5.10 (A) – VENDOR QUALIFICATIONS

Introductory Letter

We recognize the challenges in front of the Arkansas Lottery Commission and that the stakes are extremely high for Arkansas education. At Mitchell Communications Group, we combine Arkansas sensibility with world-class capability to deliver compelling business solutions. We believe our sensibilities align with the pulse of the ALC, setting the stage for a truly impactful relationship.

We appreciate the opportunity to submit our qualifications and present this letter as our official notice of interest in participation. Mitchell is an award-winning strategic communications firm, working on a local, national and global scale with some of the world's largest companies and best-known brands since 1995.

Mitchell sees an opportunity to position the ALC, not only as a group who empowers Arkansas education but also as a leader in gaming. For more than 15 years, our agency has worked alongside the world's largest Arkansas-based retailer, supporting its entry in towns across America. We have teams on the ground in the places that matter most to the ALC – in Northwest Arkansas and across the state.

We know how to connect a brand with local consumers better than anyone else and will serve as your partner to translate ALC re-branding in ways that resonate locally and across the state. Clients choose Mitchell because our team is strategic, engaging, experienced, genuine and collaborative. Mitchell provides guidance across a broad range of industries and understands the importance of engaging on the front lines with clients.

We’re guided by our values: trust, open communication, service, results and commitment. The stakes are high for education – and we’re committed to walking side by side to tell that story and drive lasting results.

Biographies

Please refer to Appendix A for the biographies of those Mitchell team members who would provide service for this account. It is customary for Mitchell to draw upon the strength and expertise of its entire workforce. Primary account support however, can be referenced in the organizational chart located in Appendix B.

Organizational Chart

Please refer to Appendix B for the organizational chart to outlines the Mitchell team members who will be the primary support for the ALC account.

Personnel Availability

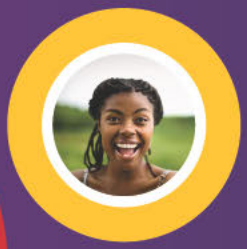
Mitchell and the personnel named are ready to assist with your advertising, marketing and media service needs immediately upon award of contract. There will be no delays or schedule conflicts for the period of the contract.

Top Five Billable Accounts

Please see the following pages for detailed information regarding our top five billable accounts.

Walmart

Client Name	Walmart Stores Inc.
Client Contact	Proprietary information redacted.
Agency Client Leader	Sarah Larsen Senior Vice President and General Manager Ashley Harris Vice President
Client Staffing	Proprietary information redacted.
Term of Contract	Proprietary information redacted.
Contract Billings	Proprietary information redacted.
Contract Termination	Proprietary information redacted.
Types of Services	Proprietary information redacted.
Demonstration of work	See examples on the following pages.



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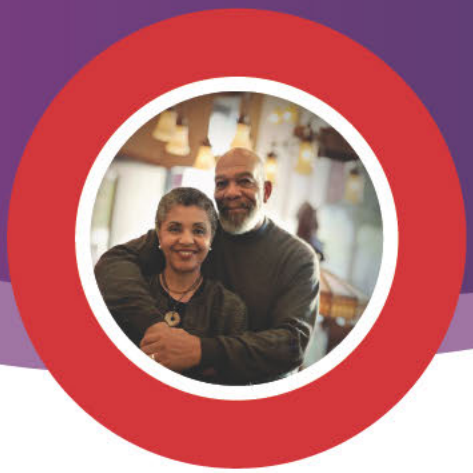
Sam's Club

Savings Made Simple

Client Name	Sam's Club
Client Contact	Proprietary information redacted.
Agency Client Leader	Sarah Larsen Senior Vice President and General Manager
Client Staffing	Proprietary information redacted.
Term of Contract	Proprietary information redacted.
Contract Billings	Proprietary information redacted.
Contract Termination	Proprietary information redacted.
Types of Services	Proprietary information redacted.
Demonstration of work	See examples on the following pages.

Proprietary information redacted.



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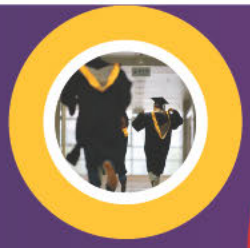

Southwestern Energy®

Client Name	Southwestern Energy Company
Client Contact	Proprietary information redacted.
Agency Client Leader	Holly Gilbert Vice President
Client Staffing	Jacob Ward Account Manager
Term of Contract	Proprietary information redacted.
Contract Billings	Proprietary information redacted.
Contract Termination	Proprietary information redacted.
Types of Services	Proprietary information redacted.
Demonstration of work	See examples on the following pages.

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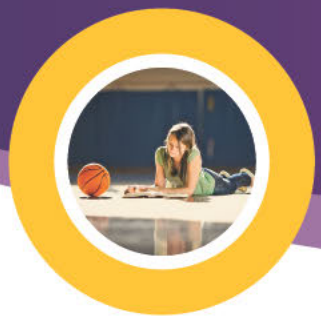

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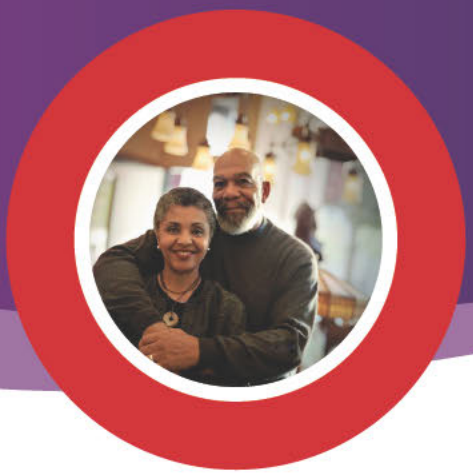
Hilton

HOTELS & RESORTS

Client Name	Hilton Hotels & Resorts
Client Contact	Proprietary information redacted.
Agency Client Leader	Shea Davis Vice President
Client Staffing	Proprietary information redacted.
Term of Contract	Proprietary information
Contract Billings	Proprietary information
Contract Termination	Proprietary information redacted.
Types of Services	Proprietary information redacted.
Demonstration of work	See examples on the following pages.

Proprietary information redacted.



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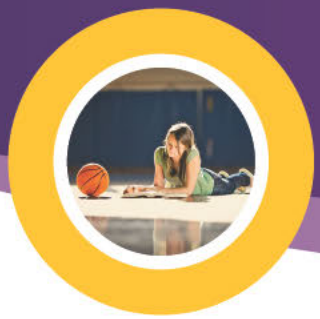
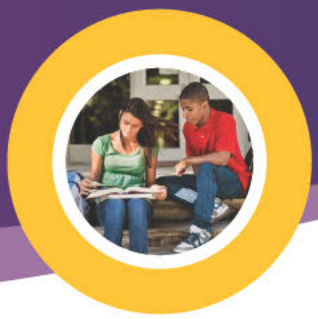


Client Name	Procter & Gamble
Client Contact	Proprietary information redacted.
Agency Client Leader	Kay McDowell Vice President
Client Staffing	Proprietary information redacted.
Term of Contract	Proprietary information
Contract Billings	Proprietary information
Contract Termination	Proprietary information redacted.
Types of Services	Proprietary information redacted.
Demonstration of work	See examples on the following pages.



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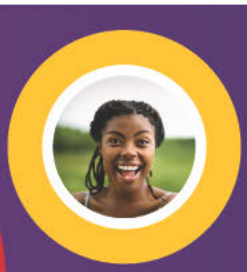

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Current Accounts and Longevity

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In addition to the long-term accounts listed above, Mitchell Communications Group has had the following clients for at least one year:

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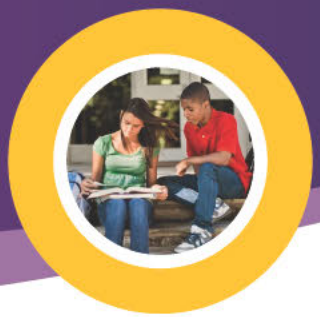

Work of Similar Size and Scope

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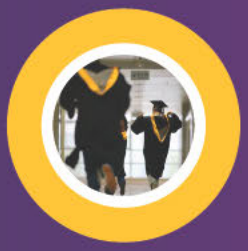

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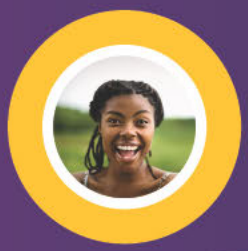


Failed Projects, Suspensions, Debarments, and Significant Litigation

During its storied 19-year history, Mitchell has never lost a client for failure to complete a project satisfactorily. In addition, the agency has no suspensions, debarments or litigation of any kind.

Awards

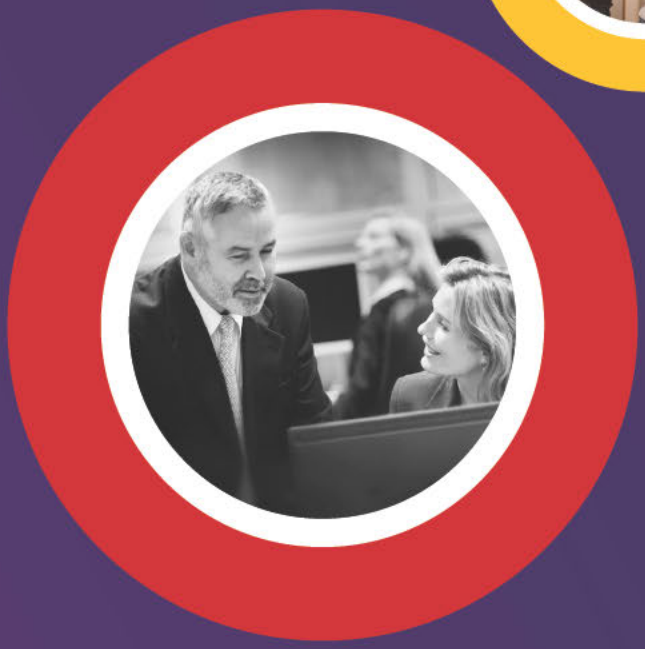
Mitchell is honored to have been recognized with numerous awards over the years. We owe this success to our wonderful clients and the incredibly talented team members who serve them every day. Below is a list of some of the more recent and prestigious honors we have received.

- 2014 Midsize Agency of the Year finalist - *PRWeek*
- 2013 Top 10 Fastest-Growing Agency Globally - *The Holmes Report*
- 2013 Diversity Distinction in PR Awards: Diversity Champion – Council of PR Firms
- 2013 Agency PR Professional of the Year – *PRWeek*
- 2013 Top 50 Power Players in PR – *PRWeek*
- 2012 Small PR Agency of the Year - *The Holmes Report*
- 2012 500/5000 America's Fastest Growing Companies: Top 15% ranking (#768) – *Inc. Magazine*
- 2012 50 Fastest Growing Women-Owned/Led Companies in North America (#26) – WPO and AmEx Open
- 2011 Small Agency of the Year – *PRWeek*
- 2011 Agency of the Year, Honorable Mention – *PRWeek*
- 2011: 500/5000 America's Fastest Growing Companies: Top 25% ranking (#1229) – *Inc. Magazine*
- 2011 50 Fastest Growing Women-Owned/Led Companies in North America (#48) – WPO and AmEx Open
- 2010 Boutique PR Agency of the Year, Finalist– *PRWeek*

Arkansas Scholarship Lottery

SECTION 5.10 (B)

GENERAL QUALIFICATIONS



Mitchell® COMMUNICATIONS GROUP

Section 5.10 (B) - General Qualifications

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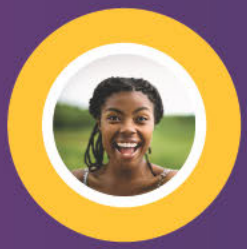
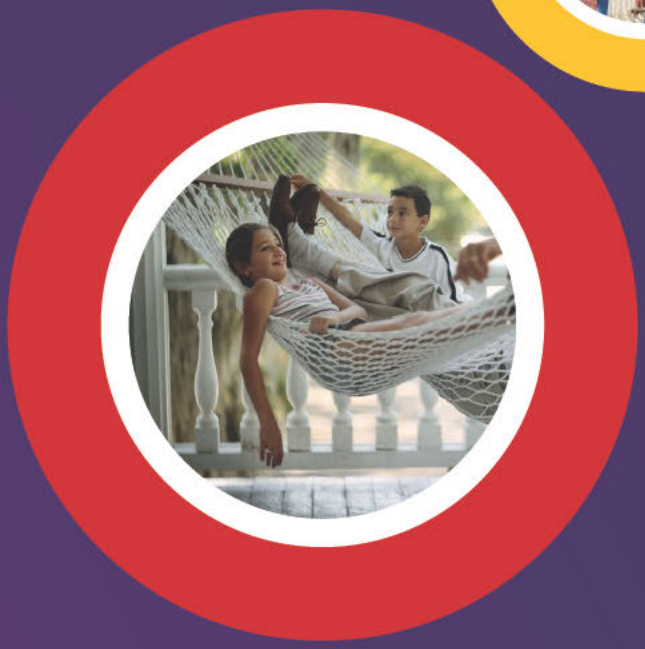


Arkansas Scholarship Lottery

SECTION 5.10 (C)

CREATIVE, PRODUCTION & BRANDING CAMPAIGN QUALIFICATIONS



Mitchell® COMMUNICATIONS GROUP

RESOURCES AND EXPERIENCES

Our creative and production services are a key focus for Mitchell. This experienced and award-winning team offers commercial and video production, art direction, copywriting, social content creation, as well as mobile and web design and development.

Uniquely, Mitchell's creative and production team operate entirely in-house to provide a greater value and higher level of flexibility for our clients. **We do not see any limitations with regard to developing, creating or producing advertisements at the standards set forth by the ALC.**

AWARD-WINNING
CREATIVE & PRODUCTION

Broadcast Production

Our agency's production team has grown from two team members to 13 team members in a span of four years, making us one of the largest for-hire video and commercial production teams in Northwest Arkansas. Our team has produced content in 32 states and 4 countries. In 2013, the team delivered more than 225 video and photography projects. Our team has won 14 Telly awards for our video and commercial work, including the highest honor of a Silver Telly this past year. We have been recognized in both local and regional ADDY's for our cinematography, photography, copywriting, art direction and overall video work.

We operate in a full-service capacity by providing all of the following production services:

- Pre-production planning and logistics
- Concept development
- Script writing
- Storyboarding
- Directing and producing
- Cinematography
- Lighting
- Gear acquisition
- Post-production
- Digital video editing
- Audio, music and sound effects editing
- Motion graphics, animation, special effects
- Voice-over recording and radio production

Art Direction and Copywriting

In addition to our full-service video and commercial production team, Mitchell has a team of seven creative professionals dedicated to art direction, design and copywriting. We are experienced in all forms of the advertising space, from traditional deployment to digital and social integrations. Creative tactics include, and are not limited to:

- Brochures
- Direct response materials
- Illustrations
- Logo designs and graphic standards manuals
- Media kits
- Mobile apps
- Newsletters (printed and digital)
- Online banner ads
- Outdoor advertising
- Posters and signage
- PowerPoint presentations
- Print advertising
- Promotional specialty items
- Sales and presentations
- Script writing
- Social media platform design and content creation
- Trade show displays
- Training manuals
- Website design

Web Design and Development

We provide specialized web development solutions to meet the evolving needs of our clients. Our capabilities range from creative, content-driven websites to dynamic Content Management Systems (CMS), which manage front-end content to highly customizable web applications. We can take our client's manual process and use intelligent programming to automate it and create efficiencies for the organization. We aim to deliver the highest quality application to our clients. In addition to custom development, this may be accomplished by using commercial or Open Source software as well as cloud-based services (SaaS).

Arkansas Scholarship Lottery

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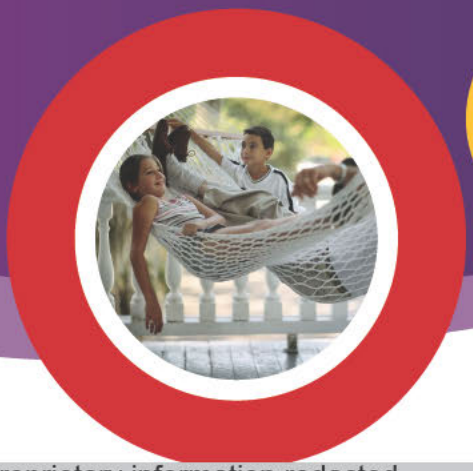

Arkansas Scholarship Lottery

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Arkansas Scholarship Lottery

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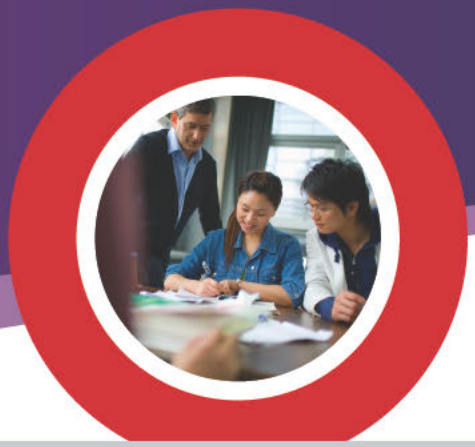

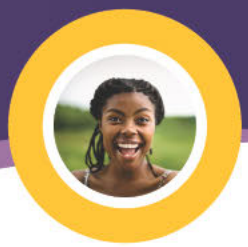

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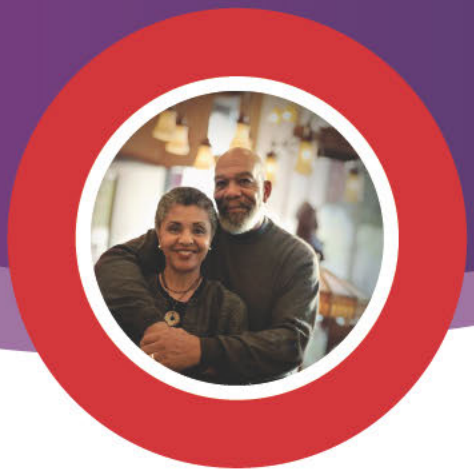

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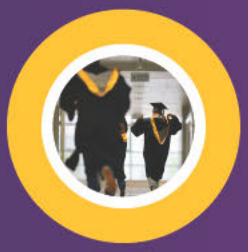

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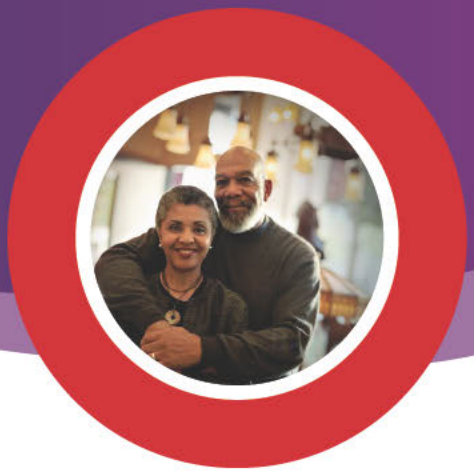

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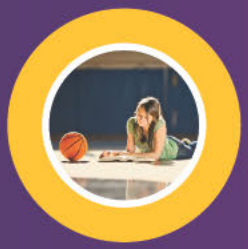


CREATIVE PROCESS

At Mitchell Communications Group, we are experts in the art of storytelling. Whether crafting corporate social responsibility reports, video scripts, strategic plans, annual reports, newsletter features, white papers or social media communications, we persuade audiences to act upon our clients' messages.

A fundamental tenet of our work with clients is to provide structure and process with information and analysis customized to meet the clients' needs. The four-step process we use is research, planning, implementation and evaluation.

Step One: Research

It is through the research phase of the project that the Mitchell team will begin to fully understand what the ALC would like to achieve through its communications. In order to accomplish this, the following will be involved:

- Gather current brand insights, sales trends and target audience demographics
- Identify top priorities
- Benchmark relevant data

Step Two: Planning

During the planning phase, a strategic framework for the communications plan will be created. An overarching strategy is communicated to key agency team members. Discussions and decisions are made in this stage regarding overarching strategy, media planning/buying, creative briefs, timelines and budgets.

Step Three: Implementation

Working from the creative brief, our creative team develops at least three creative concepts for client review. We would work in collaboration with ALC Marketing team and secure client approvals upon each step of the process.

The key milestones include:

- Concept development
- Copywriting and initial design
- Final design and proofing
- Delivery

Commercial productions have slightly different milestones:

- Concept development
- Copywriting, storyboarding and estimates
- Preproduction meetings and planning
- Production shoot
- Post production editing, graphics, sound design
- Delivery

Step Four: Evaluation

As noted in the research phase, we will work throughout the process to recognize the metrics that were defined to meet the ALC's needs. The Mitchell team will schedule checkpoints to ensure we are on the right path, while adjusting as needed.

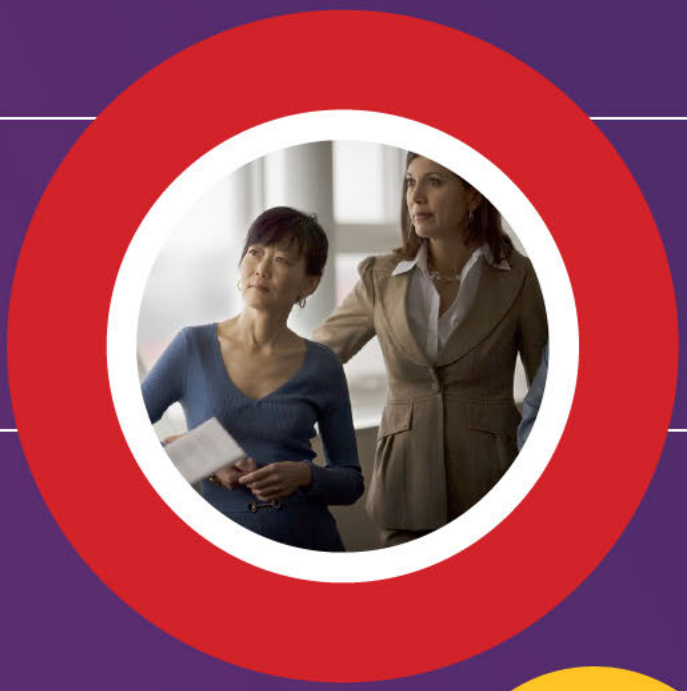
CREATIVE DEVELOPMENT

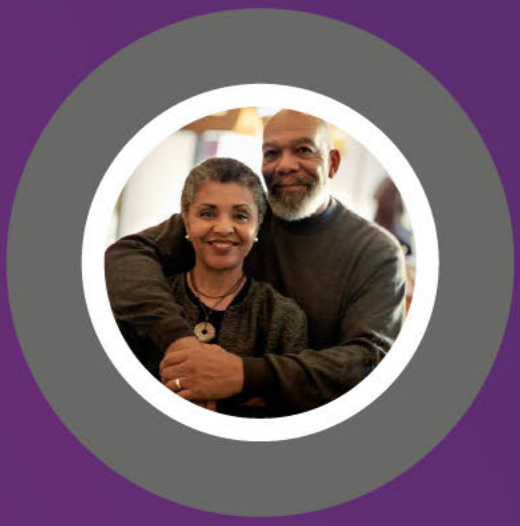
One of the best ways to get a campaign or creative tactic off to a good start is with a well-written and informed Creative Brief. There are 10 key elements of a brief, which all need to be assessed and recognized when developing strategic creative materials.

1. Communications goal
2. Measurable objectives
3. Target audience
   a. Who is our primary and secondary target?
   b. What do they currently believe?
   c. What obstacles do we need to overcome?
4. Competition
   a. Who/what is our competition?
   b. What does the messaging/creative landscape look like?
5. Key message to communicate
6. Supporting reasons to believe (RTBs)
7. Mandatories and call-to-action
8. Communications channels
9. Budget
10. Timeline

Once creative concepts are created, the creative leadership reviews the work to ensure it meets the requirements of the Creative Brief. We look to ensure the ideas communicate:

- **Relevance:** Is the messaging, imagery and tone relevant to the key message?
- **Resonance:** Does the idea resonate with our audience?
- **Reward:** What's the reward for the audience to take action – so we can measure results?

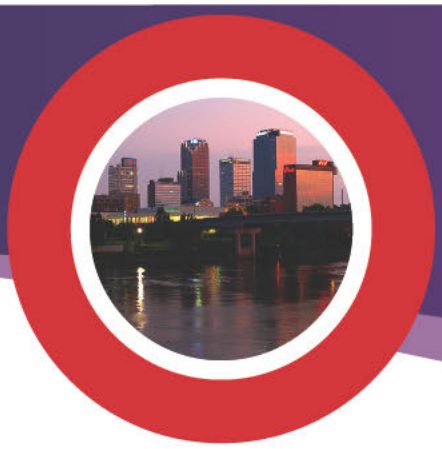




Arkansas Scholarship Lottery

SECTION 5.10 (D)
ANNIVERSARY PROMOTION QUALIFICATIONS

Mitchell® COMMUNICATIONS GROUP



SECTION 5.10 (D) - ANNIVERSARY QUALIFICATIONS

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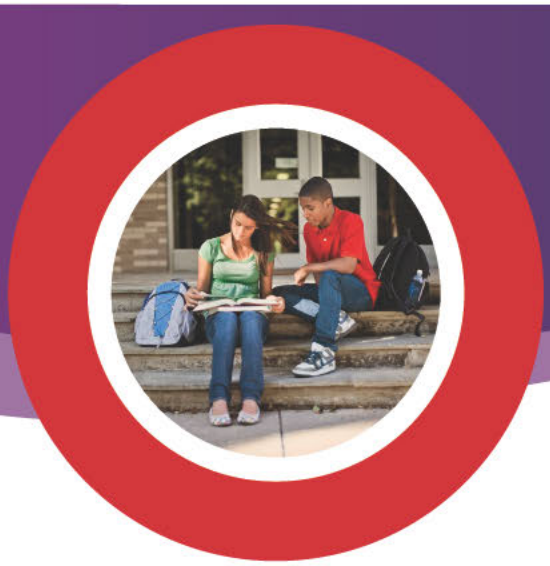

Arkansas Scholarship Lottery

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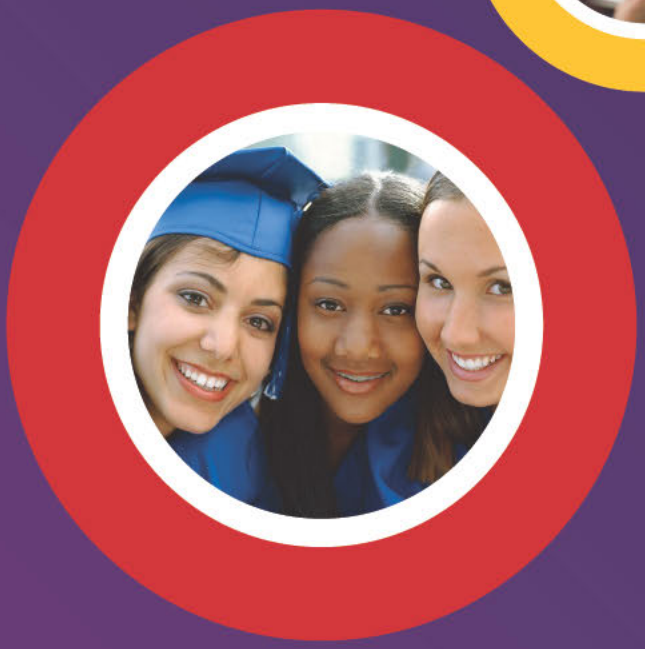
Arkansas Scholarship Lottery

5.10 (E)

MARKET SPECIFIC STRATEGIES QUALIFICATIONS



Mitchell® COMMUNICATIONS GROUP

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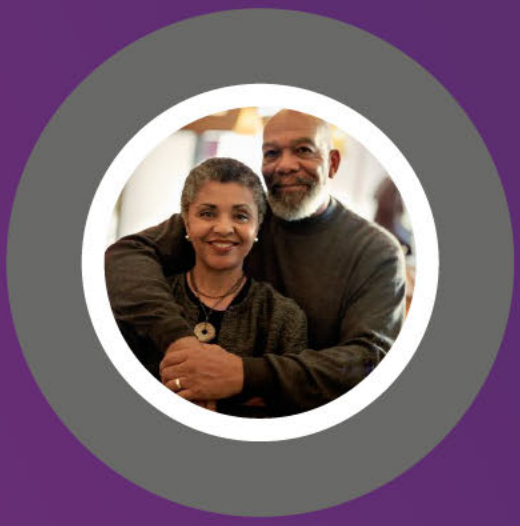

Arkansas Scholarship Lottery

ALC FY 2015
MARKETING FOCUSES

Mitchell® COMMUNICATIONS GROUP

ALC FY 2015 MARKETING FOCUSES

5.11 VENDOR'S RECOMMENDED PLAN OF ACTION

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Arkansas Scholarship Lottery

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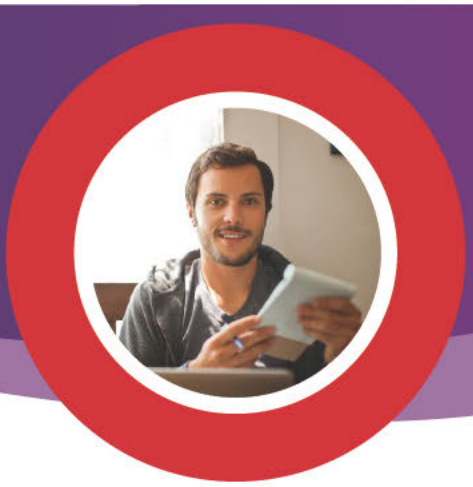
Arkansas Scholarship Lottery

SECTION 5.11
PLAN FOR CREATIVE, PRODUCTION & BRANDING CAMPAIGN

Mitchell® COMMUNICATIONS GROUP



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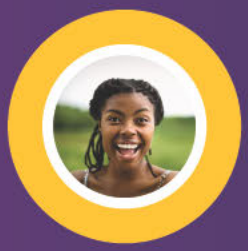

Arkansas Scholarship Lottery

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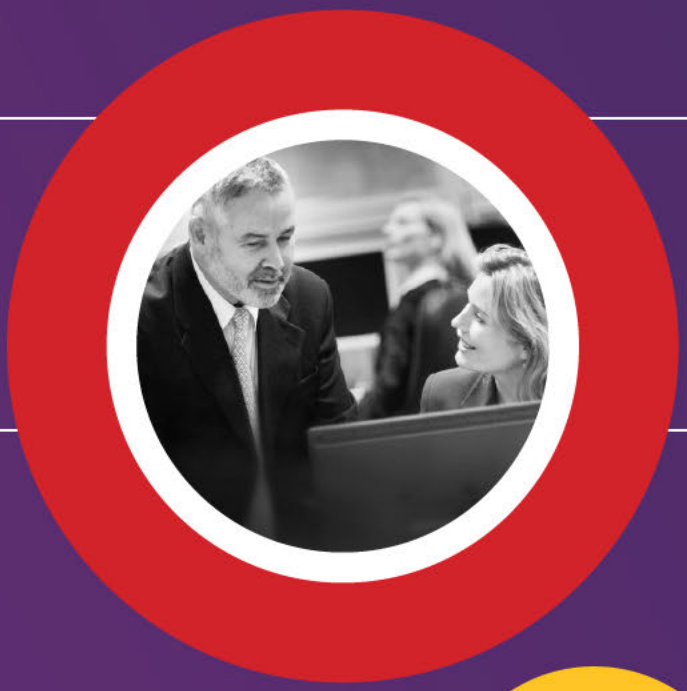
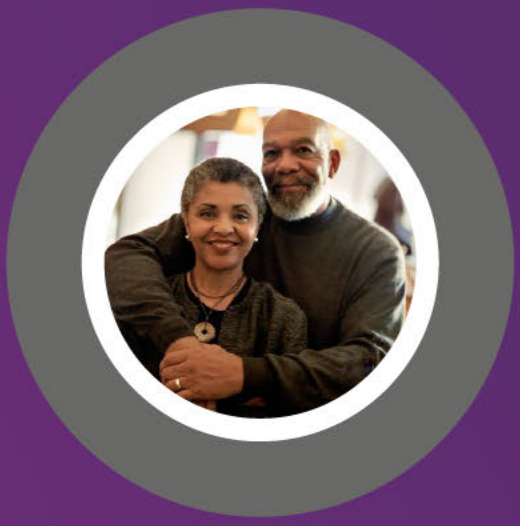
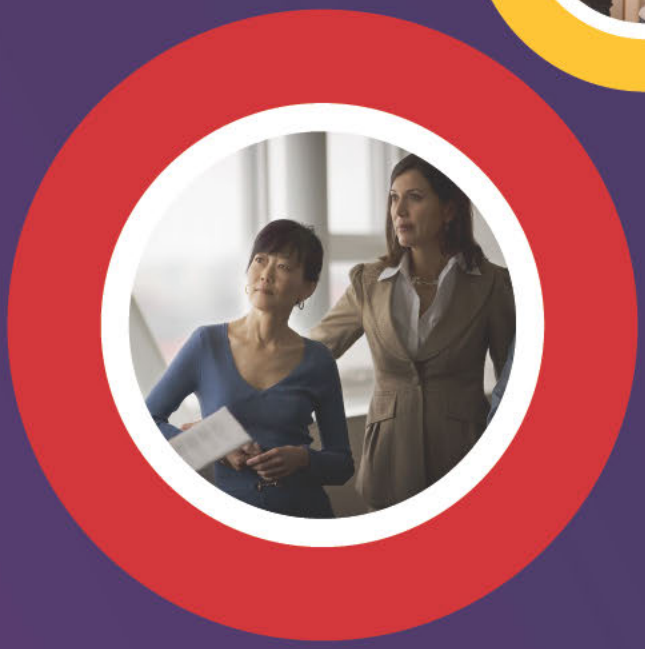




Arkansas Scholarship Lottery

SECTION 5.11
PLAN FOR ANNIVERSARY PROMOTION



Mitchell® COMMUNICATIONS GROUP

5.11 – PLAN FOR ANNIVERSARY PROMOTION

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engagement.

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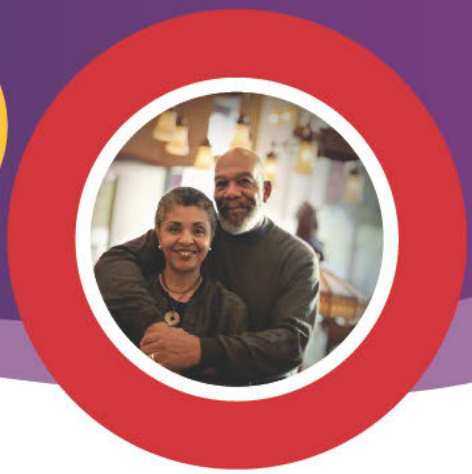
Arkansas Scholarship Lottery

SECTION 5.11
PLAN FOR MARKET SPECIFIC STRATEGIES

Mitchell® COMMUNICATIONS GROUP



5.11 – PLAN FOR MARKET SPECIFIC STRATEGIES

Proprietary information redacted.

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