



## ADVERTISING MEDIA SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission has issued a Request for Proposals for Advertising Media Services, and we are currently evaluating vendor proposals and checking vendor references. Your name was provided to us as a reference for **GDC MARKETING & IDEATION**. Please complete and return this questionnaire to Roxanne Koltermann, Contract Specialist, @ [roxanne.koltermann@lottery.state.tx.us](mailto:roxanne.koltermann@lottery.state.tx.us) by 4 p.m. (CST) on Wednesday, March 23, 2022. Thank you for taking the time to assist us in this review.

### Please provide the following:

Company Name: Authority Brands Inc

Your Name: Christa Nebbeling

Phone number: 713-533-8238

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

1 2 3 4 5 6 **7**

Comments:

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.

- ☒ Media Planning  
☒ Media Buying  
☐ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess the **GDC MARKETING & IDEATION**'s performance for all areas that apply. Please circle the appropriate ratings: (1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

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

Comments:

- Media Buying: 1 2 3 4 5 6 ☒7 N/A

Comments:

- Experiential: 1 2 3 4 5 6 7 ☒N/A

Comments:

4. Please rate the **GDC MARKETING & IDEATION's** performance in the following areas:  
(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

Customer service: 1 2 3 4 ☒5 6 7 N/A

Comments:

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

Comments:

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

Comments:

5. In your opinion, what are **GDC MARKETING & IDEATION's** strengths?

Please explain: Specialized and localized media solutions. Ability to customize as needed.

6. In your opinion, what are **GDC MARKETING & IDEATION's** weaknesses?

Please explain:

7. Would you hire **GDC MARKETING & IDEATION** again? ☒Yes No

If not, why?

8. May we contact you with follow-up questions? ☒Yes No

Thank you!



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### Please provide the following:

Company Name: Texas CASA

Your Name: Caitlyn Perdue

Phone number: 512-610-6125

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 **6** 7

Comments: GDC has been our marketing partner since 2016 and has helped us create so many inspiring and impactful campaigns and resources from TV and radio PSAs, digital ads, rack cards, annual reports, and more. We regularly receive requests from other organizations across the country asking to use our materials. Their quality of design work never disappoints.

They have always been responsive to our needs and knowledgeable about how to effectively elevate and establish our brand while growing our volunteer base. Everyone on the team we have worked with over the years has been passionate about our organization and projects. They are incredibly talented and we are always excited to see what new ideas they come up with.

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.

- ☒ Media Planning
- ☒ Media Buying
- ☒ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess the **GDC MARKETING & IDEATION's** performance for all areas that apply. Please circle the appropriate ratings: (1 = *Didn't meet expectations*; 4 = *Satisfactory*; 7 = *Exceeded Expectations*)

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

Comments: GDC provides us with a yearly media plan that fits into our budget. They stay on top of trends and offer us creative ideas to keep our media fresh and in the public eye. They also keep a close eye on how our media is performing on a regular basis and will make adjustments to ensure we are getting the most value for our media dollars.

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

Comments: GDC's media buying team is very knowledgeable and has excellent relationships with multiple vendors throughout the state which in turn gives us a large amount of added value media on top of what we pay for. They are great at making sure all spots ran and if not, making sure those are made up plus some. They receive a lot of data and turn it into easy to digest presentations for us to understand how our campaigns are performing.

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

Comments: GDC has helped us develop the theme look and feel for our annual conference. They create the marketing posters and graphics that are used from promotion all the way through the event. The themes are always cohesive and engaging and we get great feedback from attendees. Our conference themes are usually more fun than our normal tone and they really take their creativity to new levels with these designs.

They have also pitched several grassroots media events and installations for us. These ideas are always super creative but we have not had the capacity to execute these ideas yet.

4. Please rate the **GDC MARKETING & IDEATION's** performance in the following areas: (1 = *Didn't meet expectations*; 4 = *Satisfactory*; 7 = *Exceeded Expectations*)

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

Comments: The entire GDC team has always been friendly, respectful and responsive. From our account managers to the CEO, everyone is very engaged in our projects. They also work hard to keep us feeling like we are a team and remember birthdays and send gifts/cards around holidays.

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

Comments: GDC is full of very talented people who are excellent at problem solving. We updated our main volunteer inquiry landing page last year and they were very diligent in

monitoring the page and making adjustments based on real time data to fine tune the page. Also when issues have come up, they are quick to respond and fix the problem in a timely manner – this was mostly when we switched to a new website they built and we had a few minor hiccups as we learned the new system. We also leave a lot of decisions up to them and trust their abilities and experience to make the right choice for us.

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

Comments: We meet weekly to review project timelines and adjust as needed. We usually have several projects going with them at the same time so the meetings help us keep track. Some project have taken longer than expected and we've started padding the timeline more for different circumstances. When timelines have had to be changed, they do keep us updated. But we have put them in tight spots with deadlines before, and they always do their best to make it work for us.

5. In your opinion, what are **GDC MARKETING & IDEATION's** strengths?

Please explain: GDC's strengths are that they are friendly, creative and passionate. It makes working with them easy when we know they truly care about our organization. The products they create are always strong design-wise and I've never had to worry that we weren't going to get our money's worth with a project. They have a very strong team of graphic designers and creative directors.

They also excel at research. They are diligent at researching and testing throughout the entire process. We have learned so much about our market and how we are perceived. They use data to drive our campaigns and it's been very effective for us.

6. In your opinion, what are **GDC MARKETING & IDEATION's** weaknesses?

Please explain: When we first started with them in 2016, there were some growing pains where we all had to learn what communication styles worked best and really build that relationship. There's been some turnover recently and that's set us back some to where we're relearning those things. Timelines got slowed down more and there had to be more hands on input from our team to help the new people understand our branding and messaging. Their digital marketing team is also relatively new. It used to be outsourced but they have brought on a new team to manage that internally. It's been working great for us so far but it's still an area where they are growing.

7. Would you hire **GDC MARKETING & IDEATION** again? **Yes** No

If not, why?

8. May we contact you with follow-up questions? **Yes** No

Thank you!



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### Please provide the following:

Company Name: City of San Antonio Metro Health

Your Name: Sonia Gonzales

Phone number: 210-859-7991

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 7

Comments:

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.

- ☐ Media Planning  
☐ Media Buying  
☒ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess the **GDC MARKETING & IDEATION**'s performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

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

Comments:

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

Comments:

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

Comments:

4. Please rate the **GDC MARKETING & IDEATION**'s performance in the following areas:  
(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

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

Comments:

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

Comments:

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

Comments:

5. In your opinion, what are **GDC MARKETING & IDEATION**'s strengths?

Please explain: The GDC team supported our activation efforts by providing a digital truck on site at several events. They were always on time and stayed until contracted end time.

6. In your opinion, what are **GDC MARKETING & IDEATION**'s weaknesses?

Please explain: N/A

7. Would you hire **GDC MARKETING & IDEATION** again? Yes No

If not, why?

8. May we contact you with follow-up questions? Yes No

Thank you!





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### Please provide the following:

Company Name: Project MEND

Your Name: Cathy Valdez

Phone number: 210-365-6120

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 ☒ 7

Comments:

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.

- ☒ Media Planning
- ☒ Media Buying
- ☒ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess the **GDC MARKETING & IDEATION**'s performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 5 6 ☒ 7 N/A

Comments:

- Media Buying: 1 2 3 4 5 6 ☒ N/A

Comments:

- Experiential: 1 2 3 4 5 6 ☒ N/A

Comments:

4. Please rate the **GDC MARKETING & IDEATION's** performance in the following areas:  
(1 = *Didn't meet expectations*; 4 = *Satisfactory*; 7 = *Exceeded Expectations*)

Customer service: 1 2 3 4 5 6 ☒ N/A

Comments: All their team members are very responsive and ensure they address your questions in a timely manner.

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

Comments: There hasn't been a problem we've encountered that GDC hasn't been able to quickly solve!

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

Comments: The GDC team is very focused on getting all marketing, advertising and PR ideas and solutions to us in a timely manner.

5. In your opinion, what are **GDC MARKETING & IDEATION's** strengths?

Please explain: I believe one of their strengths is their professional team! Everyone on their staff is very professional and an expert in their field. There hasn't been any challenge we've had in marketing or advertising or PR that they haven't been able to handle on our behalf. All of their work is very professional and nicely done.

6. In your opinion, what are **GDC MARKETING & IDEATION's** weaknesses?

Please explain: I think because they are so much in demand, they could probably use more professionals on their team, but I don't necessarily think this is a weakness, just a challenge. 😊

7. Would you hire **GDC MARKETING & IDEATION** again? ☒ Yes No

If not, why?

8. May we contact you with follow-up questions? ☒ Yes No

Thank you!



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### Please provide the following:

Company Name: \_\_\_Texas A&M-San Antonio\_\_\_\_\_

Your Name: \_\_\_\_\_Vanessa C. Torres\_\_\_\_\_

Phone number: \_\_\_210-784-1621\_\_\_\_\_

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 **7**

Comments:

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.

- ☐ Media Planning  
☐ Media Buying  
☐ **Experiential** (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

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

Comments:

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

Comments:

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

Comments:

4. Please rate the **GDC MARKETING & IDEATION's** performance in the following areas:  
(1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

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

Comments:

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

Comments:

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

Comments:

5. In your opinion, what are **GDC MARKETING & IDEATION's** strengths?

Please explain: **Very personable sales team and staff. Always ahead of the client in terms of tracking assets and needs. As well, they never miss a deadline!**

6. In your opinion, what are **GDC MARKETING & IDEATION's** weaknesses?

Please explain: **None.**

7. Would you hire **GDC MARKETING & IDEATION** again? **Yes** No

If not, why?

8. May we contact you with follow-up questions? **Yes** No

Thank you!



## ADVERTISING MEDIA SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

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### Please provide the following:

Company Name: Texas General Land Office

Your Name: Stephen Chang

Phone number: (612) 801-7061

From 2019-2021 I served as Director of Communications at the Texas Secretary of State's Office and was in charge of management of the Voter Education Program. GDC was our marketing vendor the "Ready. Check. Vote." campaign.

1. What was your general satisfaction with **GDC MARKETING & IDEATION**? (1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

1 2 3 4 5 6 7

Comments:

2. What services did **GDC MARKETING & IDEATION** provide for you? Please mark those that are applicable.



Media Planning

Media Buying

Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess the **GDC MARKETING & IDEATION's** performance for all areas that apply. Please circle the appropriate ratings: (1 = *Didn't meet expectations*; 4 = *Satisfactory*; 7 = *Exceeded Expectations*)

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

Comments:

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

Comments:

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

Comments: Because of the pandemic, we had to adapt our plans for in-person outreach, and they were able to come-up with an alternative billboard plan to engage while being mindful of social distancing requirements and mandates in place at the time.

4. Please rate the **GDC MARKETING & IDEATION's** performance in the following areas: (1 = *Didn't meet expectations*; 4 = *Satisfactory*; 7 = *Exceeded Expectations*)

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

Comments: Barbie and her team were always available to take my calls and address my concerns.

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

Comments: The GDC team thought on their feet to address various issues that resulted from the pandemic to ensure we had a successful campaign.

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

Comments: The GDC team was always on time with deliverables.

5. In your opinion, what are **GDC MARKETING & IDEATION's** strengths?

Please explain: Adaptability, willingness to go the extra mile, familiarity with government contracting and needs.

6. In your opinion, what are **GDC MARKETING & IDEATION**'s weaknesses?

Please explain:

7. Would you hire **GDC MARKETING & IDEATION** again? **Yes** No

If not, why?

8. May we contact you with follow-up questions? **Yes** No

Thank you!