



Confidentiality Claimed
§552.110

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 **SENSIS**. Please complete and return this questionnaire to Roxanne Koltermann, Contract Specialist, @ 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: _____

Your Name: _____

Phone number: _____

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

1 2 3 4 5 6 7

Comments:

Sensis has been a great partner over the years. They are always very collaborative and flexible. Their creative product has always been outstanding, very high quality, even when budgets are limited.

2. What services did **SENSIS** 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)

Sensis provides Hispanic creative for us, for the _____ account.

3. Please use the scale below to assess the **SENSIS**'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 **SENSIS'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 **SENSIS's** strengths?

Please explain:

They understand the market and have a great process that they always adhere to. They are very collaborative and offer solid solutions to any challenges that pop up.

6. In your opinion, what are **SENSIS's** weaknesses?

Please explain:

7. Would you hire **SENSIS** 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: _____

Your Name: _____

Phone number: _____

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

1 2 3 4 5 **6** 7

Comments: Sensis was very easy to work with, they anticipated a lot of our requests and were quick to answer them when they didn't. Very friendly, but professional people to work with.

2. What services did **SENSIS** 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 **SENSIS'** 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: They were so helpful not only planning and buying the media but explaining the what and the why behind it. I became a lot more versed in this area from working with them and benefitting from their expertise.

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

Comments: I liked how they kept close track of media buys data and would make recommendation to change, divert, or increase resources as the data suggested.

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

Comments:

4. Please rate the **SENSIS'** 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: Very responsive, anticipated lots of our needs, changed course as directed and necessary, and provided excellent TA when needed.

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

Comments: Didn't have many problems that needed to be solved, we were on a very tight timeline and Sensis worked hard to keep us on track. When there was a delay they worked to make up for it in other areas.

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

Comments: We were on a very tight timeline and Sensis worked hard to keep us on track. When there was a delay they worked to make up for it in other areas.

5. In your opinion, what are **SENSIS'** strengths?

Please explain: They have a great depth of talent and expertise despite their small size.

6. In your opinion, what are **SENSIS'** weaknesses?

Please explain: I work in a very data heavy industry and the way that marketing looks at data can be different than epidemiologist and that required us to do some extra translation of results.

7. Would you hire **SENSIS** 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: [REDACTED]

Your Name: [REDACTED]

Phone number: [REDACTED]

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

7

Comments:

I've been very satisfied with the work that SENSIS produces. In 2022, we engaged them for media planning and media buying for the first time, in addition to video development. The results have been phenomenal, and we just reengaged them for the same for the rest of 2023.

2. What services did **SENSIS** 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 **SENSIS**' performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: **7**

Comments:

- Media Buying: **7**

Comments:

- Experiential: **N/A**

Comments:

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

Customer service: **7**

Comments:

Ability to resolve problems: **7**

Comments:

Adherence to timelines: **7**

Comments:

5. In your opinion, what are **SENSIS'** strengths?

Please explain:

Their team does a great job with story-telling, specifically telling OUR story. They quickly grasp our priorities and goals and create multi-channel campaigns to address them.

6. In your opinion, what are **SENSIS'** weaknesses?

Please explain:

Nothing comes to mind.

7. Would you hire **SENSIS** again? **YES**

If not, why?

8. May we contact you with follow-up questions? **Yes**

Thank you!