



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 **THIRD EAR**. 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 **THIRD EAR**? (1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations)

1 2 3 4 5 6 7

Comments: 7 – Always exceeded expectations

2. What services did **THIRD EAR** provide for you? Please mark those that are applicable.

- X ☐ Media Planning
- X ☐ Media Buying
- X ☐ 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 **THIRD EAR**'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: 7; the Third Ear Team is incredibly knowledgeable of the US demographics, trends, consumer preferences and deep strategic knowledge of multicultural populations.

Our media plans yielded high ROI due to the very precise targeting and insights Third Ear brought to us. Third Ear continuously approached us with recommendations but always rooted on an insight.

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

Comments: 7; exceeded expectations, same as above. The agency negotiated with multiple media vendors to bring the [REDACTED] the lowest rate possible for the campaign, they also did a nice job negotiating added value and bringing forward new, innovative ideas to engage target audiences. In my 18+ years experience in marketing ThirdEar stands out from the rest of the multicultural agencies when it comes to media planning and buying.

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

Comments: 7; given the COVID-19 pandemic the [REDACTED] leveraged digital events including Cooking segments to continue building community and engaging target audiences when we couldn't have on-site presence. They went above and beyond to seek opportunities in the digital space.

4. Please rate the **THIRD EAR'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: 7; the Account Team is knowledgeable, responsible, and has great follow thru – they establish and maintain a very strong Client-Agency relationship deeply caring about the issues which matter to the Client.

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

Comments: 7; time and time again ThirdEar came to us with solutions to our business problems. The agency led the creation of a critical campaign during a COVID year; we collaborated with ThirdEar in developing a strategic 360 campaign [REDACTED] [REDACTED] As always, the creative was rooted in a human truth, in an insight ensuring our message connected at an emotional level but also inspired action. The campaign, like many others, was in dual language. ThirdEar is able to execute strategic campaigns whether it be for General Market, Black or Hispanic Latinos. They recognize one size does not fit all but that approaches need to be tailored to the audiences we serve.

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

Comments: 7; I never even doubted ThirdEar would adhere to timelines. The Team is great at being straightforward at the kickoff of a campaign, letting the Client know what is doable – no surprises, I always knew what we would have in market and by when.

5. In your opinion, what are **THIRD EAR**'s strengths?

Please explain: THIRD EAR without a doubt excels in strategy. Whether a project is big or small, the agency is first and foremost focused on the strategy, leveraging their deep understanding of customer insights and behaviors. Initially I approached THIRD EAR to lead a Spanish language campaign [REDACTED] Hispanic Latinos but quickly realized their capabilities were broader – that they could take a campaign and excel in outlining a strategy, plan and execution for Black Americans or General Market. All media plans are tailored to address the need, I have found other agencies do a 'cut and paste' of media plans but not THIRD EAR. Their media approach is thoughtful, thorough, strategic. There's always a rationale for their recommendations, they bring forward innovative ideas and solutions to meet Client needs.

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

Please explain: I honestly cannot think of one, the Agency always over delivered in all the programs, campaigns and initiatives we collaborated in. They are a true partner – more organizations and companies should become aware of their capabilities and commitment to excellence. Perhaps by many they are still seen as the 'Hispanic Agency' but I can tell you from experience their capabilities are much broader than that. They truly deliver excellence time and time again and I would highly recommend them.

7. Would you hire **THIRD EAR** again? Yes No

If not, why? Absolutely THIRD EAR is one of the best agencies I have ever collaborated with, in terms of strategy, media planning, media buying, virtual event execution and creative which inspires action

8. May we contact you with follow-up questions? Yes No
Yes absolutely. Would love to discuss this feedback in more detail

Thank you!



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Please provide the following:

Company Name: _____

Your Name: _____

Phone number: _____

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

7

Comments:

2. What services did **THIRD EAR** 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 **THIRD EAR**'s 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: Always found the right fit for us. They could take our needs, budget, timing, etc. and make great recommendation for us to reach our desired target.

- Media Buying: 7

Comments: We always felt we received good value for our media. I never had to worry about the buying process. They would just consult with me and then update me as to what was going on. Their team was fantastic to work with!

- Experiential: 7

Comments: They knew just how to fit experiential opportunities with the other tactics we were using. They were very strategic about what we could do and also realistic! For example, they delivered a great experience at a Latino Holiday festival in downtown San Antonio that was very eye catching, fun, interactive and geared toward our target. They stretched our budget but never cut corners.

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

Customer service: 7

Comments: Top notch! The people at Third Ear are what I miss most about them. I always felt welcome when I would visit them in Austin and always looked forward to meeting with them. They were very timely in their responses and actions and never had to be warned about missing anything.

Ability to resolve problems: 7

Comments: They do such a great job of thinking ahead that it mitigates a lot of issues right off of the bat! If something did come up, they would consult with us quickly and put together an action plan. I never had a situation where I was disappointed in an outcome.

Adherence to timelines: 7

Comments: Slam dunk – always on time and with high quality. Again, they lay out the timelines early on and set expectations. I never had a surprise with them not being able to adhere to them.

5. In your opinion, what are **THIRD EAR's** strengths?

Please explain: The people – smart, experienced, friendly, knowledgeable. They are a joy to work with but also can be counted on to do top notch work.

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

Please explain: Their reputation as **ONLY** a Latino agency. I feel that some people discount them because they think they can only work on Latino programs. I am here to say that is false. Their skills and experiences can transcend any target and deliver fantastic results for their clients.

7. Would you hire **THIRD EAR** again? **Yes** No

If not, why?

YES I WOULD! Third Ear was the right agency for us while I was at [REDACTED]. Overall, they are easy to work with, have tremendous knowledge, experience and ideas and continuously pushed us into better places. They never tried to force anything on us, but truly cared about the work. They worked with us as partners. They were vested in our work and always looked out for us. Plus, they are really good people.

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

Thank you!



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

1 2 3 4 5 6 7

Comments:

2. What services did **THIRD EAR** 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 **THIRD EAR**'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: Their planners did present a comprehensive plan with recommendations to launch through social only.

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

Comments: They were amazing and handled everything through our social pages – monitoring comments, buys, reporting and adjustments when necessary.

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

Comments:

4. Please rate the **THIRD EAR'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: There were a few occasions that we were off by a day or two, but Third Ear communicated any anticipated delays in advance so that we could adjust if necessary.

5. In your opinion, what are **THIRD EAR's** strengths?

Please explain: Their knowledge of the audiences, how to reach them, and what messaging would resonate best. Also, their ability to pivot quickly if the market required. We had to change a few of our ads because of the pandemic/variants and they quickly adapted.

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

Please explain: For us, it was cost. We had to scale back on our original wants (and digital advertising) because of the funding. Their costs for creative were higher than anticipated when we began the project.

7. Would you hire **THIRD EAR** 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:

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1 2 3 4 5 6 **7**

Comments:

2. What services did **THIRD EAR** provide for you? Please mark those that are applicable.

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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 **THIRD EAR**'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 **THIRD EAR**'s strengths?

Please explain: They are a very creative team and provide great customer service.

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

Please explain: N/A

7. Would you hire **THIRD EAR** again? ☒ Yes No

If not, why?

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

Thank you!