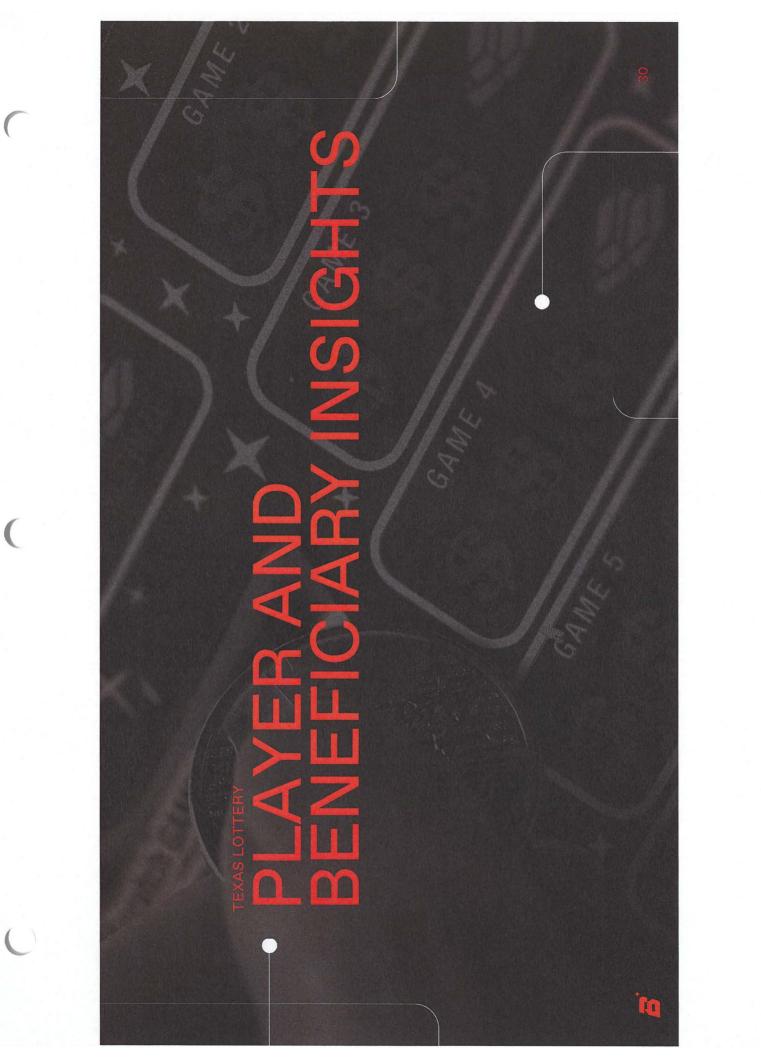
Innovation is about thinking outside of the box: zigging when others zag. It's stepping away from fleeting trends and staying true to your brand and audience in smart ways that ultimately deliver positive business results.

Straight Talk Wireless's innovation shined when they bucked traditional channels that their competitors typically saturate, and instead, met their multi-cultural audience where they were — on social media. Through a practical offering, hypertargeted content and surgical tactics, they created brand fandom and community, which led to a healthy lift across media engagement metrics.

**400%** Estimated YouTube engagement and media lift across media platforms.

## ON REPEATION REPUBLICATION REP

Source: Adweek, 2022



#### **FEXAS LOTTERY**

## PLAYER INSIGHTS: TEXAS MAY BE BIG HERE'S AN OPPORTUNIT **INCREASE PLAYERSHIP**

million, and the Texas Demographic Center (TDC) projects it will rise to The Census Bureau estimates Texas' total population at just over 29 about 47.3 million by 2050 However, engagement with the Texas Lottery is under-delivering relative to the potential that exists with the state's significant population base.

lottery (higher penetration) and/or encourage those who already play to This suggests opportunity to increase the number of people playing the spend more and spend more often.

One way to fuel more engagement is by thoughtfully considering key audience mindsets to ensure all channels/contextual locations are relevant and effective.

ÎQ



Population Lottery Spend per Rank \* Capita Rank \*



#20

\* Out of 22 states analyzed (Go Banking)



## TEXAS LOTTERY

# PLAYER INSIGHTS: KEY OPPORTUNITIES

These "truths" about Texas Lottery players struck us as particularly relevant for use in channel choices, partnerships, and relevant contextual locations.

## Younger & More Diverse



Many new lottery players (played lottery for the first time in the past two years) are younger (18 – 39). In Texas, this is particularly important as the Hispanic population skews young.

Significant opportunity to bring younger, multicultural players into the Texas Lottery brand.



Consumers are 4-6 times more likely to purchase, protect and champion purpose-driven companies.

Texas Lottery's mission of funding education and Veterans programs has the potential to foster deep emotional connection to the Lottery (especially among younger Texans).

### "Go Big" Mentality

Socially Responsible

3ig" Mentality



Texans have a "grab the bull by the horns" type mentality. Life is meant to be lived and lived big. Lottery play is a key opportunity for them to "live big" and find daily disruption through the fun and entertainment component.

Community is Key



The state is known for its community-centricity. Strangers are friends, and sports rivals are still friendly. By leaning on community and state pride, Texas Lottery can talk <u>with</u> Texans, not <u>at</u> them. Source: Scientific Games, 2022, Inspire, 2022

## TEXAS LOTTERY

# PLAYER INSIGHTS: CONNECTING WITH HISPANIC **TEXANS IS ESSENTIAL**

Since 40% of the Texas population is Hispanic, it is important to understand and amplify cultural truths and insights to authentically and practically connect with this growing audience.

## Young & Growing Fast

In 2021, Hispanic Texans had a median age of 33. By 2050, Texas will see its largest under-18 population increases among Hispanics (about 2 million children).

With younger Hispanic players coming into the brand, Texas Lottery has a huge opportunity to create new Lottery fans.

## **Representation Matters**

Hispanic Texans are calling for more representation; looking for more acknowledgment of their culture and identity throughout the state. Through product, advertising, and media targeting, Texas Lottery can reach Hispanic Texans in authentic & meaningful ways.

Î.O

#### -ooking for Ease

The identify of the Hispanic Texan is evolving, retaining its family-oriented style but open to engaging with what makes their lifestyle easier.

If ease is top-of-mind, Texas Lottery can find efficient ways to make the brand feel more accessible and easier to play.

## **Celebrating Cultural Heritag**

While younger Hispanics are carving their own way, traditions and cultural heritage remain an important pillar of this community.

The Texas Lottery can lean into moments of celebration and heritage with products, messaging, and media placement.

Source: Scientific Games, 2022, Inspire, 2022



#### SUMMARY

To compete with growing competitive threats, navigate the economic climate, and offset a smaller media budget — strategic focus and efficiency will be our guiding light.

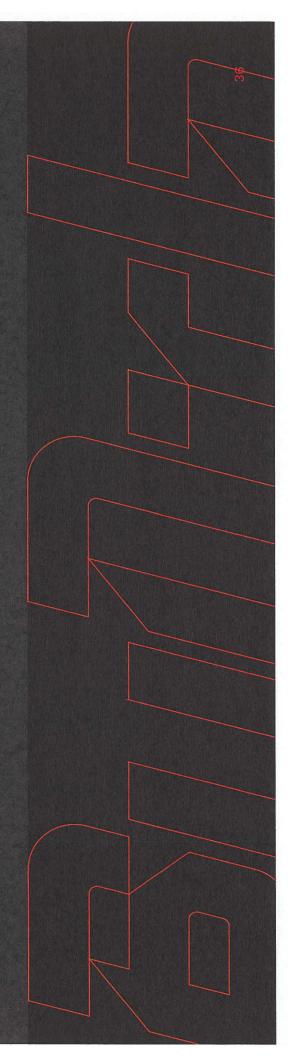
We must understand and engage our players by bringing them the right message at the right time, in the right place.

A solid media strategy and execution can move the business forward through both increased product sales and impact on beneficiaries. We are ready for the challenge.



C

(



#### EXECUTIVE SUMMARY

committed to serving the people and communities around it. For the last education and the state's Veteran population - populations that each of 30 years, it's been the Texas Lottery's mission to provide funds that In a world that is constantly changing, it's refreshing to find a brand benefit the children of the state through dollars earmarked for us is connected to in some way.

the future, it is more important than ever to leverage the value the Texas their days, it also directly improves the lives of Veterans throughout the recession in our economic forecast, and the challenges that will arise in With the headwinds from a continuingly reduced media budget YoY, a Lottery provides. The Lottery not only brings players entertainment in state and the children of Texas as they go through their educational advancements.

Our media plan will build on past successes by focusing on four key areas:

- 1. Motivate more to play.
- 2. Key in on significant multi-cultural nuances throughout the state.
  - Promote the positive image and integrity of the Lottery.
     Maximize contributions for education and the benefit of Vet
- Maximize contributions for education and the benefit of Veterans every day.



# • To bring our best of category expertise to every aspect of the Texas Lottery paid media campaign.



Audience first approach, using Syndicated, 1st, 2nd & 3rd Party data sources to dive deep into our consumer's mindsets and behaviors.



Deep knowledge of what works vs. what does not in the Lottery space. We know how to approach each game category differently.

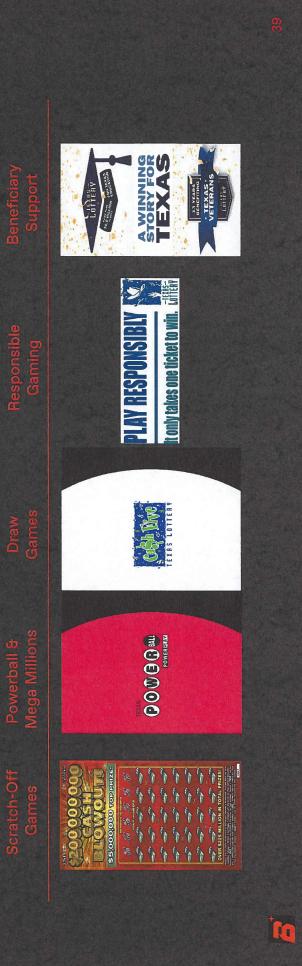


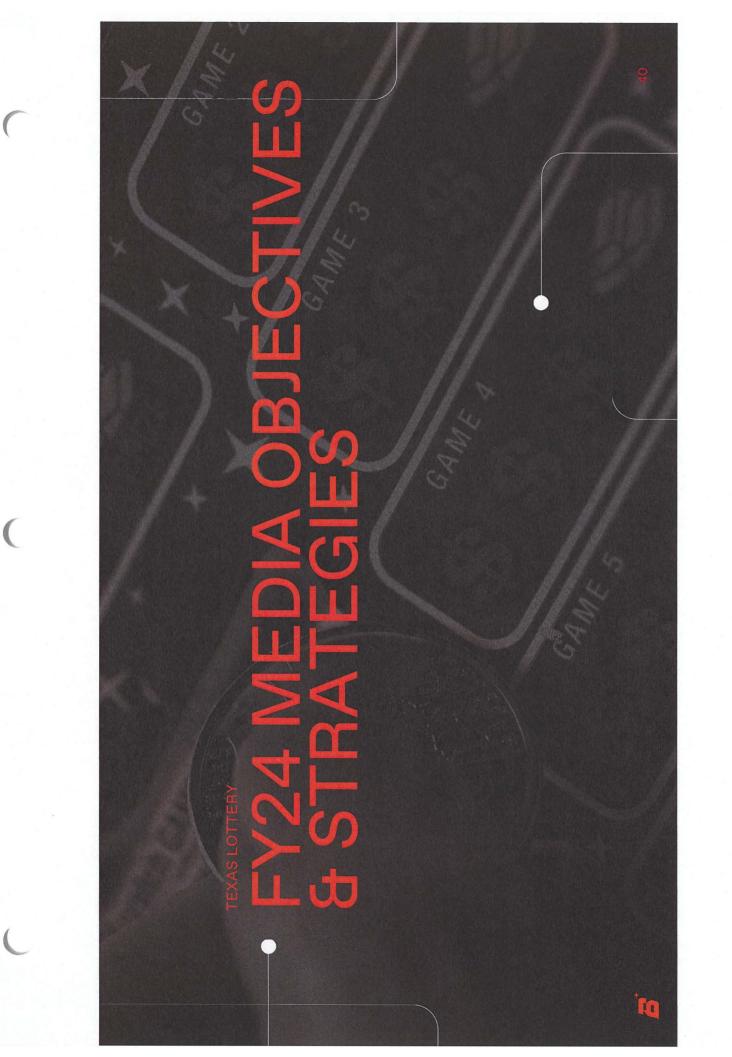
- Ability to leverage buying clout from being a core partner with all the key digital & broadcast olatforms.
- tiering, etc. that we have built over the years with other lottery clients and we will bring to life Leverage our knowledge of needed systems, processes, partnerships, philosophy, timelines, with the Texas Lottery.

flo

# WE UNDERSTAND THE LOTTERY BUSINESS

- paid media plans that drive sales and increase consumer engagement that ultimately With over 20 years of state lottery experience, we know how to develop and execute benefit the children and veterans of Texas.
- We also know the need to properly support the full line of Texas Lottery products and initiatives.

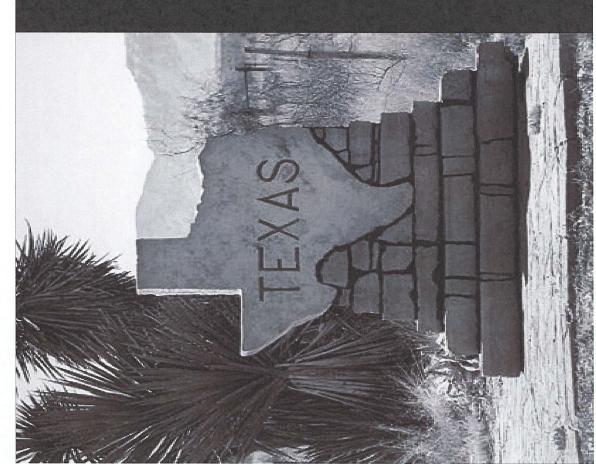




<ul> <li>Assignment Goals</li> <li>Reinforce the Mission of the Texas Lottery</li> <li>Increase Product Awareness</li> <li>Drive Trial</li> <li>Increase Revenue</li> </ul>	<ul> <li>Media Deliverables</li> <li>Strategic Objectives</li> <li>Market Level Analysis</li> <li>Platform Activation &amp; Rationale</li> <li>Timing &amp; Geographic Coverage</li> </ul>	<ul> <li>Budget</li> <li>\$10MM Media Budget</li> <li>Inclusive of currently contracted Perm OOH and Print programs (\$5.9MM)</li> </ul>	
	AEDIA PLAN ANNING RAMETERS		

PL/ PAI

. DJ\_



## FY24 OBJECTIVES

Establish an integrated communication strategy to efficiently grow sales, maximize KPIs, and support educational/Veteran initiatives.

0

Support statewide media plan with additional market tier supplements, tailored to the individual situations, size and needs of each DMA.

2.0 .0 Harness efficiencies and maximize message relevancy throughout the year via a mixture of always-on support and flighted campaigns.

3.0

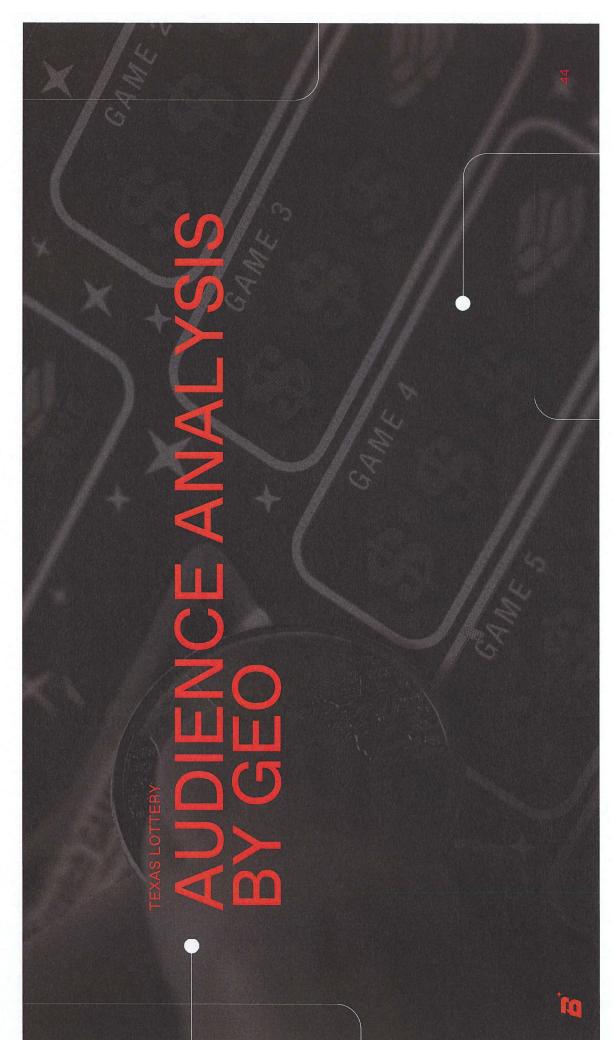
Design plans with flexibility to adjust between tiers to ensure proper weight is given to support key programs during the year.

4.0

# CORE FY24 STRATEGIES

- Execute a combination of full statewide media, covering 100% of the A18+ population in Texas with specific market level activations broken out into a tiered framework.
- Utilize a mix of flighted, triggered and "Always-On" tactics for specific media platforms that will provide fluidity between gaming types in order to execute increased impact when and where needed, with a highly turn-key approach.
- With reduced YoY budgets, lean on more efficient digital platforms to drive awareness throughout the state.
- Utilize key audience data analysis to help drive all placement decisions.
- Continued Optimization and data collection will allow for on-going education/learning as plan moves forward.
- Account for already contracted media in OOH and Newspaper and factor into overarching plan efforts.
- Account for multi-cultural makeup of each DMA, taking into account varying media usage behaviors by audience and utilizing Dynamic Creative Optimization to ensure we are reaching each audience in their preferred language within digital channels.
- New media partners/platforms will be added to provide unique touchpoints, aligning with audience research analysis.
- Utilize 1<sup>st</sup> party and partner data to help power our digital campaigns and drive increased performance.
- Investigate ways to acquire additional data sources to help drive further audience segmentation and activation.





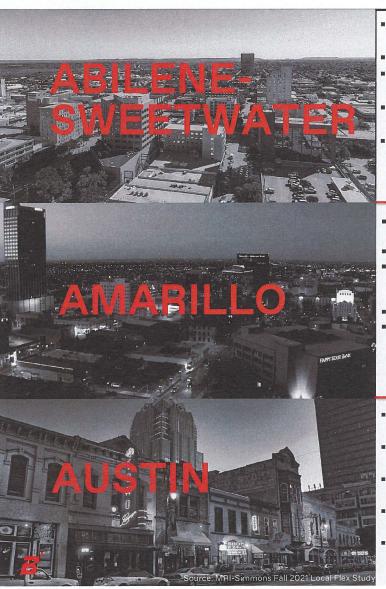
(

(

# **DEEPER AUDIENCE ANALYSIS POWERS OUR DECISION-MAKING PROCESS**

Data-driven analysis in each DMA/MSA allows us to create better targeting structures on a hyper-local basis for both our digital and traditional activations.

- DMAs/MSAs are properly reflective of the consumers living in those Utilize deep local market knowledge to ensure buys across all areas, accounting for key geographic nuances.
- The different types of markets and their respective tiers require different strategies in order to maximize engagement and efficiency.



- Lottery players in Abilene skew high against newspaper, instant mail & OOH consumption.
- Players are also heavy CTV users, but still maintain cable subscriptions.
- Players in Abilene-Sweetwater index high for taking risks, especially when there is a high reward at stake.
- Scratch-off players are most likely to post on social media and frequently enjoy interacting with brands.
- Strong multi-cultural footprint: 23% Hispanic A18+ / 31% Hispanic 18-49.

 Scratch-off Audience: 46.9k
 M/F: 48%/52%
 Age: 49
 HHI: \$60,509

 Draw Audience: 44.9k
 M/F: 45%/55%
 Age: 54
 HHI: \$67,866

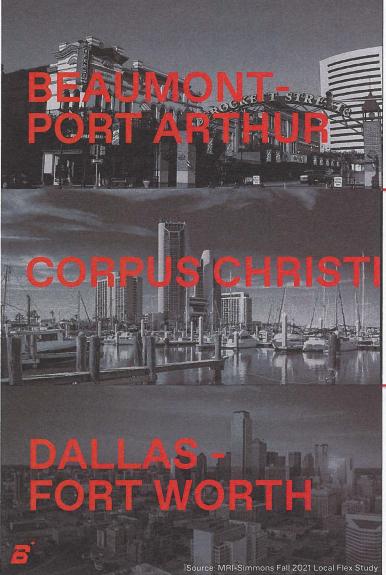
- Lottery players in Amarillo believe that advertising keeps them up to date, with high consumption of newspapers.
- Players have a heavy presence in the audio space across both radio and digital audio.
- The Scratch-off audience can be influenced on social media and enjoys connecting with brands on social media. These players are also technologically savvy, frequently engaging with digital media.
- Draw game players here enjoy risks when a high reward is possible.
- Strong multi-cultural footprint: 33% Hispanic A18+ / 44% Hispanic 18-49.

 Scratch-off Audience: 77.1k
 M/F: 46%/54%
 Age: 46
 HHI: \$66,903

 Draw Audience: 79.8k
 M/F: 52%/48%
 Age: 53
 HHI: \$70,079

- Scratch-off players in Austin tend to make impulse decisions at the point of sale, yet they
  don't consider themselves to be risk-takers.
- Players in Austin have strong brand loyalty and value reward programs. They are also mobile reliant with over 50% preferring to utilize an app rather than a website.
- Since the Scratch-off audience is younger in Austin, they value watching TV shows that are trending on social media in an effort to stay in the know.
- Across Austin, players are avid pro football and college basketball watchers, with a heavy overall CTV consumption across content.
- Strong multi-cultural footprint: 29% Hispanic A18+ / 37% Hispanic 18-49.

Scratch-off Audience: 317k M/F: 47%/53% Age: 43 HHI: \$88,847 Draw Audience: 369k M/F: 54%/46% Age: 48 HHI: \$100,825 46



- Players in Beaumont-Port Arthur are habitual shoppers that believe shopping to be relaxing; Players here typically will spend more for quality but can be swayed by a deal or an incentive.
- Players in Beaumont skew toward traditional media channels such as newspapers, radio and television.
- Sports rule among players here with a focus on football and basketball.
- Netflix and YouTube are the dominant streaming video platforms that players consume. They are also very dependent on the internet specifically mobile.
- Lighter multi-cultural footprint: 12% Hispanic A18+ / 19% Hispanic 18-49.

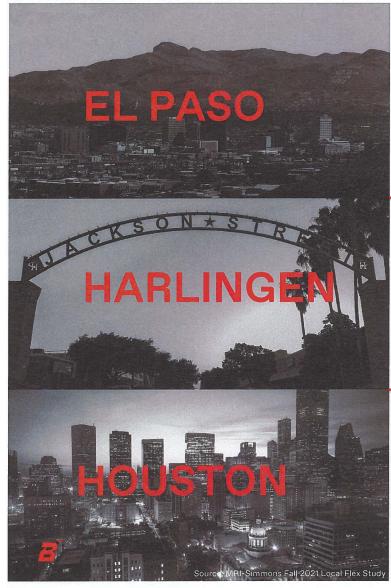
Scratch-off Audience: 61.7k M/F: 52%/48% Age: 47 HHI: \$65,130 Draw Audience: 71.6k M/F: 59%/41% Age: 54 HHI: \$78,208

- Players in Corpus Christi are easily influenced and likely to make impulse decisions based on advertising that they have been exposed to.
- Players are mobile and app dependent and will provide personal information for an incentive.
- Players will sway away from products that do not meet their standards of quality.
- Social media is a strong & effective medium primarily Facebook.
- Considerable CTV presence with strong streaming audio usage, specifically Spotify and Amazon Prime.
- Strong multi-cultural footprint: 62% Hispanic A18+ / 70% Hispanic 18-49.

Scratch-off Audience: 88.6k M/F: 43%/57% Age: 44 HHI: \$66,496 Draw Audience 106k M/F: 57%/43% Age: 50 HHI: \$76,267

- Both Scratch-off and Draw game players in DFW are risk-averse.
- Players in DFW remain heavy consumers of traditional radio and television, however, streaming usage rates are also significant.
- A majority of players in DFW can be reached across Meta platforms (Facebook and Instagram).
- Strong multi-cultural footprint: 25% Hispanic A18+ / 34% Hispanic 18-49.

Scratch-off Audience: 873k M/F: 47%/53% Age: 45 HHI: \$72,931 Draw Audience: 1.2M M/F: 44%/56% Age: 47 HHI: \$87,532



- Scratch-off players in El Paso are more easily influenced and impulsive and gravitate toward deals and coupons, however, they are generally risk-adverse.
- El Paso players demonstrate high propensity and reach for streaming video.
- Scratch-off players are heavy mobile consumers.

- Players are substantial viewers of traditional TV.
- Draw game players are financially focused with high skew for newspapers.
- Dominant multi-cultural footprint: 80% Hispanic A18+ / 85% Hispanic 18-49.

Scratch-off Audience: 135k M/F: 43%/58% Age: 43 HHI: \$63,499 Draw Audience: 149k M/F: 53%/47% Age: 49 HHI: \$63,336

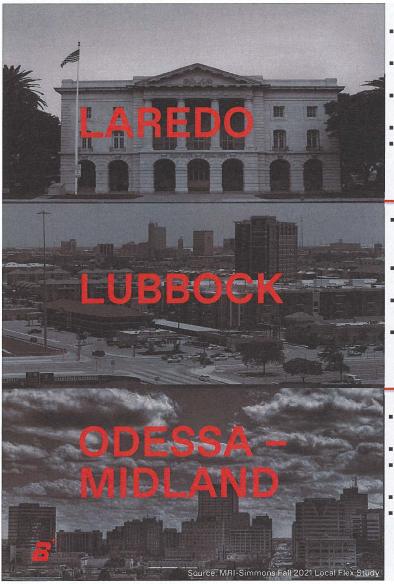
- Players in Harlingen are frequent shoppers, focused on status but still constantly looking for deals.
- Players tend to be risk-adverse, with low threshold for risk taking.
- Harlingen players index highly for streaming, specifically with Hulu and Prime Video.
- Players in Harlingen have the lowest median HHI of any market in the state.
- Dominant multi-cultural footprint: 91% Hispanic A18+ / 96% Hispanic 18-49.

 Scratch-off Audience: 187k
 M/F: 42%/58%
 Age: 42
 HHI: \$51,087

 Draw Audience 213k
 M/F: 52%/48%
 Age: 45
 HHI: \$55,408

- Largest and wealthiest group of players in the state.
- Scratch-off players in Houston enjoy taking risks.
- Draw game players enjoy connecting with brands on social platforms.
- Both Draw Game and Scratch-off players skew high for mobile usage & prefer apps to websites.
- Scratch-Off players use social media as an outlet to share their opinion and are influenced by social influencers their largest platform via reach is Facebook.
- While players of both games can commonly be found listening to radio, draw game players index high
- Strong multi-cultural footprint: 34% Hispanic A18+ / 43% Hispanic 18-49.

Scratch-off Audience: 899k M/F: 51%/49% Age: 43 HHI: \$92,360 Draw Audience 1.07M M/F: 55%/45% Age: 50 HHI: \$97,564



- Lottery players in Laredo are the youngest in the state, with 58% under the age of 44, and they also have the highest female skew.
- Draw game players not easily influenced by social media or likely to use. They demonstrate higher consumption around traditional channels like TV and radio.
- Laredo players are automotive enthusiasts (likely to attend auto shows and consider themselves car enthusiasts).
- Players here tend to be brand-focused with value placed on status and quality.
- Dominant multi-cultural footprint: 96% Hispanic A18+ / 97% Hispanic 18-49.

 Scratch-off Audience: 45k
 M/F: 38%/62%
 Age: 38
 HHI: \$69,851

 Draw Audience: 49k
 M/F: 51%/49%
 Age: 41
 HHI: \$66,232

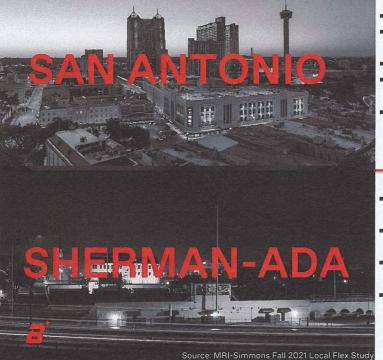
- Draw Games players in Lubbock tend to demonstrate heightened levels of brand loyalty. These players are also not easily influenced, remaining consistent in their thoughts and behaviors.
- Scratch-Off players differ in that they can be swayed with coupons and deals; however, they still place higher value on brands/products with social capital.
- Players of both game types show high interest in ads at gas stations and ads sent directly to their phones.
- Strong multi-cultural footprint: 39% Hispanic A18+ / 47% Hispanic 18-49.

Scratch-off Audience: 68k M/F: 45%/55% Age: 45 HHI: \$64,923 Draw Audience 69k M/F: 52%/48% Age: 51 HHI: \$70,734

- Lottery players in Odessa-Midland tend to have lower overall internet consumption than the state average, but heavier consumption of magazines.
- Odessa-Midland players more likely to be parents than the state average.
- Draw game players are more focused on appearances here than other DMAs, with a high importance placed on status and prestige.
  - Draw game players also have a higher overall interest in sports than other DMAs in the state. Dominant multi-cultural footprint: 53% Hispanic A18+ / 64% Hispanic 18-49.

Scratch-off Audience: 73k M/F: 45%/55% Age: 45 HHI: \$76,360 Draw Audience 78k M/F: 51%/49% Age: 49 HHI: \$84,341





- Lottery players in San Angelo tend to demonstrate less brand loyalty than other DMAs.
- San Angelo players are impulsive, focused on having what they want, when they want it.
- Players show heavy newspaper consumption.
- Draw game players are financially focused, frequently consuming a variety of financial-related conten These players believe in high risk, high reward investments.
- Scratch-off players are more sports-centered, with high indexes around NBA, soccer and local sports. Strong multi-cultural footprint: 38% Hispanic A18+ / 48% Hispanic 18-49.

Scratch-off Audience: 23k M/F: 46%/54% Age: 48 HHI: \$63,594 Draw Audience: 23k M/F: 52%/48% Age: 53 HHI: \$69,346

- Lottery players in San Antonio report high propensity for loyalty programs.
- Players here are more likely to be married with children and are more likely to be influenced by friends and family, rather than influencers.
- Heavy traditional media consumption (newspapers, magazines, TV).
- Draw game players are focused on fashion, keeping up with the latest trends and are seen frequently purchasing clothing.
- Dominant multi-cultural footprint: 54% Hispanic A18+ / 62% Hispanic 18-49.

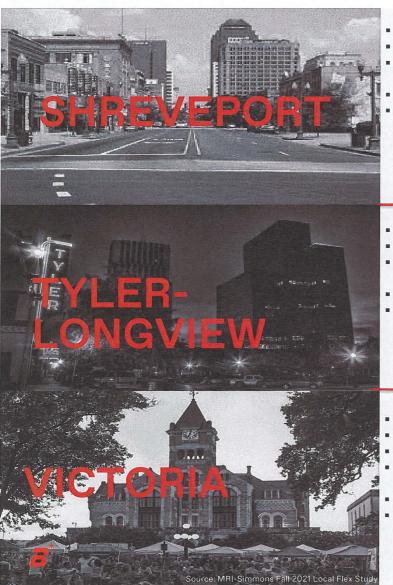
 Scratch-off Audience: 390k
 M/F: 44%/56%
 Age: 48
 HHI: \$74,830

 Draw Audience
 450k
 M/F: 55%/45%
 Age: 51
 HHI: \$79,474

- Sherman-Ada players are self-admittedly open and receptive to advertising and show positive sentim to the internet, overall.
- Scratch-off players consider themselves to be leaders in influence among their friends. They are ofter first of their friends to try new products and recommend to friends.
- Draw game players are more likely to use and trust social media than the state average, with a higher overall usage of the Internet.
- Light multi-cultural footprint: 8% Hispanic A18+ / 14% Hispanic 18-49.

 Scratch-off Audience: 54k
 M/F: 50%/50%
 Age: 49
 HHI: \$62,158

 Draw Audience
 522k
 M/F: 53%/46%
 Age: 56
 HHI: \$69,843



- Higher male skew for both Scratch-offs and draw games overall.
- Higher sports affinity than state average with sports like football, NBA and NASCAR.
- Draw game players have a higher likelihood to use social media, but Scratch-off players are more easily influenced by social.
- Higher likelihood to take risks than state average.
- Light multi-cultural footprint: 6% Hispanic A18+ / 10% Hispanic 18-49.

 Scratch-off Audience: 148k
 M/F: 52%/48%
 Age: 53
 HHI: \$69,708

 Draw Audience:
 147k
 M/F: 58%/42%
 Age: 56
 HHI: \$76,688

- Easily influenced and more social savvy audience.
- Impacted by social influencers and keep up with pop culture happenings.
- Scratch-off audience has higher overall Internet index than state average, while Draw game players have a higher index for TV consumption.
- Lower overall interest for coupons and couponing than state average.
- Light multi-cultural footprint: 15% Hispanic A18+ / 26% Hispanic 18-49.

 Scratch-off Audience: 119k
 M/F: 51%/49%
 Age: 49
 HHI: \$62,112

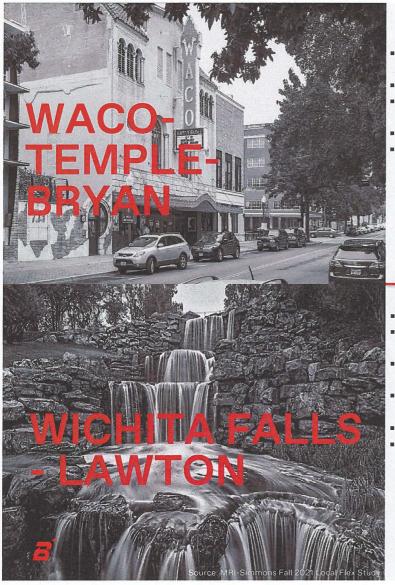
 Draw Audience
 111k
 M/F: 53%/47%
 Age: 53
 HHI: \$70,931

Smallest DMA in the state.

- Label and brand focused, with the associate of the two as a status symbol.
- Higher overall propensity towards social media sites.
- Draw players are more financially focused, consuming a variety of financially-centered content.
- Scratch-off players utilize sites like Pinterest and are likely to use mobile coupons. Strong multi-cultural footprint: 44% Hispanic A18+ / 55% Hispanic 18-49.

 Scratch-off Audience: 14k
 M/F: 46%/54%
 Age: 47
 HHI: \$71,003

 Draw Audience
 14k
 M/F: 52%/48%
 Age: 50
 HHI: \$77,072



- Less brand loyal than other DMAs. More likely to experiment with the brands they use and are more open to trying new things.
- High affinity for college sports including football and basketball.
- Scratch-off audience more influenced by the media they consume and are more mobile focused.
- Draw game players are more financially minded but like to take calculated risks.
- Strong multi-cultural footprint: 23% Hispanic A18+ / 29% Hispanic 18-49.

Scratch-off Audience: 165k M/F: 50%/50% Age: 43 HHI: \$64,612 Draw Audience: 167k M/F: 55%/45% Age: 49 HHI: \$77,087

- Both index highly for taking risks for the chance of a high return.
- The economy effects the mindset of draw game players, they are most likely to be planning for the future with their investments.
- Coupons sway the purchase patterns of both groups often are redeeming mobile coupon specifically.
- Draw game players are much more likely to read the newspaper daily and the largest bulk of our audience is consuming home improvement magazines.
- Heavy CTV for both audiences.
- Light multi-cultural footprint: 14% Hispanic A18+ / 20% Hispanic 18-49.

 Scratch-off Audience: 59k
 M/F: 49%/51%
 Age: 47
 HHI: \$65,755

 Draw Audience 60k
 M/F: 53%/47%
 Age: 53
 HHI: \$71,905

# KEY OBSERVATIONS FROM LOCAL MARKET DATA

- Draw Games
- 18 DMAs skew more Male.
- Only Dallas/Ft. Worth and Abilene/Sweetwater skew more Female.
- Scratch-offs
- 14 DMAs skew more Female.
- 4 DMAs skew more Male.
- 2 DMAs have a 50/50 split across M/F.
- Median age is in the upper 40s-lower 50s across both gaming types
- Median age for Scratch-offs is 44.
- Median age for draw games is 49.
- 15 of the 20 DMAs have a Hispanic A18+ population of over 20%.
- Audiences are open and receptive to advertising, with a focus on mobile advertising.
- TV, Radio, and Newspaper consumption is strong across the state. Additional high indexes around billboard favorability. -
- Coupon and deal-focused audiences.



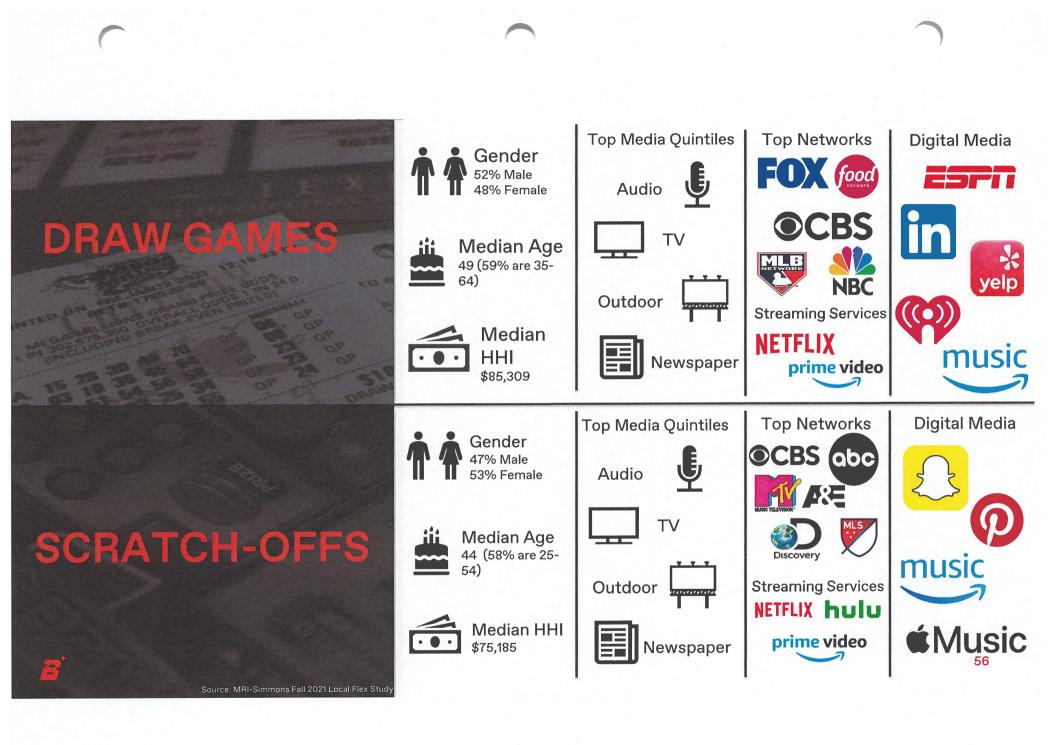
Î]

(

## SURE OUR PLANS ARE SPECIFICALLY GEAREI ANALYSIS BY GAME WILL BE USED TO MAKE TO THE RIGHT AUDIENCE

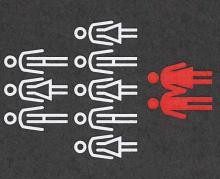
Research shows how different games and price points attract different types of consumers.

- All available data will be analyzed regarding specific game type players to hyper-target all activations against these unique individuals. -
- This allows for increased efficiencies and effectiveness across all platforms and further informs media channel selections.



# ANALYSIS BY GAMING TYPE PROVIDES ADDITIONAL LAYERS OF TARGETING

- Need exists to account for different M/F skews by product and nuances across DMAs.
- Impression count must be monitored to achieve the optimal Reach/Frequency balance across DMAs.
- Continue to prioritize traditional elements (OOH and newspaper) while layering in multiple digital platforms to drive increased impact for Texas Lottery games, aligning with audience consumption. -
- Utilize new and exciting partnerships to maximize
- Apply game-specific insights when determining budget allocations, ensuring channel selection is robust and reflective of the audience. -



Î CO



ÎQ

## KEY STRATEGY CONSIDERATIONS

As we look toward FY24, several Key Considerations will drive/impact our thinking:

- Leverage 1<sup>st</sup> & 2<sup>nd</sup> party data and aggregate 3<sup>rd</sup> party data to improve audience segmentation and targeting/retargeting.
- Implement sophisticated CRM / data management strategy needed to maximize real-time campaign performance as well as inform & power future campaigns.
- Utilize proprietary OOH media planning tools and campaign management platforms to achieve hyper-local, personalized experiences for Texas Lottery's target audience.
- Leverage our extensive experience in the State Lottery vertical to ensure brand safety and compliance are met at the highest of standards.

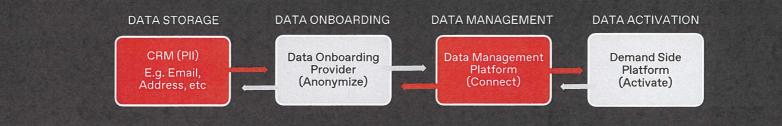
**fo** 



#### TARGETING & DATA MANAGEMENT

	OWNED & DIRECT PARTNER DATA			
1st PARTY CRM/Customer Data, Google Analytics, Owne				
2nd PARTY Retailer POS Data, Partner Data				
	AGGREGATE PARTNER DATA			
	A18+			
	Lottery Ticket Purchaser			
	Lottery Interest			
3rd PARTY	Multicultural Gamer			
	Sports Enthusiast			
	Video Gamer			
	Gambling Enthusiast			

- Leverage Texas Lottery's existing CRM data in conjunction with 2nd and 3rd party data to ensure full-scale targeting solution.
- Focus on new ways to engage both new and existing consumers.
- Ability to cater to unique language + location-based messaging according to specific product interest.
- Activate personalized messaging to engage potential buyers who have visited site and have shown interest in specific products.
- Retarget consumers who have not converted with sequential messaging to drive purchase.
- Drive personalized experiences to Texas Lottery website visitors based on product interest shown on site.
- Build custom audience segments based on proven attributes among existing consumers.



## ACCESS TO INDUSTRY-LEADING OOH ING TOOL ZZ



Î.O

## **ROPRIETARY TOOL ALLOWS FOR UNIOUE** -S DRIVEN BY ACEN

Utilize multiple data sources to feed into the GeoTrak system, providing us with hyper-targeted / highly customized local OOH plans based on our key audience differentiators and multicultural attributes.

- Ensures coverage of all key outlying areas of the state, and not just main metro populations.
- Access to full retailer footprint provides increased co-op possibilities.



fQ

Inventory Overlay Dallas нно

#### TEXAS LOTTERY EXPERTS IN COMPLIANCE & BRAND SAFETY

Managing media planning, buying and measurement for three state lotteries, the team at BUNTIN has extensive training, knowledge, practice and understanding

- Brand Safety
- Audience Targeting & Geographical Parameters
- Responsible Gaming
- IAB Standards
- 3rd Party Verification

#### **OUR COMMITMENT TO TEXAS LOTTERY**

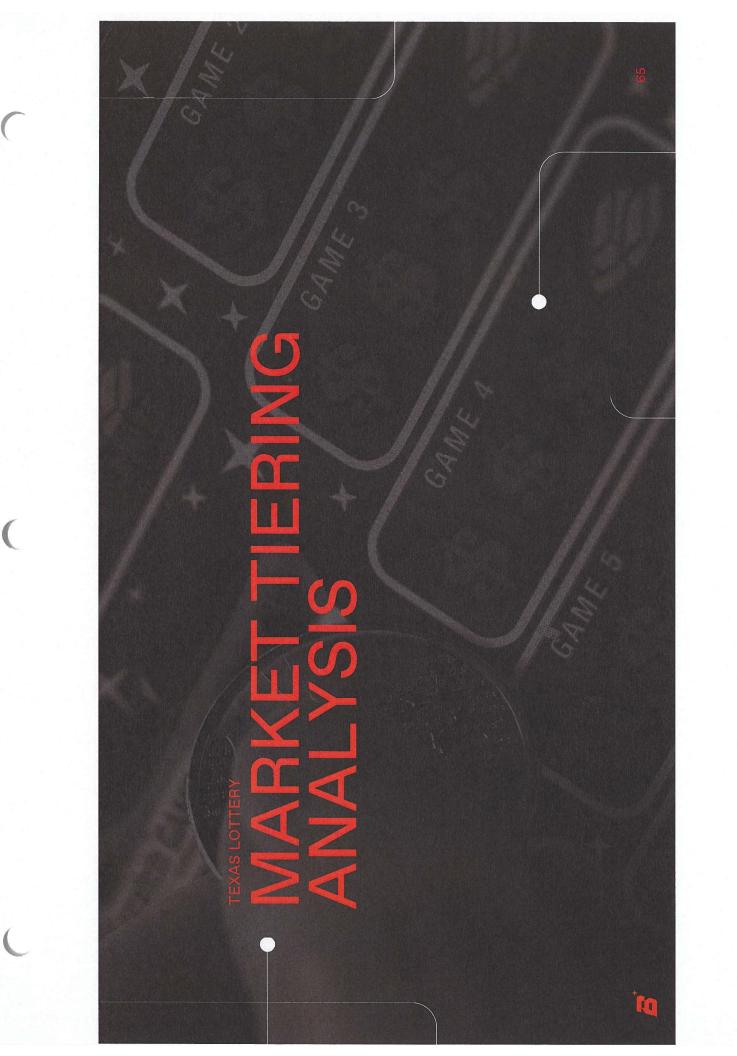
Uphold Texas Lottery standards by providing optimum protection for players and retailers while ensuring the sale and validation of lottery tickets are performed in compliance with agency rules.

- Ensure all brand safety & compliance guidelines are properly vetted & QA'd prior to campaign launch and throughout lifecycle of campaign activations.
- Ensure that every ad placed and delivered adheres to all CSR and RG guidelines.

Content Restrictions	Brand Safety			
	and a second second			
Advertising Sensitivities	3rd Party Verified			
Demo & Geo Restrictions	3rd Party Ad Serving			
	a menorene			
Pricing & Platform Transparency	IAB Standards			
and the state been dependent of the				

# HOW THESE CONSIDERATIONS INFORM STRATEGY FOR THE TEXAS LOTTERY

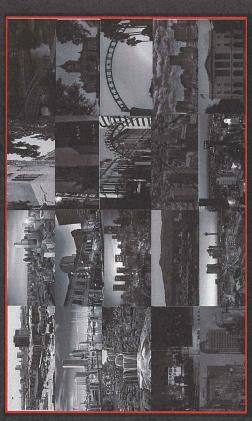
- Utilize our multiple data points to provide deeper segmentation analysis, allowing for more accurate targeting of key prospects for each product and increased optimization capabilities. -
- Unique OOH capabilities and partnerships allow us to hyper-target different consumer groups throughout the state.
- Data allows us to hit all key outlying areas of the state, and not just main metro populations.
  - Access to full retailer footprint provides increased co-op possibilities.
- Our knowledge in Brand Safety & Compliance will also be utilized as we are negotiating/planning with our broadcast and digital partners.



# CUSTOMIZED TIERING: INTEGRAL FOR STRATEGIC FOCUS + EFFICIENCIES

Tiering goals/application

- Prioritize resources.
- Optimize opportunities based on market situation, lottery development, other.
- Multiple data points analyzed across readily-available resources DMA level Guide go-to-market strategies (channel selection, partnerships, etc.). for Texas zip codes only. Included key topic areas that provide insight on performance opportunities and needed actions to leverage those opportunities.
- Texas Lottery Sales: Market share/value to total system.
- Texas Lottery BDI: Spend per Capita.
- Audience Player Penetration and Level of Engagement (High, Median, Low)
- Scratch-off vs. Draw Game Type Focus; Online Gaming Skews.





Î la

nelse

#### TEXAS LOTTERY EACH MARKET'S PERFORMANCE ANALYZED RELATIVE TO ALL OTHER MARKETS

Indices shown below for each key measure highlight over vs. under-performing factors for each DMA relative to the total system.

Index (Sales per

 Corpus Christi Example: Accounting for nearly 3% of system sales, this market notably out-performs other markets on lottery spend per capita (130 BDI – Brand Development Index), with an above average share of its population engaged with the lottery and at a heavy-player rate (especially Scratch-Offs).

	TX Lottery Ne	t Sales	Spend (Sale	es per Age 18+)	Lottery	Heavy	Moderate	a gradient of			Online	
	A CONTRACTOR OF THE OWNER	Share of			Penetration	Lottery	Lottery	Light Lottery	Scratch	Draw/PB/	Gaming	% Hispanic
DMA	Sales	Total	Sales	BDI Index	Index	<b>Player Index</b>	<b>Player Index</b>	<b>Player Index</b>	<b>Player Index</b>	MM Index	Index	Index
Abilene-Sweetwater, TX	\$104,101,454	1.3%	\$427	115	101	66	83	89	129	67	105	66
Amarillo, TX	\$122,239,167	1.5%	\$380	102	101	75	95	104	138	75	103	91
Austin, TX	\$787,663,424	9.5%	\$407	109	97	87	106	108	81	119	110	80
Beaumont-Port Arthur, TX	\$154,795,215	1.9%	\$441	118	102	92	90	119	147	70	96	40
Corpus Christi, TX	\$220,645,901	2.7%	\$483	130	117	148	84	81	108	65	85	161
Dallas-Ft. Worth, TX	\$2,111,221,672	25.4%	\$330	89	97	99	99	105	90	113	104	71
El Paso et al, TX-NM	\$127,420,288	1.5%	\$203	54	98	173	110	64	96	90	83	206
Harlingen et al, TX	\$352,260,350	4.2%	\$363	97	112	102	72	109	168	61	69	229
Houston, TX	\$1,980,908,495	23.8%	\$348	93	96	107	109	104	90	108	97	94
Laredo, TX	\$63,620,112	0.8%	\$316	85	131	131	67	101	152	91	70	236
Lubbock, TX	\$111,720,787	1.3%	\$311	84	104	69	94	91	123	72	106	108
Odessa-Midland, TX	\$168,948,851	2.0%	\$468	126	113	64	96	119	144	100	93	141
San Angelo, TX	\$57,465,592	0.7%	\$494	132	107	86	98	95	90	65	99	104
San Antonio, TX	\$1,057,821,087	12.7%	\$474	127	103	117	112	82	87	99	94	141
Sherman-Ada, TX-OK	\$37,166,858	0.4%	\$336	90	99	78	92	107	136	75	108	37
Shreveport, LA	\$96,296,858	1.2%	\$452	121	101	48	83	79	154	51	104	37
Tyler-Longview et al, TX	\$271,755,880	3.3%	\$448	120	103	63	82	98	148	66	106	48
Victoria, TX	\$37,920,915	0.5%	\$548	147	110	100	103	113	114	70	91	121
Waco-Temple-Bryan, TX	\$392,282,317	4.7%	\$455	122	105	63	82	82	108	73	117	64
Wichita Fls et al, TX-OK	\$50,966,091	0.6%	\$304	81	99	96	72	107	134	81	104	48
TOTAL	\$8,307,221,308	100%	\$373					the first of a	2			

ndex of Shar

Players

Players

of Online

Per Capita

Population

#### MARKETS GROUPED BASED ON OPPORTUNITIES AND NEEDED ACTIONS

			MARKET	SHARE OF	LOTTERY PENETRATION	LOTTERY ENGAGEMENT	BDI/PER CAPITA	GAME TYPE	online Gaming	% HISPANIC	SPECIAL
DESIGNATION	MARKER SEGMENT: ACTION + OPPORTUNITY	DMAs	RANK	SALES	OF 18+ POP.	LEVEL	SPEND	FOCUS	PROPENSITY	A18+ POP	NOTES
TIER 1	Full Texas Coverage	All 20 DMAs that cover Texas	NA	100.0%	NA	NA	NA	NA	NA	36%	
		Dallas-Ft. Worth, TX	1	25.4%	Average	Average	Below Avg.	Draw		25%	
TIER 2	Expand User Base + Build Frequency	Houston, TX	2	23.8%	Average	Average	Average	Draw (Slight)		34%	
	* Draw Focus	Austin, TX	4	9.5%	Average	Mod/Light	Average	Draw		29%	
	Expand User Base (Leverage High Engagement Once a Player)	San Antonio, TX	3	12.7%	Average	Heavy/Mod.	Above Avg.	Draw (Slight)		38%	Hispnic
TIER 3	* Hispanic Attention	El Paso et al, TX-NM	7	1.5%	Average	Heavy/Mod.	Below Avg.	Scratch (Slight)		80%	Hipanic
		Waco-Temple-Bryan, TX	6	4.7%	Average	Weak	Above Avg.	Scratch (Slight)	Above Avg.	23%	
	1. 人名英格兰·马尔斯 机合金	Tyler-Longview et al, TX	8	3.3%	Average	Weak	Above Avg.	Scratch	Slight Skew	15%	
	Build Frequency / Engagement Levels	Beaumont-Port Arthur, TX	12	1.9%	Average	Light	Above Avg.	Scratch	Above Avg.	12%	
TIFD	(High Value When They Do Play)	Amarillo, TX	13	1.5%	Average	Light	Average	Scratch	ale and ale	33%	
TIER 4	* Scratch-Off Focus	Abilene-Sweetwater, TX	14	1.3%	Average	Weak	Above Avg.	Scratch	Slight Skew	23%	
	* Online Gaming as a Tool	Shreveport, LA	15	1.2%	Average	Weak	Above Avg.	Scratch		6%	Partial DMA
		San Angelo, TX	18	0.7%	Average	Average (Slight Light Skew)	Above Avg.	Scratch	自己的	38%	
		Sherman-Ada, TX-OK	19	0.4%	Average	Light	Average	Scratch	Slight Skew	8%	Partial DMA
	Optimize Play/Mix of Play	Harlingen et al, TX	5	4.2%	Above Avg.	Mixed (Slight Light Skew)	Average	Scratch		91%	Hispanic
TICO C	(High Penetration but Inconsistent Behavior; Find Balance/Customize	Odessa-Midland, TX	10	2.0%	Above Avg.	Light	Above Avg.	Scratch		53%	Hispanic
TIER S	by Market)	Laredo, TX	16	0.8%	Above Avg.	Heavy	Below Avg.	Scratch		96%	Hispanic
	* Scratch-Off Focus / *Hispanic Attention	Victoria, TX	20	0.5%	Above Avg.	Light	Above Avg.	Scratch		44%	Hispanic
	Maintain	Corpus Christi, TX	9	2.7%	Above Avg.	Heavy	Above Avg.	Scratch (Slight)		62%	Hispanie
TIER 6	Already Strong and/or Smaller Market; Limited Budgets - Deprioritize)	Lubbock, TX	11	1.3%	Average	Weak	Below Avg.	Scratch	Slight Skew	39%	
	*Scratch-Off Focus	Wichita Fisetal, TX-OK	17	0.6%	Average	Light-Skew	Below Avg.	Scratch		14%	Partial DMA

B

LEVERAGE A TIERED COMMUNICATIONS STRATEGY TO DRIVE INCREASED CUSTOMIZATION

B

Tier 1 - Full Texas State Coverage							
Tier 2 Qua	lifiers	Tier 2 Target	DMA's : 3				
HIGH INDEX ↑	LOW INDEX 🗸						
Draw Games, Powerball & Mega Millions							
Moderate Lottery Player	Scratch-Off Game Player	Austin, TX	Houston, TX				
DMA Size	Heavy Lottery Player	Dallas-Ft. Worth, TX					
Online Gaming	Brand Index						
% Sales Total	and the second second	C. Zera Mala Market					

Tier 3	Tier3 Target DMA's : 2			
HIGH INDEX 个	LOW INDEX 🗸			
Heavy to Moderate Lottery Player	Scratch-Off Game Player	El Paso et al, TX-NM	San Antonio, TX	
Hispanic Population	Draw Games, Powerball & Mega Millions			
% Sales Total	Online Gaming			
Avg. Sales Per Market				
Lottery Penetration		and the stand		

Tie	er 4 Qualifiers	Tier 4 Target DMA's : 8			
HIGH INDEX 个	LOW INDEX 🗸				
Brand Index	Hispanic Population	Abilene-Sweetwater, TX	Shreveport, LA		
Scratch-Off Game Player	Avg. Total Sales Per DMA	Amarillo, TX	Tyler-Longview et al, TX		
Online Gaming	Draw Games, Powerball & Mega Millions	Beaumont-Port Arthur, TX	Waco-Temple-Bryan, TX		
Lottery Penetration	% Sales Total	San Angelo, TX	Sherman-Ada, TX - OK		
Avg. Spend Per A18+	Annual Sales % Per DMA				
	DMA Size		and the second of		

LEVERAGE A TIERED COMMUNICATIONS STRATEGY TO DRIVE INCREASED CUSTOMIZATION

Т	ier 5 Qualifiers	Tier 5 Target DMA's: 4			
HIGH INDEX ↑	LOW INDEX 🗸				
Avg. Spend Per A18+	Draw Games, Powerball & Mega Millions	Harlingen et al, TX	Laredo, TX		
Hispanic Population	% Sales Total	Victoria, TX	Odessa-Midland, T		
Scratch-Off Player	DMA Size				
Lottery Penetration					
Light Lottery Player			Statistics in the		

Tier 6 Qualifiers		Tier 6 Targe	et DMA's: 3
HIGH INDEX 个	LOW INDEX 🕹		
Brand Index	Draw Games, Powerball & Mega Millions	Laredo, TX	Harlingen et al, TX
Scratch-Off Game Player	% Sales Total	Odessa-Midland, TX	
Hispanic Population	DMA Size		
Heavy Lottery Player			

#### TEXAS LOTTERY TIERING OVERVIEW

	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6
Supported Markets	STATEWIDE 100% COVERAGE OF ALL TEXAS MARKETS	DALLAS-FORT WORTH, HOUSTON, AUSTIN 58.7% of Statewide Sales 62.7% of Texas A18+ Population	SAN ANTONIO, EL PASO 14.3% of Statewide Sales 12.8% of Texas A18+ Population	WACO, TYLER-LONGVIEW, BEAUMONT-PORT ARTHUR, AMARILLO, ABILENE-SWEETWATER, SHREVEPORT, SAN ANGELO, SHERMAN-ADA 14.9% of Statewide Sales 12.5% of Texas A18+ Population	HARLINGEN, ODESSA- MIDLAND, LAREDO, VICTORIA 7% of Statewide Sales 7.7% of Texas A18+ Population	CORPUS CHRISTI, LUBBOCK, WICHITA FALLS- LAWTON 4.6% of Statewide Sales 4.3% of Texas A18+ Population
Media Platforms	Permanent Billboards, Newspaper, Paid Social, Trigger Display, Trigger SEM, GSTV, Digital Walls, Programmatic Display, Interactive OTT/CTV, Streaming Audio & Sponsored Listening	Waze, High-Impact Display, Interactive OLV, Digital & Static OOH	Waze, High-Impact Display, Interactive OLV, Digital & Static OOH, YouTube	Digital In-Game Test, Interactive OLV, Digital & Static OOH	YouTube, Contextual Display	YouTube, Contextual Display
Budget Allocation	\$7,875,000 78.8% of Media Budget (\$5,913,883 is pre-committed OOH & Newspaper)	\$1,251,350 12.5% of Media Budget	\$472,360 4.7% of Media Budget	\$251,290 2.5% of Media Budget	\$90,000 0.9% of Media Budget	\$60,000 0.6% of Media Budget
Media Support (Impressions)	1,472,225,168 Impressions 76.1% of Total Impressions	251,682,650 Impressions 13.0% of Total Impressions	155,116,093 Impressions 8.0% of Total Impressions	41,403,858 Impressions 2.1% of Total Impressions	8,125,000 Impressions 0,4% of Total Impressions	5,312,500 Impressions 0.3% of Total Impressions
Anticipated Added Value \$	\$2,362,500	\$375,405	\$141,708	\$75,387	\$27,000	\$18,000

B



Î.Q

(

(



## MARKET TIERING

- A strong layer of statewide media coverage will work to provide a consistent brand presence across all Texas DMAs, while also ensuring that each market receives a comprehensive mix of media channels and types.
- Statewide media will leverage a multi-touchpoint strategy aimed at maximizing awareness and engagement throughout Texas in support of both Scratch-off and draw games, through a mix of evergreen, flighted, and triggered buys.

## **AEDIA SELECTIONS**



# STATEWIDE COVERAGE

(

## TIER 2

- portion of sales for the state. Tier 2 also includes the highest percentage of the With 58.7% of total state lottery sales, Tier 2 markets represent the largest Texas population at 62.7%.
- Players here have a higher propensity to play Draw Games, presenting a unique opportunity in an otherwise Scratch-off dominated state.
- 33.5% of Texans within this tier are Hispanic.

# MEDIA STRATEGY AND SELECTION

Media support will be focused on expanding the user base, while building overall frequency of play among existing players.

High Impact Display

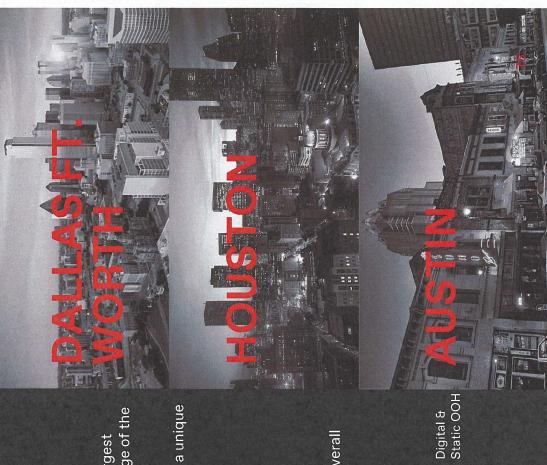
Interactive Online Video

Waze

Branded Pins & Takeovers

ÎQ

:)8



## TIER 3

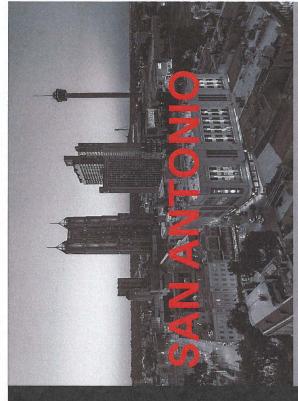
- across the state, accounting for 14.3% of total sales while representing 12.8% Tier 3 players have the highest existing engagement rate with the Lottery of the Texas population.
- Heavy lottery engagement across both product types provides opportunity to engage players across the entire Texas Lottery portfolio.
- 63.6% of Texans in Tier 3 are Hispanic.

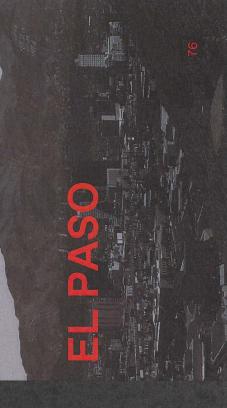
# **MEDIA STRATEGY AND SELECTION**

Utilize media to expand the user base, building frequency, specifically in El Paso.

Tailor messaging for Hispanic audience, layering behavioral and contextual targeting.









- 14.9% of total state lottery sales and 12.5% of the total population of Texas. Combination of DMAs allows opportunity to increase efficiencies in a Tier 4 accounts for the largest collection of markets, but only accounts for
  - Combination of DIVIAs allows opportunity to increase etricienc hyper local approach.
- Players are scratch focused, but often have a low engagement with the lottery overall.
- 24.3% of Texans in this tier are Hispanic.

# MEDIA STRATEGY AND SELECTION

Focus on building frequency in play, with secondary goal of expanding user base.

In-Game Display Test

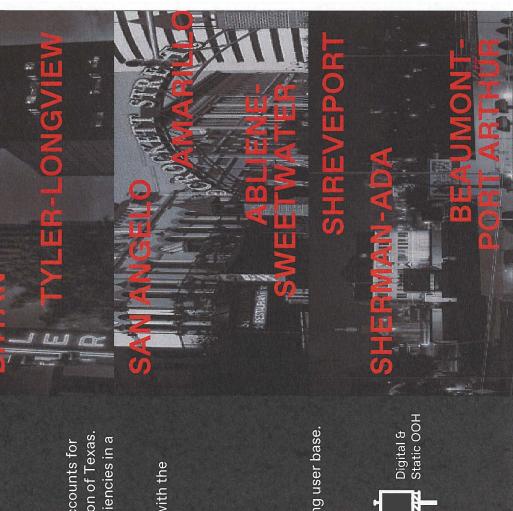
•••

+

Interactive Online

Video

**FQ** 





- Tier 5 players are primarily purchasing Scratch-off tickets.
- These markets represent 7.5% of Texas' total population and 7% of sales.
- The Hispanic population is dominant here at 84.3% of the total audience.

# MEDIA STRATEGY AND SELECTION

Focus on building engagement and frequency while appealing to the strong Hispanic community in these markets.

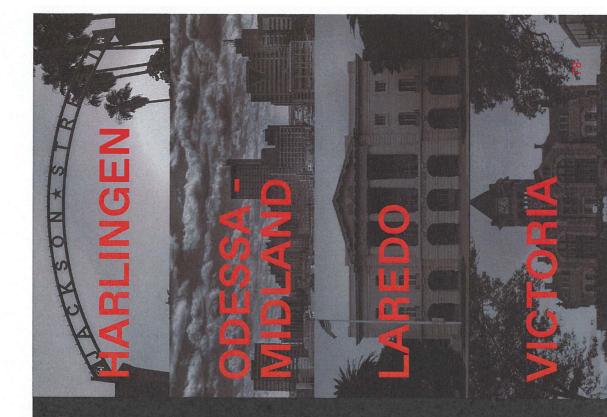


ÎQ Î





Multi-Cultural YouTube



#### 6

- Tier 6 represents the smallest total percentage of sales for Texas Lottery at 4.6%.
- 4.3% of the Texas population resides in this tier, with 50.1% Hispanic.
- Players here are Scratch-Off focused, with varying degrees of engagement with the Texas Lottery overall.

# LECTION

Focus media on maintaining existing presence within markets, reminding players of the Texas Lottery.



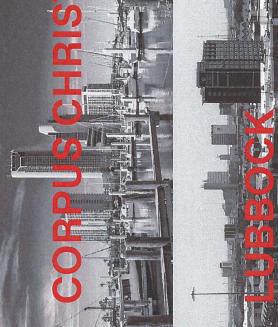
<sup>†</sup>fq



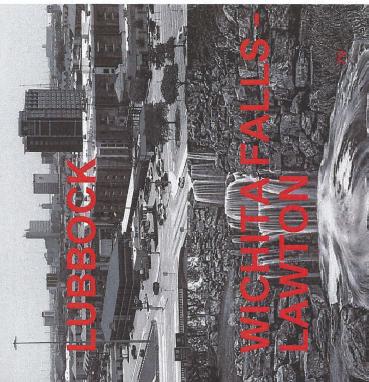






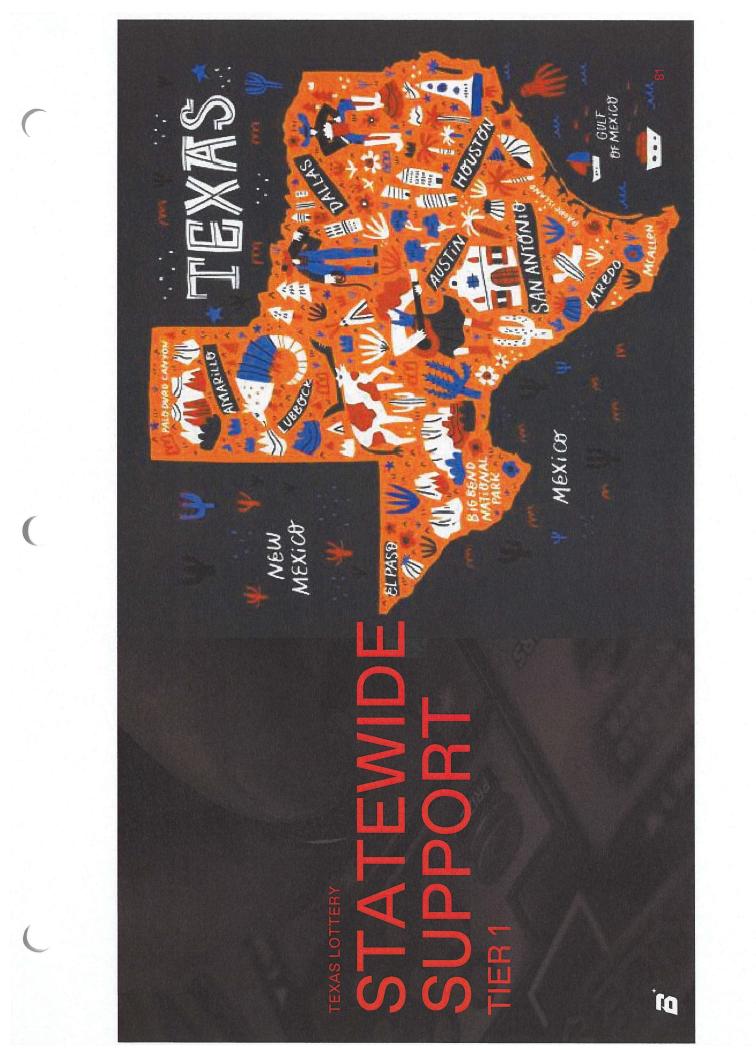


F





(



### TEXAS LOTTERY GSTV

## MEETING PLAYERS AT THE PUMP

Gas Station TV provides television-style programming on screens at gas station pumps around the country, delivering engaging, branded content at the pump.

Through GSTV, we will amplify Texas Lottery messaging at the exact moment and location of potential conversion. This tailored tactic captures the full user attention with full sight, sound, and motion videos. This channel provides the lowest barrier to direct conversion, right outside of a convenience store.

GSTV will be utilized at a total of 538 Valero, Shell, Circle K and Phillips 66 locations across Texas during the 3 primary campaign flights.



## TEXAS LOTTERY DIGITAL WALLS CAPTURE PLAYER ATTENTION DURING KEY PROMO PERIODS

Digital Walls present an opportunity to deliver a demanding large-scale presence in convenience stores across Texas. Visually striking and strategically placed within eye-view anywhere within each store, digital walls will encourage new sales at the point of purchase. These walls are the largest screens available in a retail environment and demand attention upon entry to the store.

Digital walls will be utilized at 100 Circle K locations across Texas, and messaging will support the 3 primary game initiatives, but can be swapped out for Jackpot totals when they reach key levels.

ÎQ





# AUDIO'S DUAL APPROACH

### STREAMING AUDIO

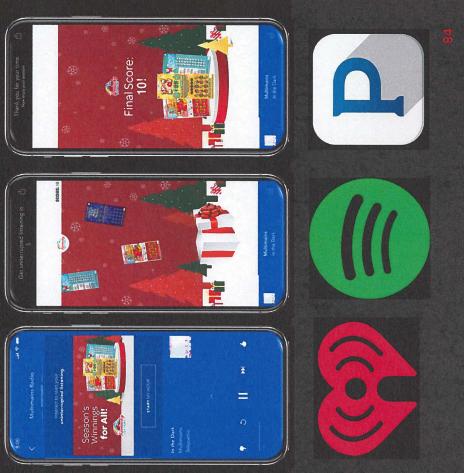
From BUNTIN's extensive lottery experience, Streaming Audio is known to be a strong, proven driver of Scratch-off awareness and sales.

Utilizing a large-scale reach platform, streaming audio allows Texas Lottery to remain top of mind for consumers right before the point of conversion. Here ads will be flighted to support the three main promo periods.

### PROMPT PLAYER ENGAGEMENT THROUGH INCENTIVIZED HIGH-IMPACT UNITS

In addition to streaming audio, high-impact gamified Sponsored Listening units will be leveraged. These units will be created bespoke to each supported game, providing a chance to potential players to engage with the theme of each Scratch-off prior to purchase.

A user engages with the unit for a rewarded period of uninterrupted audio listening. This incentivizes participation and promotes extended engagement with the messaging and the brand, while also drawing affiliation between the Texas Lottery and their favorite music.



# CTV/OTT & INTERACTIVE OVERLAYS

As the Television landscape continues to shift amid increased cord cutting, advertising on CTV/OTT is becoming an increasingly important alternative to linear buys, with its own unique set of benefits. Specifically, CTV/OTT allows for nuanced, precision targeting across a wide audience pool that works to minimize waste and increase efficiency, making it especially impactful in traditionally expensive TV markets like Dallas and Houston.

The Statewide CTV/OTT buy will not only effectively distribute Texas Lottery video ads across the state, but it will be supplemented by interactive overlays that will further encourage potential players to engage with the messaging and brand. These overlays will incorporate theming for each game being promoted, as well as QR codes that direct viewers to learn more, and can also include location extensions to inform players of the nearest location to purchase a ticket.

RO





### PROGRAMMATIC DISPLAY



Meet the New Nomads, who don't journey simply to escape—but to find, engage, connect. We measure our carbon footprints and follow the paths mapped by our DNA and a generation of reality TV, like real-life Survivors, testing our mettle against the elements. Our luxury is barefoot immersion in nature, a foraging for and rewilding of our spirits. We are the Data-driven targeting approach will ensure users are reached when and where they are consuming content.



### **PRECISION TARGETING WITH MASS REACH**

Programmatic Display offers one of the most efficient channels to reach potential players, en masse, across the state. Programmatic Display offers the most highly detailed targeting of any digital platform. Through a mix of 1<sup>st</sup> and 3<sup>rd</sup> party data, the prospective players that are most likely to convert will be reached across a variety of the web content they are consuming via animated and static banners.

Those that click through on banners will be retargeted to further influence purchase behavior and foster brand memorability and loyalty.

Programmatic display will support the 3 primary flights, as well as the December and March campaigns. Attribution studies will be implemented to fully understand the impact of the display buy on sales.

### EVERGREEN SOCIAL

## ANNUALIZED PRESENCE WITH PROMOTIONAL HEAVY-UPS

<u>An Evergreen layer of paid social will be executed at the statewide level to foster an annual brand</u> presence and provide continued awareness throughout the entire fiscal year. The paid social strategy (implemented across Facebook and Instagram) will leverage a highly detailed targeting mix to reach prospective and current players to educate them on new game offerings, promote winner and beneficiary awareness, and drive general brand awareness.

Budget will heavy up during the 5 primary and secondary flight windows, with fluidity to shift in the remaining months, in order to best service each initiative. During key promotions, high-impact social placements such as Instant Experiences are recommended in order to drive heavy engagement.

 Instant Experiences have generated engagement rates of 35% and higher, within current BUNTIN activations, compared to the social benchmark of 0.27%. Tertiary initiatives, such as Responsible Gaming and Winner Awareness will be rotated into the creative mix throughout the year to provide support for these overarching messages.



### **VERBALL AND MEGA MILLIONS TRIGGER** ISPLAY AND SEM STRATEGY

### AMPLIFY JACKPOTS THROUGH TARGETED MEDIA

these games generally consists of habitual players and lapsed players that become interested Through our Lottery expertise over the past 14 years, we have seen that engagement with once the jackpots grow in size.

strategy, is the best way to engage with consumers and provides an excellent entry point BUNTIN knows that providing strong support in this area, centered around a "Trigger" for lapsed and new players. -

Generate awareness for jackpot amount through search and display, promoting Powerball and Mega Millions play

- Activate display units for each respective jackpot when jackpot levels hit the threshold of spend levels when the tier thresholds are met and will be distributed programmatically. \$300-600 MM. Digital Triggers will be fully automated, switching to the appropriate
  - We have seen that at the \$300MM level, interest ignites among normally nonlottery players.
- Organic interest in jackpots takes over once amounts reach \$600MM (mostly due to earned media via news), and we recommend ending trigger support at this level.
- Provide year-round jackpot support through key paid search terms, bidding up on key terms at Trigger thresholds (\$300-600 MM).

ÎQ



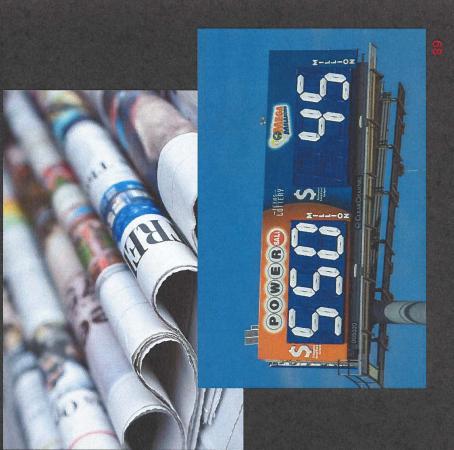


### **MANENT BILLBOARDS AND END OF GAME** SPAPER N E N 0

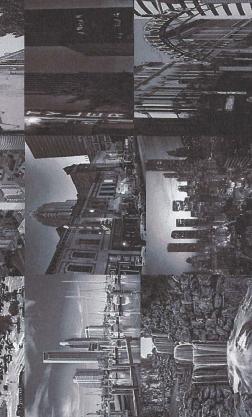
BUNTIN will steward the current FY23 and FY24 contracts for both Permanent Billboards/Jackpot Boxes and End of Game newspaper activity.  BUNTIN's OOH team will review current contracts and work with vendors to identify market opportunities to improve placement, quality, and cost, using our decades of hyperlocal market knowledge and the power of GeoTrak.

BUNTIN will be fully prepared to re-negotiate and plan these channels for FY25 and forward, again using our extensive lottery experience, proprietary OOH planning tools and industry clout, in addition to established print relationships.

ÎQ



## TIERS 2-6



(

1

# **ONLINE VIDEO WITH INTERACTIVE OVERLAYS**

### Tiers 2, 3 & 4

# **JEOUSLY FOSTER ENGAGEMENT AND AWARENESS**

- In order to reach prospective players through the digital video landscape across the web, a programmatic OLV buy will be leveraged.
- This buy will find the best prospective players wherever they are watching video.
- Interactive overlays will increase engagement with the brand and generate excitement for each individual Scratch-off game.
- Additionally, in Tier 3, a toggle will be added to the video, allowing viewers to choose between an English and Spanish video. -

## PROMOTE KEY FLIGHTS WITH PLAYABLE OVERLAYS

- Encourage engagement with Texas Lottery through gamification style units enticing potential players, specifically within programmatic OLV. -
- Here, units will provide viewers with a virtual way for players to experience the different Scratch-off games, building excitement and interest in order to lead to a physical conversion.
- Tailored around our three key game launches, units would feature relevant video assets alongside interactive games.
- Units would be optimized to the prospective players most likely to engage.

60

McDonald's Example: OLV units with playable overlays. These will be themed to each promoted Scratch-off game.



# YOUTUBE MULTI-CULTURAL TARGETING

Tiers 3, 5 & 6

### **INCREASE REACH WITH YOUTUBE**

with extensions such as store locators, it can effectively drive players directly to a retailer. important over the last decade, YouTube has remained the most prominent OLV channel on the internet. YouTube has proven success driving conversions and engagement, and Across a webscape where short-form digital video content has become increasingly

# ADVANCES IN MULTI-CULTURAL TARGETING ALLOW FOR OPTIMAL BRAND MOMENTS

example, in a dual language household, you may have a user watching Spanish-speaking Traditional multi-cultural targeting only allows targeting by language based only on the user's browser setting, not necessarily the language of the content on their screen. For content but served an English-speaking ad if the browser setting is set to English. Through BUNTIN's exclusive partnerships, we have access to technology that allows us to analyze and process every YouTube video by the spoken transcript and target language by what is spoken in the actual video content.

YouTube will be used within Tiers 3, 5 and 6, those with the largest Hispanic populations. Employing this strategy will allow us to reduce waste and facilitate a seamless user -

 Employing this strategy will allow us to reduce waste and facilitate a si experience, maximizing this channel's potential.

Î



# **MEETING PLAYERS ON THE ROAD**

:)

### Tiers 2 & 3

# **CAPTURE POTENTIAL PLAYERS IN THEIR DAY-TO-DAY**

In an increasingly digital and mobile-focused landscape, users are more connected than ever. Utilizing a platform like Waze allows Texas Lottery to be a part of consumers day-to-day routines, influencing their decisions in key timeframes.

Through BUNTIN's extensive lottery experience, Waze has proven to be an important platform in increasing awareness and driving store visits.

### **MAXIMIZE EFFICIENCIES IN KEY TIERS**

extremely efficient in our highest sales DMAs. Since these markets are often the most expensive in the state, digital-focused platforms allow optimal support in a cost-Utilizing Waze in Tier 1 and Tier 2 markets allows mass reach, while remaining effective platform.

Through a mix of unit types, branded pins and takeovers, Texas Lottery meets consumers on the move when passing potential retailers; creating a direct line to potential players while acting as a fully digital version of Billboards.

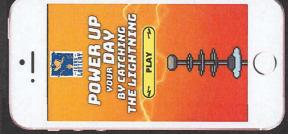
 Additional capabilities with Waze allow syncing with physical billboards, reinforcing Texas Lottery messaging digitally when potential players pass a billboard.

**f**Q



### HIGH-IMPACT DISPLAY WILL BE EXECUTED ON A FLIGHTED BASIS TO INCREASE ENGAGEMEN Tiers 2 & 3





Page-grabbing, full-screen gamification units themed to each Scratch-off game to prompt play among Texans.

RO

### STAND OUT IN THE CROW

In an ever-crowded digital ad market in the largest DMAs, the Texas Lottery will stand out amid the clutter with attention-grabbing, highimpact digital units. Page grabbers, gamified units, and more, will be leveraged to demand attention, raise awareness of, and promote engagement with the Texas Lottery's primary and secondary Scratch-off game initiatives. Each unit will take over a viewer's screen and let them play a game designed to reflect the theme of each Scratch-off game being promoted. This fosters increased engagement with each promotion and develops an association between the Texas Lottery and the idea of "play" in the mind of each prospective player.

Cards at the conclusion of each game can provide links to learn more about the Texas Lottery and allow players to find their nearest Texas Lottery retailer.

### PERSONALIZE USER EXPERIENCE WITH PREDICTIVE/DYNAMIC DISPLAY

Tiers 5 & 6

B



Real-Time Predictive & Dynamic Targeting allows for customized Real-Time messaging based off target consumers preferred content consumption + device settings:

- Language Targeting
- Geo Intelligence
- Census Targeting
- Predictive Audience Targeting
- Activate dynamically inserted messaging to drive real-time / relevant brand engagement

# IN-GAME BILLBOARD TEST

Tier 4

Cross-platform in-game digital billboards are inserted programmatically in popular games and delivered to our target audience.



### INNOVATION THAT LEADS TO IMPACT

The Texas Lottery will have an opportunity to enter the next big frontier of digital advertising, with a dynamic in-game digital billboard insertion (think of it as virtual OOH) that will work toward reaching a brand-new audience and positioning the Texas Lottery as a trendsetter in the digital space. This activation will be tested in Tier 4 during the September campaign. Current lottery players in Tier 4 markets show the highest propensity for gaming, therefore present the best opportunity for the test. Sales will be closely monitored and compared to the other tiers during this timeframe to determine success, and a brand lift studies will be explored to further understand impact. The in-game units will be guaranteed to only adults 18+ and will serve in brand-safe environments.

# DIGITAL AND STATIC OOH

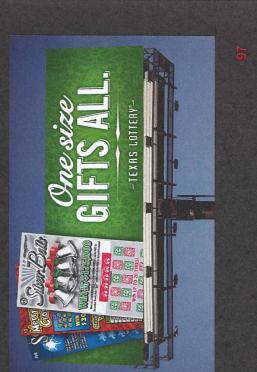
Tiers 2, 3 & 4

Expand reach by utilizing static and digital OOH bulletins and posters throughout the state of Texas.

- Leverage BUNTIN's proprietary GeoTrak software to efficiently position OOH boards in high traffic areas where consumers will be the most receptive.
  - Purchase a combination of static boards and digital boards in designated high traffic areas.
- Static & digital boards will be utilized for the September, January and May ticket campaigns.
- Specific zip codes will be analyzed to ensure Hispanic reach with corresponding creative messaging.

ĨQ







Specific DMAs based on partner footprint

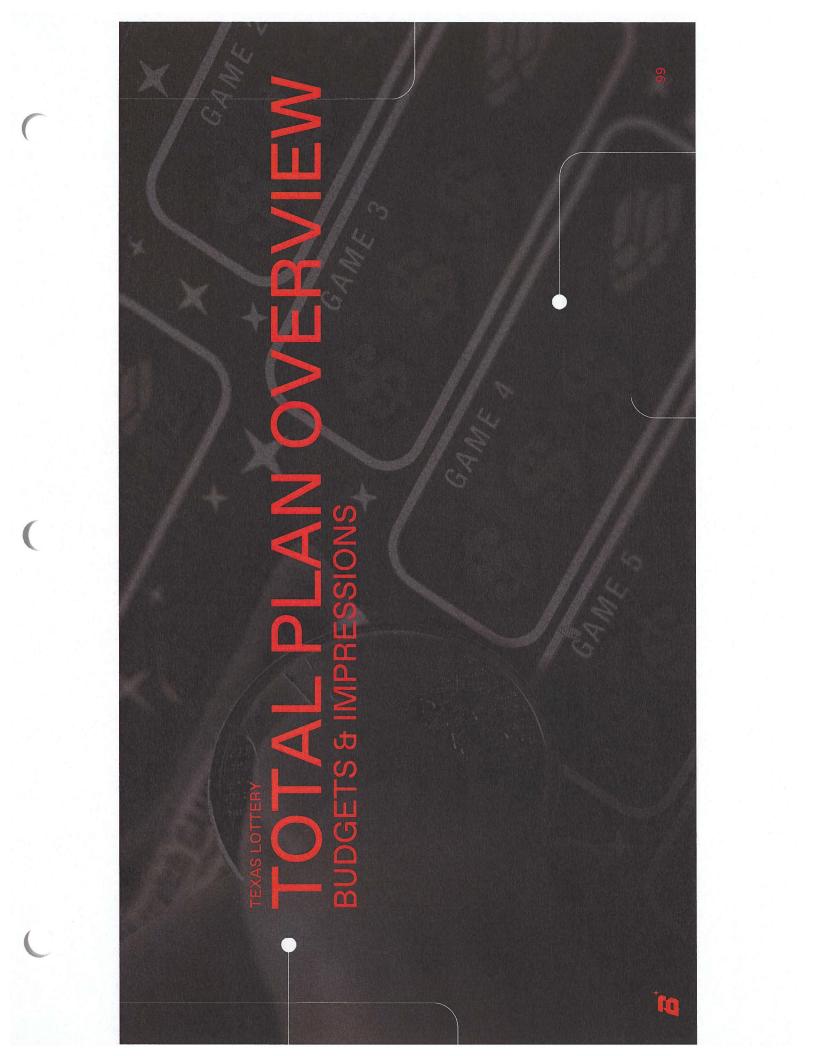
CoolerScreens is a relatively new offering found within Markets and C-Stores across the country.

- CoolerScreens has a current footprint in Dallas-Ft. Worth, Austin, Houston, and San Antonio.
- Provides a digital canvas where we can promote weekly PB & MM jackpots or other Texas Lottery promotions, via unique creative executions in key retail locations where consumers can buy our products.

We will look at this partner for a possible test effort in FY24.

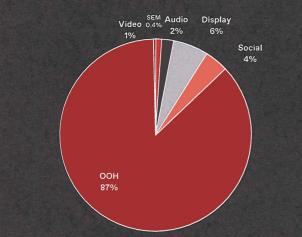






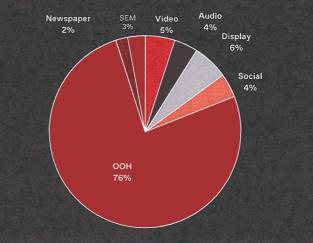
### TEXAS LOTTERY TIER 1: STATEWIDE SPENDING OVERVIEW

### **IMP's BY MEDIUM**



-

### SPEND BY MEDIUM



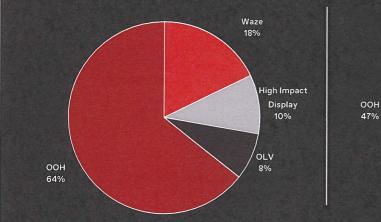
CHANNEL	INVESTMENT	IMPRESSIONS
Permanent Billboards	\$5,778,883	1,261,764,847
End of Game Newspaper	\$135,000	N/A
Evergreen Social	\$350,000	53,846,154
Trigger Display	\$200,000	36,363,636
Trigger SEM	\$200,000	5,714,286
GSTV	\$114,917	14,364,600
Digital Walls	\$71,200	8,900,000
Programmatic Display	\$300,000	54,545,455
Interactive OTT/CTV	\$375,000	13,392,857
Streaming Audio & Sponsored Listening	\$350,000	23,333,333
Total	\$7,875,000	1,472,225,168

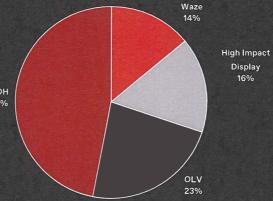
Texas Lottery	SEPTEMBER	OCTOBER	NOVEMBER		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	July	August	Sept
FY'24 Media Flowchart	28 4 11 19	25 2 9 16 23	30 6 13 20	27 4 11 18	25 1 8 15 22	29 5 12 19	26 4 33 18	25 1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26
STATEWIDE - TIER 1													
			ALL REPORTS AND ADDRESS	(A.M									
ERMANENT BILLBOARDS		and the second	CORRECT OF TRUES		and the second second second			and the part of th				Part of the second	
END OF GAME NEWSPAPER		Statistics of States 1	Constant Parts	and the second second									
EVERGREEN SOCIAL					placed strated at the Last		ACREATE ALLER	Station and shares and			1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1		
TRIGGER DISPLAY	Strate and The second	State of the second second	Station and station of the	and the second second		all and a state of the state of the					Station of the second second	Store Bern Street	
TRIGGER SEM			は かって こうえい 教会!		and the second second				同時に見ていた。大阪				1
GSTV (538 Sites)									STATISTICS PARTY				
DIGITAL WALLS (100 Sites)													
PROGRAMMATIC DISPLAY	A PROPERTY AND A PROPERTY AND A		1		States - Jank		the standard state	100 C 100 C	A REAL PROPERTY OF	25 - F			
INTERACTIVE OTT/CTV												1	
STREAMING AUDIO & SPONSORED LISTENING					CHARLES HEREN	319 St 12	120 Mar 1			the second second			
			a dama ta da ta	and see that we		And a start of the second	and the set	mark the street		and the second second	and the second second	and the second second	

### TIER 2: SPENDING OVERVIEW

### **IMP's BY MEDIUM**

SPEND BY MEDIUM





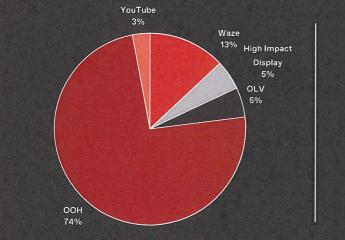
CHANNEL	INVESTMENT	IMPRESSIONS
Waze Branded Pins	\$80,000	40,000,000
Waze Takeovers	\$100,000	5,000,000
High Impact Display	\$200,000	25,000,000
Interactive OLV	\$289,050	19,270,000
Digital & Static OOH	\$582,300	162,412,650
Total	\$1,251,350	251,682,650

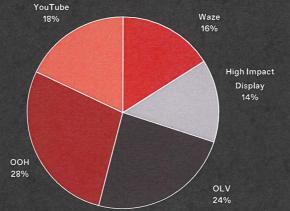
Texas Lottery FY'24 Media Flowchart	SEPTEMBER           28         4         11         19	OCTOBER 25 2 9 16 23	NOVEMBER 30 6 13 20	DECEMBER 27 4 11 18	JANUARY 25 1 8 15 22	FEBRUARY 29 5 12 19	MARCH 26 4 33 18	APRIL	MAY 29 6 13 20	JUNE	July	August	Sept
TIER 2					CARLES STORES		Marth I was a way						
DFW, HOUSTON, AUSTIN POPULATION: 18,680,572				*									
WAZE BRANDED PINS WAZE TAKEOVERS HIGH IMPACT DISPLAY OLV (WITH INTERACTIVE OVERLAYS) DIGITAL & STATIC OOH													
B												101	

### TIER 3: SPENDING OVERVIEW

### **IMP's BY MEDIUM**







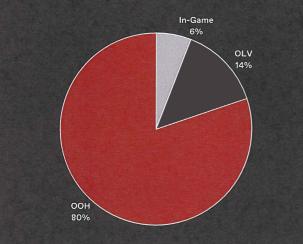
CHANNEL	INVESTMENT	IMPRESSIONS
Waze Branded Pins	\$35,000	17,500,000
Waze Takeovers	\$40,000	2,000,000
High Impact Display	\$65,000	8,125,000
Interactive OLV	\$115,000	7,666,667
Digital & Static OOH	\$132,360	114,511,926
YouTube	\$85,000	5,312,500
Total	\$472,360	155,116,093

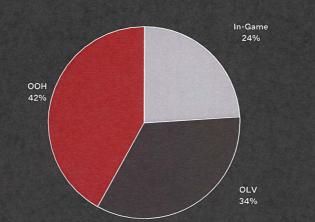
Texas Lottery	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	July	August	Sept
FY'24 Media Flowchart	28 4 11	9 25 2 9 16 23	30 6 13 20	27 4 11 18	25 1 8 15 22	29 5 12 19	26 4 33 18	25 1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2
TIER 3	影響の記で見た												
SAN ANTONIO, EL PASO													
POPULATION: 3,817,216					2 2 m m								
WAZE BRANDED PINS WAZE TAKEOVERS YOUTUBE HIGH IMPACT DISPLAY OLV (WITH INTERACTIVE OVERLAYS & SPANISH LANGUAGE TOGGLES) DIGITAL & STATIC OOH													
													No.
<b>2</b>													

### TIER 4: SPENDING OVERVIEW

### **IMP's BY MEDIUM**

### SPEND BY MEDIUM





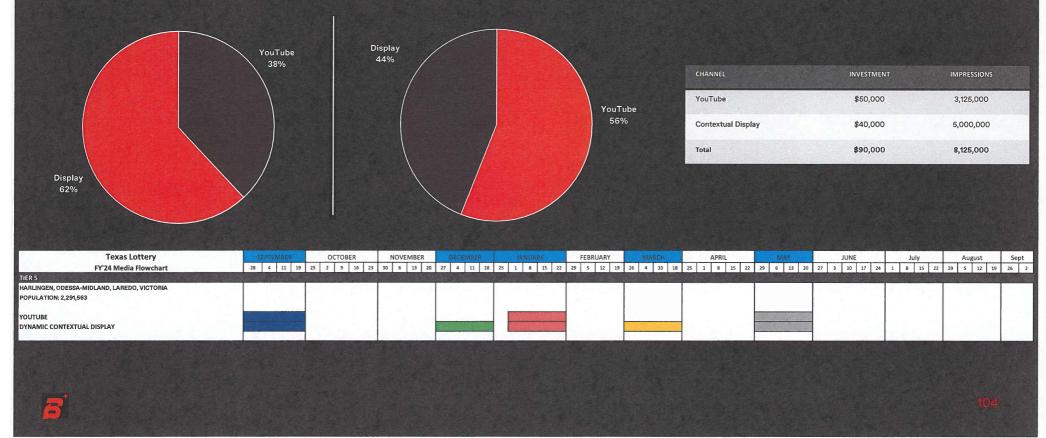
CHANNEL	INVESTMENT	IMPRESSIONS
In-Game Test	\$60,000	2,400,000
Interactive OLV	\$85,000	5,666,667
Digital & Static OOH	\$106,290	33,337,191
Total	\$251,290	41,403,858

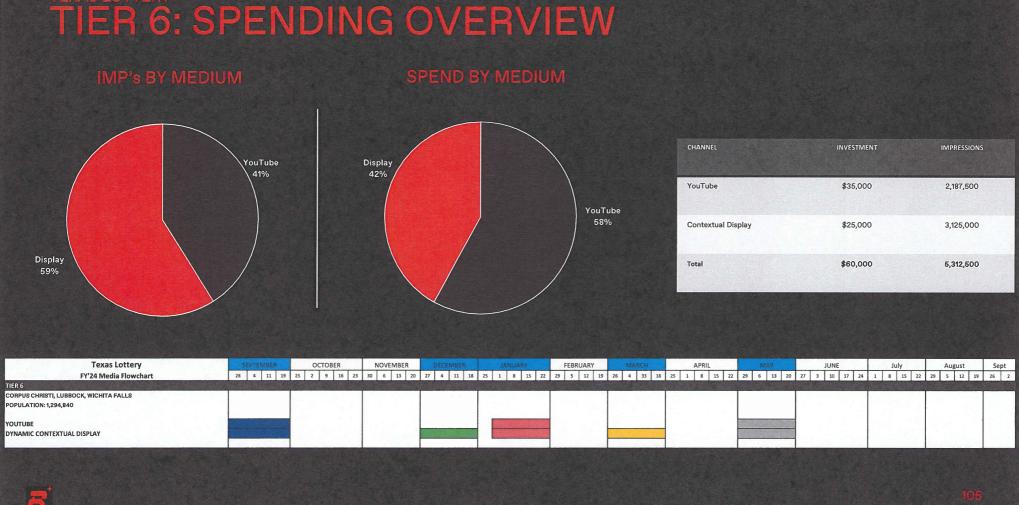
FY'24 Media Flowchart       28       4       11       19       25       2       9       16       23       0       6       13       0       27       4       11       18       25       1       8       12       18       12       18       12       19       2       2       9       16       13       10       17       1       18       12       18       12       18	Texas Lottery	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	July	August	Sept
WACO, TYLER-LONGVIEW, BEAUMONT-PORT ARTHUR, AMARILLO, ABILINE- SWEETWATER, SHREVEPORT, SAN ANGELO, SHERMAN-ADA POPULATION: 3,717,042	FY'24 Media Flowchart	28 4 11 19	25 2 9 16 23	30 6 13 20	27 4 11 18	25 1 8 15 22	29 5 12 19	26 4 33 18	25 1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26
sweetwater, shreveport, san angelo, sherman-ada population: 3,717,042	4								<b>建設在19</b> 00年後					
IN-GAME TEST OLV (WITH INTERACTIVE OVERLAYS)	O, TYLER-LONGVIEW, BEAUMONT-PORT ARTHUR, AMARILLO, ABILINE- ETWATER, SHREVEPORT, SAN ANGELO, SHERMAN-ADA													
OLV (WITH INTERACTIVE OVERLAYS)	JLATION: 3,717,042				- 1. A. B	the second second							1	
	AMETEST				12. A	Contraction of the second								
DIGITAL & STATIC OOH					1	SAME AND MEDI								
	TAL & STATIC OOH				· Landay *									
		CARL CRASSING	Relation and states	the state of the state of						S CHANGE STRATES	Contraction of the second	CHARLES MAN	States of the second second	-

### TIER 5: SPENDING OVERVIEW



SPEND BY MEDIUM

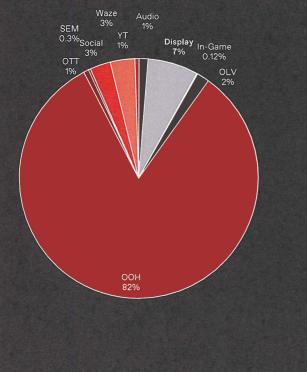




TIER 6: SPENDING OVERVIEW

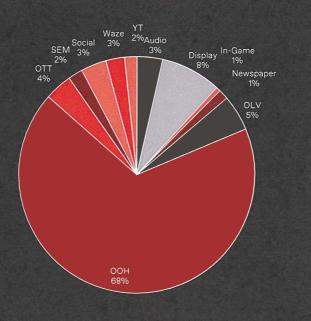
### TOTAL FY24 SPENDING OVERVIEW

### IMP's BY MEDIUM



8

### SPEND BY MEDIUM

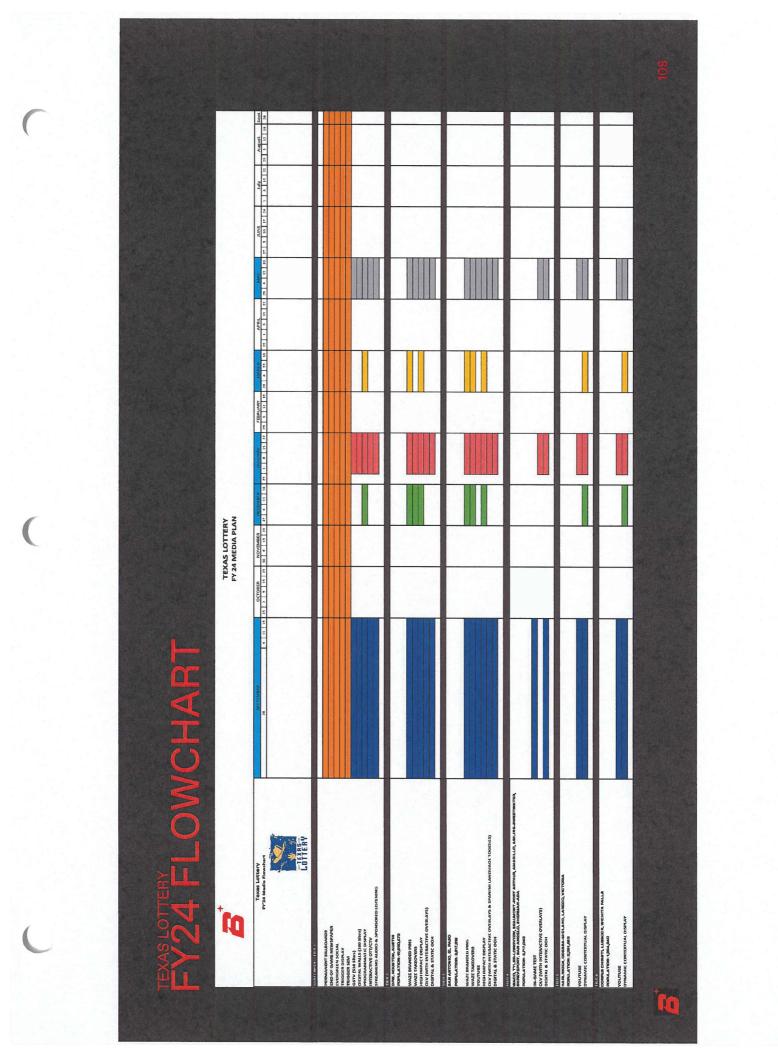


CHANNEL	INVESTMENT	IMPRESSIONS
Audio	\$350,000.00	23,333,333
Display	\$830,000.00	132,159,091
In-Game	\$60,000.00	2,400,000
Newspaper	\$135,000.00	N/A
OLV	\$489,050.00	32,603,333
оон	\$6,785,950.00	1,595,291,214
отт	\$375,000.00	13,392,857
SEM	\$200,000.00	5,714,286
Social	\$350,000.00	53,846,154
Waze	\$255,000.00	64,500,000
YouTube	\$170,000.00	10,625,000
Total	\$10,000,000	1,933,865,268

TEXAS LOTTERY TIERING OVERVIEW

B

	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6
Supported Markets	STATEWIDE 100% COVERAGE OF ALL TEXAS MARKETS	DALLAS-FORT WORTH, HOUSTON, AUSTIN 58.7% of Statewide Sales 62.7% of Texas A18+ Population	SAN ANTONIO, EL PASO 14.3% of Statewide Sales 12.8% of Texas A18+ Population	WACO, TYLER-LONGVIEW, BEAUMONT-PORT ARTHUR, AMARILLO, ABILENE-SWEETWATER, SHREVEPORT, SAN ANGELO, SHERMAN-ADA 14.9% of Statewide Sales 12.5% of Texas A18+ Population	HARLINGEN, ODESSA- MIDLAND, LAREDO, VICTORIA 7% of Statewide Sales 7.7% of Texas A18+ Population	CORPUS CHRISTI, LUBBOCK, WICHITA FALLS - LAWTON 4.6% of Statewide Sales 4.3% of Texas A18+ Population
Media Platforms	Permanent Billboards, Newspaper, Paid Social, Trigger Display, Trigger SEM, GSTV, Digital Walls, Programmatic Display, Interactive OTT/CTV, Streaming Audio & Sponsored Listening	Waze, High-Impact Display, Interactive OLV, Digital & Static OOH	Waze, High-Impact Display, Interactive OLV, Digital & Static OOH, YouTube	Digital In-Game Test, Interactive OLV, Digital & Static OOH	YouTube, Contextual Display	YouTube, Contextual Display
Budget Allocation	\$7,875,000 78.8% of Media Budget (\$5,913,883 is pre-committed OOH & Newspaper)	\$1,251,350 12.5% of Media Budget	\$472,360 4.7% of Media Budget	\$251,290 2.5% of Media Budget	\$90,000 0.9% of Media Budget	\$60,000 0.6% of Media Budget
Media Support (Impressions)	1,472,225,168 Impressions 76.1% of Total Impressions	251,682,650 Impressions 13.0% of Total Impressions	155,116,093 Impressions 8.0% of Total Impressions	41,403,858 Impressions 2,1% of Total Impressions	8,125,000 Impressions 0.4% of Total Impressions	5,312,500 Impressions 0.3% of Total Impressions
Anticipated Added Value \$	\$2,362,500	\$375,405	\$141,708	\$75,387	\$27,000	\$18,000



### ANALYTICS & BEPORTANGS &

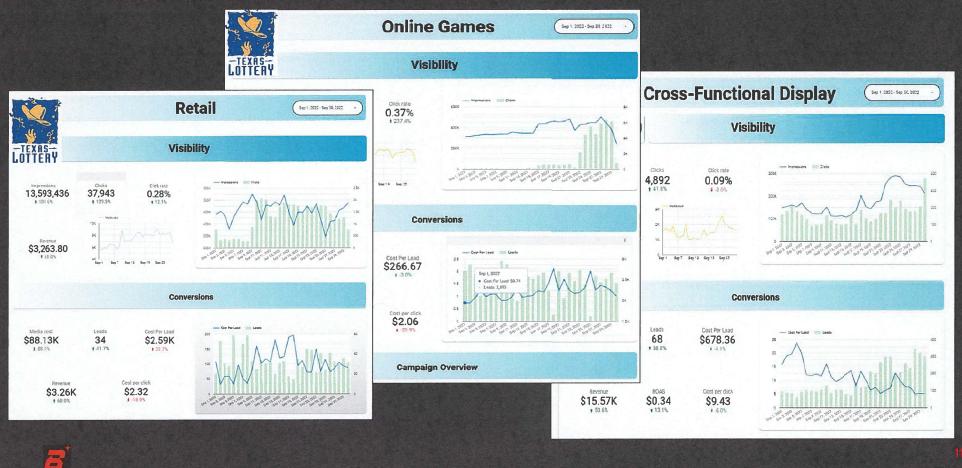
Î (Q

(

( )



### CAMPAIGN REPORTING





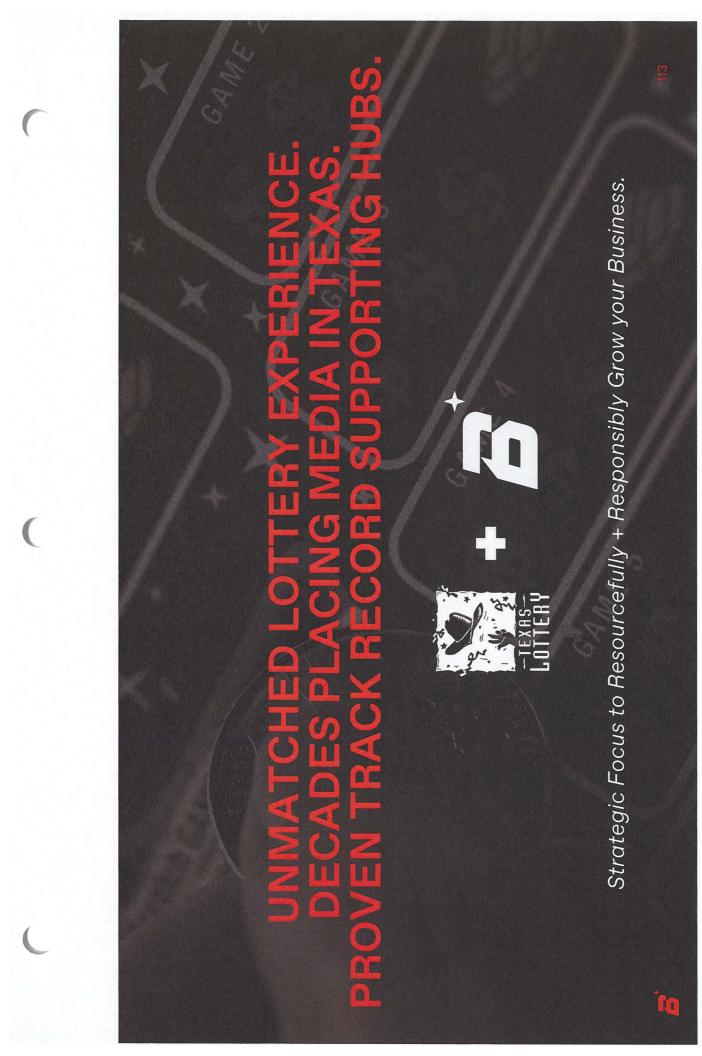
At BUNTIN, we provide a strong reporting cadence, stewardship and optimizations across all media types.

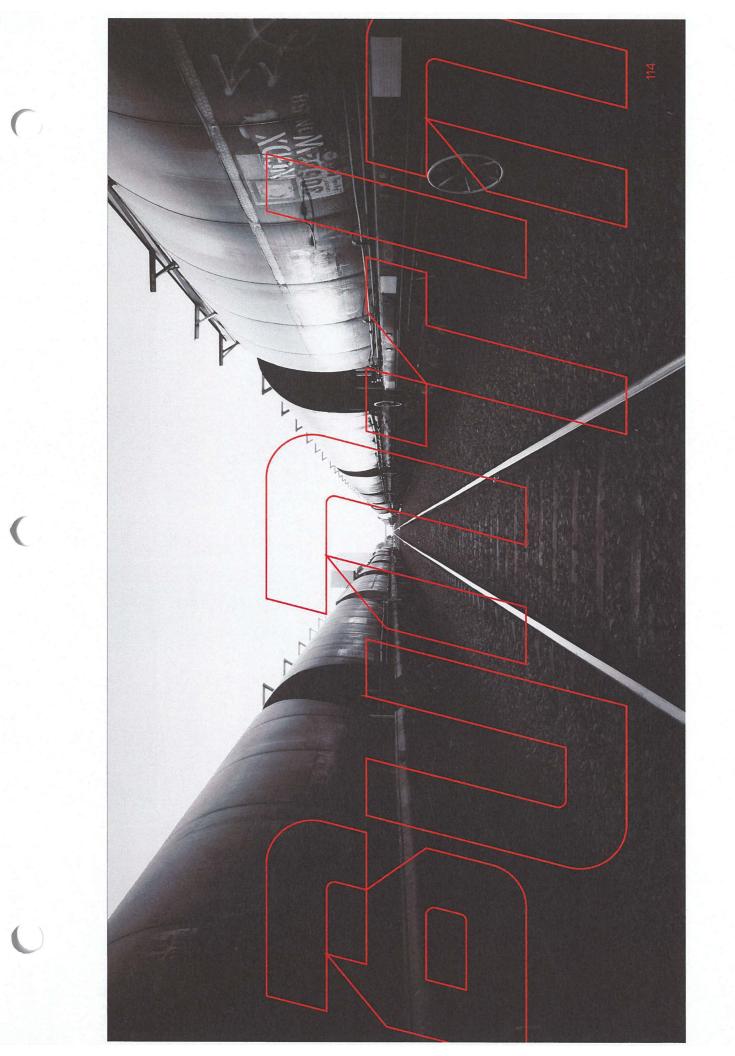
- Traditional
- Quarterly Post Buy Reports
- Quarterly Added Value Reports
- Posting Verification/POP Reports
- Digital
- Weekly Paid Social and SEM reports
- Monthly Campaign Reports
- 3rd Party Verified
- Pixel Strategy
- Real-time Optimization
- Attribution Tracking

ÎQ

- Custom Dashboard
- LIVE Campaign Reporting
- Google Analytics Integration











### ATTACHMENT A PROPOSER'S COMMITMENT

I hereby commit \_\_\_\_\_ The Buntin Group, Inc.

(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:

Title: Chief Executive Officer

Date: 11/01/2022



### ATTACHMENT D TEXAS GOVERNMENT CODE §466.155

(a) After a hearing, the director shall deny an application for a license or the commission shall suspend or revoke a license if the director or commission, as applicable, finds that the applicant or sales agent:

(1) is an individual who:

(A) has been convicted of a felony, criminal fraud, gambling or a gambling-related offense, or a misdemeanor involving moral turpitude, if less than 10 years has elapsed since the termination of the sentence, parole, mandatory supervision, or probation served for the offense;

(B) is or has been a professional gambler;

(C) is married to an individual:

(i) described in Paragraph (A) or (B); or

(ii) who is currently delinquent in the payment of any state tax;

(D) is an officer or employee of the commission or a lottery operator; or

(E) is a spouse, child, brother, sister, or parent residing as a member of the same household in the principal place of residence of a person described by Paragraph (D);

(2) is not an individual, and an individual described in Subdivision (1):

(A) is an officer or director of the applicant or sales agent;

(B) holds more than 10 percent of the stock in the applicant or sales agent;

(C) holds an equitable interest greater than 10 percent in the applicant or sales agent;

(D) is a creditor of the applicant or sales agent who holds more than 10 percent of the applicant's or sales agent's outstanding debt;

(E) is the owner or lessee of a business that the applicant or sales agent conducts or through which the applicant will conduct a ticket sales agency;

(F) shares or will share in the profits, other than stock dividends, of the applicant or sales agent; or

(G) participates in managing the affairs of the applicant or sales agent;

(3) has been finally determined to be delinquent in the payment of a tax or other money collected by the comptroller, the Texas Workforce Commission, or the Texas Alcoholic Beverage Commission;

(4) is a person whose location for the sales agency is:

(A) a location licensed for games of bingo under Chapter 2001, Occupations Code;

(B) on land that is owned by:

(i) this state; or

(ii) a political subdivision of this state and on which is located a public primary or secondary school, an institution of higher education, or an agency of the state; or

(C) a location for which a person holds a wine and malt beverage retailer's permit, mixed beverage permit, mixed beverage permit with a retailer late hours certificate, private club registration permit, or private club registration permit with a retailer late hours certificate issued under Chapter 25, 28, 29, or 32, Alcoholic Beverage Code, other than a location for which a person holds a wine and malt beverage retailer's permit issued under Chapter 25, Alcoholic Beverage Code, that derives



less than 30 percent of the location's gross receipts from the sale or service of alcoholic beverages; or

(5) has violated this chapter or a rule adopted under this chapter.

(b) If the director proposes to deny an application for a license or the commission proposes to suspend or revoke a license under this section, the applicant or sales agent is entitled to written notice of the time and place of the hearing. A notice may be served on an applicant or sales agent personally or sent by certified or registered mail, return receipt requested, to the person's mailing address as it appears on the commission's records. A notice must be served or mailed not later than the 20th day before the date of the hearing. The commission shall provide for a formal administrative hearings process.

(b-1) A hearing under this section must be conducted by the State Office of Administrative Hearings and is subject to Section 2001.058(e).

(c) At a hearing, an applicant or sales agent must show by a preponderance of the evidence why the application should not be denied or the license suspended or revoked.

(d) The director shall give an applicant or sales agent written notice of a denial of an application or a suspension or revocation of a license.

(e) The director may not issue a license to a person who has previously had a license under this chapter revoked unless the director is satisfied the person will comply with this chapter and the rules adopted under this chapter. The director may prescribe the terms under which a suspended license will be reissued.

(f) The director may not issue a license to an applicant who fails to certify to the director the applicant's compliance with the federal Americans with Disabilities Act of 1990 (42 U.S.C. Section 12101 et seq.).

(g) For purposes of Subsection (a)(3), the comptroller, Texas Workforce Commission, and Texas Alcoholic Beverage Commission shall each provide the executive director with a report of persons who have been finally determined to be delinquent in the payment of any money owed to or collected by that agency. The commission shall adopt rules regarding the form and frequency of reports under this subsection.

Added by Acts 1993, 73rd Leg., ch. 107, Sec. 4.03(b), eff. Aug. 30, 1993. Amended by Acts 1995, 74th Leg., ch. 76, Sec. 6.21, eff. Sept. 1, 1995; Acts 1995, 74th Leg., ch. 696, Sec. 1, eff. Sept. 1, 1995; Acts 1997, 75th Leg., ch. 1275, Sec. 51, eff. Sept. 1, 1997; Acts 2001, 77th Leg., ch. 394, Sec. 1, eff. Sept. 1, 2001; Acts 2001, 77th Leg., ch. 1420, Sec. 14.760, eff. Sept. 1, 2001; Acts 2013, 83rd Leg., RS, Ch. 993 (H.B. <u>2197</u>), Sec. 5, eff. September 1, 2013; Acts 2017, 85<sup>th</sup> Leg., RS, Ch. 141 (H.B. 1555), Sec. 1, eff. May 26, 2017; Acts 2019, 86<sup>th</sup> Leg., RS, Ch. 506 (SB. <u>37</u>), Sec. 6, eff. June 7, 2019; Acts 2019, 86<sup>th</sup> Leg., RS, Ch. 1359 (H.B. <u>1545</u>), Sec. 391, eff. September 1, 2021.



### 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.

### The Buntin Group, Inc.

(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.

rsan authorized to contractually bind the Proposer) (signature of p

Jeffery Buntin, Jr. (printed name)

<u>Chief Executive Officer</u> (*title*)

11/01/2022 (date)