



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston WV 25305-0130

**Request for  
 Quotation**

RFQ NUMBER  
**LOT329**

PAGE  
**1**

ADDRESS CORRESPONDENCE TO ATTENTION OF  
**CHUCK BOWMAN  
 304-558-2157**

AUDITOR

**\*709043838 304-342-0161  
 CHARLES RYAN ASSOCIATES INC  
 BB&T SQUARE  
 300 SUMMERS STREET SUITE 1100  
 CHARLESTON WV 25301**

SHIP TO

**LOTTERY COMMISSION  
 312 MACCORKLE AVENUE SE  
 CHARLESTON, WV  
 25314-1143 558-0500**

DATE PRINTED <b>05/24/2006</b>	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: **06/08/2006** BID OPENING TIME **01:30PM**

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
1001		JB		915-03		
<p><b>***** ADDENDUM NO. 1 *****</b></p> <p>ADDENDUM ISSUED FOR THE LOTTERY ADVERTISING RFQ TO DISTRIBUTE THE REVISED LANGUAGE AND ANSWER THE VENDOR QUESTIONS RESULTING FROM THE MANDATORY PRE-BID MEETING OF MAY 18, 2006, AT 1:30 PM.</p> <p>PLEASE NOTE THAT PROPOSALS NEED ONLY BE SUBMITTED TO THE PURCHASING DIVISION. AS OF JUNE 8, 2006, VENDORS ARE NO LONGER REQUIRED TO SUBMIT A COPY OF THEIR BID TO THE AUDITOR'S OFFICE.</p> <p>PLEASE SEE THE ATTACHED VENDOR QUESTIONS AND AGENCY RESPONSE PAGES, QUESTIONS NUMBERED 1-6, AS WELL AS AGENCY REVISED LANGUAGE, AND THE PRE-BID SIGN-IN SHEET.</p> <p>BID OPENING DATE AND TIME REMAIN UNCHANGED AS 06/08/2006 AT 1:30 PM.</p> <p><b>***** NO OTHER CHANGES *****</b></p> <p>I            ADVERTISING SERVICES</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *Henry T. Beard* TELEPHONE **304-342-0161** DATE **June 8, 2006**

TITLE **President & COO** FEIN **0548476001** ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS  
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required registration fee. (Effective June 8, 2006, the fee will change from \$45.00 to \$125.00 pursuant to House Bill 4031 )
5. All services performed or goods delivered under State Purchase Orders/Contracts are to be continued for the term of the Purchase Order/Contract, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection this contract is automatically null and void and is terminated without further order.
14. **HIPAA Business Associate Addendum** - The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Covered Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.

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**INSTRUCTIONS TO BIDDERS**

1. Use the quotation forms provided by the Purchasing Division
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in cases of discrepancy.
5. All quotations are considered F O B, destination unless alternate shipping terms are clearly identified in the quotation.
6. **DUPLICATE BIDS:** All quotations must be delivered by the bidder to the respective offices listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications

**ORIGINAL SIGNED BID TO:**

Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston WV 25305-0130

**DUPLICATE BID TO:**

State Auditor's Office  
Bid Observer  
Building 1 Room W114  
1900 Kanawha Boulevard, East  
Charleston, WV 25305-0230

NOTICE: Beginning June 8, 2006 there is no need to submit a duplicate bid to the State Auditor's Office pursuant to House Bill 4031

RFP# LOT329 Advertising Services  
Addendum #1  
May 24 2006

### Vendor Submitted Written Questions and Agency Answers

1. In section 1.1, the RFP states, "In addition management of animated nightly drawings may be required as set forth in the mandatory optional bid." What/where is the mandatory optional bid?

The last sentence of Part 1 Section 1.1 is deleted per the agency. There is no mandatory optional bid requirement. Please see the attached revised language as submitted by the WV Lottery Commission.

2. Section 3.2.3 – the RFP states "All bidders should submit financial statement for a period of the last five (5) years." Due to the proprietary nature of our business can we make these financial statements available for review in our office as opposed to providing a proprietary copy with the RFP? If not, is it acceptable to provide one copy marked "proprietary information not for public disclosure" to the Purchasing Division only?

Since only one copy of the RFP is required to be submitted, it is preferred that the financial information be submitted to the Purchasing Division and identified as proprietary and not for public disclosure.

3. Who are the five (5) individuals on the evaluation committee?

In order to protect the integrity of the RFP evaluation process, those individuals will not be identified prior to the RFP submission deadline.

4. Section 3.2.5.5 requests, "A list of all accounts gained and lost in the last 24 months." However; Section IV of Section 4.1 requests a "List of all accounts gained and lost in the past five (5) years." Do you want the past 24 months or the past five (5) years?

The length of time for which all accounts gained and lost, as stated in Section 3.2.4; Subsection 3.2.4.4, has been changed from 24 months to five (5) years. Please see the attached revised language as submitted by the WV Lottery Commission.

5. Section 3.4.15.2 relating to failure to make payments on the Lottery's behalf within 90 days of vendor's receipt of invoice - who will receive the default payment? The Lottery or the vendor?

Should the vendor seriously default in making payments to media outlets, subcontractors or others, on behalf of the Lottery, the Lottery Director may decide to assess liquidated damages. The amount of the total amount owed, plus 8.43% of that amount, may be assessed and claimed by the Lottery. The Lottery would then pay the delinquent accounts of the media outlets or subcontractors the amount due, plus any late fees or interest charges. In addition to payment of fees and interest, the Lottery would use the 8.43% to cover its administrative costs in processing these payments.

6. What's the maximum amount of pass-through dollars without commission or mark-up the successful vendor will need to be prepared to manage?

How one bids the contract will determine the answer to this question. A bidder could choose to bill certain types of services at an hourly rate without a mark-up. A bidder could choose not to bill some services at an hourly rate at all. Or, a bidder could present a cost bid that contains both of these elements. The historical overview of mandatory Lottery services is set forth in Section 2.2 of the RFP.

**Information for Addendum to RFP LOT 329  
West Virginia Lottery  
Libby White 5-22-06**

1) The last sentence of Part 1, Section 1.1. is deleted. There is no mandatory optional bid requirement.

**Part 1 GENERAL INFORMATION**

**1.1 Purpose:**

*The Acquisition and Contract Administration Section of the Purchasing Division "State" is soliciting proposals for the Department of Revenue, State Lottery Commission, hereinafter known as Lottery, from qualified vendors to provide lottery marketing services including, but not limited to, advertising, public relations, promotional events, retailer point of sale materials, research and novelty items. Other services such as design and maintenance of the Lottery's web site, event management and ad hoc project management are required. ~~In addition, management of animated nightly drawings may be required as set forth in the mandatory optional bid.~~*

2) The length of time for all accounts gained and lost, as stated in Section 3.2.4; Subsection 3.2.4.4. has been changed from 24 months to five (5) years.

**3.2.4 Vendor Experience**

**3.2.4.4** A list of all accounts gained and lost in the last ~~24 months~~ five (5) years;

**Pre-Bid Conference  
SIGN IN SHEET**  
(Please print legibly)

Request for Proposal No: LOT 329

Date: May 18, 2006

<u>Representative &amp; Firm Name</u>	<u>Mailing Address</u>	<u>Telephone &amp; Fax Number Email Address</u>
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EX: <u>Chuck Bowman</u> Chuck Bowman WV State Purchasing Division	PO Box 50130 2019 Washington Street, East Charleston, WV 25305	T: 304-558-2157 F: 304-558-4115 Email: cbowman@wvadmin.gov
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1. <u>Becky Jones</u> Becky Jones Lottery	312 MacCorkle Ave Chas WV 25314	T: 304-558-0500 x 242 F: 304-558-3321 Email: bjones@wvlottery.com
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2. <u>Cheryl King</u> Cheryl King Charles Ryan Assoc.	300 Summer St Charleston WV 25314	T: 304 556-9133 F: 204 242-1941 Email: cking@charlesryan.co
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3. <u>Suzann Jawenski</u> Charles Ryan	300 Summer St Charleston 25301	T: 556-9129 F: 342-1941 Email: slawenski@charle ryan.com
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4. <u>Henry Peck</u> Charles Ryan	300 Summer St Charleston 25301	T: 342-0161 F: 342-1941 Email: hpeck@charles ryan.com
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5. <u>John Walton</u> In-House Attorney State Lottery Comm.	P.O. Box 2067 Charleston WV 25327	T: 558-1845 F: 558-3321 Email: jwalton@wvlottery.com
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6. <u>MIKE ROSS</u> AUGUSTINE M&R LOTTERY		T: _____ F: _____ Email: _____
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7. <u>Angie Waldron</u> Chapman Printing	3000 W Washington Chas WV 25312	T: _____ F: _____ Email: _____
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8. <u>Libby White</u> WV Lottery	PO Box 2067 Charleston WV 25327	T: 558-0500 ext 239 F: 558-3321 Email: lwhite@wvlottery.com
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9. _____	_____	T: _____ F: _____ Email: _____
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Please PRINT legibly. All information is essential to contact attendees in a timely manner.  
If possible, please provide a company business card.



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

Request for  
 Quotation

RFQ NUMBER: LOT329  
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:  
 CHUCK BOWMAN  
 304-558-2157

REQ COPY

PURCHASING

Charles Ryan Associates  
 300 Summers Street, Ste. 1100  
 Charleston, WV 25301

SHIP TO

LOTTERY COMMISSION  
 312 MACCORKIE AVENUE, SE  
 CHARLESTON, WV  
 25314-1143 558-0500

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
04/26/2006				
BID OPENING DATE: 06/08/2006		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	JB		915-03		
ADVERTISING SERVICES  THE PURCHASING DIVISION, ON BEHALF OF THE AGENCY, THE WEST VIRGINIA LOTTERY COMMISSION, IS SOLICITING REQUEST FOR PROPOSALS FROM QUALIFIED VENDORS TO PROVIDE LOTTERY MARKETING SERVICES INCLUDING, BUT NOT LIMITED TO, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL EVENTS, RETAILER POINT OF SALE MATERIALS, RESEARCH, AND NOVELTY ITEMS, PER THE ATTACHED SPECIFICATIONS.						
VENDOR PREFERENCE CERTIFICATE  CERTIFICATION AND APPLICATION* IS HEREBY MADE FOR PREFERENCE IN ACCORDANCE WITH WEST VIRGINIA CODE, 5A-3-37 (DOES NOT APPLY TO CONSTRUCTION CONTRACTS).  A. APPLICATION IS MADE FOR 2.5% PREFERENCE FOR THE REASON CHECKED:  <input type="checkbox"/> BIDDER IS AN INDIVIDUAL RESIDENT VENDOR AND HAS RESIDED CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION; OR  <input checked="" type="checkbox"/> BIDDER IS A PARTNERSHIP, ASSOCIATION OR CORPORATION RESIDENT VENDOR AND HAS MAINTAINED ITS HEAD-QUARTERS OR PRINCIPAL PLACE OF BUSINESS CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION; OR 80% OF THE OWNERSHI						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
<i>Henry T. ...</i>	304-342-0161	June 8, 2006
TITLE	FERN	ADDRESS CHANGES TO BE NOTED ABOVE
President/COO	0548476001	

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED VENDOR

**GENERAL TERMS & CONDITIONS  
(REQUEST FOR QUOTATION) RFQ AND (REQUEST FOR PROPOSAL) RFP**

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4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$45 fee.
5. All services performed or goods delivered under State Purchase Orders/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from Federal and State taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
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14. **HIPAA Business Associate Addendum** - The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Covered Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.

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Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

**DUPLICATE BID TO:**

State Auditor's Office  
Bid Observer  
Building 1 Room W114  
1900 Kanawha Boulevard, East  
Charleston, WV 25305-0230





State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# Request for Quotation

RFQ NUMBER  
 LOT329

2

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 CHUCK BOWMAN  
 304-558-2157

RFQ COPY

Charles Ryan Associates  
 300 Summers Street, Ste. 1100  
 Charleston, WV 25301

LOTTERY COMMISSION

312 MACCORKLE AVENUE, SE  
 CHARLESTON, WV  
 25314-1143 558-0500

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
04/26/2006				
BID OPENING DATE:	06/08/2006	BID OPENING TIME		01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>INTEREST OF BIDDER IS HELD BY ANOTHER INDIVIDUAL, PARTNERSHIP, ASSOCIATION OR CORPORATION RESIDENT VENDOR WHO HAS MAINTAINED ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS CONTINUOUSLY IN WEST VIRGINIA FOR FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION; OR</p> <p>( ) BIDDER IS A CORPORATION NONRESIDENT VENDOR WHICH HAS AN AFFILIATE OR SUBSIDIARY WHICH EMPLOYS A MINIMUM OF ONE HUNDRED STATE RESIDENTS AND WHICH HAS MAINTAINED ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS WITHIN WEST VIRGINIA CONTINUOUSLY FOR THE FOUR (4) YEARS IMMEDIATELY PRECEDING THE DATE OF THIS CERTIFICATION.</p> <p>B. APPLICATION IS MADE FOR 2.5% PREFERENCE FOR THE REASON CHECKED:</p> <p>(X) BIDDER IS A RESIDENT VENDOR WHO CERTIFIES THAT, DURING THE LIFE OF THE CONTRACT, ON AVERAGE AT LEAST 75% OF THE EMPLOYEES WORKING ON THE PROJECT BEING BID ARE RESIDENTS OF WEST VIRGINIA WHO HAVE RESIDED IN THE STATE CONTINUOUSLY FOR THE TWO YEARS IMMEDIATELY PRECEDING SUBMISSION OF THIS BID;</p> <p>OR</p> <p>( ) BIDDER IS A NONRESIDENT VENDOR EMPLOYING A MINIMUM OF ONE HUNDRED STATE RESIDENTS OR IS A NONRESIDENT VENDOR WITH AN AFFILIATE OR SUBSIDIARY WHICH MAINTAINS ITS HEADQUARTERS OR PRINCIPAL PLACE OF BUSINESS WITHIN WEST VIRGINIA EMPLOYING A MINIMUM OF ONE HUNDRED STATE RESIDENTS WHO CERTIFIES THAT, DURING THE LIFE OF THE CONTRACT, ON AVERAGE AT LEAST 75% OF THE EMPLOYEES OR BIDDERS' AFFILIATE'S OR SUBSIDIARY'S EMPLOYEES ARE RESIDENTS OF WEST VIRGINIA WHO HAVE RESIDED IN THE STATE CONTINUOUSLY FOR THE TWO YEARS IMMEDIATELY PRECEDING SUBMISSION OF THIS BID.</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Chuck Bowman</i>	TELEPHONE 304-342-0161	DATE June 8, 2006
TITLE President/COO	FERN 0548476001	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED VENDOR



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston WV 25305-0130

# Request for Quotation

RFQ NUMBER  
 LOT329

PAGE  
 3

ADDRESS CORRESPONDENCE TO ATTENTION OF:  
 CHUCK BOWMAN  
 304-558-2157

RFQ COPY

VENDOR

Charles Ryan Associates  
 300 Summers Street, Ste. 1100  
 Charleston, WV 25301

SHIP TO

LOIERY COMMISSION  
  
 312 MACCORKLE AVENUE SE  
 CHARLESTON, WV  
 25314-1143 558-0500

DATE PRINTED 04/26/2006	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: 06/08/2006 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>BIDDER UNDERSTANDS IF THE SECRETARY OF TAX &amp; REVENUE DETERMINES THAT A BIDDER RECEIVING PREFERENCE HAS FAILED TO CONTINUE TO MEET THE REQUIREMENTS FOR SUCH PREFERENCE. THE SECRETARY MAY ORDER THE DIRECTOR OF PURCHASING TO: (A) RESCIND THE CONTRACT OR PURCHASE ORDER ISSUED; OR (B) ASSESS A PENALTY AGAINST SUCH BIDDER IN AN AMOUNT NOT TO EXCEED 5% OF THE BID AMOUNT AND THAT SUCH PENALTY WILL BE PAID TO THE CONTRACTING AGENCY OR DEDUCTED FROM ANY UNPAID BALANCE ON THE CONTRACT OR PURCHASE ORDER.</p> <p>BY SUBMISSION OF THIS CERTIFICATE, BIDDER AGREES TO DISCLOSE ANY REASONABLY REQUESTED INFORMATION TO THE PURCHASING DIVISION AND AUTHORIZES THE DEPARTMENT OF TAX AND REVENUE TO DISCLOSE TO THE DIRECTOR OF PURCHASING APPROPRIATE INFORMATION VERIFYING THAT BIDDER HAS PAID THE REQUIRED BUSINESS TAXES, PROVIDED THAT SUCH INFORMATION DOES NOT CONTAIN THE AMOUNTS OF TAXES PAID NOR ANY OTHER INFORMATION DEEMED BY THE TAX COMMISSIONER TO BE CONFIDENTIAL.</p> <p>UNDER PENALTY OF LAW FOR FALSE SWEARING (WEST VIRGINIA CODE 61-5-3), BIDDER HEREBY CERTIFIES THAT THIS CERTIFICATE IS TRUE AND ACCURATE IN ALL RESPECTS; AND THAT IF A CONTRACT IS ISSUED TO BIDDER AND IF ANYTHING CONTAINED WITHIN THIS CERTIFICATE CHANGES DURING THE TERM OF THE CONTRACT, BIDDER WILL NOTIFY THE PURCHASING DIVISION IN WRITING IMMEDIATELY.</p> <p>BIDDER: Charles Ryan Associates</p> <p>DATE: June 8, 2006</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE 	TELEPHONE 304-342-0161	DATE June 8, 2006
TITLE President/COO	FERN 0548476001	ADDRESS CHANGES TO BE NOTED ABOVE

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State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston WV 25305-0130

Request for  
 Quotation

LOT329

4

ADDRESS CORRESPONDENCE TO ATTENTION OF:

CHUCK BOWMAN  
 304-558-2157

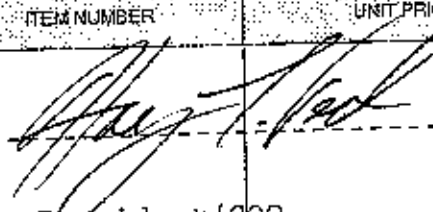
REQ COPY

Charles Ryan Associates  
 300 Summers Street, Ste. 1100  
 Charleston, WV 25301

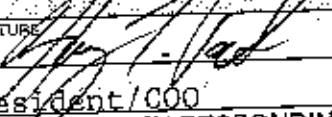
LOTTERY COMMISSION

312 MACCORKLE AVENUE, SE  
 CHARLESTON, WV  
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DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>SIGNED: </p> <p>TITLE: President/COO</p> <p>* CHECK ANY COMBINATION OF PREFERENCE CONSIDERATION(S)            IN EITHER "A" OR "B", OR BOTH "A" AND "B" WHICH YOU ARE            ENTITLED TO RECEIVE. YOU MAY REQUEST UP TO THE MAXIMUM            5% PREFERENCE FOR BOTH "A" AND "B".            (REV. 12/00)</p> <p>NOTICE</p> <p>AN ORIGINAL, SIGNED BID MUST BE SUBMITTED TO:            DEPARTMENT OF ADMINISTRATION            PURCHASING DIVISION            BUILDING 15            2019 WASHINGTON STREET, EAST            CHARLESTON, WV 25305-0130</p> <p>AN EXACT DUPLICATE MUST BE SUBMITTED TO:            STATE AUDITOR'S OFFICE            BID OBSERVER            BUILDING 1, ROOM W114            1900 KANAWHA BOULEVARD, EAST            CHARLESTON, WV 25305-0230</p> <p>BOTH BIDS MUST CONTAIN THIS INFORMATION ON THE FACE OF            THE ENVELOPES OR THE BIDS MAY NOT BE CONSIDERED:</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
	304-342-0161	June 8, 2006
TITLE	FAX	ADDRESS CHANGES TO BE NOTED ABOVE
resident/COO	0548476001	

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
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# Request for Quotation

RFO NUMBER:  
**LOT329**

PAGE:  
**5**

ADDRESS CORRESPONDENCE TO ATTENTION OF:  
**CHUCK BOWMAN**  
**304-558-2157**

PURCHASER

RFQ COPY

Charles Ryan Associates  
 300 Summers Street, Ste. 1100  
 Charleston, WV 25301

SHIP TO

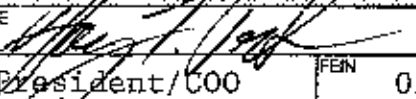
LOTTERY COMMISSION  
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BID OPENING DATE: **06/08/2006** BID OPENING TIME: **01:30PM**

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
	SEALED BID					
	BUYER:			CB-23		
	RFQ. NO.:			LOI329		
	BID OPENING DATE:			06/08/2006		
	BID OPENING TIME:			1:30 PM		
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:						
				304-342-1941		
CONTACT PERSON (PLEASE PRINT CLEARLY)						
				Harry L. Peck / Susan Lavenski		
***** THIS IS THE END OF RFQ LOT329 ***** TOTAL						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE:  TELEPHONE: **304-342-0161** DATE: **June 8, 2006**

TITLE: **President/COO** FEN: **0548476001** ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

# AFFIDAVIT

**West Virginia Code §5A-3-10a states:**

No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owned is an amount greater than one thousand dollars in the aggregate.

**DEFINITIONS:**

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions.

"Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**EXCEPTION:**

The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**LICENSING:**

The vendor must be licensed in accordance with any and all state requirements to do business with the state of West Virginia.

**CONFIDENTIALITY:**

The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendors should visit [www.state.wv.us/admin/purchase/privacy](http://www.state.wv.us/admin/purchase/privacy) for the Notice of Agency Confidentiality Policies.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), it is hereby certified that the vendor acknowledges the information in this said affidavit and are in compliance with the requirements as stated.

Vendor's Name: Charles Ryan Associates, Inc.

Authorized Signature:  Date: June 8, 2006



**AGREEMENT ADDENDUM**

In the event of conflict between this addendum and the agreement, this addendum shall control.

1. **ARBITRATION** - Any references to arbitration contained in the agreement are hereby deleted. Disputes arising out of the agreement shall be presented to the West Virginia Court of Claims.
2. **HOLD HARMLESS** - Any clause requiring the Agency to indemnify or hold harmless any party is hereby deleted in its entirety.
3. **GOVERNING LAW** - The agreement shall be governed by the laws of the State of West Virginia. This provision replaces any reference to any other State's governing law.
4. **TAXES** - Provisions in the agreement requiring the Agency to pay taxes are deleted. As a State entity, the Agency is exempt from Federal, State, and local taxes and will not pay taxes for any Vendor including individuals nor will the Agency file any tax returns or reports on behalf of Vendor or any other party.
5. **PAYMENT** - Any references to payment are deleted. Payment will be in cash.
6. **INTEREST** - Should the agreement include a provision for interest on late payments, the Agency agrees to pay the maximum legal rate under West Virginia law. All other references to interest or late charges are deleted.
7. **RECOURSE** - Any language in the agreement limiting the Agency's right to set-off, counterclaim, set-off or other defense is hereby deleted.
8. **FISCAL YEAR FUNDING** - Service performed under the agreement may be continued in succeeding fiscal years for the term of the agreement, contingent upon funds being appropriated by the Legislature or otherwise being available for this service. In the event funds are not appropriated or otherwise available for this service, the agreement shall terminate without penalty on June 30. After that date, the agreement becomes of no effect and is null and void. However, the Agency agrees to use its best efforts to have the amounts contemplated under the agreement included in its budget. Non-appropriation or non-funding shall not be considered an event of default.
9. **STATUTE OF LIMITATION** - Any clauses limiting the time in which the Agency may bring a suit against the Vendor, lessor, or individual, or any other party are deleted.
10. **SIMILAR SERVICES** - Any provisions limiting the Agency's right to obtain similar services or equipment in the event of default or non-funding during the term of the agreement are hereby deleted.
11. **ATTORNEY FEES** - The Agency recognizes an obligation to pay attorney's fees or costs only when assessed by a court of competent jurisdiction. Any other provision is invalid and considered null and void.
12. **ASSIGNMENT** - Notwithstanding any clause to the contrary, the Agency reserves the right to assign the agreement to another State of West Virginia agency board or commission upon thirty (30) days written notice to the Vendor and Vendor shall obtain the written consent of Agency prior to assigning the agreement.
13. **LIMITATION OF LIABILITY** - The Agency, as a State entity, cannot agree to assume the potential liability of a Vendor. Accordingly, any provision limiting the Vendor's liability for direct damages or limiting the Vendor's liability under a warranty to a certain dollar amount or to the amount of the agreement is hereby deleted. In addition, any limitation is null and void to the extent that it precludes any action for injury to persons or for damages to personal property.
14. **RIGHT TO TERMINATE** - Agency shall have the right to terminate the agreement upon thirty (30) days written notice to Vendor.
15. **TERMINATION CHARGES** - Any provision requiring the Agency to pay a fixed amount or liquidated damages upon termination of the agreement is hereby deleted. The Agency may only agree to reimburse a Vendor for actual costs incurred or losses sustained during the current fiscal year due to wrongful termination by the Agency prior to the end of any current agreement term.
16. **RENEWAL** - Any reference to automatic renewal is hereby deleted. The agreement may be renewed only upon mutual written agreement of the parties.
17. **INSURANCE** - Any provision requiring the Agency to insure equipment or property of any kind and owned by the Vendor as the beneficiary or as an additional insured is hereby deleted.
18. **RIGHT TO NOTICE** - Any provision for repossession of equipment without notice is hereby deleted. However, the Agency does recognize a right of repossession with notice.
19. **ACCELERATION** - Any reference to acceleration of payments in the event of default or non-funding is hereby deleted.
20. **AMENDMENTS** - All amendments, modifications, alterations or changes to the agreement shall be in writing and signed by both parties. No amendment, modification, alteration or change may be made to this addendum without the express written approval of the Purchasing Division and the Attorney General.

ACCEPTED BY:  
**STATE OF WEST VIRGINIA**

Sponsoring Unit \_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**VENDOR**

Company Name: Charles Ryan Associates, Inc.

Signed:  \_\_\_\_\_

Title: President/COO

Date: June 8, 2006





LITIGATION BOND

RFF# Lot 329

BOND # 9548

KNOW ALL MEN BY THESE PRESENTS, that we Charles Ryan Associates, Inc, F O Box 2464 at CHARLESTON, WEST VIRGINIA 25329, as Principal, and United States Surety Company a Maryland corporation, licensed to do business in the State of West Virginia with the West Virginia Insurance Commission, with its principal office at 20 West Aylcsbury Road, Timonium MD 21094, as Surety, are held and firmly bound unto the State of West Virginia Purchasing Division, with its principal office at Charleston, West Virginia, as Obligee, in the full amount of \$250,000 (Two Hundred and Fifty Thousand Dollars and No Cents) for the payment of which sum, well and truly to be made, we bind ourselves, our heirs, administrators, executors, successors and assigns, jointly and severally, firmly by these presents.

WHEREAS, the Obligee has issued a Request for Proposal (RFP) Lot 329, which RFP is incorporated herein by reference; and

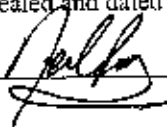
WHEREAS, Section 3.3.4 of said RFP requires that the Principal provide the Obligee with a Litigation Bond to recover any damages or costs incurred by the Obligee if said Principal brings a suit contesting the award of any resulting contract to a vendor other than the Principal on grounds that are found to be unwarranted or frivolous based upon the facts of the award(s) or applicable law as determined by a court of decision

NOW, (HEREFORE, the condition of this obligation is that (i) if the Principal files suit in a court of competent jurisdiction against the State of West Virginia Purchasing Division or any individual member thereof, challenging the award of RFP #Lot 329, and (ii) the Principal does not prevail in said suit, and (iii) a court finds the Principal was in violation of Rule 11 of the West Virginia Rules of Civil Procedure, or its equivalent, in that the action was frivolous, meaning that it was no reasonably grounded in fact, or was not warranted by existing law or by a good faith argument for the extension, modification or reversal of existing law, or was brought in bad faith, then the Obligee shall have reason to file claim against this bond to recover the Obligee's actual costs of the litigation up to but not exceeding the penal amount of this bond, otherwise this obligation shall be void.

The term of this bond shall be from June 8, 2006 to June 8, 2008, not to exceed a period of two (2) years, and may be released sooner, in whole or in part, in writing by the Obligee.

Signed, sealed and dated this 8th day of June 2006.

Witness:

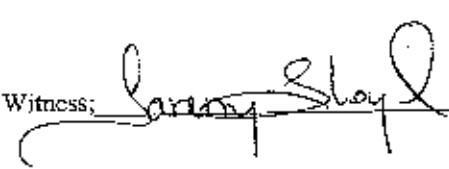


Charles Ryan Associates, Inc.

By:

Harry L. Peck, President  
United States Surety Company

Witness:



By:

Larry D. Kerr, Attorney In Fact  
WV Resident Agent



# UNITED STATES SURETY COMPANY

Power of Attorney Number

43371

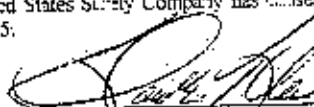
KNOWN ALL MEN BY THESE PRESENTS: That United States Surety Company (the "Company"), a corporation organized and existing under the laws of the State of Maryland, does hereby constitute and appoint: **Patricia Ann Fincke, Gregory T. Gordon, Larry D. Kerr, Allan L. McVey, Patricia A. Moye, Tammy M. Lloyd**

of the City of Charleston, State of West Virginia, its true and lawful Attorney(s)-in-Fact, each in their separate capacity if more than one is named above, to sign its name as surety to, and to execute, seal and acknowledge any and all bonds, undertakings, contracts and other written instruments in the nature thereof of the Company in its business of providing suretyship; guaranteeing the performance of contracts; and executing or guaranteeing bonds and undertakings required or permitted in any actions or proceedings allowed by law, subject to the following limitations:

**No single bond shall obligate the Company in excess of the sum of Three Million Dollars (\$3,000,000).**

This Power of Attorney is granted under and by authority of the following Resolutions adopted by the Board of Directors of United States Surety Company on the 29<sup>th</sup> day of July, 1996.

IN WITNESS WHEREOF, United States Surety Company has caused these presents to be signed by its proper officers and its corporate seal to be hereunto affixed this 19<sup>th</sup> day of July, 2005.

  
Richard E. Klein, President

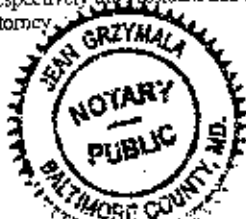
  
Carol T. Nevin, Assistant Secretary

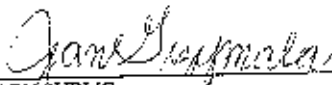


STATE OF MARYLAND  
BALTIMORE COUNTY

SS:

On this 19<sup>th</sup> day of July, A. D. 2005, before me personally came Richard E. Klein, President of the United States Surety Company, and Carol T. Nevin, Assistant Secretary of said Company, with both of whom I am personally acquainted, who being by me severally duly sworn, said, that they, the said Richard E. Klein and Carol T. Nevin were respectively the President and Assistant Secretary of the United States Surety Company, the corporation described in and which executed the foregoing Power of Attorney.



(Signed)   
NOTARY PUBLIC  
My Commission expires this 1<sup>st</sup> day of December 2008

RESOLVED, that in connection with the surety insurance business of the Company, all bonds, undertakings, contracts and other instruments relating to said business may be signed, executed, and acknowledged by persons or entities appointed as Attorney(s)-in-Fact pursuant to any Power of Attorney issued in accordance with these resolutions ("Powers of Attorney"). All Powers of Attorney for and on behalf of the Company shall be executed in the name and on behalf of the Company, either by the Chair, the President, a Vice President jointly with the Secretary or an Assistant Secretary, under their respective designations. The signature of such officers may be engraved, printed or lithographed. The signatures of such officers and the seal of the Company may be also be affixed by facsimile to any Power of Attorney or to any certificate relating thereto appointing Attorney(s)-in-Fact, for purposes only of executing and attesting bonds and undertakings and other writings obligatory in the nature thereof. Subject to any limitations set forth therein and unless such Power of Attorney is subsequently revoked, any such Power of Attorney or certificate bearing such facsimile signature or facsimile seal shall be valid and binding upon the Company, and any such Power of Attorney so executed and certified by such facsimile signature and facsimile seal shall be valid and binding upon the Company with respect to any bond or undertaking to which it is validly attached.

RESOLVED that Attorney(s)-in-Fact shall have the power and authority, subject to the terms and limitations of the Power of Attorney issued to them and unless subsequently revoked, to execute and deliver on behalf of the Company and to attach the seal of the Company to any and all bonds and undertakings, and other writings obligatory in the nature thereof, and any such instrument executed by such Attorney(s)-in-Fact shall be as binding upon the Company as if signed by the Company's Chair, the President, a Vice President and sealed and attested to by the Corporate Secretary or an Assistant Secretary.

I, Carol T. Nevin, Assistant Secretary of United States Surety Company, do hereby certify that the foregoing is a true except from the Resolutions of the said Company as adopted by its Board of Directors on the 29<sup>th</sup> day of July, 1996, and that this Resolution is in full force and effect.

I, the undersigned Assistant Secretary of United States Surety Company, do hereby certify that the foregoing Power of Attorney is in full force and effect and has not been revoked.

In testimony whereof, I have hereunto set my hand and the seal of United States Surety Company on this 8<sup>th</sup> day of June, 2005



  
Carol T. Nevin, Assistant Secretary



# ACORD CERTIFICATE OF LIABILITY INSURANCE

**PRODUCER**  
BB&T-Carson Insurance Services  
601 Tennessee Avenue (25302)  
P.O. Box 6278  
Charleston, WV 25362

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

**INSURED**  
Charles Ryan Associates, Inc.  
P O Box 2464  
Charleston, WV 25329

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Travelers Indemnity Company	25658
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

**COVERAGES**

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADDE LTR INSR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC	IS608143H448TIA06	02/01/06	02/01/07	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$300,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS  <b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO	BA8122H13906SEL	02/01/06	02/01/07	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
A	<b>EXCESS/UMBRELLA LIABILITY</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE  <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	ISFCUP3002Y379IND0	02/01/06	02/01/07	EACH OCCURRENCE \$4,000,000 AGGREGATE \$4,000,000 \$ \$ \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS (e.g. w OTHER	IS608143H448TIA06 (WV Employers Liability)	02/01/06	02/01/07	WC STATUTORY LIMITS <input checked="" type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 EA. DISEASE - POLICY LIMIT \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS  
 AAAA Advertising Agency Special Peril Policy

**CERTIFICATE HOLDER**

WV Lottery Commission  
312 MacCorkle Ave., SE  
Charleston, WV 25314

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

*Stephan B. Stogdole*



## IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

## DISCLAIMER

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.





**West Virginia Lottery Commission**  
**Request for Quotation # LOT329**  
**Advertising Services**

Charles Ryan Associates  
300 Summers Street, Suite 1100  
Charleston, WV 25301

(304) 342-0161

Authorized Contact Person: Susan Lavenski

Signature

Susan Lavenski

Date

June 8, 2006

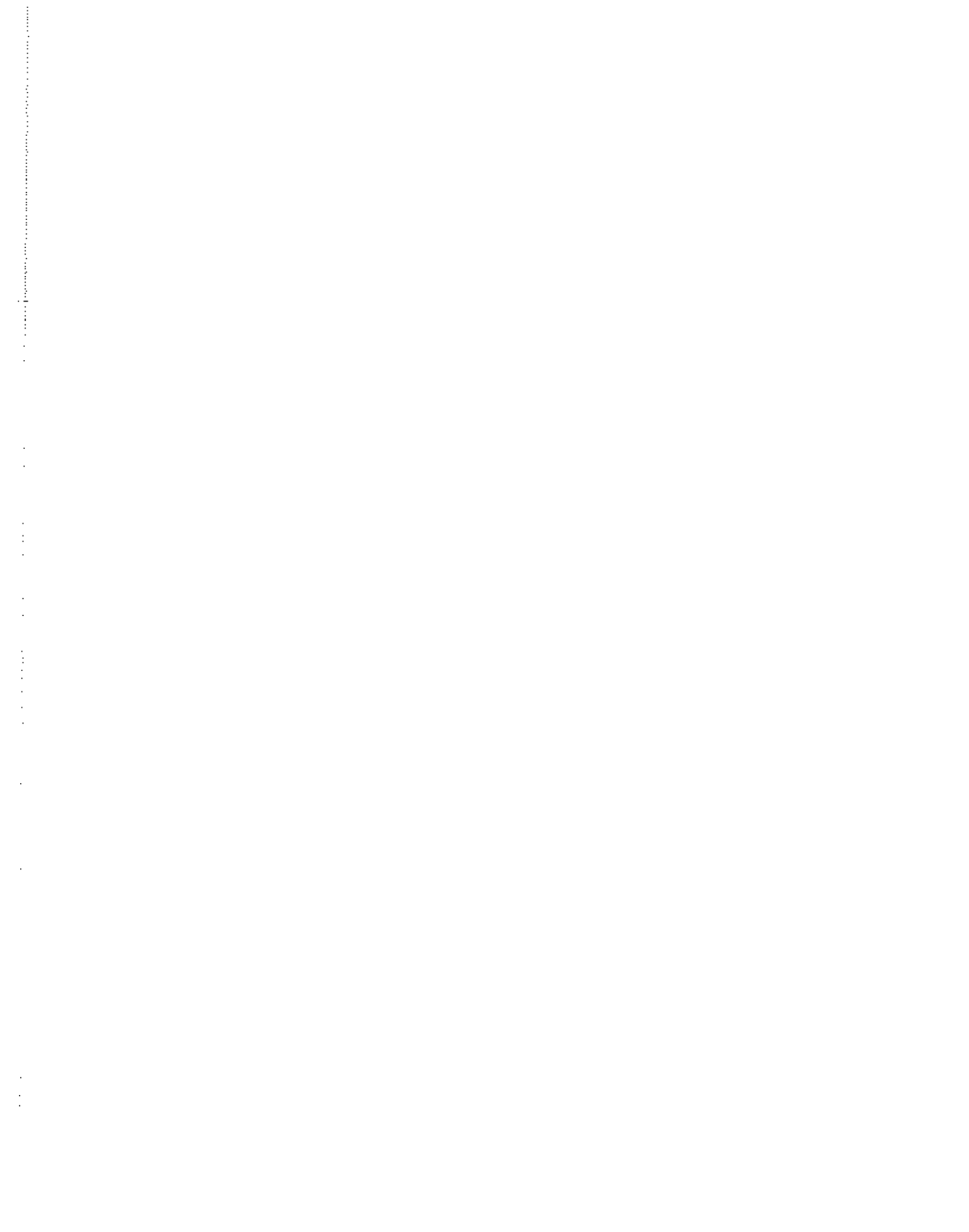




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# 4.1 Section 1 Professional Services

Organizational Description

Full Service Description

Subcontractors





## Charles Ryan Associates (CRA)

CRA is one of the largest and oldest, independently-owned integrated marketing communications firms in the Mid-Atlantic region. We specialize in advertising public relations, interactive services, government relations and public opinion research.

We are a corporation with four officers: Charles Ryan, chairman and chief executive officer; Harry Peck, president and chief operating officer; John Auge, president of advertising; and Joe Gollehon, president of public relations.

We have more than 50 employees that help make the jobs of our 135 clients a little easier. Our billings totaled nearly \$30 million last year, and we have offices in Richmond, Va., and Charleston, W.Va., with a presence in the Pittsburgh Pa./Wheeling, W.Va., market.

But that's CRA today. This is how we got here.

More than three decades ago Charles Ryan's entrepreneurial spirit forced him to make a decision that would position him as a pioneer in the public relations industry.

After having been a reporter, news anchor and news director, he finally did it. He struck out on his own to form a one-man shop specializing in public relations. He called it Charles Ryan Associates (CRA).

He added advertising and research services making CRA an integrated marketing firm before integration became the industry "buzz." As Charlie says, "It is one thing to say you are integrated, it is another to make it your culture."

He then opened the office of Charles Ryan Associates in Washington, D.C., which later became a separate entity called Ryan McGinn. Ryan McGinn was later sold to Interpublic Group (IPG). CRA remained a private integrated marketing communications firm and today continues to provide clients full-service support throughout the country.

And to cater to those who needed strategic interactive communications services, or in other words, Web site design, technology and database management, Rev Interactive, the technology division of CRA, was established and has become a pioneer in interactive technology solutions throughout the Mid-Atlantic region.

We must admit that being recognized as the oldest, largest and most successful communications firm in West Virginia is an awesome reward for our hard work and dedication. And we believe it is important to maintain our roots and culture.



but we also wanted to look in other markets where we could showcase our talents and expand on our resources to take on new challenges.

So, in the late 1990s, a full-service branch was opened in Richmond, Va., allowing CRA to gain momentum in the industry by providing access to larger companies with bigger challenges throughout Virginia and the Washington, D.C. area markets.

Forward to year 2006.

CRA continues to be a leader in the communications industry. For more than 30 years, we have been nationally recognized for our tradition of excellence in advertising, public relations and interactive services.

Rev Interactive stands on the cutting-edge of interactive technology solutions, strategic design and solid communications practices. It is considered a product of evolution in the industry having been nationally recognized for its Internet-based information management software package Global AlertLink™ which is specifically tailored for issues and crisis management. Clients around the world benefit from the communications strategy and solutions Rev brings to the table every day. We must give credit where credit is due. We owe much of our success to the ordinary, overly-creative and technically-savvy people who come to work every day with a smile, and stay as long as it takes to get the job done effectively on time and on budget.

So, that's how we got here. We believe in what we do. We enjoy what we do. We look forward to tomorrow's challenges and successes.

Experience. CRA





## Full-Service Experience

In our history, we have refined the art of bringing together different schools of thought into one agency, one mind-set.

We merge creativity with reality — and trust us, it works unbelievably well! Our clients benefit from it every day.

How else would creatively-crazy advertising executives, litigation and crisis public relations experts, and cutting-edge interactive gurus be able to work together to create fantastic work with proven results?

But let's back up a bit. It's not entirely about us. It's about you — our clients and our potential clients. Learn how we can make your jobs a little easier.

We create and implement strategy that helps drive visitors for our tourism clients. We work with retail clients to expand market share. We help our clients dramatically change their image from negative to positive when they face "bad press" or just need to communicate a complex subject to the public in everyday language. We help our clients communicate their messages to members of the public, elected officials, and media representatives, among other groups. Sometimes that requires a major advertising effort and other times, grassroots organization. Sometimes, it requires both.

Our work experience is wide-ranging: Public issues, tourism, technology, telecommunications, financial services, retail, utilities, energy, health care, education, transportation, mineral production, the arts, litigation, labor relations, government and manufacturing, among others.

In a nutshell, we are your full-service integrated marketing firm. But we consider ourselves much more than that. We are your organization's right-hand men and women. Take a look at some of the many hats we wear, and exchange, on a daily basis.

- Advertising Experts
- Public Relations Practitioners
- Copywriters, Editors, Promoters, Publishers, Researchers,
- Mediators, Negotiators, Public Speakers,
- Grammar Experts, Personal Thesauruses and Dictionaries,
- Litigators, Facticians, Lobbyists,
- Artists, Designers, Producers, Directors,
- Programmers, Web Site Content Managers,
- Electronic Data Innovators, Troubleshooters,
- Media Managers, Marketing Executives

Come on. Experience. CRA.



## Lottery Experience/Summary

Charles Ryan Associates became the agency of record for the West Virginia Lottery on July 1, 2000.

The first three months CRA had the account, three different campaigns were rolled out; the introduction of the POWERBALL TV Game Show, the legislative mandated instant ticket Veterans Cash and the Multi-State Lottery Association online game Roll Down. Each campaign was complete with its own TV, radio, newspaper and point-of-purchase (POP). Initially, the West Virginia Lottery sold more POWERBALL instant tickets per capita than any of the other 11 participating Multi-State Lottery states. A press conference was planned for the announcement of the World War II themed Veterans Cash ticket in Charleston. The original Veterans Cash ticket inventory sold so quickly that an additional 1,752,000 had to be ordered. One of the three TV spots produced for the instant POWERBALL TV campaign called "Game Show" won a 2001 Telly Award, as did the Veterans Cash TV commercial. The animated TV spot for Roll Down was a finalist in the 2001 Batchy Awards category of lotto/spiel games.

The game show was then taken to a new level of awareness by highlighting four big winners from across the state.

CRA secured a new drawing drum signage and backdrop for the first Instant POWERBALL TV Drawing on August 22, 2000.

To celebrate the 15th anniversary of the Lottery on January 9, 2001, CRA designed a logo for use in TV, print, POP and t-shirts. The focus of the campaign was to make players aware of the second chance drawing. Since so many tickets were entered for the second chance drawing, the drum had to be emptied several times. Two radio commercials also were produced that won a first place Appee award.

Starting in March 2001, a Keno blitz provided retailers with POP signage, brochures and matches.

Players were introduced to the online brochure produced through a TV commercial in June 2001.

Also in June 2001, the Veterans Cash II campaign featuring the Korean War was under way. A press conference was planned for the announcement of the Korean War Veterans Cash II ticket at the Clarksburg Veterans Hospital.

To make players aware of the POWERBALL jackpot, clips from the old sit-coms *Bewitched* and *Sanford and Son* were used to create 15 TV spots. These commercials won a 2001 Charleston Advertising Association Appee award. Later that year footage from *The Three Stooges* was used in similar jackpot ads.

The partnership between the West Virginia Lottery and CRA was renewed July 1, 2001.



From a song written by a Point Pleasant artist a TV spot was created from the song WV Morning in July 2001.

An "Elvis" campaign was launched in August 2001 that included radio and print ads. The POP produced was recognized at the 2001 Charleston Advertising Association Appee awards. The highlight of this campaign was the kick-off at the Charleston Town Center and the look-a-like contests at Schultze's in Charleston, the Charleston Regatta and at the West Virginia Italian Heritage Festival in Clarksburg. A video featuring these contests was a finalist in the 2002 Hickey Awards.

An umbrella campaign for summer instant tickets called "Backyard Games" was developed and aired in August 2001. These spots highlighted six different tickets and showcased adults enjoying traditional as well as non-traditional backyard games.

At the end of 2001, the CRA media department began placing time-sensitive racetrack public comment and Class 20 legal advertisements for Limited Video Lottery.

In January 2002, IV game-show host Bob Eubanks was brought to Charleston for a still photography session as well as TV and radio production. The two-day trip ended with a media tour of local TV and radio stations.

The production of the Veterans Cash III IV featured seven different men from across the state that were veterans of World War II, the Korean and Vietnam Wars. A press conference was held in April 2002, at Wheeling's Independence Hall. For all four Veterans Cash campaigns, TV, newspaper and POP were utilized. Two of these spots won bronze statuettes at the 2002 Telly Awards.

To advertise the new online game Hot Lotto, an animated spot was developed to compare it with the ever-popular POWERBALL game. In an effort to spike sales for Hot Lotto, the *Songs of Home* CD featuring West Virginia artists was made available when non-winning tickets were mailed in. This campaign kicked off in April 2002, complete with a public relations kit that contained the CD and was sent to statewide media outlets. As a result there were print and TV interviews. A video featuring this project was a finalist in the 2002 Hickey Awards.

The West Virginia Lottery \$30.6 million POWERBALL jackpot winner Robert Cogar, arrived at Lottery headquarters in June 2002 to claim his prize. CRA planned the press conference and produced print and TV advertising.

In fiscal 2002 the West Virginia Lottery had an all-time record for instant ticket sales that exceeded \$94 million, a 27 percent increase over fiscal 2001. Traditional lottery products which include both instant and online ticket sales, reached nearly \$207 million in fiscal 2002 and also an all-time record in the 16-year history of the Lottery.

The partnership between the West Virginia Lottery and CRA was renewed July 1, 2002.



To celebrate the rise of patriotism in our country, a patriotic CD called *Songs for America* was produced in July 2002. This campaign included the CD cover design, newspaper, POP and a public relations kit sent to statewide media outlets. The video produced to highlight this campaign received a Hickey Award in the Potpourri Promotion category at the 2003 NASFI conference.

To announce the move of the POWERBALL game show to Las Vegas, a TV spot that took place in a beauty salon was shot in August 2002. It won a 2002 gold Charleston Advertising Association Addy Award.

The announcement of the POWERBALL matrix change was conveyed through TV and print in September 2002.

The Veterans Cash IV campaign highlighting the Desert Storm War was launched in November 2002. As of December 2002, more than half of instant ticket players had purchased Veterans Cash tickets. These tickets are always mentioned as player favorites in the instant ticket focus groups.

The West Virginia Lottery had a world-record POWERBALL jackpot winner in December 2002. Jack Whittaker won \$314.9 million. CRA answered the call by planning a press conference the same day his identity was revealed, followed by TV, print and POP. CRA advertising president John Auge accompanied Whittaker and his family through a whirlwind media tour in New York the day after the press conference.

Radio commercials were produced in January 2003 to be used daily to promote the POWERBALL jackpot amounts.

CRA produced a Keno campaign that included TV, direct mail, region specific newspaper and POP in April 2003. The "Grim Reaper" television commercial won a silver statuette at the 2002 Telly Awards.

A :30 Problem Gamblers spot was produced in April 2003.

The third POWERBALL jackpot winner, Robert Farnell, showed up at Lottery Headquarters to collect \$62.4 million on April 1, 2003. CRA was notified at 12:30 pm and the set-up was completed in plenty of time for the 3:30 pm press conference.

The West Virginia Lottery reached a billion dollars in sales in June 2003, and a "Thanks a Million" campaign was launched in July complete with logo development, TV, radio, print and POP.

CRA submitted a proposal to the West Virginia Lottery in May of 2003 to provide a full line of advertising services, and the new contract began July 1, 2003. This proposal included the optional services of management of the drawing stations and interactive services.



Graphics on the Lottery marketing promotions trailer were redesigned in August 2003. Fourteen high school students were each featured in their own :60 TV spot for the PROMISE Scholarship program in August of 2003. The West Virginia PROMISE (Providing Real Opportunities for Maximizing In-state Student Excellence) Scholarship Program gives West Virginia high school students with certain test scores a full tuition scholarship to a state college, university or in-state private college. Funding is provided by the West Virginia Lottery.

In February 2004, a TV commercial was produced that featured West Virginia musical artists performing a Lottery jingle written by Jan Haddock. Haddock is the same Point Pleasant native that wrote the West Virginia Morning spot that aired in July 2001.

To increase awareness of the POWERBALL Jackpot among audience ages 21-54, whimsical 'man on the street' interviews were conducted all over the state. A person dressed up in a giant red POWERBALL costume asked folks, "What would you do if you won me?" These TV spots started in September 2003 and, to date, numerous television and radio spots have been produced.

The MUSI sanctioned POWERBALL Sunday promotion kicked off in September with TV, print and pop. The television spot featured former West Virginia University All-American Sam Huff.

Starting in January 2004, the West Virginia Lottery became the sponsor of the "Woods & Waters" hunting and fishing show on West Virginia Media TV stations. For this sponsorship, six spots were produced using the show's host Jack Fayak. This contract was renewed in 2005 and for the first six months of 2006.

In March of 2004, the West Virginia Lottery had its second highest monthly instant sales beaten only by Lottery startup sales of January 1986.

An animated Veterans Cash TV spot was produced in April 2004. This spot showed all of the Veterans Cash tickets falling onto a blueprint and morphing into the Veterans skilled nursing facility building under construction.

As part of the full service offerings, CRA's Rev Interactive division completely overhauled the Lottery's Web site in 2004. A powerful, high-tech tool was created that is useful to players, the media and the general public. This innovative site lets players find winning numbers, latest scratch-off games, retailer locations and upcoming promotional events. In addition, the history of winning numbers can be researched back to 1986, when the Lottery sold its first ticket. The site also serves as an important public relations function by providing facts about Lottery proceeds benefiting seniors, education and tourism.

After a brainstorming session in April 2004, a concept was developed around a farm that grew West Virginia Lottery tickets. The Cash Farm spots were shot in Lewisburg and promoted instant and online games. The talent included people, farm animals, as well as,



trained dogs and chickens. An illustration and POP were also developed for this campaign. This campaign won a 2004 silver Addy award.

In June 2004 instant ticket year-end total sales set a new record of \$110 million.

The partnership between the West Virginia Lottery and CRA was renewed July 1, 2004.

Weekly television spots and the two weekly newspaper advertisements to promote the POWERBALL Instant Millionaire Game Show ended in September 2004 when the game show went off the air.

In February 2005, the West Virginia Lottery teamed up with the Multi-State Lottery Association for an instant ticket campaign that cross-promoted the Bewitched movie. The campaign included TV, radio and POP.

Instant ticket radio was produced in May, June, October and November promoting various instant tickets.

A Cash25/POWERBALL promotion campaign ran February 28 - March 18, 2005, complete with radio, newspaper and POP. In March, Cash25 sales were up 16 percent from the previous month.

The Multi-State Lottery Association decided to pay tribute to music legend Ray Charles in March 2005 and the spots were put on the air again for a two-week run.

The partnership between the West Virginia Lottery and CRA was renewed July 1, 2005.

In July 2005, CRA was ready once again at a moment's notice to plan a press conference for the 15 FEMA workers who won the \$10 million POWERBALL jackpot. A TV spot was produced from this press conference.

CRA planned another press conference for the state's first Hot Lotto Winner in early August of 2005. Diane Ellis of Charleston won \$1.75 million playing the Multi-State Lottery's Hot Lotto online game.

In August of 2005, the Multi-State Lottery Association changed the POWERBALL matrix again to reflect bigger starting jackpots with a match five prize component with money from the cash bonus pool distributed to players who match some numbers but not all of them. CRA promoted this change with newspaper and POP. The West Virginia Lottery had their first big winners because of these changes in October when 19 beauticians from Charles Town won a total of \$863,492. CRA planned the press conference for the winners.

Fiscal year 2005 total sales set a new record of \$1.4 billion for a single year. Instant ticket year-end total sales set a new record of \$112 million. Hot Lotto year-end total sales also set a new record of \$3.3 million.



Our state has been so lucky with so many POWERBALL winners; we decided to keep top-of-mind awareness going and in August television commercials were created in a game show setting to reveal jackpot amounts

Radio and television commercials were produced for both Marshall and West Virginia Universities for the 2005 fall college football season. The spots compared the amount of West Virginia Lottery ticket winners to the number of seats in each stadium.

CRA researched the rights for the song Games People Play by Joe South and negotiated the one-year contract for both radio and television. The music was re-recorded to give the Lottery a new identity with the slogan Games People Play. The song made its debut with holiday TV and radio commercials that aired from November to December 2005. The TV spot featured a Santa getting carried away scratching instant tickets from a couple's stocking. Santa left money behind in their place. Scratch-off ticket gift-giving was the emphasis of the accompanying radio commercial.

Keeping with the Games People Play theme, an animated spot was produced that featured scratch-offs, as well as all of the online games. Complementary radio spots also hit the air in December 2005.

Through January 31, 2006, fiscal sales for instant and online games totaled \$119,229,930. This amount was up five percent from fiscal year 2005, an increase of \$5 million.

The second Hot Lotto winner, Donald Cox, claimed his \$8.5 million winnings at a press conference on May 4, 2006. The balloons, oversized checks, podium signage and coordination of production and audio companies were handled by CRA.

To celebrate the 20th Anniversary in 2006, CRA and the West Virginia Lottery marketing staff teamed up for a full-blown marketing blitz. A 20th Anniversary logo was designed with the tag line "20 years of Winning for West Virginians." The logo was animated for television.

For the Capitol Classic Basketball game a large artificial cake was fabricated with candles that held the description of the prizes that were given away at half time.

A proceeds compilation video introduced the song, *Good Things Make a Difference*, written by marketing director Mike Ross and performed by promotions manager Keri Blankenship.

In addition to the annual promotional items purchased, numerous anniversary promotional items were also added to the inventory.

Television and radio spots were produced teaching players how to enter the second chance drawings. A complementary second chance drawing logo was developed for this campaign.



Additional TV spots educated players on how the Red Ball Bonus promotion worked. The Red Ball Bonus logo was developed for use in the POF, newspaper and signage for the drawing machine.

Print posters, coasters and aprons were also produced for the Keno Play Day campaign.

An inflatable cash vault was purchased and customized with the 20th Anniversary logo and Lottery money was designed. Cash Vault events were planned at locations throughout the state, and the media department scheduled two radio remotes at each location. Cash vault events were announced through print and posters that were customized for each location where the events were held.

A Cash25 20 Up logo was produced that was used in newspaper and POF. Radio was produced to explain the promotion.

CRA helped staff both the Capitol Classic Basketball game and cash vault events.

The Games People Play campaign picked up speed in May of 2006 when numerous spots were made showing players scratching tickets, watching the televised nightly drawing and having fun. Several spots were designed to highlight the newest instant tickets and Jackpot Alert spots were also made.

Year to date traditional lottery sales were up \$24 million and year to date POWERBALL sales were up \$19 million in April 2006.

Hot Lotto winner Donald Cox came forward in May 2006. CRA planned the press conference announcing the \$8.4 million winner.

Since the start of the account, monthly Winners Spotlight Newspaper ads have been produced and retailer posters produced and distributed. In August 2002, the ad was revamped with a new look to match the Winners TV spots produced in October 2002.

For the holiday seasons we have produced POF, gift envelopes, TV commercials and provided judges for the retailer holiday display contest.

Hundreds of thousands of promotional items have been purchased for fairs, festivals and wheel spin giveaways.

Charles Ryan Associates has provided retailers with street talkers, banners and window clings used with various campaigns as well as pertinent Lottery signage to promote that Lottery products are sold at their establishments.

Football and basketball program ads, television and radio advertisements, and signage are produced and distributed to both Marshall University and West Virginia University each year.





Three CRA employees staffed the State Fair for two days in August 2000. Two CRA account services employees staffed the State Fair for five days in August 2001, August 2002, August 2003 and 2004. CRA staff has also participated in several annual chili cook-off competitions held at Lottery headquarters.

Four annual reports have been completed on time. All four were awarded the certificate of achievement for excellence in financial reporting by the Government Finance Officers Association of the United States and Canada.

Dozens of television commercials have been produced to explain to players how proceeds from the West Virginia Lottery benefit senior citizens, education and tourism.

Account Services staff has assisted with the shopping and staffing for the retailer rallies conducted throughout the state. CRA employees also have attended many of the instant ticket focus groups held since the beginning of this relationship. In addition, account executive Cheryl King has attended game planning sessions, Lottery marketing meetings and the North American Association of State and Provincial Lotteries (NASPL) conferences held in New Mexico, Maryland, New Orleans and Minnesota.



## **Subcontracted Services**

Charles Ryan Associates will subcontract research services, television and radio production and printing of materials. CRA's philosophy with regard to subcontractors is that anyone working on the account is part of the team. Therefore CRA's account manager will be responsible for managing all contractual arrangements and the West Virginia Lottery will have a seamless process with subcontractors.



## 4.1 Section II Location of Representatives

Charles Ryan Associates will dedicate two account representatives, Senior Account Executive Cheryl King and Account Coordinator Amy Panta, to the West Virginia Lottery account. Both work full-time out of our Charleston office, and will be available at all times on-call, within a 60-minute request time. They also will attend all weekly Lottery marketing meetings, ad hoc marketing meetings, and the majority of special promotions during daytime, evening and weekend hours.





## 4.1 Section III Financial Stability

Charles Ryan Associates has the solid financial foundation to pledge and place commitments of advertising media without hesitation on behalf of the Lottery, up to as much as \$1.5 million at any one time.

CRA's financial statements are proprietary information and not for public disclosure. They have been provided in the cost portion of our response.





## 4.1 Section IV Vendor Experience

Retail Experience

Organizational Chart

Team Resumes

Comprehensive Marketing Campaign Examples

Memberships

Annual Gross Billings

Accounts Gained and Lost

Bank Affiliations/Credit References

Bankruptcy Statement

Tax Statement

Conviction Statement

Account Balances







## Retail Experience

Here's the score on our retail experience. We've got lots of it and we produce results every day!

Who says so? Our clients. That's why they turn to CRA time and again. Wireless companies, financial institutions, insurance companies and distributors. Tourism destinations from Florida to Virginia to Nevada. The automotive industry, suppliers, lotteries and gaming destinations.

Businesses have turned to CRA under the most stringent of circumstances. When a wireless provider needed a complete rebranding strategy while expanding into unfamiliar markets, they turned to CRA.

A company buying another twice its size while tasked with keeping and increasing current market share asked CRA to create and implement the successful transition campaign.

Companies going through name changes, bankruptcy and public offerings - while still trying to maintain sales and communicate with their large sales force - have all turned to CRA.

When a national company that was often represented to the outside world by its clients and yet owned by an international corporation, faced the daunting task of taking the umbrella brand and tailoring it to specific programs with unique brands of their own - the great challenge to make it all work was successfully tackled by the CRA team.

When a financial institution needed to gain stockholder confidence and drive market share, CRA stood shoulder-to-shoulder with executives to make the right moves and bring awareness of the brand to its customers during the most difficult of situations.

When large health care and workers' compensation insurance companies had to communicate with agents and their internal sales force, CRA was there with the right mix of technology and collateral solutions.

When Fortune 500 companies needed to train their employees, they asked CRA to create programs and train them on industry-specific messages.

When a client needed a better way to track and increase returns-on-investments, it turned to CRA for state-of-the-art online technology to beat industry standards and produce outstanding results.

From local, regional and Fortune 500 companies, CRA is there to provide solutions with an integrated approach and a team concept.

These are only a few examples, but simply stated, we know the retail industry and we are excited about the opportunity to really get to know you - your business, your



strengths, your challenges, your expectations, your goals, your competition, your environment, your market... you. And we will provide just the right mix of creative ingenuity and skill to make you better. Our full-service capabilities allow our team to squeeze every ounce of potential out of every resource.

We create, build, maintain and protect the brand. It's what we live for, and it is why we exist as a company. Our talented and dedicated staff uses an integrated approach to tackle any project, any time, anywhere. We produce the kind of results our clients have come to expect, time and again. Every day.

CRA partners with you to cultivate a long and sustained marketing effort that will harvest increasing and impressive numbers from year to year. We do the intense research necessary to understand the landscape. This information is used to build your brand by putting our creative and tactical heads together to map out the strategy needed.

We know when to construct public relations campaigns to target earned media opportunities on a national, regional and local level. We understand how to approach work-weary editors and journalists to get their attention and to get them covering our clients. *The Washington Post*, CNN, The Today Show, Good Morning America... we are proud to drop a few names and share where we have landed our clients.

By using just the right mix of paid media, whether traditional, non-traditional or online, we know how and when it best fits within our earned media strategy. We understand how to position our clients through point-of-purchase and point-of-sale efforts and we understand business-to-business and business-to-consumer marketing.

Our creative is 'wow-worthy.' When presented to our clients, that is most often the reaction we get... 'Wow!' Remember those overly-creative folks we talked about earlier? They spend their days, and often their nights, crafting just the right advertising campaign: television ad, radio commercial, telephone campaign, magazine insert, double truck spread, collateral piece, poster, direct mail, outdoor billboard, bus wrap, window cling, POP, POS - you name it - to set our clients apart from the rest.

CRA knows technology and uses it. We develop online marketing campaigns, search engine optimization (SEO) strategy and powerful database management tools to push a diverse range of information to a broad variety of interests. In other words, at the click of a button we make sure that you can reach millions of potential customers, and possibly establish ongoing communications with them to increase the probability that they take you up on your sales offers.

Retail. We know how it works inside and out. Want to see?

Well then, come on!  
Experience CRA.



## Rev Interactive

Rev Interactive has years of experience in managing the online efforts of a variety of organizations, from government agencies to Fortune 500 companies. Our services range from developing an online strategy to providing technical support for a hosting environment. Our goal is to provide clients with a single access point for anything related to their online efforts.

We have had the privilege of partnering with the West Virginia Lottery in the relaunch of their online presence. We began with a simple strategy: Launch a Web site that is fun, interactive, engaging and valuable to our target audiences. Today, the Lottery Web site is a resource to players, an enhancement to the brand, an educational tool for games, a communicator for public relations and a proud accomplishment for the team.

Our staff consists of the right mix of individuals that it takes to be successful online. From strategists to designers to technology gurus, we provide you with a single point of contact for anything and everything related to your online efforts.

The Rev Interactive and the Lottery team have produced a great Web site. Not only in the tools and services available to the visitors but also in the extensive back-end integration that ensures the site is continually updated. For example, the system currently in place requires no human interaction for winning numbers to be posted to the site, reducing potential errors and maximizing the timeliness of the postings.

### Hosting

We currently manage the Web and database servers required to serve the WVLottery.com Web site to the public. We were responsible for analyzing your needs, predicting future needs and designing a hosting environment that would be most appropriate. Today, we maintain a dedicated hosting environment at a partner data center, Rackspace. This hosting solution provides a reliable, 100 percent up-time guarantee. Currently, the WVLottery.com hosting environment consists of:

- **Dedicated Firewall**
- **Database Server**
  - Intel Xeon 3.06 GHz
  - 1GB RAM
  - Windows 2003 Server Standard with SP 1
  - Two Hard Drives, 6 GB and 61.7 GB
- **Web Server**
  - Intel Xeon 3.06 GHz
  - 1GB RAM
  - Windows 2003 Server Standard with SP 1
  - Two Hard Drives, 6 GB and 27.8 GB

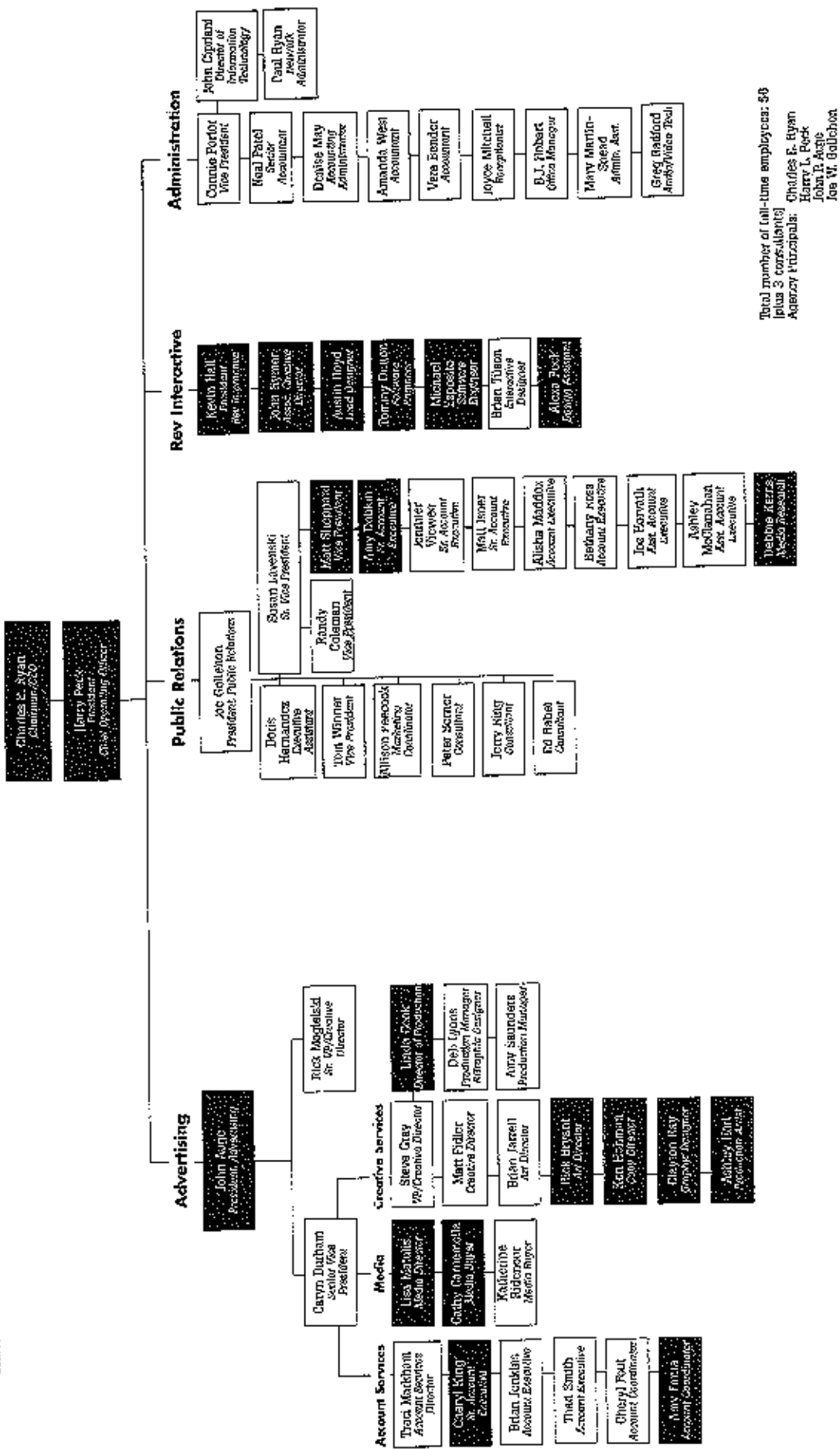


## Support

We provide you with a single point of contact for all support and service needed for your online efforts. From small changes, to new product launches, our goal is to ensure accurate and timely response to your needs. We manage all upgrades, patches, updates and new software implementations for the hosting environment, ensuring the solution is completely turnkey for you. No matter the time of day, day of week or current situation, you have one resource to call for 24/7 support for all online components.



# Charles Ryan Associates, Inc., Organizational Chart



Total number of full-time employees: 50  
 plus 3 consultants  
 Agency Principals:  
 Charles E. Ryan  
 Harry L. Peck  
 John T. Azie  
 Joe W. Galichon

## **Charles Ryan, Chairman & Chief Executive Officer**

### **Job Description**

Charles Ryan is one of the country's most successful integrated marketing pioneers. He has founded four successful communications firms in Virginia and West Virginia and has extended his agency's reach throughout the United States with specialization in tourism, retail, crisis management, litigation support and spokesperson training.

Ryan founded Charles Ryan Associates in 1974. He has guided CRA to its place as one of the nation's foremost integrated marketing communications companies. Ryan is highly skilled in strategic marketing and creation, and implementation of campaigns designed to utilize integrated marketing communications that create a competitive advantage for his clients.

In 1998, Ryan led his agency into interactive services, founding Rev Interactive. Rev focuses on design, technology and communications strategies for our clients. Its Global AlertLink™ is an innovative development in assisting corporations large and small during a crisis.

Ryan has assisted the state in pro-bono efforts in regard to economic development and has volunteered his time to further the efforts of the private Council for Economic Development.

### **Work Experience**

KIVI-TV, General Assignment Writer  
WCHS-TV, News Director and Anchor  
WSAZ-TV, News Editor and Anchor  
The Associated Press, State Broadcast News Editor

### **Education**

Bachelor of Science in Journalism  
West Virginia University



**Awards/Achievements  
Community Service**

Member, Executive Committee and Board of  
Directors, W. Va. Roundtable  
Member, Executive Committee and Board of Directors,  
The Clay Center for the Arts & Sciences  
Chairman, Marketing Committee,  
The Clay Center for the Arts & Sciences  
Board of Directors, W. Va. Chamber of Commerce  
Board of Directors, Faculty Merit Foundation  
Board of Directors, Advantage Valley  
Board of Directors, P. I. Reed School of Journalism  
West Virginia University  
Member and Elder, First Presbyterian Church of Charleston  
Ernst & Young W. Va. Master Entrepreneur Award - 1997  
Public Relations Society of America, W. Va. Chapter,  
Lifetime Achievement Award  
*The State Journal* Who's Who in West Virginia  
Potomac State College Alumni Achievement Award  
WVU School of Journalism Alumni Achievement Award  
Past President and Member, Rotary Club of Charleston  
Paul Harris Fellow - Rotary Club of Charleston  
WVU College of Business and Economics  
Business Hall of Fame 2002 inductee  
2002 Distinguished West Virginian Award

**Tenure with CRA**

32 Years



## Harry L. Peck, President

<b>Job Description</b>	One of four owners of Charles Ryan Associates, Officer, Member of the Board of Directors and President. Thirty years experience in agency management and advertising client account services. Industry experience at Charles Ryan Associates includes lottery, tourism, telecommunications, retail, gaming, financial, health care, coal mining and other industrial account services management. Played an integral part in the campaign development and execution for many accounts to include: West Virginia Tourism, West Virginia Lottery, NIBLOS, Key Centurion Bancshares and many of its member banks, American Electric Power, Cabell Huntington Hospital, GoMart, Arch Coal and Fairchild International.
<b>Work Experience</b>	Advertising Incorporated, Account Executive Heck's, Copywriter and Administrative Assistant
<b>Education</b>	Bachelor of Science in Journalism P. I. Reed School of Journalism West Virginia University
<b>Awards/Achievements</b>	<i>The State Journal</i> , "Who's Who in W. Va."
<b>Community Service</b>	Past President, Advertising Club of Charleston Board of Directors, YMCA President of Men's Club of B'Nai Jacob Synagogue Past Member and Board of Directors, Charleston Regional Chamber of Commerce
<b>Tenure with CRA</b>	31 Years





## Cheryl King, Senior Account Executive

**Current Position** Team leader for West Virginia Lottery account. Provides leadership within the agency on behalf of the client and prepares all work requests. Supervises strategic goals and objectives. Responsible for day-to-day client relations including advertising, public relations and research. Management of television, radio and print production. Maintains communications with appropriate agency and client personnel to ensure positive workflow.

**Work Experience** Charles Ryan Associates, Account Executive  
Charles Ryan Associates, Account Coordinator  
Sunrise Museum, Assistant to the President  
WCHS-TV, Weekend News Reporter  
WCHS-TV, Newsroom Assignment Editor  
WCHS-TV, Production Assistant  
Atlantic Financial Federal,  
Customer Service Representative

**Education** Masters of Arts – Communication Studies  
West Virginia University

Bachelor of Science – Communications  
West Virginia State College

**Awards/Achievements** Charleston Advertising Club Member

**Community Service**

**Tenure with CRA** 6 Years



## **Amy Fanta, Account Coordinator**

<b>Current Position</b>	Works on the West Virginia Lottery team on daily account activities including advertising and production. Assists with communications between creative and media departments. Maintains and builds client relationships.
<b>Work Experience</b>	United Bank, Assistant Trust Officer Mountain State BCBS, External Relations Intern
<b>Education</b>	Bachelor of Science in Journalism - Public Relations Scripps School of Journalism Ohio University
<b>Awards/Achievement Community Service</b>	Downtown Symphony Club, Steering Committee Member
<b>Tenure with CRA</b>	1 Month



## **John P. Auge, President of Advertising/ Creative Director**

**Job Description** One of four owners of Charles Ryan Associates, and member of the agency's Board of Directors. Provides creative direction and leadership to the advertising staff. Also involved with the overall management of the firm as well as developing the processes for servicing clients.

**Work Experience** Willard & Auge, Inc., Creative Director/Principal  
Willard & Arnold Communications, Creative Director  
Max Media, Production/Graphic Designer  
Two Rivers Design Group, Designer  
Oh Susannah Graphics, Graphic Designer  
Inform Incorporated, Graphic Designer  
WCHS-TV Art Director

**Education** Associate Degree – Visual Communications  
The Art Institute of Pittsburgh

**Awards/Achievements** Holiday Tour Booklet Design - The White House  
**Community Service** PRSA Crystal Award. 2003 West Virginia Symphony  
Season Brochure  
Telly Awards (3) 2003 West Virginia Lottery Campaigns  
Judge's Choice, Lexington, Kentucky ADDY. 2002.  
CHA Health Branding Campaign  
Gold ADDY 2002, West Virginia Lottery. Campaign  
Healthcare Advertising Award 2002, CHA Health Television  
Lexington, Kentucky, ADDY (S) 2001.  
CHA Health Collateral Television, Out-of-Home, Magazine  
Telly Award, 2002, CHA Health Television  
Telly Awards (2) 200, West Virginia Lottery Campaigns  
Board of Directors, Capitol Market  
Volunteering Committee, The Greater Kanawha  
Valley Foundation Board  
Member, Visiting Committee, F. I Reed School of Journalism,  
West Virginia University

**Tenure with CRA** 16 Years



## **Rick Bryant, Art Director**

<b>Current Position</b>	Responsible for designing and directing full campaign development on several large accounts, including West Virginia Lottery. Also works with the creative team on concepting and development.
<b>Work Experience</b>	R&R Partners, Senior Art Director Brandon Advertising, Associate Creative Director W.B. Donor & Co. Senior Art Director McCann-Erickson, Senior Art Director
<b>Education</b>	Bachelor of Fine Arts, Advertising Design Columbus College of Fine Art & Design
<b>Awards/Achievements</b>	2005 CA Advertising Annual
<b>Community Service</b>	2005 Clio Finalist TV 2005 FBS Funniest Commercials One Show Baltimore Addy Best of Show Addy Awards NY Festival Mobius
<b>Tenure with CRA</b>	2 Months



## Clayton Ray, Graphic Designer

<b>Current Position</b>	Designs and produces art and copy layouts for material to be presented by visual communications media, that are on strategy and reflect a wide variety of styles to correspond to the needs of the client. Designs logos, collateral and promotional materials, print advertising, outdoor and signage for the West Virginia Lottery.
<b>Work Experience</b>	Marshall University, College of Science, Designer Marshall University, College of Fine Arts, Computer Lab Assistant CommWorld, Installation Technician
<b>Education</b>	Bachelor of Fine Arts – Graphic Design Marshall University, Magna Cum Laude
<b>Awards/Achievements</b>	Dean's List
<b>Community Service</b>	2000 Juried Exhibition – 1st place drawing, 1st place painting, 2nd place painting; 1999 Juried Exhibition – 2nd place painting; and 1998 Juried Exhibition – 1st place graphic design and 2nd place graphic design. Member of Aratak! Huntington Works (painted murals) Assisted S.C.O.R.E.S. Assistant Scoutmaster, Troup 23, Crooked Creek, WV Eagle Scout
<b>Tenure with CRA</b>	5 Years



## Ashley M. Hart, Production Artist

<b>Current Position</b>	Provides assistance in creative development of print materials and executes proofing, editing and file preparation of final creative layouts.
<b>Work Experience</b>	Charles Ryan Associates, Production Artist Charles Ryan Associates, Intern Southern Graphic Systems, Alcoa – Production Coordinator
<b>Education</b>	Bachelor of Fine Arts – Communication Design Longwood University
<b>Awards/Achievements</b>	Member of AIGA, American Institute of Graphic Arts
<b>Community Service</b>	Richmond, Virginia Chapter
<b>Tenure with CRA</b>	1 Year



## Linda Cook, Director of Production

<b>Job Description</b>	Coordinates all in-house production of jobs, to include sizes, publication specifications, paper stocks and inks, electronic pre-press checking of files going to print, estimates internal and external production and printing, archives and retrieves electronic files and samples. Production art and design.
<b>Work Experience</b>	Charles Ryan Associates, Production Artist Minden Press Herald, Retail Ad Manager Design and Image Associates, Production Artist MDA Advertising, Production Artist Sal Butera Advertising, Assistant Art Director/ Production Artist Clarkins Discount Department Stores, Production/ Layout Artist
<b>Education</b>	WVU Hosta College WVU Master Gardeners Course Grammar & Proofreading Seminar Second Wind, Ltd. -- Advertising Traffic Seminar Trinidad State Junior College Glenwood High School, Canton Ohio
<b>Awards/Achievements Community Service</b>	Lutheran Youth Organization -- Synod Advisory Committee Camp Luther -- Crafts Director Trinity Evangelical Lutheran Church Altar Guild, Liturgical banner Designs and Acolyte Trainer Member, Kanawha County Master Gardeners Association
<b>Tenure with CRA</b>	18 Years



## **Lisa Matulis, Media Director**

<b>Job Description</b>	Develops, executes and advises media planning and buying based on client requirements, budget and objectives.
<b>Work Experience</b>	Charles Ryan Associates, Senior Media Buyer Charles Ryan Associates, Media Buyer Charles Ryan Associates, Assistant Media Buyer Account Executive, Knight Phillips Associates
<b>Education</b>	Bachelor of Science – Communications University of Tennessee
<b>Awards/Achievements</b>	Member, Advertising Association of Charleston
<b>Community Service</b>	Jazzercise Instructor
<b>Tenure with CRA</b>	8 Years





## **Cathy Carnemolla, Media Buyer**

**Current Position** Develops and executes media plans/buys based on client requirements, budget and objectives.

**Work Experience** Image Associates, Media Buyer/Producer  
Residence Inn, Sales Coordinator  
Marriott, Guest Relations Agent  
WKLC Inc., Promotion Director  
Tridea Group, Intern  
WCHS-TV, National/Local Sales Assistant  
Belmont University, Student Writer

**Education** Bachelor of Science – Communications  
West Virginia State University

**Business Management**  
Belmont University

**Awards/Achievement** Girl Scout Volunteer  
**Community Service**

**Tenure with CRA** 1 Year



## Kevin Hall, President, Rev Interactive

**Job Description** Manages the interactive division of Charles Ryan Associates which includes Web and interactive development staff, operational functions and strategic direction of the division. Works closely with clients to maximize the use of interactive technologies to enhance their business.

**Work Experience** WVU-Parkersburg – Database Administrator  
Crescent and Sprague, Inc. Systems Analyst

**Education** Masters of Science – Information Technology  
Marshall University

Bachelor of Science – Business Administration  
West Virginia University

**Awards/Achievements** Healthcare Advertising Award, 2004. CAMC  
Recruitment CD-ROM  
Gold Healthcare Advertising Award, 2004. King's Daughter's  
Medical Center Web site  
Most Innovative Site Overall World Wide Health Awards  
[plus four additional awards], 2004. numerous clients  
Mercury Award, 2003. West Virginia Tourism  
PowerPoint Presentation  
FRSA Round-up Award, 2003. West Virginia  
Tourism, Media Kit CD  
FRSA Crystal Award, 2003. West Virginia Tourism  
Media Kit CD  
Gold ADDY, 2002. West Virginia Tourism Media Kit  
Mercury Award, 2001. West Virginia Tourism Trails Journal  
Best of Show, 1999 Appee Award West Virginia  
Tourism Heritage Journal  
Volunteer member of the board of directors for  
Roane County Family Health Care

Numerous activities volunteering time to help churches, etc.,  
with technology related issues

**Tenure with CRA** 9 Years



# John Rymer, Associate Creative Director, Rev Interactive

## Current Position

Primary responsibilities include creative planning, graphic design and production of internet, intranet and multimedia projects, as well as interface and information design for dynamic and data-driven projects. Other responsibilities include production and maintenance of internal Web sites, internal marketing materials and strategy planning on design processes.

## Work Experience

WVU Student Support Services, Computer Services  
Intern  
Freelance Graphic Designer and Web Developer

## Education

Bachelor of Science – Business Administration  
West Virginia University

## Awards/Achievements

### Community Service

Healthcare Advertising Award, 2004.  
CAMC Recruitment CD-ROM  
Gold Healthcare Advertising Award, 2004. King's Daughter's  
Medical Center Web site  
Most Innovative Site Overall World Wide Health Awards  
(plus four additional awards), 2004, numerous clients  
Mercury Award, 2003. West Virginia Tourism  
PowerPoint Presentation  
FRSA Round-up Award, 2003. West Virginia  
Tourism, Media Kit CD  
FRSA Crystal Award 2003, West Virginia Tourism  
Media Kit CD  
Gold ADDY, 2002, West Virginia Tourism Media Kit  
Mercury Award, 2001, West Virginia Tourism Trails Journal  
Best of Show, 1999 Appee Award, West Virginia  
Tourism Heritage Journal  
Dean's List

Various community service activities as a member of the  
Delta Sigma Pi professional fraternity, such as Adopt-A-  
Highway and Christian help.

## Tenure with CRA

6 Years



## **Michael Esposito, Software Engineer, Rev Interactive**

<b>Job Description</b>	Designs and develops Web sites focusing on business-to-business and business-to-consumer, Internet applications utilizing the latest dot net technologies and incorporates them with skills and experience gained through years of software development.
<b>Work Experience</b>	West Virginia State Treasurer's Office, Programmer/Analyst West Virginia University Institute of Technology Lab Administrator
<b>Education</b>	Bachelor of Science – Computer Science WVU Institute of Technology
<b>Award/Achievements</b> <b>Community Service</b>	Technical Proficiencies/Programming Skills: Microsoft Certified Professional SQL, PL/SQL, Active Server Pages .NET, Visual Basic .NET, Visual Basic 6
<b>Tenure with CRA</b>	6 Months



# Thomas Dutton, Software Engineer, Rev Interactive

**Current Position** Creates custom information system solutions for a wide variety of clients. Manages development life cycle including analysis, design, development, testing, integration, and maintenance.

**Work Experience** TicketMaster, IVR Coordinator  
Acorria National, Account Manager

**Education** Master of Science – Information Systems  
Marshall University

Bachelor of Science – Business Administration  
West Virginia University

**Awards/Achievements** Technical Proficiencies/Programming Skills  
**Community Service** Visual Studio Net 2003/2005, Visual Basic .NET / 6.0, ASP, .NET1.0/1.1/2.0, ADO.NET, Web Services, SQL, Server 2000, MS Access, SQL, T-SQL, DDL Scripting, HTML, Java, Visio, Microsoft Project, Microsoft Office, PhotoShop, FrontPage

**Tenure with CRA** 1 Year



## Austin Boyd, Lead Designer, Rev Interactive

**Current Position** Uses flash animation abilities in conjunction with graphic design skills and knowledge of what is required to design and build multimedia of a professional caliber, contributes to the Rev team by helping maintain a leading edge, look and feel while also ensuring strategic interactive communications. Designs and constructs multimedia animations and presentations to enhance the visual impact of Web sites, messages and self-contained projects, such as interactive CD-ROMs. Other duties include designing and building Web sites and performing maintenance of existing ones

**Work Experience** KRO Productions, Graphic Designer

**Education** Bachelor of Arts — Graphic Design  
West Virginia Wesleyan College

**Awards/Achievements** Healthcare Advertising Award, 2004.

**Community Service** CAMC Recruitment CD-ROM  
Gold Healthcare Advertising Award, 2004, King's Daughter's Medical Center Web site  
Most Innovative Site Overall World Wide Health Award (plus four additional awards), 2004, numerous clients  
Mercury Award, 2003 West Virginia Tourism PowerPoint Presentation  
FRSA Round-up Award, 2003 West Virginia Tourism Media Kit CD  
FRSA Crystal Award, 2003, West Virginia Tourism Media Kit CD  
Gold ADDY, 2002, West Virginia Tourism, Media Kit  
Mercury Award, 2004, West Virginia Tourism, Trails Journal  
Best of Show, 1999 Apper Award, West Virginia Tourism, Heritage Journal  
1997 Juried Exhibition, Sleeth Gallery, Buckhannon, West Virginia.  
Davis Creek Church of the Nazarene Vacation Bible School  
Kanawha State Forest Clean-Up Day participant

**Tenure with CRA** 6 Years



## Alexa Peck, Design Assistant, Rev Interactive

<b>Current Position</b>	Assists with web and multimedia design and graphics and provides administrative support to the interactive team.
<b>Work Experience</b>	Assistant Photographer, Rick Lee Photography Make-up Artist/Wardrobe, Charles Ryan Associates Assistant Copywriter, Charles Ryan Associates Freelance Wedding Photographer
<b>Education</b>	Bachelor of Fine Arts Columbus College of Art and Design
<b>Awards/Achievements</b>	Scholarship to Columbus College of Art and Design
<b>Community Service</b>	Student Exhibition at Columbus College of Art and Design 1999-2000.  Author of <i>Clarissa</i> published in <i>Boticelli</i> . 1999  Group Media Installation Exhibit Fort Hayes Gallery. Columbus, OH 2000.  Student Exhibition at Columbus College of Art and Design 2000-2001.
<b>Tenure with CRA</b>	4 Years



## Ken Hohman, Copy Director

<b>Current Position</b>	Oversees copy development for many CRA campaigns. Coordinates work with freelance copy writers and assists with creative concepting.
<b>Work Experience</b>	Sure-Fire Copy Ltd. Owner and Creative Director
<b>Education</b>	Bachelor of Arts – English Bowling Green State University
<b>Awards/Achievements</b>	London International Advertising Awards
<b>Community Service</b>	National Telly Awards National Silver Microphone Awards Echo Awards Healthcare Marketing Awards Local and Regional "Addy" Shows
<b>Tenure with CRA</b>	1 Month





## **Matt Sheppard, Vice President/ Director of Spokesperson Training**

<b>Current Position</b>	Provides spokesperson and media training and advises corporate executives. Develops media strategies that help guide corporations through periods of crisis.
<b>Work Experience</b>	WSAZ-TV, Sports Anchor/Sports Reporter WVVA-TV, Sports Anchor/Sports Reporter WSAZ-TV, News Producer
<b>Education</b>	Bachelor of Science — Journalism Scripps School of Journalism Ohio University
<b>Awards/Achievements Community Service</b>	EMMY Award: Ohio Valley Chapter of the National Academy of Television Arts and Sciences 2002 W. Va. Associated Press: Best Sports Special 1998-2002 W Va Associated Press: Best Sports Operation 1998-2002 Active speaker to schools and organizations
<b>Tenure with CRA</b>	4 Years



## **Amy Dobkin, Senior Account Executive**

<b>Job Description</b>	Principal duty is the daily management of major public relations accounts. Responsible for strategic planning, message development, media relations and overall communications strategies. A specialist in public involvement.
<b>Work Experience</b>	Mountainside Media, Inc., Project Manager Marshall University Student Government Association, Public Relations Director WV Division of Tourism, Public Information Intern
<b>Education</b>	Bachelor of Arts – Public Relations Journalism Marshall University
<b>Awards/Achievements</b>	First Place Public Relations Society of America (PRSA), WV Chapter, Crystal Award, 2008, West Virginia State Parks and Forests
<b>Community Service</b>	West Virginia Division of Tourism Mountaineer Award, 2008, West Virginia State Parks and Forests Frasure-Singleton Internship Marshall University Political Science Department Internship Vice President, Communications, Public Relations Student Society of America Marshall University Chapter Youth Group Leader, Glen Dale United Methodist Church
<b>Tenure with CRA</b>	6 Years



## Debbie Kerns, Media Research Coordinator

**Current Position** Deb is responsible for monitoring all media, both local and regional, as well as online news sites for stories important to CRA clients. She also handles the agency's clipping service.

**Work Experience** AEP, Customer Service Representative  
AT&T, Customer Service Specialist

**Education** University of Tennessee

**Tenure with CRA** 3 Months



## **Rex Repass, President and CEO R. L. Repass & Partners, Inc.**

<b>Current Position</b>	Conducts marketing and opinion research for diverse client categories including lotteries, automotive, health care, packaged goods, financial services and the media
<b>Work Experience</b>	Entrepreneur and business owner since 1984
<b>Education</b>	Master of Science – Communications, emphasis on research University of Tennessee  Bachelor of Arts – Journalism Marshall University
<b>Awards/Achievements</b>	Member, American Marketing Association
<b>Community Service</b>	American Association for Public Opinion Research Speaker at marketing/public opinion research conferences Marshall University Distinguished Alumnus Award Serves on Marshall University's Alumni Board of Directors



**Charles McFadden, Senior Partner**  
**R. L. Repass & Partners, Inc.**

**Current Position** Conducts research and public opinion polls for clients including state lotteries, manufacturers pharmaceutical companies, health care, sporting event venues, etc.

**Work Experience** Cincinnati Bell Telephone, Market Research Manager  
Anthem Blue Cross & Blue Shield, Market Research  
Hill-Rom, Market Research Manager/Director

**Education** Master of Arts  
Morehead State University

Bachelors Degree – Psychology  
Thomas More College

**Awards/Achievements** Member, American Marketing Association

**Community Service**



**Jay Mace, Senior Partner,  
R. L. Repass & Partners, Inc.**

<b>Current Position</b>	Responsible for all data collection and sample management for marketing and public opinion research.
<b>Work Experience</b>	Sixteen years of data collection management experience for R. L. Repass & Partners and McMillion Research Services. Experienced in multiple methodologies including telephone, intercept, Web-based and qualitative.
<b>Education</b>	Marketing, Algebraic Concepts, Statistics West Virginia University University of Kentucky
<b>Awards/Achievements</b>	Marketing Research Association
<b>Community Service</b>	Council of American Service Research Organizations



**Jamie Stoneking, Senior Programmer/  
Data Processing Manager, R. L. Repass &  
Partners, Inc.**

**Current Position** Responsible for computer assisted telephone programming.  
Web-based interview programming, and data  
reporting/tabulation.

**Work Experience** Experience with CIMC Survent, Webservent, C/C++,  
VB Script/Macros, HTML, Flash, Perl, SQL, Ladder Logic,  
Open GL, Java Script, XML, and Fortran.

**Education** Bachelor of Science – Computer Science  
Wheeling Jesuit University



## Written Authorization

The West Virginia Lottery is hereby authorized to conduct a thorough background check on each and every employee of Charles Ryan Associates



Susan Iavenski  
Senior Vice President

June 8, 2006





## Comprehensive Marketing Examples





# West Virginia Lottery

Contact: Elizabeth White  
 Deputy Director for Marketing  
 312 MacCorkle Avenue, SE  
 Charleston, WV 25314  
 304-558-0552 Fax: 304-558-6638



## 20th Anniversary

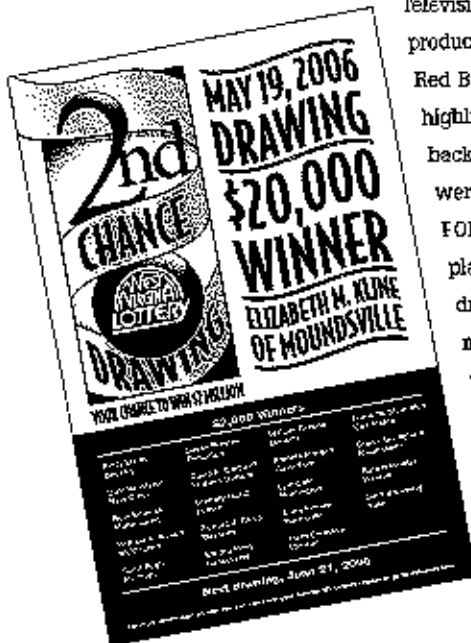
### Objective

2006 marked the 20th Anniversary of the West Virginia Lottery. Charles Ryan Associates and the West Virginia Lottery Marketing Staff teamed up for a full-blown marketing blitz.

A big emphasis was based on educating the public about how to enter the second chance drawings and how to play Keno Play Day, Red Ball Bonus and Cash 25 20 Up. Three anniversary instant tickets were introduced including the first \$20 instant ticket offered in the Lottery's history. The following promotions were advertised: The Capitol Classic Basketball Game, Second Chance Drawing, Keno Play Day, POWERBALL Power Play X10, Red Ball Bonus, Cash 25 20 Up and Cash Vault Events.

### Strategy

To create an identity for the 20th Anniversary, CRA designed a logo with the tag line "20 Years of Winning for West Virginians." This logo incorporated the West Virginia Lottery ball logo and used black and gold as the primary colors to add sophistication, marking a milestone in the Lottery's existence.



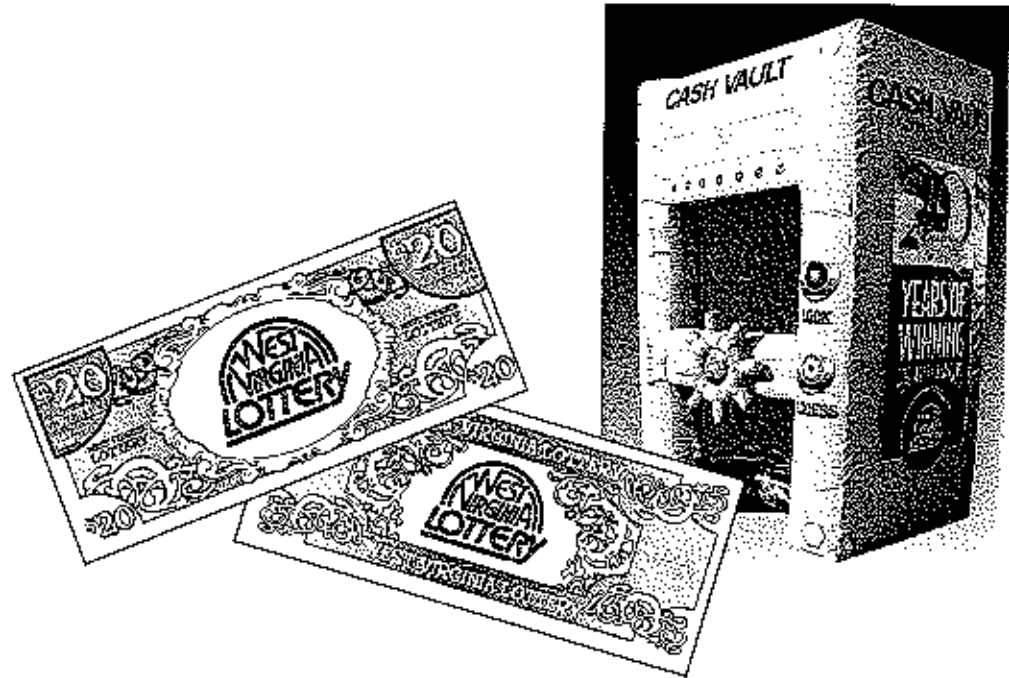
Television spots were produced for the Second Chance drawings and Red Ball Bonus. For the television spots highlighting winners, CRA designed a backdrop. The Second Chance drawings were also promoted through newspaper and FOR. Envelopes also were produced for players to submit their tickets for the drawings. Winners were announced each month with the Second Chance drawing winners print.

An inflatable, customized cash vault was designed, along with Lottery "money" for players to grab



## Results

250,000 Second Chance envelopes were ordered for the beginning of the year. There were so many entries that 500,000 additional envelopes were ordered in March. Print ads and posters were designed for the specific cash vault events. People stood in line the entire time at each event waiting to spin the prize wheel, or to hear if they would get a chance to grab for money in the cash vault. Fiscal 2006 year-to-date instant ticket sales in April were up six percent over those of last fiscal year.



## NTELOS

Contact: Rob Cale  
Vice President of Marketing  
1154 Shenandoah Village Drive  
Waynesboro, VA 22890  
540-946-3594 Fax: 540-946-3398



### Objectives

Six years ago, NTELOS, a full service telecommunications company, turned to CRA for all of its communications needs. Shortly after we became the agency of record, NTELOS purchased two markets from PrimeCo Communications. This doubled their customer base overnight and propelled them into a more urban market with a lot of competition. NTELOS turned to Charles Ryan Associates for market analysis, media efforts and creation of an ad campaign introducing the NTELOS brand to the new markets.

### Strategy

This campaign was such a success that CRA has continued developing campaigns for NTELOS each year. These include:

- TV and radio spots that run in four states
- Radio remotes from store locations
- Print ads in local and regional newspapers, magazines, trade journals etc.
- In-store and point-of-purchase ads
- Outdoor and transit ads
- Direct mail campaigns



Campaigns have featured wireless service sales and promotions, new technology, holiday specials, etc. We handle every step of campaign development from strategy, creative development and copywriting to design, production and media buying, to name just a few of our services.

CRA also provides public relations support to NTELOS. We manage media relations, plan events such as store openings and handle market expansions. As NTELOS continues entering new markets, CRA makes sure the public is aware by providing local media with press releases and interviews, and placing advertisements in these areas. Our public relations team strives to get the NTELOS story to the public.

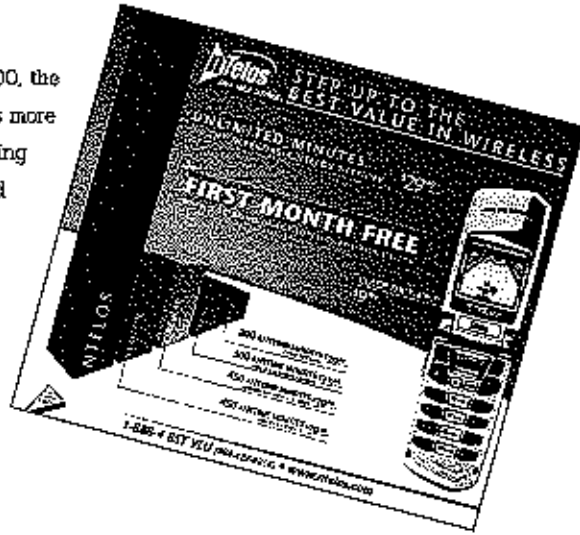
CRA's technology division, Rev Interactive, creates special landing pages for the NTELOS Web site. Rev developed and launched NTELOSpromotions.com to be more than a site. It is an online sales community providing important sales and service information. We can track site traffic and use the information we gather to fine-tune the campaign on a monthly basis for better results.



Rev also handles high-performing search engine optimization (SEO) enhancements to attract visitors to the site. This technology ensures that NTELOS is consistently high ranking on the most popular search engines. Each hit was qualified to make sure we target only those customers in the NTELOS service area

### Results

Since partnering with us in 2000, the NTELOS PCS customer base has more than tripled. We continue working with NTELOS to create new and innovative campaigns that will maintain growth of the brand.



## BrickStreet

Contact: Andy Wessels  
Director of Corporate Affairs  
4700 MacCorkle Avenue  
Charleston, WV 25311  
304-926-3490 Fax: 304-926-5372



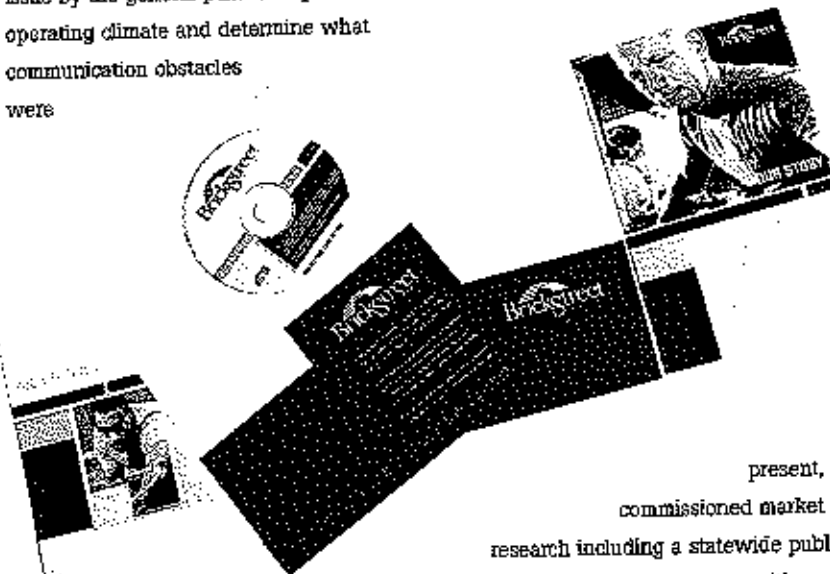
### Objectives

When Governor Joe Manchin signed Senate Bill 1004 into law in February 2005, West Virginia was positioned for a historic change. West Virginia's Workers' Compensation Commission was set to become a private employers' mutual insurance company and West Virginia would, once and for all, be freed from burdens associated with a taxing workers' compensation system.

Converting a state agency to a private company was an extraordinary undertaking and Commission leaders selected Charles Ryan Associates as the agency of record to strategize and execute marketing efforts associated with the change. This included developing a complete identity package for the new entity, launching and establishing its brand and executing communications to reach the company's many target audiences.

### Strategy

It all began with research. To identify overall understanding of the issue by the general public, help define the current operating climate and determine what communication obstacles were



present, CRA  
commissioned market  
research including a statewide public  
opinion poll and a series of focus groups with  
employees, business decision makers and the general public.

The research indicated an overwhelming misunderstanding and a lack of knowledge about the upcoming transition associated with the Workers' Compensation system. In fact, many people had no idea a change was coming. It became obvious - we had our work cut out for us.



**Building a brand.** CRA and BrickStreet's creative teams went straight to work and began developing a brand for West Virginia's newest insurance company. The identity package included a name logo, color palette and tagline for the company. Following months of development, trademark research and consumer testing, BrickStreet Mutual Insurance Company was born.

As part of the 2005 West Virginia Business Summit, our team executed a large scale "unveiling ceremony" to launch the new brand. This included intensive media relations, a custom flash presentation introduced by the governor and informational folders for attendees to take away.

**It is all about community.** It was clear — after launching the brand — our first priority was to execute a community education campaign so that West Virginia's 42,000 businesses would be informed about changes associated with payment schedules and injured workers would know how the change would impact them. The public education efforts included the following:

- A direct mail campaign. CRA created three direct mail pieces that were sent out to the 42,000 businesses in the state. These were designed to give people a better understanding of what was happening and to get them familiar with the BrickStreet name and logo. The pieces also gave them a heads-up of what would be coming in the future, in an attempt to prevent people from disregarding important correspondences from BrickStreet.
- A Web site dedicated to the transition. A "page-holder" Web site was designed and contained the information that was available in the informational pieces and direct mail pieces. This was used as an additional information reinforcement tool.
- A statewide community tour. CRA organized a nine-city tour across West Virginia where company leaders conducted public information meetings and answered questions from business leaders, medical providers, injured workers and the general public. One-on-one interviews with local media representatives also were scheduled during the tour.





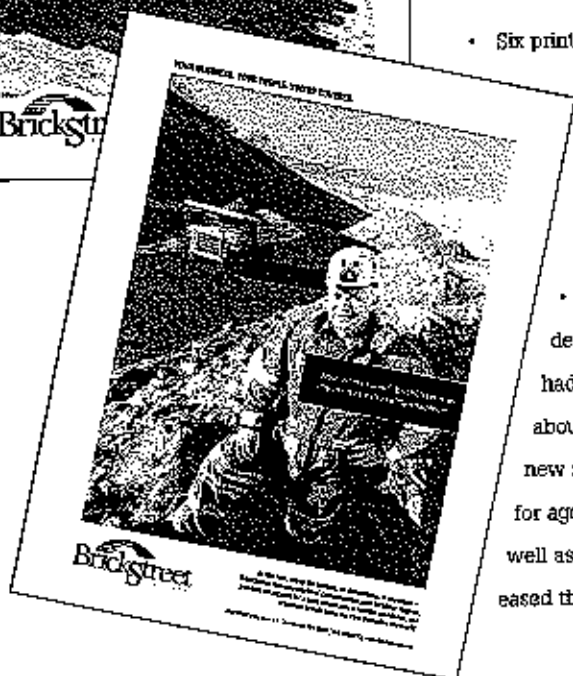
When BrickStreet officially became operational January 1, 2006, CRA launched the second phase of the campaign, focusing on communicating the BrickStreet brand. These efforts included:

- A statewide TV campaign consisting of three spots featuring three key industries in West Virginia: coal, construction and small business.



- A second phase of television spots was also created. These ads featured testimonials from representatives of the businesses portrayed in the first three commercials. These ads depicted the same design and feel as the original ads to continue conveying the BrickStreet name to the public.

- Two radio ads were created to support branding efforts. These ads ran statewide on public radio and the Metro News Network.



- Six print ads were published in statewide daily newspapers. Three ads featured testimonials taken from the television spots, and three featured simple branding messages.

- A more comprehensive Web site was designed to replace the original site that had contained only basic information about BrickStreet and Senate Bill 1004. The new site contained a plethora of information for agents, policyholders and providers, as well as a collection of necessary forms that eased the process of filing a claim.

### Results

BrickStreet representatives have received tremendous feedback based on the campaign. The public is now familiar with the name and logo, and businesses have a solid understanding of how a state entity has become private.

BrickStreet continues to strive to meet its customers' needs in order to become the provider of choice for West Virginia businesses. So that come July 1, 2008, when businesses are free to change coverage, they won't. CRA will help them with this effort by continuing to keep a positive image of BrickStreet in the public eye.





## Memberships

American Association of Advertising Agencies  
Advertising Association of Charleston  
Advantage Valley  
Public Relations Society of America (national and local)  
West Virginia Manufacturers Association  
West Virginia Chamber of Commerce  
Charleston Chamber of Commerce  
CADCO  
Richmond Advertising Association  
Richmond Chamber of Commerce  
West Virginia Coal Association  
West Virginia Broadcasters Association  
West Virginia Contractor's Association  
West Virginia Roundtable



## Annual Gross Billings

Year	Income
2001	\$ 30,251,662.00
2002	\$ 31,275,747.00
2003	\$ 30,293,112.00
2004	\$ 29,931,224.00
2005	\$ 28,842,629.00



# Accounts Gained and Lost

February 2001 – January 2006

## Accounts Gained

Affinion Loyalty Group  
Cabell Huntington Hospital  
Beach Robinson and Lewis PLLC  
BrickStreet Insurance  
Chesapeake Energy Corp.  
Clark Regional Medical Center  
Columbia Gas Transmission  
Delaware State University  
Dupont  
Charlotte County Florida  
Hawthorn Group  
Hendrickson & Long, PLLC  
Hilldrup  
Jackson Kelly  
LG&E Energy Services Inc.  
Colonial Management Group  
Dewey Square Group  
PBS&J Engineering  
Market  
Virginia Construction Alliance  
Spilman Thomas and Battle (Dupont)  
McKinley & Associates  
Nevada Commission on Tourism  
Northwood Health Systems  
Oakhurst  
West Virginia Coal Association  
West Virginia Racing Association

## Accounts Lost

Acordia Employer Services  
Andrew Jack Whittaker  
Appalachia Educational Lab  
Cartridge World  
CHERI  
Clark Truck Parts  
Creative Kitchens  
Eggplant  
First Community Bank  
Flexsys America I.P. PXX  
Horizon Natural Resources  
Linens of the Week  
McDonald's Southern WV Co-op  
Medabolix (Lifequest)  
Neff Longest and Beam  
Optical Capital Group  
Reid Weitcamp  
Susan Davis International  
SweetGress Village  
Tamarack Foundation  
TIF – All for One  
United Hospital Center  
Woolpert Engineering  
WV Bankers Association  
WV Statewide Independent  
Living Council



## **Bank Affiliations/Credit References**

### **Huntington Banks**

One Huntington Square  
Charleston, West Virginia 25301  
Contact: Mark Harris  
(304) 348-4557

### **WVAH-TV**

11 Broadcast Plaza  
Hurricane, West Virginia 25926  
Contact: Sarah Withrow  
(304) 757-0011

### **WCHS-TV**

Post Office Box 11138  
Charleston, West Virginia 25339-1138  
Contact: Diane Wilson  
(304) 346-5358

### **Richardson Printing**

Box 663  
Marietta, Ohio 45750  
Contact: David Drown  
(304) 562-0704



## **Bankruptcy Statement**

Charles Ryan Associates has never filed for protection under the federal bankruptcy laws.

## **Tax Statement**

Charles Ryan Associates is not in arrears for any federal, state and/or local taxes of any type.

## **Conviction Statement**

To the best of our knowledge, no current Charles Ryan Associates' employee has been convicted of a felony or gambling-related misdemeanor.

## **Account Balances at 90 Days**

As of May 1, 2006 Charles Ryan Associates has no account balances exceeding 90 days.

## **General Terms and Conditions Statement**

Charles Ryan Associates, by signing and submitting this proposal herein agrees to be bound by all the terms and conditions as set out in your RFP Part 3 Procurement Specifications in regard to general requirements/scope of work; location of representatives; financial stability; vendor experience; performance bond; insurance requirements; litigation bond; no debt affidavit; conflict of interest; prohibition against gratuities; certifications related to lobbying; vendor relationship; indemnification; contract provisions; governing law; compliance with laws and regulations; subcontracts/joint ventures; term of contract and renewals; non-appropriation of funds; contract termination; changes; invoices, progress payments and retainage; liquidated damages; record retention (access and confidentiality); ownership of data; approval of staffing; the additional requirements; covenant related to purchase of lottery tickets and prohibition for billing for work not authorized.



## **Subcontractor Bankruptcy Statement**

R.I. Repass & Partners, Inc., its officers and directors, or any of its current employees have never filed for protection under federal bankruptcy laws.

## **Subcontractor Tax Statement**

R. I. Repass & Partners, Inc., its officers and directors, or any of its current employees have never been in arrears for federal, state, and/or local taxes of any type.

## **Subcontractor Tax Statement**

R.I. Repass & Partners, Inc., its officers and directors, or any of its current or proposed employees have never been convicted of a felony or gambling-related misdemeanor.

## **Subcontractor Account Balances at 90 Days**

R.I. Repass & Partners, Inc. has had one accounts payable balance that exceeded 90 days which occurred in October of 2005. The outstanding balance was paid in November of 2005. The payable was to Global Business Solutions for \$1,123.50. This payable was for the partial cost of purchasing and installing a new HP server for the firm's local area computer network. The reason for the delay in payment was related to holding final payment until the firm's satisfaction with the successful installation and debugging of the server and related issues. The company contact information follows: Global Business Solutions, Inc., 916 Monmouth Street, Newport, RY 41071, 859-491-5100. Contact Name: Nael Mabjish, VP.





## 4.1 Section 5 Creativity





# Proposed Multi-media Campaign – Hot Lotto

## Situation

Charles Ryan Associates chose to promote Hot Lotto because there has not been a multi-media campaign for the game since it was introduced in 2002. In the past three Tracking Studies, over 80 percent of respondents have never played Hot Lotto. Players in the focus groups held in May 2005 did not mention the Hot Lotto game. In the past, Hot Lotto has always been compared in our advertising to POWERBALL, but with heightened awareness of the game it could take on a following all its own.

The player profile for Hot Lotto is 45- to 64-year olds with a high school education, 56 percent male and 44 percent female, and a household income ranging from \$21,000 to \$90,000. The higher-end income bracket is an audience that is yet to be tapped by the West Virginia Lottery.

## Strategy

Since Hot Lotto is not a new game, we do not feel it is necessary to explain how to play. Potential players will understand through the television spots, print ads and bus wraps that it is a game with a jackpot and that will drive them to retailer locations.

## Implementation

We are proposing the Hot Lotto campaign include TV, radio, print, point-of-purchase and bus wraps that will feature the satellite jackpot signs. The theme for the television spots and bus wraps is "Let Go – You Won." The radio spot is a teaser that will raise the interest of players to ask their retailer about the hot game Hot Lotto. Sunshine Electronic Display has never placed a jackpot alert sign on a bus, but research revealed it could be done. This bus wrap could be viewed by as many as 176,088 people in Kanawha County alone. A study by RYP Becker Group revealed that 97 percent of individuals recall transit bus wrap advertisements.

The print for this campaign is a spot color Jackpot Alert ad that will grab the attention of players. The POP will be used by all retailers. For the Hot Lotto campaign, newspaper ads will be used to announce jackpot amounts. Statewide placements will run continuously. Like transit outdoor advertising, newspaper will be used to support the broadcast campaign.

CRA can purchase various promotional items such as cool shades, sunglasses, misting fans, foam beverage can insulators, unique fresh prints sandals designed to leave your logo impressed into the sand, lip balm with carabiner, sponge bandanna that can be soaked in chilled water for instant heat relief, just to name a few. These promotional items could be given away at wheel spins held throughout the state at various retailer locations or during the Lottery promotions at the State Fair. Retailers would be supplied with t-shirts for employees with the Hot Lotto logo on them. This campaign would kick off in July with the wheel spin promotions taking place in the hottest month, August. For the second chance drawing during West Virginia Lottery Day at the State Fair, a dunking booth could be used to cool off Hot Lotto players.



To supplement the advertising campaign, CRA recommends launching an aggressive media relations effort. We will kick off this effort with a news conference in Charleston that will unveil and demonstrate the new Jackpot Alert bus signage and explain how the system will operate and be updated regularly.

In addition, CRA recommends conducting a statewide tour featuring Your Lottery Dollars at Work. For this tour, CRA will accompany a West Virginia Lottery representative in visiting schools, senior centers and other tourism destinations of lottery proceeds throughout the state. At each visit, the representative will have the opportunity to discuss the services that lottery funds provide and accept feedback from those directly benefiting from the proceeds. CRA will contact the media prior to each visit, invite them to attend and schedule a time for one-on-one interviews with each media outlet.

Finally, CRA will develop and produce a multi-purpose media kit featuring information about the West Virginia Lottery; a breakdown of where the money is allocated, both geographically and by service (i.e. education, seniors, centers and tourism) and a fact sheet about how much money has been disbursed since the inception of the lottery. This media kit will be distributed at the kick-off news conference, the statewide tour and will also be available for routine media requests.

## Results

Research on this Hot Lotto campaign will be evaluated through questions in the next West Virginia Lottery tracking study. These surveys provide an ongoing measurement of the Hot Lotto player participation and spending patterns, as well as changing attitudes as they pertain to the West Virginia Lottery and demographics. CRA can assist in formulating questions in the Media portion of the tracking study. Through these questions we would track the advertising awareness and impact of the Hot Lotto campaign.



*Let Go.* **YOU WON!**

**HOT**   
**Lotto**

*Let Go.* **YOU WON!**





**Hot Lotto**

Let Go.

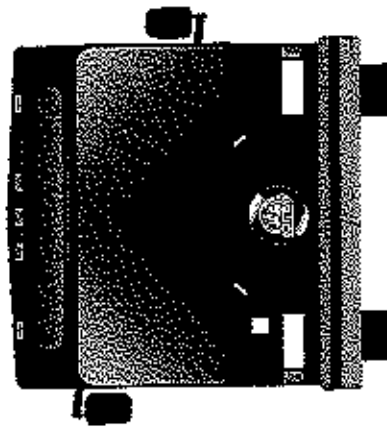
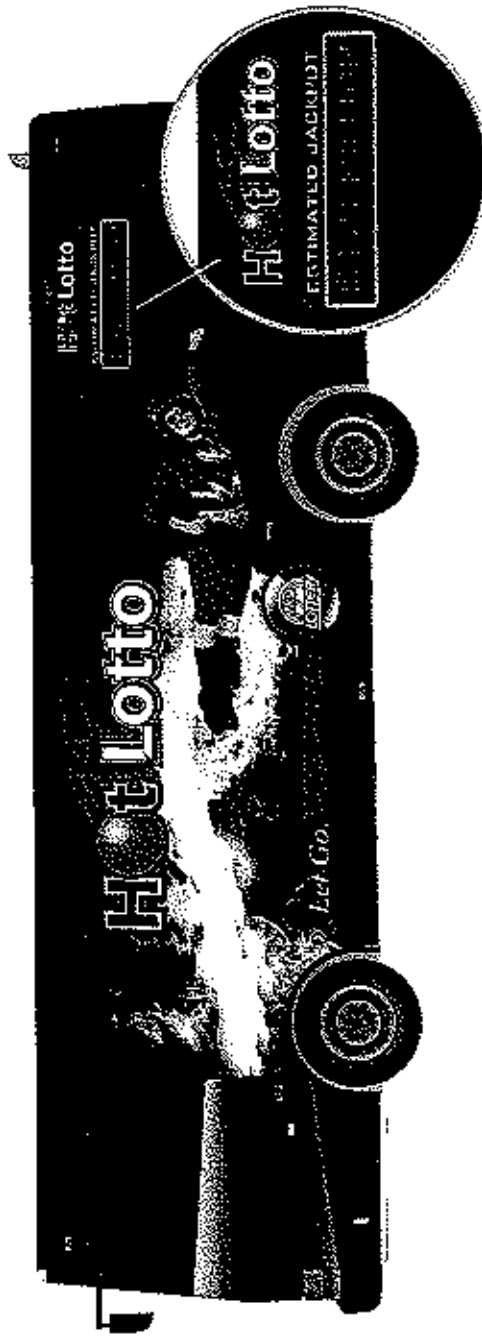
WEDNESDAY'S JACKPOT  
ESTIMATED

**\$1.3**  
MILLION

WWW.WVLOTTERY.COM  
FOR WINNING NUMBERS CALL: 1-800-WV-1WIN

MSA  
MICHIGAN  
LOTTERY

Print



Bus Wrap





Retailer FOP





WEST VIRGINIA LOTTERY  
HOT LOTTO  
LET GO, YOU WON CAMPAIGN  
"CANNONBALL" :30



VISUAL: Upon on dope up or man standing with a lit zippo.  
SFX: (Someone rummaging through junk)

HUSBAND: "My wife's always had a little carry blip in her."



VISUAL: Cut to wife in a cannon with helmet and goggles on ready to go. Man lights the fuse and we see his wife flying across the backyard into a waiting net.

HUSBAND: "I thought she was speaking metaphorically!"  
WIFE: "I'm up and light this candle!"  
SFX: (Cannon)  
WIFE: "Whooooee!"

HOT Lotto



VISUAL: Wife runs back into garage to get her motorcycle helmet with the name "The Flying Clouds" painted on it.

HUSBAND: "Well, she says she wants to put some distance between her new life and the old one."  
WIFE: "Almost forgot my helmet."



VISUAL: Cut back to see the wife running back around with the ladder trying to get back into the cannon as the husband keeps staring forward.

WIFE: "Let's go again!"



VISUAL: Wife stops to show off her new homemade cape and its off again into the garage.

WIFE: "How's my cape look?"  
HUSBAND: "Since she won \$1 million from the Hot Lotto from the WV Lottery..."



VISUAL: Hot Lotto logo animation. Please play responsibly.

VO: "You too can let go play Hot Lotto from the WV Lottery."



VISUAL: We see his wife running out of the garage in the background with a partner's ladder.

HUSBAND: "The frog spirit. The wild side of life. I blame her mother."



VISUAL: Cut to Hot Lotto logo animation and bi-weekly jackpot amount tilecard.

VO: "This Wednesday's drawing is \$1.3 million dollars."





WEST VIRGINIA LOTTERY  
HOT LOTTO  
LET GO, YOU WON CAMPAIGN  
"BIGGER CANVAS" :30



**VISUAL:** Cut on street painting road crew putting out orange cones.

**SFX:** (Traffic Jam)  
**Co-Worker 1:** "He was the best ever."



**VISUAL:** Cut to two college-aged women standing next to the paint truck.

**Cam Girl:** "Would you mind doing my caricature?"

**Hot Lotto**



**VISUAL:** Cut to another aerial to reveal a detailed copy of Da Vinci's "Mona Lisa."

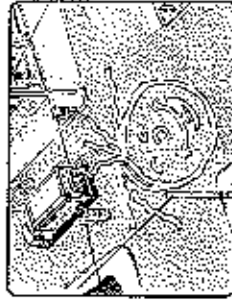
**Co-Worker 3:** "...he says his true calling is "his art!"

**SFX:** (paint sprayers)



**VISUAL:** Cut back to see a perfect caricature of one of the women in the middle of the street.

**Co-Worker 1:** "Now he says he needs a bigger canvas, talking about moving into garages lots."



**VISUAL:** Cut to aerial shot showing whimsical designs painted on a street.

**Co-Worker 3:** "Since he won 1.5 million from the Hot Lotto from the WV Lottery..."



**VISUAL:** Hot Lotto logo animation. Please play responsibly.

**VO:** "You too can let go, play Hot Lotto from the WV Lottery."



**VISUAL:** Cut to driver of the paint truck smiling as he gets about his business.

**Co-Worker 2:** "Drooble yellow lines, singles, even dashed lines, nobody could touch him...but now he's different!"



**VISUAL:** Cut to Hot Lotto logo animation and bi-weekly jackpot amount (flashed).

**VO:** "This Wednesday's drawing is \$1.3 million dollars."

WEST VIRGINIA LOTTERY  
HOT LOTTO  
LET GO, YOU WON CAMPAIGN  
"FAST TRACK" :30



Visual: Open on slow pan on a corporate board room down the table til...

SFX: [Sounds of thwack, thwack, thwack]



Visual: ...we get to a 35 year-old man at the end hitting a paddletail seeming not to care.

Co-Worner2: "Brian was on the fast track, one of our top junior executives."



Visual: Cut to Brian riding a 70's style bike with a banana seat and a long pole with a flag atop it down the highway by a glass-walled corridor end to crib.

Co-Worner2: "There was even talk of making him partner."



Visual: Cut to Brian's boss entering his cubicle and stunned to see Brian sitting in a huge hot tub listening to Calypso music. Boss: "I have noticed his work has been getting a little lax. I thought it was a mere, well until yesterday."

Boss: "Brian, have you finished the Hannigan file..."



Visual: Cut to a room full of cubicles and all we see is a flag zooming around above the walls.

Co-Worner2: "Since the won 12 million from the Hot Lotto from the WV lottery...he just quit calling."  
SFX: [Ding Ding of a bicycle bell]



Visual: Cut back to Brian wrapped in a towel delivering soggy and dripping files to his boss.

Brian: "Here's that file you wanted."



Visual: Hot Lotto logo animation. Please play responsibly.

VO: "You too can let go, play Hot Lotto from the WV Lottery."



Visual: Cut to Hot Lotto logo animation and bi-weekly jackpot amount threard.

VO: "This Wednesday's drawing is \$1.3 million dollars."



## Radio Script

### West Virginia Lottery

:60 Hot Lotto

June 1, 2006

**SFX:** Whipping winds of the desert. Clinking of tools. Pick axes and manual tools.

**Announcer:** "We've come to the middle of the Sahara Desert, one of the hottest places on earth, to see just how hot Hot Lotto from the West Virginia Lottery really is. The people here are used to the extreme heat and relentless sun of this inhuman climate. For centuries they have endured some of the most arid and intolerable conditions as old as the Pyramids themselves. I'm here at an archeological dig deep in the desert and I can see the beads of sweat upon their unfettered brows. Excuse me sir, could you tell me how hot this Hot Lotto ticket from the West Virginia lottery really is?"

**Worker:** "Ouch! Hot! Hot! Hot! What are you trying to do? That thing really burns. Look at my hands! Look!"

**Announcer:** "Here you have it. Even in the middle of the Sahara Desert, Hot Lotto is the hottest thing on earth. Try your hand and you, too, could be a winner, but be careful, it's really hot."

**Worker:** "Get that thing away from my camels before they go up in flames!"

Audio CD of radio on following page.



## 4.1 Section 6 Media Buying





## Media Capabilities

### Media Buying

Charles Ryan Associates (CRA) currently places advertising locally, regionally, nationally and internationally for a variety of clients in all types of media including television, cable, radio, outdoor, newspapers, magazines, online and out-of-home. In addition, the firm has experience in national and international magazine placement and in multi-media campaigns. The CRA media department does all media analysis, planning and buying in-house.

The media planners and buyers use the Strata Buy Management System software for research, placement and post-buy analysis. Contracts with both Arbitron and Nielsen Media Research allow overnight accessibility to market information from anywhere in the United States, including county summary reports, ratings information, station/program shares, demographic data and station profiles. CRA also maintains a full library of media industry publications used for quick reference during planning. Membership in the American Association of Advertising Agencies allows our media planners to track trends and current campaigns for any industry.

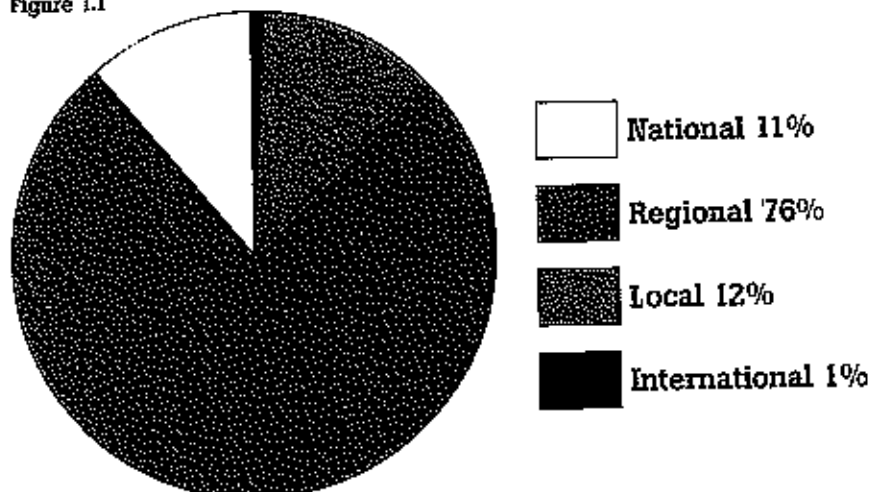
### Local & Regional Media Buying Experience

The CRA media department has maintained a presence in the placement of local and regional advertising for the past 30 years. Due to our diverse client base, the media department has been able to plan, negotiate and place comprehensive advertising schedules in all media across a variety of markets.

During the past fiscal year (Feb 2005–Jan 2006), the CRA media department billed in excess of \$20 million. Local media billings totaled more than \$2.6 million, regional totaled more than \$17 million, national totaled more than \$2.2 million and international totaled more than \$130 thousand (see figure 1.1).

Local clients have been defined as those who place media within the borders of the state only, while regional clients are defined as those who purchase media within the state and/or in surrounding states.

Figure 1.1



## **Media Process**

### **Market Research/Analysis**

Once the strategic plan has been put into place by the client and account team, the media department begins the market research and analysis phase of planning. The media planner chooses the proper media, determines reach and frequency goals, gross ratings points (GRP) and cost per point (CPP) goals, while maintaining budgetary guidelines for the campaign.

After the client reviews and approves the media plan, the media buyer begins negotiations by enlisting the help of the individual vendors for frequency discounts, price breaks and possible value added/sponsorship opportunities. All discounts negotiated at this time will be passed on to the client.

After the campaign has ended and all invoices have been received, the media buyer performs a post-buy analysis. Post-buy analysis involves monitoring quality of advertisement reproduction for print media, reviewing the air times for television and radio commercials, determining if the buy ran as purchased and if set goals were met. In the event a vendor falls short of its goals, "make-good" spots/ads are negotiated. This process is imperative as it provides the results needed to ensure clients' messages are reaching their intended audiences. Post-buy analysis also enables the media buyer to monitor traffic for the television and radio stations allowing him/her to determine if the correct spot copy aired.





## Hot Lotto Media Plan

The following is a media analysis and detailed media plan for the proposed Hot Lotto advertising campaign. The media plan is based on information derived from the RFP Lot 329, the West Virginia Lottery December 2005 tracking survey and prior media market information. The total media budget for this buy is \$765,890. The specific costs associated with the buy are based on estimated statewide media rates prior to negotiation.

### Media Objectives

- To increase awareness and sales of the West Virginia Lottery's Hot Lotto online game throughout the state and in bordering markets.
- To strategically stimulate play of Hot Lotto through the use of a multi-media campaign and game specific promotions.
- To increase customer base, product trial, playing frequency and purchase levels for Hot Lotto.

### Media Strategies

The eight-week media schedule for the Hot Lotto campaign will utilize a variety of media vehicles. Each television, cable and radio schedule will maintain consistently high levels of reach throughout the entire eight-week flight. Print and transit outdoor advertising will be utilized during a year-long maintenance campaign. This is essential in order to increase the knowledge of Hot Lotto among active West Virginia Lottery players.

The target audience for the Hot Lotto campaign is married adults between 45 and 64 years of age. They are high school graduates and have an annual household income of \$21,000 - \$90,000. The demographics of the typical Hot Lotto player are noted in the West Virginia Lottery December 2005 tracking survey. A secondary emphasis will be placed on Adults 35 to 44 throughout the state and in bordering markets.

### Media Tactics

Television, cable, radio, print and transit outdoor advertising will be used to build and maintain a consistent level of awareness of Hot Lotto. These mediums will be used for a high-impact launch that will lead into a one-year-long maintenance campaign.

### Broadcast Television

Broadcast television will enable the West Virginia Lottery to reach large audiences with a single exposure. This medium has a high believability factor and influences consumer decision making. Advertisers can also vary their messages from market to market in order to accommodate different marketing strategies.



The following television markets are recommended for the Hot Lotto advertising campaign:

Bluefield, W Va - Va.  
Charleston-Huntington, W. Va.  
Clarksburg-Weston, W. Va.  
Harrisonburg, Va.  
Parkersburg, W. Va.  
Wheeling, W Va

Recommended television programming for this buy includes early morning, evening and late news, prime access such as *Wheel of Fortune* and *Jeopardy*, and select prime programming. Based on the West Virginia Lottery December 2005 tracking report, programs viewed most often on broadcast networks were as follows:

Local News  
Detective and Crime dramas  
Drama series  
Sports  
Comedy series  
Morning News shows  
News Magazines, i.e., *Dateline, 20/20*

Specific prime programs that were cited include: *CSI, CSI Miami, CSI NY, Law and Order/Special Victims Unit/Criminal Intent, House* and *My Name is Earl*, all of which are included in the proposed schedule.

Average Gross Rating Points (GRPs) for the eight-week flight is 146. Reach percents average to 86.5 and frequency levels average at 7.23 across all markets. See attached media schedules for buy specifics by market. Total cost for the broadcast television buy is \$292,900.

### **Cable Television**

Cable television will provide the Lottery with highly specialized programming which will be useful in reaching our target audience. Cable television does not have the mass reach of broadcast television, however, the low cost per spot allows for a higher frequency which in turn, increases top-of-mind awareness.

The following local cable companies will be utilized for this buy:

Charter Media  
Time Warner Cable  
Comcast

For a detailed list of cable systems, see attached spreadsheet



The use of cable allows West Virginia Lottery to reach more of the higher income households within the primary and secondary demos. Networks such as Fox News, Discovery History, and A&E are utilized to reach this audience

The more popular networks such as ESPN, Lifetime and FX help to encompass a broader range of household incomes among active and potential players of Hot Lotto.

Daypart selection will be based on cost and programming. The total cost of the six week cable flight is \$110,735.

## Radio

Like cable television, radio is a high frequency medium which helps to build top-of-mind awareness. Radio advertising is also an excellent way to draw traffic into West Virginia Lottery retailers' stores by advertising the specific promotions associated with the Hot Lotto buy.

The following markets are recommended for the Hot Lotto radio buy:

- Charleston, W. Va.
- Huntington, W. Va. - Ashland, Ky.
- Morgantown/Clarksburg/Fairmont, W. Va.
- Farkersburg, W. Va. - Marietta, Oh.
- Wheeling, W. Va.
- Harrisonburg, Va.
- Bluefield, W. Va. - Va.
- Beckley, W. Va.

In addition to purchasing individual stations in each proposed market, it is recommended that MetroNews Networks be utilized to enforce statewide coverage. MetroNews Networks offers added value features such as live Web site links from [www.metronews.com](http://www.metronews.com), weekend bonus spots and live endorsements from statewide program personalities. Specific added value will be negotiated upon placement of the schedule. The total cost of the eight-week radio flight is \$264,450. See attached spreadsheet for specific radio stations.

## Transit Outdoor

Transit outdoor advertising is an affordable mass medium designed to reach audiences nearly 24 hours a day. Transit outdoor boards can be used to target a specific metro area which can quickly build frequency within that targeted area. The Hot Lotto transit outdoor displays are designed to grab attention beyond static billboards and will act as a support medium to other elements of the campaign.

It is recommended to use bus wraps accompanied by electronic billboards for the proposed transit outdoor campaign. Electronic billboards will update Hot Lotto jackpot amounts according to the twice-weekly drawings. For this year-long campaign, Kanawha Valley Regional Transportation Authority (KRT), will serve as the test vehicle and the



Kanawha Valley will serve as the test market. KRI operates bus routes within the entire Kanawha County.

Transit outdoor advertising will give Hot Lotto a dynamic presence to highly-trafficked areas such as local businesses, shopping malls and medical centers. Bus Lines operate seven days a week from 4:30 a.m. to 12:00 a.m.

### Cost Summary:

<b>Bus Wrap</b>	Production	\$8,000
	Monthly Lease (\$800 x 12)	\$9,600
<b>Electronic Billboards</b>	24' Red LED, w/power	
	Inverter & wireless receiver	\$4,550
	Installation	\$2,500
	Jackpot transmission, (\$46 per month)	\$555
	<b>Total one year cost</b>	<b>\$25,205</b>

### Newspaper

Newspaper is a traditional mass medium which has wide acceptance across all markets and demographics. Newspaper is most often used to reach Adults 35+ with a complex or detailed message. Newspaper advertising is also appropriate for advertising specific price points and/or events for certain items. For the Hot Lotto campaign, newspaper ads will be used to announce jackpot amounts. Statewide placements will run continuously.

Like transit outdoor advertising, newspaper will be used to support the broadcast campaign. Based on an average from 2005 newspapers placements of POWERBALL jackpot alerts, these ads are estimated to run approximately five times per month. Charleston Newspapers and *Herald Dispatch* are the only exception in regard to estimates of monthly placements. Placements in each of these papers will be scheduled to update readers on the winners of each Wednesday and Saturday jackpot drawing. Using the proposed local daily newspapers, (see attached spreadsheet) The estimated yearly cost for a 6" x 5", two-color ad is \$812,358.

### Media Overview

Television	\$282,900
Cable	\$110,735
Radio	\$264,450
Transit Outdoor	\$25,205
Newspaper	\$812,358
<b>Total Hot Lotto Media Budget</b>	<b>\$1,505,648</b>



# WV Lottery Hot Lotto TV Plan - Beckley / Bluefield

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart  
Program

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
WOAY-TV									
MTuWThF 6:00a-6:30a	30	2	2	2	2	2	2	1	15
NWSWCH4 MORN ED	30	2	2	2	2	2	2	1	15
MTuWThF 7:00a-9:00a	30	2	2	2	2	2	2	1	15
GD MRN AMR-ABC	30	2	2	2	2	2	2	1	14
MTuWThF 6:00p-6:30p	30	2	2	2	2	2	2	1	15
NWSWATCH	30	2	2	2	2	2	2	1	14
MTuWThF 7:00p-7:30p	30	2	2	2	2	2	2	1	15
SEINFELD	30	2	2	2	2	2	2	1	15
W 9:00p-10:00p	30	2	2	2	2	2	2	1	15
LOST-ABC	30	2	2	2	2	2	2	1	15
Th 9:00p-10:00p	30	2	2	2	2	2	2	1	15
Grey's Anatomy	30	2	2	2	2	2	2	1	15
F 10:00p-11:00p	30	2	2	2	2	2	2	1	15
20/20-FRI-ABC	30	2	2	2	2	2	2	1	15
<b>Total Spots:</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>81</b>

WOAY Total Cost - \$17,555

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart  
Program

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
WVNS-TV									
MTuWThF 6:00a-7:00a	30	1	1	1	1	1	1	1	8
59 NEWS @ 6A	30	1	1	1	1	1	1	1	8
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	8
59 NEWS @ 6P	30	1	1	1	1	1	1	1	8
Su 9:00p-10:00p	30	0	0	0	0	0	0	0	0
CBS SUN MOV	30	0	0	0	0	0	0	0	0
M 10:00p-11:00p	30	0	0	0	0	0	0	0	0
CBS MIAMI-CBS	30	0	0	0	0	0	0	0	0
F 9:00p-10:00p	30	0	0	0	0	0	0	0	0
CLOSE-HOME-CBS	30	0	0	0	0	0	0	0	0
<b>Total Spots:</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>29</b>

WVNS Total Cost - \$4,885

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WWA-TV</b>										
MTuWThF 7:00a-10:00a TODAY SHW	30	2	2	2	2	2	2	1	1	14
MTuWThF 6:00p-6:30p NWSCHNL 6 AT 6	30	2	2	2	2	2	2	1	1	14
MTuWThF 7:30p-8:00p JEOPARDY	30	1	1	1	0	1	1	1	1	7
Su 8:00p-11:00p Sunday Night Football	30	1	1	1	1	1	1	0	0	6
Tu 9:00p-10:00p Law & Order: CI	30	1	1	0	1	0	1	0	1	5
Tu 10:00p-11:00p LAW&O:SVU-NEC	30	1	1	0	1	0	1	0	1	5
Th 8:00p-9:00p Earl/Office	30	1	0	1	0	1	0	1	0	4
<b>Total Spots:</b>		<b>9</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>55</b>

WWVA Total Cost - \$17,330

Bockley / Bluefield Market, Campaign Totals:

Total Cost - \$39,770  
Reach - 95.3%  
Frequency - 6.8

# WV Lottery Hot Lotto TV Plan - Charleston / Huntington

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart  
Program

WCHS-TV

MTuWThF 7:00a-9:00a  
GD MRN AMR-ABC  
MTuWThF 8:00a-7:00a  
GOOD MORNG WV  
MTuWThF 8:00p-6:30p  
EYEWITNESS NWS@6  
Th 9:00p-10:00p  
Grey's Anatomy  
F 10:00p-11:00p  
20/20-FRI-ABC

30 1 1 1 1 1 1 1 1  
30 1 1 1 1 1 1 1 1  
30 1 1 1 1 1 1 1 1  
30 1 0 1 0 0 0 1 0  
30 0 1 0 1 0 1 0 1

Total Spots: 4 4 4 4 4 4 4 4

WCHS Total Cost - \$16,590

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart  
Program

WOWK-TV

MTuWThF 6:00a-7:00a  
13 NEWS @ 6A  
MTuWThF 6:00p-6:30p  
13 NEWS AT 6  
M 10:00p-11:00p  
CSI/MIAMI-CBS  
Th 9:00p-10:00p  
CSI-CBS  
F 10:00p-11:00p  
NUMB3RS-CBS

30 1 2 1 2 1 2 1 2  
30 1 1 2 1 2 1 2 1  
30 1 1 1 1 1 1 1 1  
30 1 1 1 1 1 1 1 1  
30 1 1 1 1 1 1 1 1

Total Spots: 6 6 6 6 6 6 6 6

WOWK Total Cost - \$42,330

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WSAZ-TV</b>										
MTuWThF 6:00a-7:00a	30	1	1	1	1	1	1	1	1	8
WSAZ NWS TODAY										
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	1	8
WSAZ NWS AT 6										
Tu 10:00p-11:00p	30	1	1	1	1	1	1	1	1	8
LAW&O:SVU-NBC										
Th 8:00p-9:00p	30	1	0	0	0	1	0	1	0	3
Earl/Office										
<b>Total Spots:</b>		<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>27</b>

**WSAZ Total Cost - \$21,225**

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WVAH-TV</b>										
MTuWThF 10:00p-11:00p	30	2	1	2	1	2	1	2	1	12
EYEWITNESS-10										
MTuWThF 7:00p-8:00p	30	1	2	1	2	1	2	1	2	12
Friends/Raymond										
M 8:00p-9:00p	30	0	1	0	0	0	1	0	1	3
PRISN-MON8-FOX										
Tu 9:00p-10:00p	30	1	1	1	1	1	1	1	1	8
HOUSE-FOX										
<b>Total Spots:</b>		<b>4</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>36</b>

**WVAH Total Cost - \$16,330**

**Charleston / Huntington Market, Campaign Totals:**

**Total Cost - \$96,475**  
**Reach - 87.6%**  
**Frequency - 7**



# WV Lottery Hot Lotto TV Plan - Clarksburg / Weston

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WBOY-TV</b>									
MTuWThF 6:00a-7:00a	30	1	1	1	1	1	1	1	8
12 NEWS @ 6A	30	1	1	1	1	1	1	1	8
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	8
12 NEWS AT 6	30	1	1	1	1	1	1	1	8
Tu 10:00p-11:00p	30	0	1	0	1	0	1	0	3
LAW&O:SVU-NBC	30	0	1	0	1	0	1	0	3
Th 8:00p-9:00p	30	1	0	1	0	0	1	0	3
Earl/Office	30	1	0	1	0	0	1	0	3
F 10:00p-11:00p	30	1	0	1	0	0	1	0	3
LAW-CL-FRI-NBC	30	4	4	4	4	4	4	4	30
<b>Total Spots:</b>		4	4	4	4	4	4	4	

WBOY Total Cost - \$8,145

Spots

Dur 9/25 10/2 10/9 10/16 10/23 10/30 11/6 11/13

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WDTV-TV</b>									
MTuWThF 6:00p-6:30p	30	2	2	2	2	2	1	1	14
NEWS CH 5-6	30	2	2	2	2	2	1	1	13
MTuWThF 11:00p-11:30p	30	1	1	1	1	1	1	1	8
NEWS CH 5-11	30	1	1	1	1	1	1	1	8
M 9:00p-10:00p	30	1	0	1	0	1	0	1	5
2 1/2 Men/ Old Christine	30	1	0	1	0	1	0	1	5
M 10:00p-11:00p	30	1	1	1	1	1	1	1	8
CBS:MIAMI-CBS	30	1	1	1	1	1	1	1	8
Th 9:00p-10:00p	30	1	0	1	0	1	0	1	4
CSI-CBS	30	1	0	1	0	1	0	1	4
F 9:00p-10:00p	30	1	1	1	1	1	1	1	8
CLOSE-HOME-CBS	30	1	1	1	1	1	1	1	8
F 10:00p-11:00p	30	1	1	1	1	1	1	1	8
NUMB3RS-CBS	30	1	1	1	1	1	1	1	8
<b>Total Spots:</b>		9	8	8	7	8	6	6	60

WDTV Total Cost - \$24,000

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
WVFX-TV										
M 8:00p-10:00p	30	1	1	1	1	1	1	1	1	8
PRISON BRK-FOX										
Tu 9:00p-10:00p	30	1	1	1	1	1	1	1	1	8
HOUSE-FOX										
MTuWThF 7:00p-7:30p	30	2	1	4	1	2	1	2	1	12
SEINFELD										
<b>Total Spots:</b>		<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>28</b>

WVFX Total Cost - \$4,710

Clarksburg / Woston Market, Campaign Totals:

Total Cost - \$36,855  
 Reach - 81.2%  
 Frequency - 8.1

# WV Lottery Hot Lotto TV Plan - Harrisonburg, VA

Spots

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WHSV-TV</b>										
MTuWThF 5:30a-7:00a	30	1	1	1	1	1	1	1	1	8
TV-3 NW DAYBK	30	1	1	1	1	1	1	1	1	8
MTuWThF 7:00a-9:00a	30	1	1	1	1	1	1	1	1	8
GD MRN AMIR-ABC	30	1	1	1	1	1	1	1	1	8
MTuWThF 5:00p-8:30p	30	1	1	1	1	1	1	1	1	8
TV3 NEWS AT 5	30	1	1	1	1	1	1	1	1	8
MTuWThF 5:30p-6:00p	30	2	1	2	1	1	1	1	1	10
ANDY GRIFFITH	30	1	1	1	1	1	1	1	1	8
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	1	8
TV-3 NEWS AT 6	30	1	1	1	1	1	1	1	1	8
MTuWThF 7:00p-7:30p	30	1	1	1	1	1	1	1	1	8
WHEEL-FORTNE	30	1	1	1	1	1	1	1	1	8
MTuWThF 7:30p-8:00p	30	1	1	1	1	1	1	1	1	8
JEOPARDY	30	1	1	1	1	1	1	1	1	8
MTuWThF 11:00p-11:30p	30	1	1	1	1	1	1	1	1	8
TV-3 NEWS-11	30	1	1	1	1	1	1	1	1	8
Sa 11:00p-11:30p	30	1	1	1	1	1	1	1	1	8
TV-3 NEWS-11	30	1	1	1	1	1	1	1	1	8
Su 9:00p-10:00p	30	1	0	1	0	1	0	1	0	4
DSFRT HSWV-ABC	30	1	1	1	1	1	1	1	1	8
M 9:00p-10:00p	30	1	1	1	1	1	1	1	1	8
The Bachelor	30	1	1	1	1	1	1	1	1	8
W 9:00p-10:00p	30	1	1	1	1	1	1	1	1	8
LOST-ABC	30	1	1	1	1	1	1	1	1	8
Th 9:00p-10:00p	30	1	1	1	1	1	1	1	1	8
Grey's Anatomy	30	1	1	1	1	1	1	1	1	8
F 10:00p-11:00p	30	1	1	1	1	1	1	1	1	8
20/20-FRI-ABC	30	1	1	1	1	1	1	1	1	8
Sa 8:00p-11:00p	30	1	1	1	1	1	1	1	1	8
ABC College Football	30	1	1	1	1	1	1	1	1	8
<b>Total Spots:</b>		16	14	16	14	15	14	15	14	118

WHSV Total Cost - \$63,000

Harrisonburg, VA Market, Campaign Totals:

Total Cost - \$63,000

Reach - 78.8%

Frequency - 8.5

# WV Lottery Hot Lotto TV Plan – Parkersburg / Marietta

Daypart Program	Dur	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
<b>WTAP-TV</b>										
MTuWThF 6:00a-7:00a DAYBREAK	30	2	1	2	1	2	1	2	1	12
MTuWThF 7:00a-8:00a TODAY SHW	30	1	1	1	1	1	1	1	1	8
MTuWThF 6:00p-6:30p WTAP NEWS AT 6	30	2	2	2	1	2	1	2	1	13
MTuWThF 7:30p-8:00p JEOPARDY	30	1	2	1	2	1	2	1	2	12
MTuWThF 11:00p-11:30p WTAP NWS AT 11	30	2	2	2	2	2	2	2	2	16
Tu 10:00p-11:00p LAW&CR:SVU-NBC	30	1	1	1	1	1	0	1	1	7
Th 8:00p-8:00p Earl/Office	30	1	1	0	1	1	1	1	1	7
<b>Total Spots:</b>		<b>10</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>75</b>

**WTAP Total Cost - \$26,740**

**Parkersburg / Marietta Market, Campaign Totals:**

**Total Cost - \$26,740**

**Reach - 92.1%**

**Frequency - 6.5**

# WV Lottery Hot Lotto TV Plan - Wheeling/Steubenville

Spots

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
WTOV-TV									
MTuWThF 6:00a-7:00a	30	1	1	1	1	1	1	1	8
NWSS SUNRS-6AM	30	2	1	2	1	2	1	2	12
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	8
NEWS 9 AT SIX									
Tu 10:00p-11:00p									
LAW&O:SVU-NBC									
<b>Total Spots:</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>28</b>

WTOV Total Cost - \$9,695

Spots

Daypart Program	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	Spots
WTRF-TV									
MTuWThF 6:00a-7:00a	30	1	2	1	2	1	2	1	12
7 NEWS AT 6AM	30	2	1	2	1	2	1	2	12
MTuWThF 6:00p-6:30p	30	1	1	1	1	1	1	1	8
7 NEWS AT 6P									
MTuWThF 11:00p-11:30p	30	1	1	1	1	1	1	1	8
7 NEWS @ 11P									
M 10:00p-11:00p									
CSI:MIAMI-CBS	30	1	1	1	0	1	0	1	6
Th 9:00p-10:00p									
CSI-CBS	30	1	1	1	1	1	1	1	8
F 10:00p-11:00p									
NUMB3RS-CBS									
<b>Total Spots:</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>54</b>

WTRF Total Cost - \$23,365

Wheeling / Steubenville Market, Campaign Totals:

Total Cost - \$33,060  
 Reach - 85.7%  
 Frequency - 6.5

Total Hot Lotto Television campaign cost - \$252,900

Station	Market	Dial	Format	October					November			Cost	Rate	
				25	2	9	16	23	30	6	13			
WHS-FM	Beckley	99.5	Country										\$ 2,900.55	\$ 36.00
WHTD-FM	Beckley	102.3	Classic Rock										\$ 3,700.69	\$ 45.00
WCBR-FM	Beckley	103.7	Hot AC										\$ 6,167.81	\$ 75.00
WTNI-FM	Mount Hope	105.9	Country										\$ 6,167.81	\$ 75.00
WSTC-FM	Princeton	95.9	Country										\$ 1,973.70	\$ 24.00
WAXS-FM	Bluefield	94.1	Oldies										\$ 3,700.69	\$ 45.00
WHLX-FM	Bluefield	106.3	Hot Country										\$ 2,900.55	\$ 36.00
WKQY-FM	Bluefield	100.9	Oldies										\$ 3,207.26	\$ 39.00
WKLC-FM	St. Albans	105.1	Classic Rock										\$ 5,345.44	\$ 65.00
WQBE-FM	Charleston	97.5	Country										\$ 8,965.89	\$ 109.00
WVSR-FM	Charleston	102.7	CHR										\$ 7,154.66	\$ 87.00
WKAZ-FM	Charleston	107.3	Hot AC										\$ 3,289.50	\$ 40.00
WVAE-FM	Charleston	99.9	70's, 80's, 90's										\$ 6,414.53	\$ 78.00
WVKM-FM	Martinsburg	106.7	Country										\$ 1,151.33	\$ 14.00
WCWV-FM	Summersville	92.9	AC										\$ 1,233.56	\$ 15.00
WVRC-FM	Spencer	104.7	Country										\$ 986.85	\$ 12.00
WRNR-AM	Martinsburg	740-AM	Talk Radio										\$ 1,562.51	\$ 19.00
WXVA-FM	Charles Town	98.3	Country										\$ 2,631.60	\$ 32.00
WMRE-AM	Charles Town	1550	Easy Listening										\$ 493.43	\$ 6.00
WDSQ-FM	Winchester, VA	102.5	Country										\$ 7,154.66	\$ 87.00
WKMZ-FM	Martinsburg	97.5	Classic Rock										\$ 4,111.88	\$ 50.00
WFQX-FM	Winchester, VA	99.3	Classic Rock										\$ 1,973.70	\$ 24.00
WINC-FM	Winchester, VA	92.5	Hot AC										\$ 4,934.25	\$ 60.00
WKSI-FM	Winchester, VA	98.3	Hot AC										\$ 1,562.51	\$ 19.00
WLTF-FM	Winchester, VA	95.9	Light Rock										\$ 4,769.78	\$ 58.00
WQWV-FM	Petersburg	103.7	Hot AC										\$ 1,039.09	\$ 13.00
WEVB-FM	Huntington	97.1	Oldies										\$ 3,289.50	\$ 40.00
WDGG-FM	Huntington	93.7	Country										\$ 3,700.69	\$ 45.00
WKEE-FM	Huntington	100.5	Hot AC										\$ 8,223.73	\$ 100.00
WRVC-FM	Calettsburg, KY	92.7	Rock										\$ 1,233.56	\$ 15.00
WMPO-FM	Middleport, OH	1390-AM	Sports Talk										\$ 986.85	\$ 12.00
WYVK-FM	Middleport, OH	92.1	AC										\$ 1,151.33	\$ 14.00
WXCC-FM	Williamson	96.5	Country										\$ 986.85	\$ 12.00
WTFY-FM	Morgantown	106.5	Classic Rock										\$ 2,631.60	\$ 32.00
WKKW-FM	Morgantown	97.9	Country										\$ 6,990.19	\$ 85.00
WVAQ-FM	Morgantown	101.9	Top 40										\$ 6,167.81	\$ 75.00
WBRB-FM	Buckhannon	101.3	Country										\$ 2,631.60	\$ 32.00
WCLG-FM	Morgantown	100.1	Oldies										\$ 2,302.65	\$ 28.00
WELK-FM	Elkins	92.7	AC										\$ 1,726.99	\$ 21.00
WHAW-AM	Weston	980-AM	Country										\$ 986.85	\$ 12.00
WHBR-FM	Parkersburg	103.1	Active Rock										\$ 3,125.03	\$ 38.00
WXIL-FM	Parkersburg	95.1	AC										\$ 3,125.03	\$ 38.00
WQCE-FM	Parkersburg	99.1	Country										\$ 2,467.13	\$ 30.00
WDMX-FM	Parkersburg	100.1	Oldies										\$ 1,480.28	\$ 18.00
WRZZ-FM	Parkersburg	106.1	Classic Rock										\$ 1,151.33	\$ 14.00
WRVB-FM	Parkersburg	102.1	Pop										\$ 2,713.94	\$ 33.00
WONK-FM	Wheeling	98.7	Country										\$ 4,523.06	\$ 55.00
WEGW-FM	Wheeling	107.5	Rock										\$ 4,111.88	\$ 50.00
WCDK-FM	Wirton	106.3	Oldies										\$ 1,644.75	\$ 20.00
WOGH-FM	Steubenville, OH	103.5	Country										\$ 2,878.31	\$ 35.00
WUKL-FM	Bethlehem	105.5	Oldies										\$ 3,289.50	\$ 40.00
WYJK-FM	Bethlehem	100.5	Hot AC										\$ 4,964.25	\$ 60.00
<b>Total Cost</b>												\$ 174,066.79		

Metro News Network	October					November			Total Cost
	25	2	9	16	23	30	6	13	
Berkeley Springs - WDHC-FM, WCST-AM, Bluefield - WHAJ-FM, WHIS-AM, Charleston - WKWS-FM, WCHE-AM, WSWW-AM, Charles Town - WMRE-AM, Clarksburg - WFFY-FM, WAJR-FM, Elkins - WDNT-FM, WDNE-AM, Fairmont - WRLF-FM, WTCS-AM, WMMN-AM, Fisher - WELD-FM, WELD-FM, Grafton - WTBZ-FM, WTBZ-AM, Huntington - WRVC-AM, Keyser - WQZK-FM, WKLP-AM, Kingwood - WFSB-FM, WFSF-AM, Logan - WVOW-FM, WVOW-AM, Madison - WZAC-FM, Martinsburg - WICI-FM, WEFM-AM, Morgantown - WVAQ-FM, WAJR-AM, Mullens - WPMW-FM, New Martinsville - WELZ-AM, Parkersburg - WNLS-FM, WLTF-AM, WBRJ-AM, Rainelle - WERL-AM, Ravenswood - WMOV-AM, Richwood - WRON-FM, WRON-AM, Ripley - WCEF-FM, Roanoke - WKON-FM, WRON-AM, Rupert - WYKM-AM, Spencer - WVRC-FM, WVRC-AM, Summersville - WCWV-FM, Sutton - WDRS-FM, WSGB-AM, Tazewell - WTZB-AM, Webster Springs - WAFD-FM, Weirton - WEIR-AM, Welch - WJCL-FM, WJCL-AM									
<b>Total Cost</b>									\$90,353.21

WV Lottery Hot Lotto - Cable Media Plan

Cable System	October					November			Cost
	25	2	9	16	23	30	6	13	
<b>Charter Media</b>	18-24 spots per week; 12 a.m. - 11:59 p.m.								\$ 46,585.00
Beckley	CNN, ESPN, LIFE, HISTORY, EWC, FX								
Bluefield	CNN, ESPN, LIFE, HISTORY, EWC, FX								
CHI	EWC, ESPN, LIFE, HISTORY, EWC, FX								
Cumberland, MD	EWC, ESPN, LIFE, EWC								
Lewisburg	ESPN, LIFE, EWC, CNN								
New Martinsville	ESPN, LIFE, EWC, CNN								
Princeton	CNN, ESPN, LIFE, EWC, FX								
Pt. Pleasant	ESPN, LIFE, EWC, CNN								
Weston	ESPN, LIFE, EWC, CNN								
Buckhannon	ESPN, LIFE, EWC, CNN								
Elkins	ESPN, LIFE, EWC, CNN								
<b>Comcast Media</b>	18-24 spots per week; 12 a.m. - 11:59 p.m.								\$ 34,650.00
Morgantown	ESPN, CNN, HISTORY, FX								
Moundsville									
St. Clairsville, OH									
Steubenville, OH	ESPN, ESPN2, LIFE, HISTORY, EWC, FX								
Weirton									
Wheeling									
<b>Time Warner</b>	18-24 spots per week; 12 a.m. - 11:59 p.m.								\$ 12,500.00
Clarksburg	ESPN, LIFE, CNN								
<b>Adelphia</b>	18-24 spots per week; 12 a.m. - 11:59 p.m.								\$ 17,000.00
Keyser	ESPN, EWC, LIFE, CNN								
Martinsburg	ESPN, EWC, LIFE, CNN								
<b>Total Cable Cost</b>								<b>\$ 110,735.00</b>	

2013-2014 Estimated Newspaper Costs (in thousands of dollars)	
Newspaper	Yearly Cost
Berkeley Register-Herald	\$52,520.00
Bluefield Daily Telegraph	\$49,105.00
Charleston Newspapers	\$118,875.00
Clarksburg Exponent-Telegram	\$36,258.00
Dominion Post	\$41,965.00
Greenbrier Valley Ranger/WV Daily News	\$22,860.00
Herald Dispatch	\$143,895.00
Inter Mountain	\$19,620.00
Logan Banner	\$21,450.00
Mineral Daily News Tribune	\$17,100.00
Moundsville Daily Echo (2c/WA)	\$4,770.00
Parkersburg News-Sentinel	\$43,165.00
Point Pleasant Register	\$15,085.00
The Journal	\$31,170.00
Times West Virginia	\$30,300.00
Wayne County News	\$11,985.00
Weldon Daily Times/Herald Star	\$70,230.00
Watch Daily News	\$19,830.00
The Intelligencer/Wheeling News Register	\$46,725.00
Williamson Daily News	\$15,450.00
	\$812,358.00



## 4.1 Section 7 Research





## Internal Research Capabilities

Charles Ryan Associates is a full service marketing/communications agency with extensive experience in managing opinion and marketing research assignments for clients in multiple business categories, including lotteries. Through our account management teams and research supplier relationships, ad hoc and ongoing marketing research assignments are executed based on our client's information objectives and analytical requirements. It is our practice to work with outside consultants and suppliers for the design and execution of research programs for our clients. While we have worked with multiple research suppliers and consultants, we believe it is important to work with a research organization that has deep knowledge of West Virginians, a history of experience with the West Virginia Lottery, and broad experience in lottery and gaming research in other jurisdictions.

### Research Subcontractor Recommendation

While we recognize that marketing management of the West Virginia Lottery has the flexibility and authority within the Contract to select a research supplier of their choosing, we recommend the services of R.L. Repass & Partners, Inc. Rex Repass, president and CEO of the firm and a native West Virginian, has extensive experience working with multiple lottery jurisdictions, and 20 years of experience working with the West Virginia Lottery. Given his firm's experience and our comfort level with the known quality of the deliverables provided by Repass & Partners, we have included their recommendations in our response to the RFP.

### About R.L. Repass & Partners, Inc.

R.L. Repass & Partners, Inc. is a full-service custom market/opinion research firm. Repass & Partners is a privately held corporation, with 100 percent of the ownership held by the firm's president and CEO. The services of Repass & Partners range from identifying research objectives to study design, data collection, analysis, and communications consulting and recommendations. The firm's experience includes multiple methods of qualitative and quantitative research including focus groups, baseline and tracking research, attitude and perceptual studies, conjoint, multivariate design and analysis. Repass & Partners utilizes traditional methods (e.g., telephone surveys, mail-outs, in-person interviews, and focus groups) and leading edge technologies (e.g., Internet surveys, interactive data collection, and online data delivery) to provide fast, actionable, cost-effective research solutions.

Specific areas of research expertise include:

- Advertising effectiveness
- Product development, usability, enhancement and optimization
- Marketing/product concept evaluations
- Message/positioning development

The firm has ten managers and associates for study design, project management, computer programming, field/data collection management, data processing, and analysis/reporting. Repass & Partners collaborates with clients to identify strategic



information objectives and design research to provide answers to critical questions that affect marketing/communications strategies. Repass & Partners is dedicated to exceeding client expectations through comprehensive planning and problem identification, message development, questionnaire construction, data collection, analysis, and providing actionable findings and consulting.

### **Data Collection Capabilities**

Repass & Partners has a data collection cooperative agreement with McMillion Research Services, LLC, located in Charleston, W.Va. McMillion Research Services is considered among the nation's leading independent data collection companies serving the market/opinion research industry. Repass & Partners has an exclusive relationship with the McMillion firm, and all marketing research data collection for the West Virginia Lottery will be conducted by McMillion. Through this data collection affiliate, Repass & Partners has access to a 125-station Computer Assisted Telephone Interviewing facility for data collection and MindField™ a proprietary internet panel for consumer and B2B web based research. The MindField consumer panel includes 1.6 million households nationally and more approximately 5 000 in West Virginia.

### **Research Personnel Biographies & Technical Capabilities**

The client service and project management team assigned to the Charles Ryan Associates and West Virginia Lottery account by Repass & Partners will include senior researchers with extensive experience in market/opinion research and analysis.

Rex Repass has been the primary marketing research vendor to the West Virginia Lottery since its inception in 1986. During the past 20 years, Rex has been the lead investigator on multiple instant and online game development focus groups, baseline and tracking research, quantitative game concept research, and advertising concept studies. Rex will be the primary research contact for Charles Ryan Associates on the West Virginia Lottery account.

In addition to his experience with the West Virginia Lottery, Rex was the primary account executive for marketing research for the Florida Lottery from 1992 through 1998. During this time period, he moderated more than 100 focus groups for the Florida Lottery, and managed its quarterly tracking research. He was also the lead researcher on studies to evaluate new game, advertising, and promotions concepts for the Florida Lottery.

For the Iowa Lottery, Rex was the lead investigator and senior account executive for marketing research during the 1990s. Mr. Repass moderated instant game focus groups and managed the state's baseline/tracking study.

In addition to this experience, Rex has been the senior account executive on ad hoc quantitative research for several lottery states and/or their advertising agencies of record. These studies have included advertising awareness research, player tracking, and game concept evaluations for lottery jurisdictions including the District of Columbia, Kentucky, Maryland, Ohio, and Oklahoma. In addition, Mr. Repass has moderated approximately 500 focus groups with lottery players and retailers during the past 20 years.



# Research Program Recommendations

## Project 1: Baseline & Tracking Research

### Objectives

The recommended baseline and tracking research will be measured against previous studies conducted for the West Virginia Lottery. Additionally, this study will form part of the basis against which future studies will be measured. The study will be conducted to accomplish the following objectives:

- Measure and determine the purchase behavior of adult West Virginians as it relates to the seven products sold by the Lottery. These products are:
  - Instant scratch tickets
  - Daily 3
  - Daily 4
  - POWERBALL®
  - Cash 25
  - Keno
  - Video Lottery
  - Hot Lotto
- Measure any change in purchase behavior from previous studies and identify the reasons why changes have occurred
- Measure awareness and impact of advertising.
- Measure media habits among lottery players
- Identify attitudes and motive for playing the lottery
- Identify player demographics.
- Measure public support for the West Virginia Lottery
- Measure jackpot awareness
- Measure perceptions/attitudes toward other marketing related West Virginia Lottery initiatives

### Description of the Work

Data for this study will be collected through telephone interviews among adults (age 21 years or older) living in West Virginia. It is expected that the length of the interview will not exceed 20 minutes. Interviews will be conducted during a two-week period. We have assumed that the survey will include predominantly closed-end questions. After completion of the study, Repass & Partners will tabulate the data and prepare a management report, including an Executive Summary of the findings.

Repass & Partners will purchase a random digit telephone sample from known, reliable suppliers such as Survey Sampling, Inc. or Genesys Sampling Systems. Telephone numbers will be randomly selected from across the state in order to provide a resident sample that is representative of the gender, age, education, and geographic characteristics



of West Virginia's adult population and media markets. Repass & Partners will conduct this quantitative research via Computer Assisted Telephone Interviewing (CATI) system through their field service affiliate, McKillion Research Services.

Assuming that a random sampling process is employed, all West Virginia residents over the age of 21 with a telephone in the household will qualify to complete an interview. Respondents who are competitively employed (that is, employed in a gaming industry, an advertising agency, or a market research firm), those who have a family member competitively employed, and those who have participated in a market research project in the past six months will be screened out of this survey to reduce bias. A six-call design is standard for Repass & Partners studies to maximize response rates and enhance the external validity (i.e., unbiased opportunity for respondent selection) of the study. To reduce the possibility of contacting only "easy to reach" respondents and increasing the representative nature of the sample, attempts will be scheduled on varying days of the week and different day-parts.

The results from this study will provide the West Virginia Lottery and Charles Ryan Associates with insight into the stated objectives of the study. Where appropriate, statistical testing of the research findings will be performed at the 95 percent level of confidence. The overall estimated sampling error based on 500 completed interviews is +/- 4.4 percentage points. Two waves of tracking will be completed during each fiscal year.

#### **Deliverables**

The deliverables from Repass & Partners for the baseline and tracking research will include:

- Achieve a full understanding of the West Virginia Lottery's products, concepts and services to be researched;
- Questionnaire refinement from previous research in collaboration with the research staff of the West Virginia Lottery and Charles Ryan Associates account management;
- Meeting with Lottery staff to finalize design of the study and questionnaire content;
- Programming of data collection instruments;
- Acquisition and management of the random digit telephone sample;
- Telephone data collection;
- Monitoring and management of the telephone data collection facility to ensure high quality data collection;
- Respondent screening and interviewing by trained and experienced market research interviewers;
- Coding of open-end and other specify responses;
- Data tabulation, creation of two banner pages and an electronic file of the data;



- Preparation of a management report providing analysis and interpretation of the study findings with narrative summary, graphics and next step recommendations;
- Distribution of paper or electronic copies of the report on a CD in the preferred format;
- In-person presentation of the study findings to West Virginia Lottery and Charles Ryan Associates personnel by a senior member of Repass & Partners.

## Project 2: Instant games quantitative testing

### Objectives

It is recommended that the West Virginia Lottery implement semiannual, quantitative study of play interest in instant game concepts. While the West Virginia Lottery has a long history of conducting multiple focus groups to evaluate new instant game concepts, a quantitative approach will make it possible to test more game concepts, which will provide richer information via data analysis.

The primary information objectives of this research will include:

- Determine initial purchase intent for each concept;
- Evaluate game characteristics including:
  - Game theme
  - Play method
  - Graphic/design appeal
  - Instructions
- Evaluate post-play purchase intent;
- Identify changes to enhance game appeal;
- Determine dollar allocation for each game concept.

### Descriptions of Work

To meet the stated information objectives of the research, it is recommended that a sequential monadic design be considered to measure purchase intent of instant game concepts. A sequential monadic design is where two or more product concepts are evaluated on their own, one after the other. The sequence is usually rotated to minimize potential order bias. For example, if this technique is employed it will reduce potential bias versus showing all game concepts to all respondents in one list.

It is anticipated that up to 20 instant game concepts would be evaluated. Using the sequential monadic research design, each respondent would evaluate up to five games. There would be four cells of respondents (n=50 each) evaluating up to five games per cell. A total of 200 interviews is recommended.

It is further recommended that this research be completed via an online methodology. Respondents would be recruited and qualified for participation using the MindField Online data base of households in West Virginia, and supplemented by the McMillion Research Services internal data base of known, frequent West Virginia Lottery instant game players.



After completion of the data collection, a management summary report will be prepared, including recommendations for game introduction and/or additional qualitative (focus group) research testing

#### **Deliverables**

The deliverables from Repass & Partners for the instant games quantitative testing research will include:

- Questionnaire development with the marketing staff of the West Virginia Lottery, the instant game ticket vendor, and Charles Ryan Associates account management;
- Meeting with Lottery staff to finalize design of the study and questionnaire content;
- Online programming of data collection instruments;
- Access and acquisition of sample via the MindField Online Panel and supplemental sampling as needed;
- Secure hosting of the online data collection process;
- Monitoring and management of the online data collection;
- Coding of open-end and "other specify" responses;
- Data tabulation, creation of two banner pages and an electronic file of the data;
- Preparation of a management report providing analysis and interpretation of the study findings with narrative summary, graphics and next step recommendations;
- Distribution of paper or electronic copies of the report on a CD in the preferred format.

### **Project 3: Instant games focus groups**

#### **Objectives**

Qualitative research is recommended to provide the West Virginia Lottery with additional consumer input regarding instant games tested in the quantitative research. The study will be conducted in order to accomplish the following objectives:

- Evaluate the "preferred games" from quantitative instant game testing
- Identify potential negatives/associates with game instructions, graphic design, and themes of instant games.
- Evaluate reaction to in-store and market promotions for instant games

#### **Description of the Work**

To accomplish the informational objectives of the study, Repass & Partners will conduct four focus groups (one set of two in the fall of 2006 and one set of two in the spring of 2007). The groups will be conducted during a one week period at the McMillion Research Services facilities in Charleston, W.Va. Working closely with the Lottery, Repass & Partners will prepare recruiting screeners and the focus group discussion guide to meet the objectives of the research. The development of these instruments will be a collaborative





process. Participants will be recruited from the population of adult (age 21+) male (50 percent) and female (50 percent) West Virginians and screened for frequent instant game play. For each session, 12 participants will be recruited and 10 will be seated. For their participation, respondents will be paid an incentive/cooperation fee. Within two weeks following completion of the group sessions, Repass & Partners will provide a written report of the findings to the Lottery and Charles Ryan Associates staff.

#### **Deliverables**

The deliverables from Repass & Partners will include:

- Participation in a meeting or conference call with West Virginia Lottery project staff to discuss the scope of work and content of the screener and discussion guide in detail;
- Adherence to the schedule of work to ensure that results and recommendations are submitted on time to project staff;
- Development of a screener tool and written discussion guide based on project objectives:
  - Focus group moderating services;
  - Scheduling of focus group facilities in Charleston, WV;
  - Provision of monetary incentives/cooperation fees to the respondents;
  - Provision of audio and video taping of each focus group session;
  - Provision of beverages and light meals /snacks for participants;
- Preparation of a management report providing analysis and interpretation of the study findings with narrative summary verbatim quotes (as appropriate) and next step recommendations.

### **Project 4: Market/Advertising Segmentation Research**

#### **Objectives**

It is recommended that market/advertising segmentation research be implemented during the term of this Contract. Market segmentation allows brand and product managers to identify unique segments within a buyer group so that managers can tailor product features and marketing/communications messages specifically to each segment. In addition, this methodology allows brand/product managers to quantify the size and potential volumetric opportunities within each segment, describe the composition (demographic, buying habits, influences on purchase behavior) and evaluate alternative segment-level marketing/communications strategies.

The primary information objective of this research project would be to define market segments purchasing West Virginia Lottery products, and test marketing/communications messaging/themes/copy to determine the potential to increase play within game categories. The specific information objectives would include:



- Define market segments based on play of Lottery games;
- Attitudinal and psychographic variable that may impact play;
- Marketing/communications positioning, themes, and tactical execution that may impact play.

#### **Descriptions of Work**

Repass & Partners will develop a quantitative survey instrument in consultation with West Virginia Lottery marketing staff and the Charles Ryan Associates account management team. Working with our data collection affiliate, McMillion Research Services, data collection will be completed via telephone. Repass & Partners, in consultation with the clients, will develop the sample design and analytical plan to meet the study objectives; and produce a management summary report with recommended action plans for understanding West Virginia Lottery market segments performance based on the research findings.

Based on the study design and analytical requirements, a completed sample of 600 interviews is recommend with adult West Virginians with a propensity to play Lottery games. The questionnaire design will fully address the information objectives. As a part of the questionnaire design process, we will consult with client management regarding potential segmentation questions about lottery purchase decision-making processes, adoption propensity, current purchase habits, attitudinal measures, marketing/communications concepts and themes, and demographic classifications. We expect the questionnaire will include predominately closed-end and rating scale questions. It is assumed the average interview length will be approximately 15 minutes. The overall estimated sampling error based on 600 completed interviews is +/- 4.0 percentage points at the 95 percent confidence level.

#### **Deliverables**

The deliverables from Repass & Partners for the market/advertising segmentation research will include:

- Achieve a full understanding of the West Virginia Lottery's products, concepts and services to be researched/segmented;
- Questionnaire development in collaboration with the marketing staff of the West Virginia Lottery and Charles Ryan Associates account management;
- Meeting with Lottery staff to finalize design of the study and questionnaire content;
- Programming of data collection instruments;
- Acquisition and management of the random digit telephone sample;
- Telephone data collection;
- Monitoring and management of the telephone data collection facility to ensure high quality data collection;
- Respondent screening and interviewing by trained and experienced market research interviewers;
- Coding of open-end and 'other specify' responses;



- Data tabulation, creation of two banner pages and an electronic file of the data;
- Statistical analysis and definition of market segments, influences on each segment, and potential market opportunities;
- Preparation of a management report with narrative summary, graphics and next step recommendations;
- Distribution of paper or electronic copies of the report on a CD in the preferred format;
- In-person presentation of the study findings to West Virginia Lottery and Charles Ryan Associates personnel by a senior member of Repass & Partners.



# Signed Vendor Agreement

This agreement is made by and between Charles Ryan Associates, Inc. ("Client") with offices at 300 Summers Street, Suite 1100, Charleston, West Virginia 25301 and R.L. Repass & Partners, Inc. ("RLRP") with offices at 10101 Alliance Road, Suite 190, Cincinnati, Ohio 45242

## I. TERM OF AGREEMENT

This agreement shall become effective July 1, 2006 and shall continue through June 30, 2007 at which time all project execution, data collection, data analyses and reporting shall be completed.

## II. DESCRIPTION OF SERVICES

RLRP will provide research consulting, study management, design, primary data collection, and analyses as detailed in the Request for Quotation (RFQ) and Request for Proposal (RFP) dated April 26, 2006, RFQ/RFP LOT329, for the West Virginia Lottery Commission and requested by the State of West Virginia, Department of Administration Purchasing Division, 2019 Washington Street, East, Charleston, West Virginia 25305. RLRP shall be bound by the General Terms and Conditions for subcontractors in Section 3.4 of the RFP.

## III. SCOPE OF SERVICES

RLRP will provide study design, questionnaire development, overall project management, primary data collection, data tabulation and analyses as defined in the RFP. No additional market/opinion research services beyond those described in the RFP are included in this agreement.

## IV. COMPENSATION

RLRP shall invoice in two increments. The first invoice of 50% of the estimated fee for each Project as outlined in response to the RFP shall be paid in full within 30 days of receipt; the second invoice of approximately 50% of the estimated fee shall be invoiced upon receipt of all deliverables by Client and shall be paid within 30 days of receipt.

## V. CONDITIONS PREVENTING PERFORMANCE

If any cause or condition not reasonably within the control of RLRP, or the adverse effects of which are not due to the fault or negligence of RLRP prevents RLRP from performing under this Agreement, RLRP may terminate the Agreement by providing Client prompt written notice of the termination and turning over to Client any work product developed by RLRP up to the time of termination. The only remedy available to Client upon such termination is the refund of any unearned fees paid.

## VI. DEVELOPED INFORMATION

Client shall have perpetual and exclusive use and ownership including copyrights, of the information produced by RLRP as a result of this Agreement.



## VII. CONFIDENTIALITY

RIRP will not, either during the term of this Agreement or at any time thereafter, except as required in the conduct of Client's business or as authorized in writing by Client, use, publish, disclose, appropriate or communicate, directly or indirectly, any information about the work product resulting from this Agreement.

## VIII. RLRP PROFESSIONAL STANDARDS

RIRP hereby agrees that qualified personnel in accordance with professional standards shall perform all services.

## IX. INDEMNIFICATION CLAUSE

Evaluations and interpretations of the statistical research findings ( Findings ) and decisions based on the Findings are solely the responsibility of Client and not RLRP. RLRP does not warrant the viability or assume responsibility for the success or failure of any actions taken based on the Findings. Furthermore, Client agrees, at its sole expense, to defend RLRP against, and to indemnify and hold RLRP harmless from any claim, liability judgment, cost, expense, damage, deficiency, loss or obligation of any kind (including without limitation reasonable attorneys' fees and other costs and expenses of defense) relating to a claim or suit by a third party against RLRP resulting from subsequent actions taken or decisions made by Client in response to Findings. This provision shall survive the termination of this Agreement.

## X. MODIFICATION CLAUSE

This Agreement may not be changed, altered or otherwise modified except upon the written agreement of both parties.

## XI. JURISDICTION

The construction, interpretation and performance of this Agreement shall be governed and construed in accordance with the laws of the State of West Virginia. RLRP and the Client agree to the exclusive jurisdiction of the state or federal courts of Kanawha County, West Virginia in any action or proceeding arising under this Agreement.

R.I. Repass & Partners, Inc.

By:



Printed Name: Rex L. Repass

Title: President/CEO

Date: May 9 2006

Charles Ryan Associates, Inc.

By:



Printed Name: Susan D. Lavenski

Title: Senior Vice President

Date: May 9 2006



**Example of Research Used  
to Evaluate Media Campaign**





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## Corporate Marketing & Paid Media Study

February 2005



## Background

Ethicon Endo-Surgery develops and markets a broad portfolio of mechanical products for open procedures and endoscopic products for minimally invasive procedures. The company's focus is on designing innovative, procedure-enabling medical devices for interventional diagnosis and treatment of various diseases and conditions in the areas of general and thoracic surgery, breast disease, gynecology, oncology, and urology. Ethicon Endo-Surgery offers products and technologies that are leading the medical devices industry, as well as a full range of professional medical education and customer support service.

Ethicon Endo-Surgery Corporate Communications has commissioned this research to assess and monitor the impact of corporate advertising and brand promotion. Information and analysis derived from this research will be used by the Corporate Communications staff to assess communication effectiveness and as a strategic tool for enhancing future brand building and media placement initiatives.

## Purpose and Objectives

The purpose of this research is to provide a benchmark and semi-annual tracking measures to assess the awareness and impact of communications programs, including advertising, by Ethicon Endo-Surgery and other manufacturers of minimally invasive and traditional surgical products on the primary decision makers.

The objectives of this research are to measure:

- Unaided and aided advertising awareness
- Unaided and aided brand awareness
- Message recall
- Brand image
- Brand trial and usage
- Segment characteristics

## Methodology

- Study participants were recruited from established professional panels and from professional organization membership lists. They were directed to a password protected, secure website for the completion of the survey.
- In order to reduce bias, Ethicon Endo-Surgery was not identified as the sponsor of this research, and question content was designed to mask the identity of the sponsor.
- Surgeons were qualified for participation based on
  - area of specialization (general surgery, bariatric, colorectal, or gynecological surgery)
  - years in practice (2 to 25 years)
  - number of surgical procedures conducted in previous 30 days
  - participation in purchase decision of surgical instruments.

## Methodology

- OR Nurse Managers/Directors, OR Nurses, Chief Financial Officers and Material Managers were qualified for participation based on their participation in purchase decision of surgical instruments.
- Data was collected at the website between September 1 and November 30, 2004.
- The number of completed interviews by segment is:

Total Surgeons	183
General	77
Bariatric	35
Colorectal	30
Gynecological	41
OR Nurse Manager/Director	62
OR Nurse	40
CFO	36
Material Manager	57

## Summary

- Ethicon Endo-Surgery is top-of-mind among Surgeons, OR Nurse Managers, OR Nurses and Material Managers; it is the brand most closely associate with the surgical instrument category. US Surgical is the top-of-mind brand among the CFOs.
- Awareness of surgical instrument advertising in professional journals is very high among Surgeons, OR Nurse Managers and Material Managers and moderately high among OR Nurses. Most advertising claimed to have been seen is attributed to Ethicon Endo-Surgery. The CFOs are more likely to recall advertising by US Surgical than Ethicon Endo-Surgery.
- A substantial proportion of Surgeons (31%) and moderate proportions of OR Nurse Managers (21%) and Material Managers (14%) claim to have seen advertising by Ethicon Endo-Surgery in professional journals. There is minimal recall of the ad among OR Nurses (5%) and CFOs (3%).

## Summary

- Surgeons and OR Nurse Managers like the Ethicon Endo-Surgery ads. The likeability scores of the Surgeon segment (41%) and OR Nurse Manager segment (31%) are strong. The Advertising Research Foundation has found that reaction to ads on a like-dislike scale are a better predictor of sales than any other ad metric tested\*\*.
- Nearly all Surgeons and OR Nurse Managers consider the ad claims to be believable. However, because of their already established high regard for the brand, it did not change their opinion of Ethicon Endo-Surgery.

\*\*ARF Copy Research Validity Project, *Journal of Advertising Research*, April/May, 1991.



## Summary

- Ethicon Endo-Surgery is the brand of surgical instruments most often used by the Surgeons and at the hospitals represented by the OR Nurse Managers, OR Nurses and Material Managers. It is also the brand the Surgeons prefer to use and the brand the these other respondent segments would choose to purchase, if given a choice. CFOs claim US Surgical is the brand most often used and is also the brand they would choose to purchase.
- Ethicon Endo-Surgery is also the brand of surgical instruments most frequently considered for purchase and the brand most likely intended for purchase by the Surgeons, OR Nurse Managers, OR Nurses and Material Managers. CFOs most frequently consider US Surgical among brands for purchase and is the brand they would most likely purchase.

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## Summary

- Good experience or familiarity with the brand as well as quality, dependability and reliability are the primary reasons for purchase or recommendation of Ethicon Endo-Surgery products.
- Both Ethicon Endo-Surgery and Ethicon, inc. have a stronger influence among Surgeons, OR Nurse Managers, OR Nurses and Material Managers than any other brand names. US Surgical is most influential among CFOs.
- Product reliability/dependability is the most important attribute considered in the evaluation of surgical instrument brands. Overall quality and technical support are also considered in the evaluation of equipment. Value for the money and price of the equipment are important considerations to CFOs, Material Managers, and OR Nurse Managers, but not to Surgeons or OR Nurses.

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## Summary

- Surgeons, OR Nurse Managers and OR Nurses judge Ethicon Endo-Surgery superior to US Surgical on nearly all brand attributes tested. CFOs consider US Surgical superior on these same criteria.
- The brands associated with Ethicon Endo-Surgery (Ethicon, inc., Endo-Surgery institute and Johnson & Johnson) have a strong positive influence on the image of Ethicon Endo-Surgery among all respondent segments except for Material Managers and CFOs. Tyco Healthcare generally does not influence the image of US Surgical.

11

## Detailed Findings

12



# Surgeon Segment

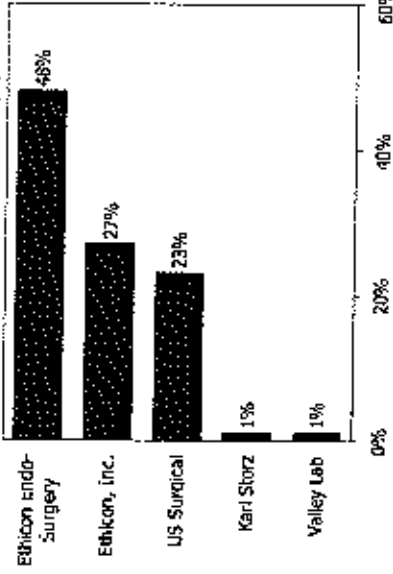
13



# Surgeon Segment

## Unaided Brand Awareness

Thinking about companies that make surgical instruments such as staplers, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?



Base: Total sample  
n=183

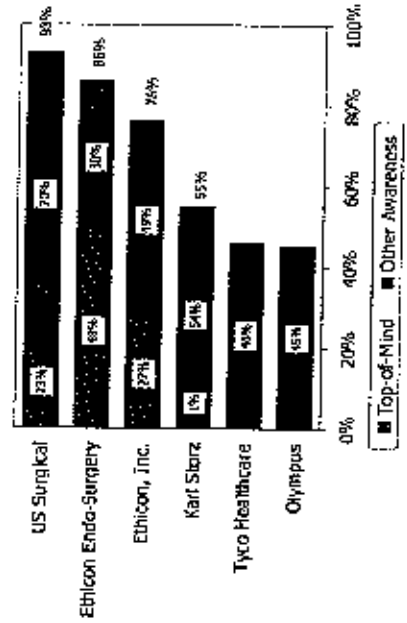
14



# Surgeon Segment

## Total Brand Awareness

Thinking about companies that make surgical instruments such as staplers, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first? Thinking about companies that make surgical instruments such as staplers, surgical staplers, linear cutters and endocutters in your specialty area, what other brands are you aware of?



Base: Total sample  
n=183

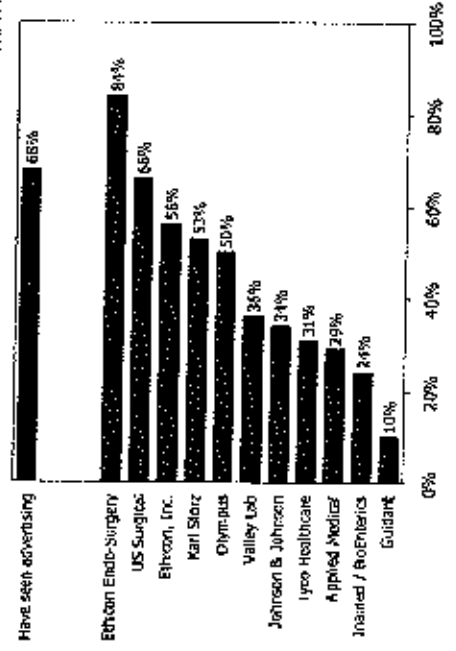
15



# Surgeon Segment

## Advertising Awareness

In the past 30 days, have you, yourself, seen any advertising in professional journals for surgical instruments? What brand advertising have you seen in the past 30 days?



Base: Total sample  
n=183

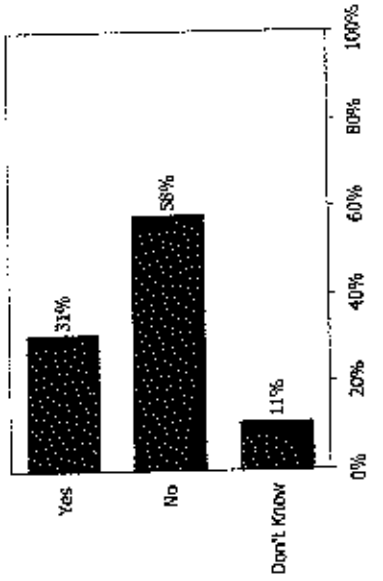
Base: Recall advertising  
n=125

16



### Ethicon Endo-Surgery Ad Recall

To the best of your knowledge, have you ever seen this ad?

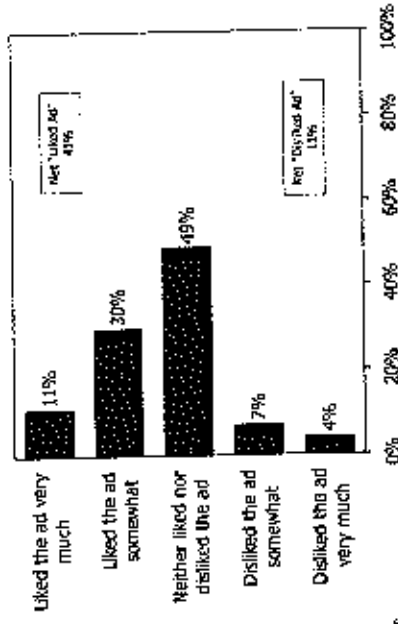


Base: Total sample  
n=183



### Likeability of Ad

Based on what you recall about the Ethicon Endo-Surgery Ad, would you say that you...

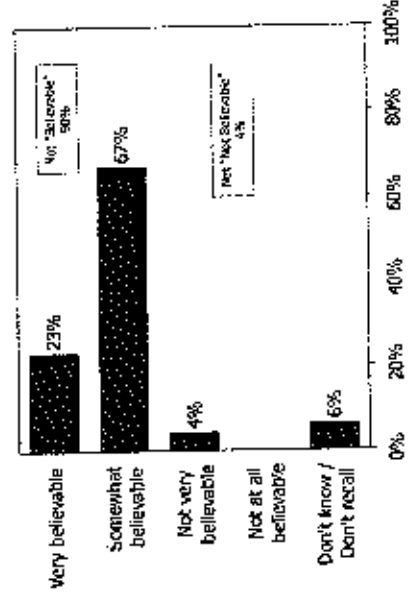


Base: EES Ad Recall  
n=57



### Believability of Ad

How believable were the claims said in the Ethicon Endo-Surgery ad? Would you say they were...

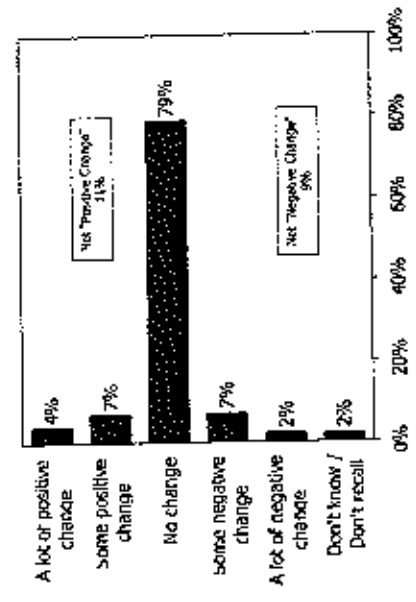


Base: EES Ad Recall  
n=57



### Change of Opinion

How did this ad change your opinion of Ethicon Endo-Surgery? Would you say it...?



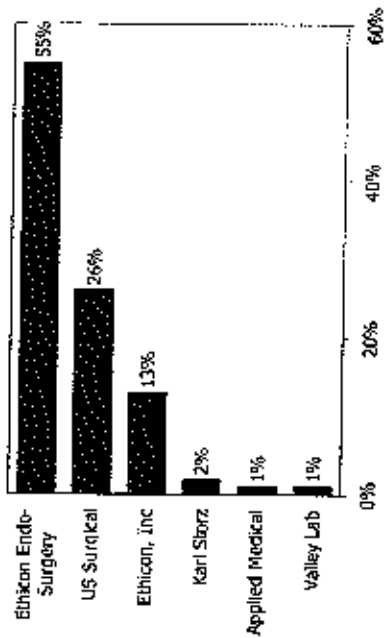
Base: EES Ad Recall  
n=57



Surgeon Segment

### Brand Used Most Often

What brand of surgical instruments such as trocars, surgical staplers, linear cutters, and endocutters do you use most often?



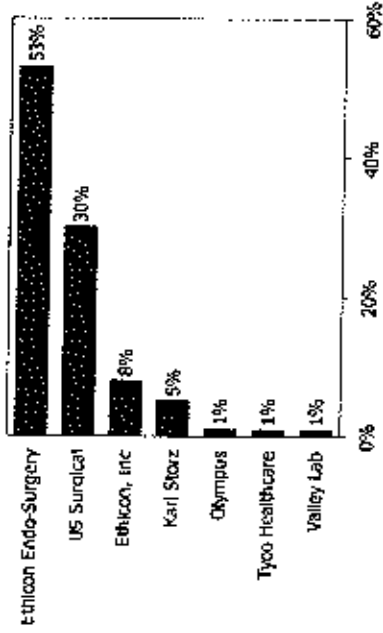
Base: Total sample  
n=163



Surgeon Segment

### Preferred Brand

Assuming you could use any brand of surgical instruments, which one brand would you use?



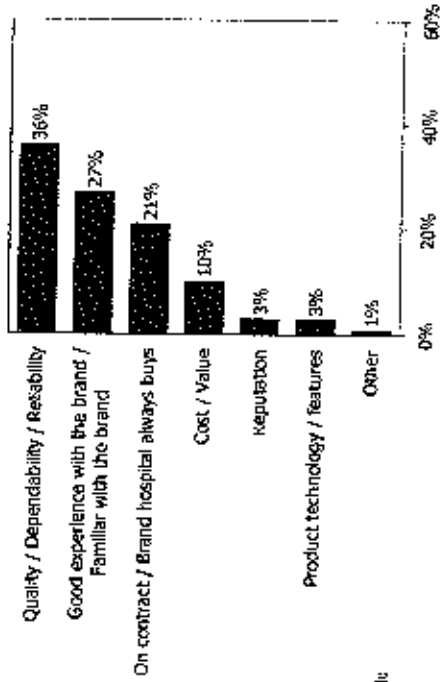
Base: Total sample  
n=183



Surgeon Segment

### Reason for Selecting Preferred Brand

What is the primary reason that you would choose that brand?



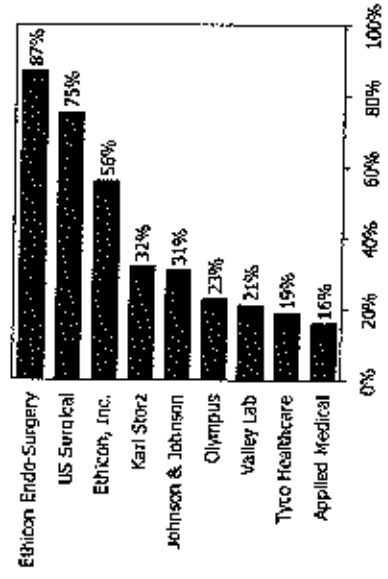
Base: Total sample  
n=183



Surgeon Segment

### Brand Purchase Consideration

Assume that you will be selecting surgical instruments such as trocars, surgical staplers, linear cutters and endocutters for purchase within the next six months. In your role as a decision-maker for the purchase of surgical instruments, what brands would be among those you would consider for purchase?

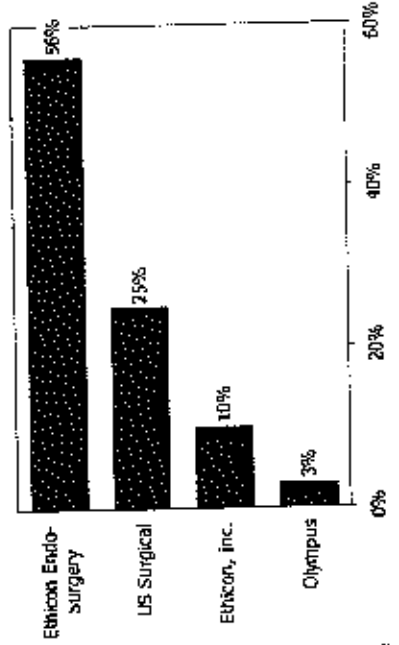


Base: Total sample  
n=163



### Brand Most Likely to Purchase

Which one of these brands would you be most likely to purchase or recommend for purchase?

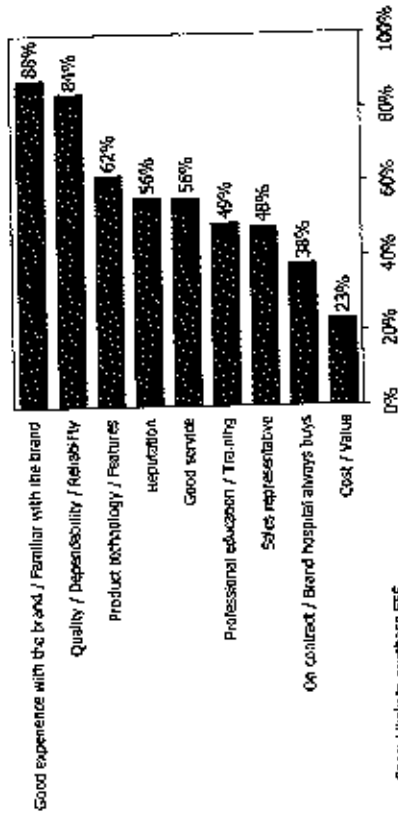


Base: Total sample  
n=162



### Reason for Purchasing Ethicon Endo-Surgery

Why are you likely to recommend Ethicon Endo-Surgery products for purchase?

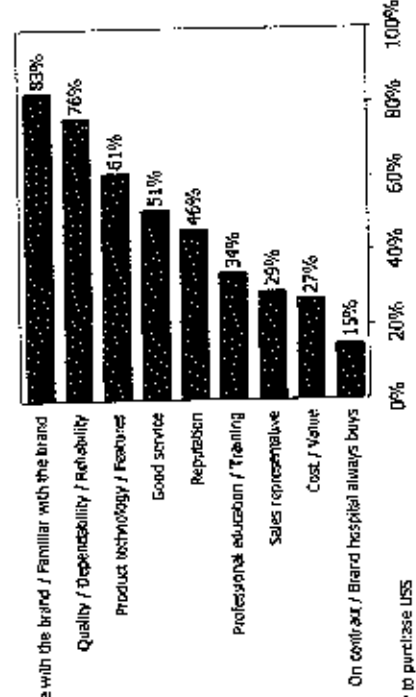


Base: Likely to purchase EES  
n=99



### Reason for Purchasing US Surgical

Why are you likely to recommend US Surgical products for purchase?

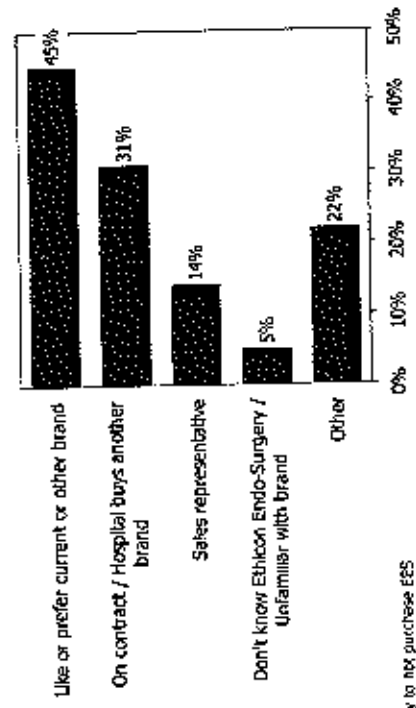


Base: Likely to purchase USS  
n=11



### Reason for Not Purchasing Ethicon Endo-Surgery

Why are you not likely to recommend Ethicon Endo-Surgery products for purchase?



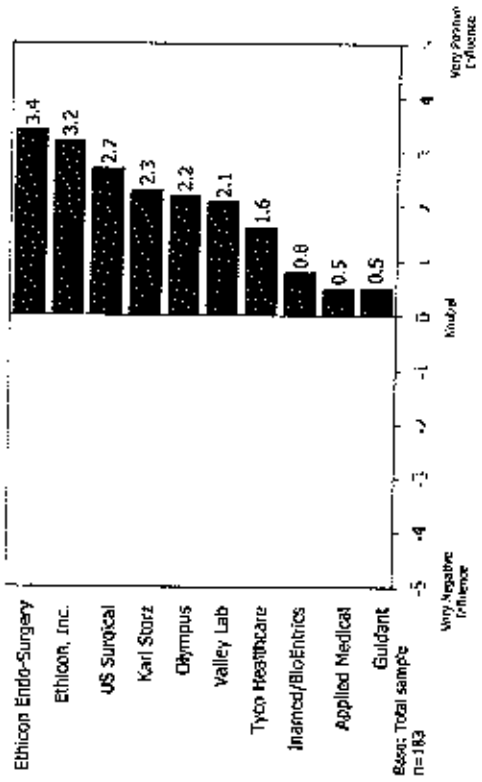
Base: Likely to not purchase EES  
n=93



Surgeon Segment

### Influence of Brand Name

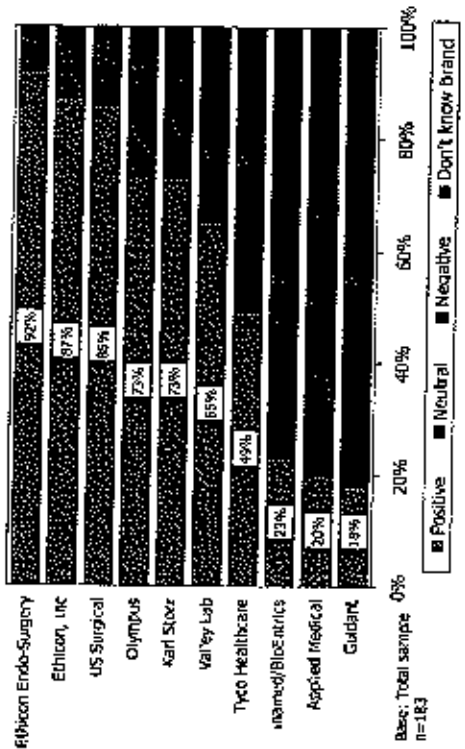
Think about the influence that a specific brand name has on your purchase decision.



Surgeon Segment

### Influence of Brand Name

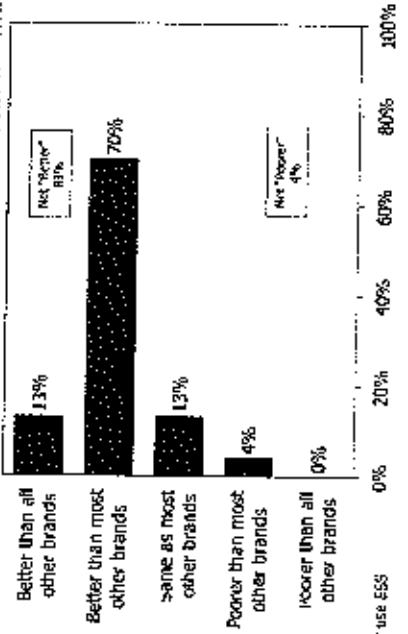
Think about the influence that a specific brand name has on your purchase decision.



Surgeon Segment

### Quality Description of Ethicon Endo-Surgery Products

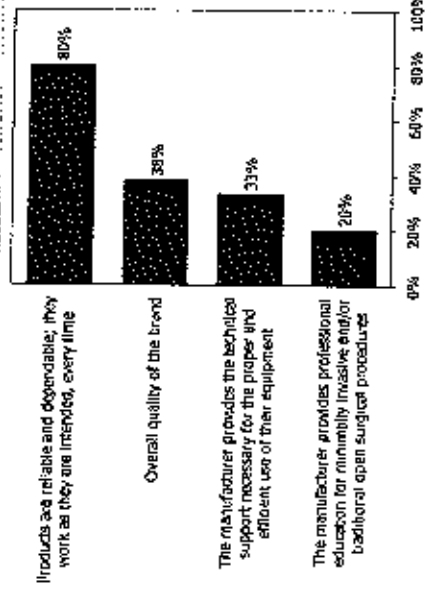
Thinking about the surgical instruments made by Ethicon Endo-Surgery, how would you describe the overall quality of these products? Would you say the quality of Ethicon Endo-Surgery products is...



Surgeon Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as surgical scopes, linear cutters, and endostaplers.

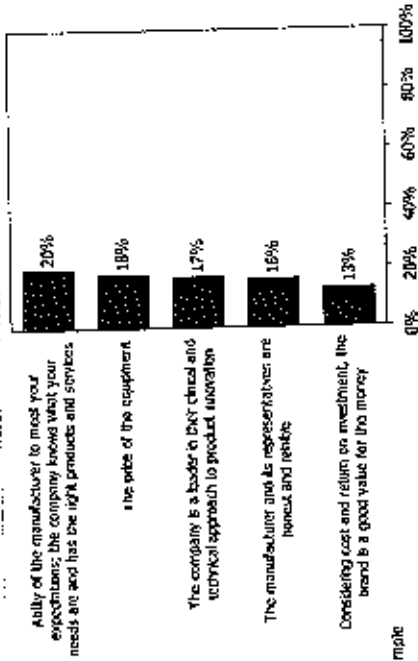




Surgeon Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endostaplers.



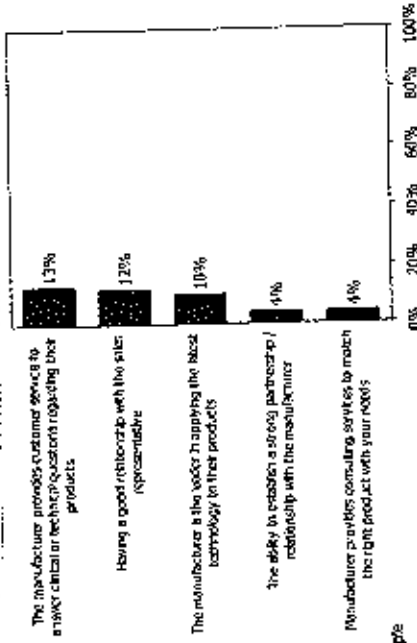
Base: Total sample  
n=183



Surgeon Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endostaplers.



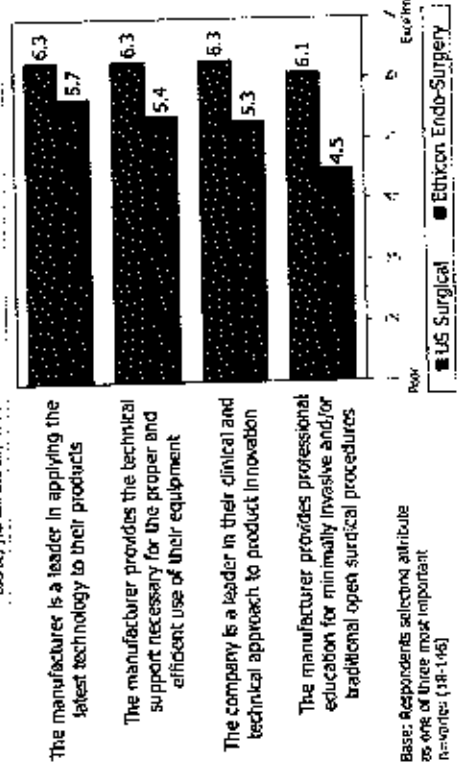
Base: Total sample  
n=183



Surgeon Segment

### Brand Attribute Ratings

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answer.



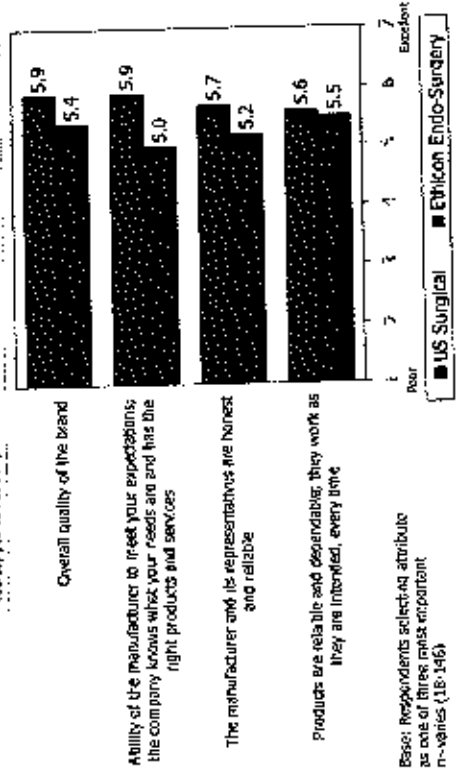
Base: Respondents selecting attribute as one of three most important  
n=varies (18-146)



Surgeon Segment

### Brand Attribute Ratings

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answer.

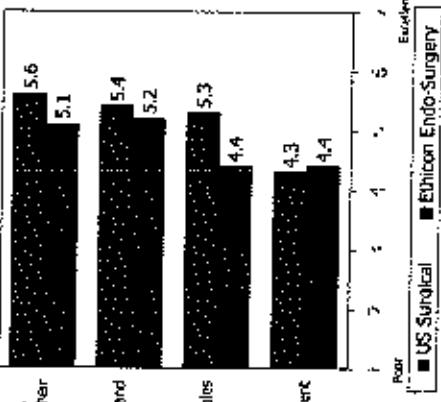


Base: Respondents selecting attribute as one of three most important  
n=varies (18-146)



### Brand Attribute Ratings

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. For scores, you can use any number between 1 and 7 for your answer.

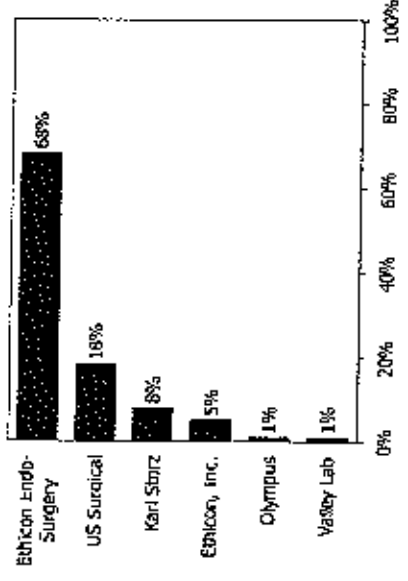


Base: Respondents selecting attribute as one of these most important  
n=146

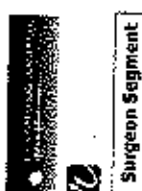


### Industry Leader

What company or brand would you consider to be the leader in minimally-invasive surgical instruments?

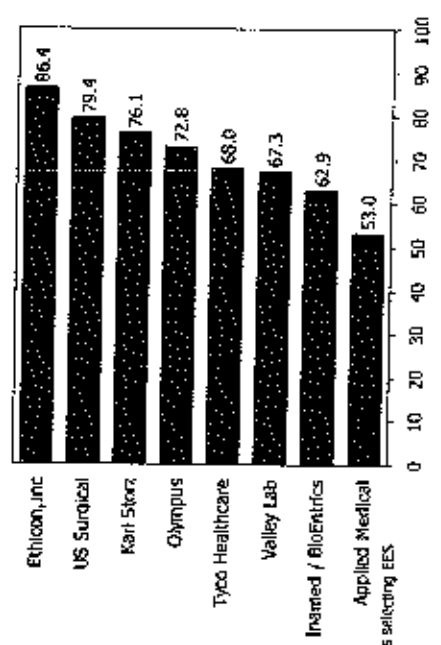


Base: Total sample  
n=183



### Relationship to Ethicon Endo-Surgery as Industry Leader

In the preceding question, you identified Ethicon Endo-Surgery as the industry leader. On a scale of 0-99, please rate each company below relative to Ethicon Endo-Surgery.

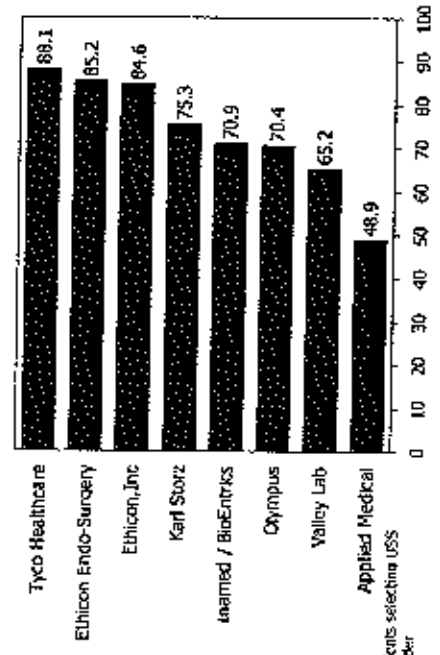


Base: Respondents selecting EES as industry leader  
n=174



### Relationship to US Surgical as Industry Leader

In the preceding question, you identified US Surgical as the industry leader. On a scale of 0-99, please rate each company below relative to US Surgical.

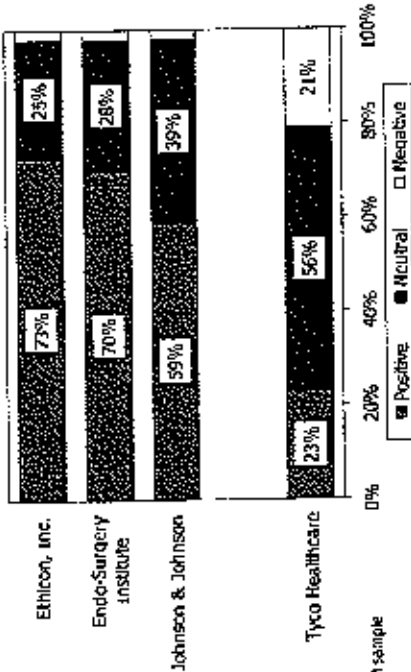


Base: Respondents selecting US as industry leader  
n=33



### Influence of Associated Brands

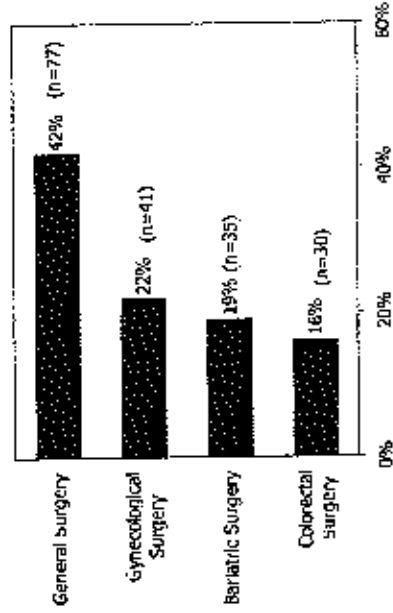
Think about the other brands associated with Ethicon Endo-Surgery. How much do these other brands influence your image of Ethicon Endo-Surgery? Think about US Surgical and its parent company, Tyco Healthcare. How much does Tyco Healthcare influence your image of US Surgical?



Base: Total sample n=183

### Area of Surgical Specialization

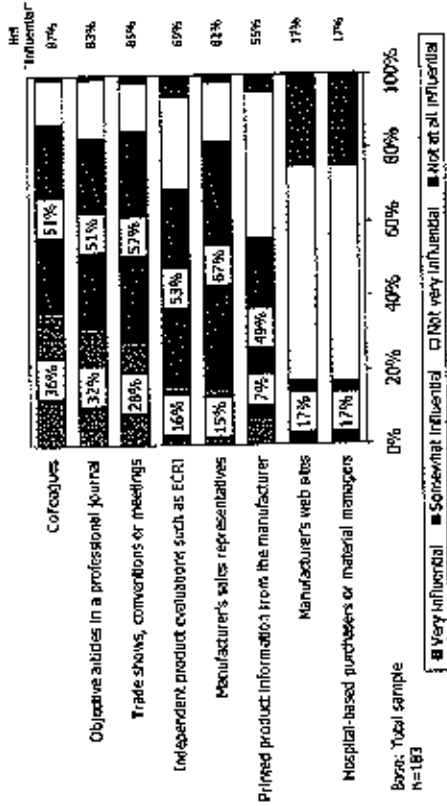
What is your area of specialization?



Base: Total sample n=183

### Influence of Product Information Sources

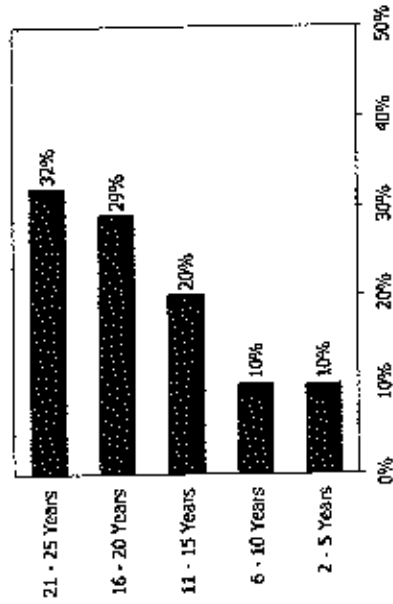
Below is a list of various sources of product information. Please indicate how much each one influences your likelihood to consider a brand of surgical instruments for purchase.



Base: Total sample n=183

### Years in Practice

How many years, following completion of residency, have you been in practice?



Base: Total sample n=183

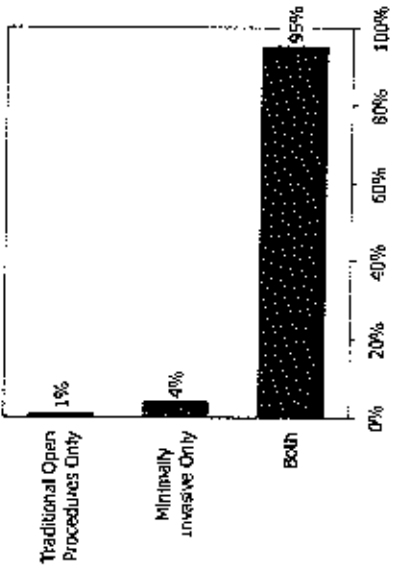
### Surgeon Segment

### Surgeon Segment



### Types of Surgical Procedures

Do you perform only minimally invasive surgical procedures, only traditional open surgical procedures, or both?

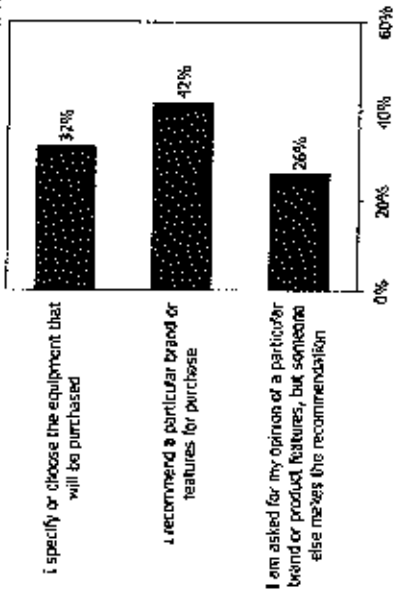


Base: Total sample  
n=183



### Role in Decision Process

Which of the following statements best describes your role in the decision process regarding the purchase of surgical instruments such as forceps, surgical clips, linear cutters and endocutters?



Base: Total sample  
n=183

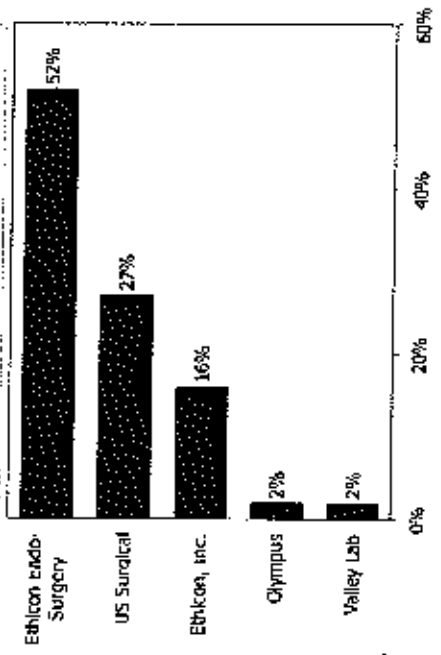


### OR Nurse Manager/Director Segment



### Unaided Brand Awareness

Thinking about companies that make surgical instruments such as forceps, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?



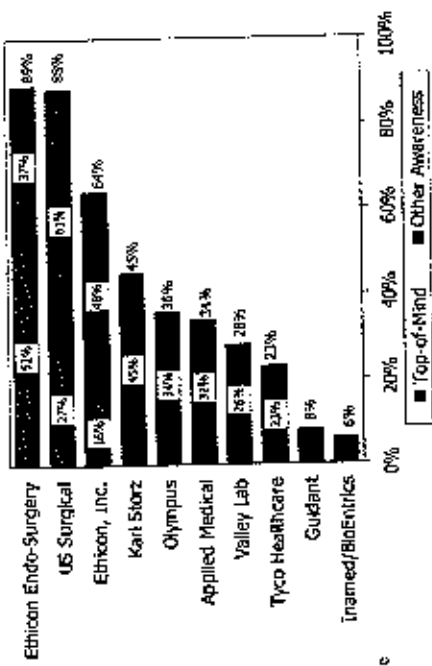
Base: Total sample  
n=62



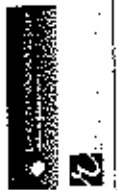
**OR Nurse Manager/  
Director Segment**

### Total Brand Awareness

Thinking about companies that make surgical instruments such as trocars, surgical staplers, knee cutters and endcutters in your specialty area, which brand comes to mind first? Thinking about companies that make surgical instruments such as trocars, surgical staplers, knee cutters and endcutters in your specialty area, what other brands are you aware of?



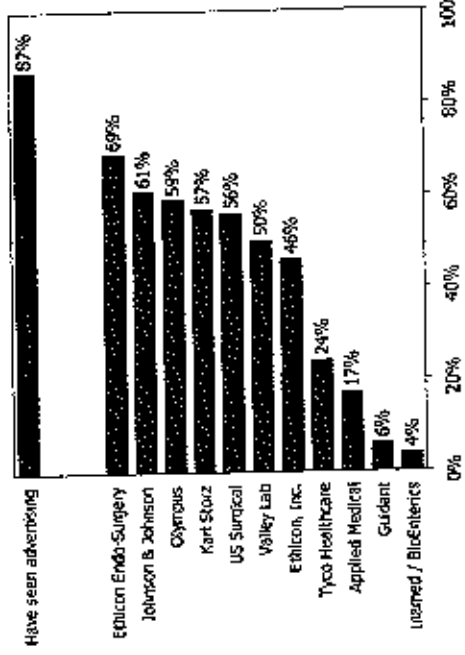
Base: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Advertising Awareness

In the past 30 days, have you, yourself, seen any advertising in professional journals for surgical instruments? What brand advertising have you seen in the past 30 days?



Base: Total sample  
n=62

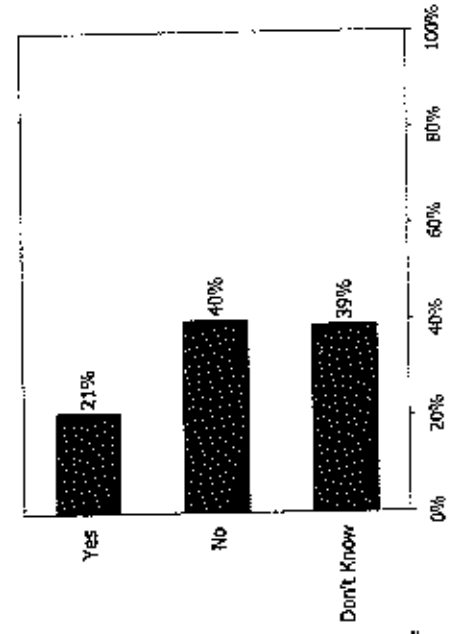
Base: Recall advertising  
n=54



**OR Nurse Manager/  
Director Segment**

### Ethicon Endo-Surgery Ad Recall

To the best of your knowledge, have you ever seen this ad?



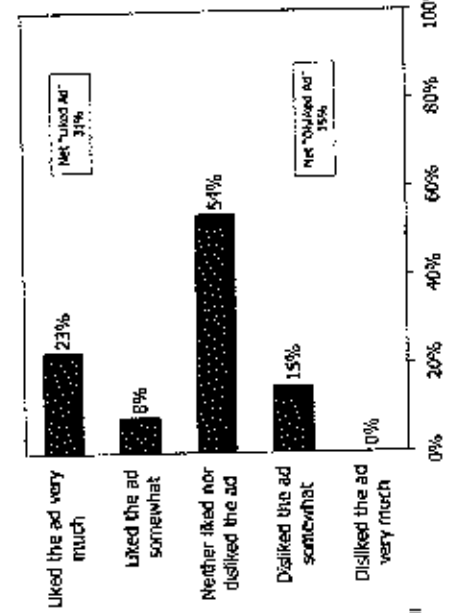
Base: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Likeability of Ad

Based on what you recall about the Ethicon Endo-Surgery ad, would you say that you:



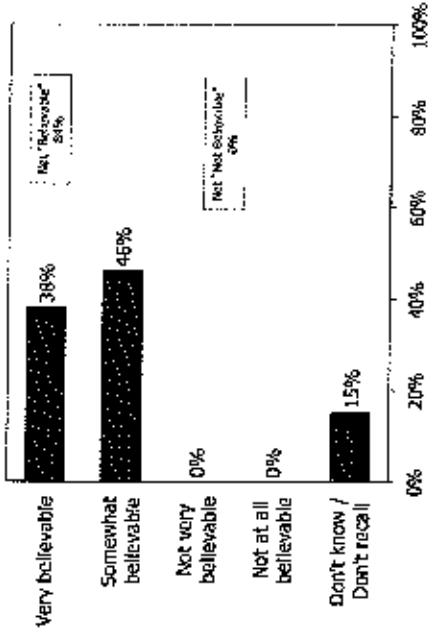
Base: EES Ad Recall  
n=13



**OR Nurse Manager/  
Director Segment**

### Believability of Ad

How believable were the things said in the Ethicon Endo-Surgery ad? Would you say they were...



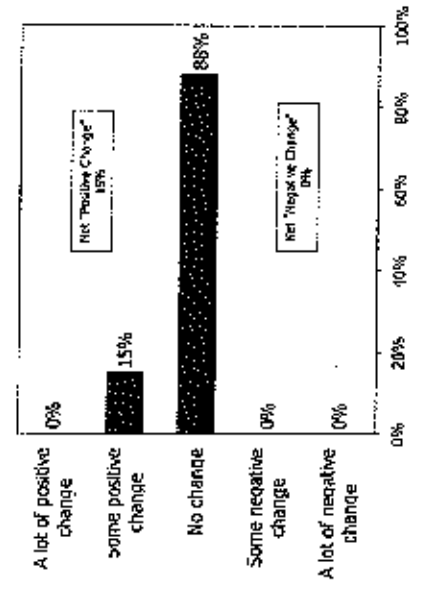
Base: EES Ad Recall  
n=13



**OR Nurse Manager/  
Director Segment**

### Change of Opinion

How did this ad change your opinion of Ethicon Endo-Surgery? Would you say a provided...



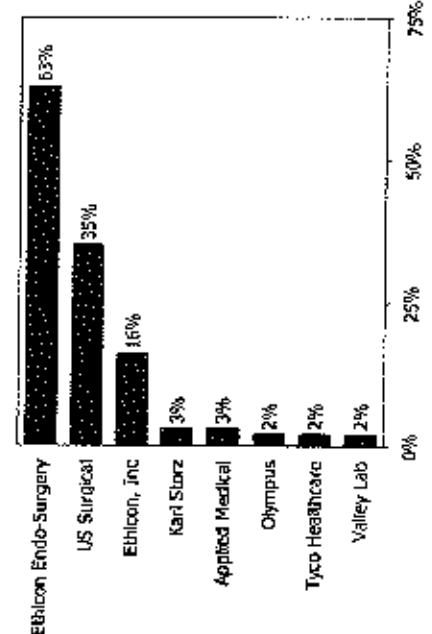
Base: EES Ad Recall  
n=13



**OR Nurse Manager/  
Director Segment**

### Brand Used Most Often

What brand of surgical instruments such as trocars, surgical staplers, linear cutters, and endocutters are used most often at your hospital?



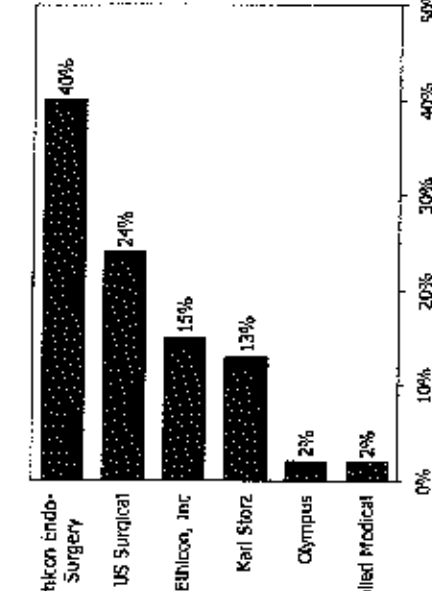
Base: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Preferred Brand

Assuming you could purchase any brand of surgical instruments, which one brand would you choose to purchase?



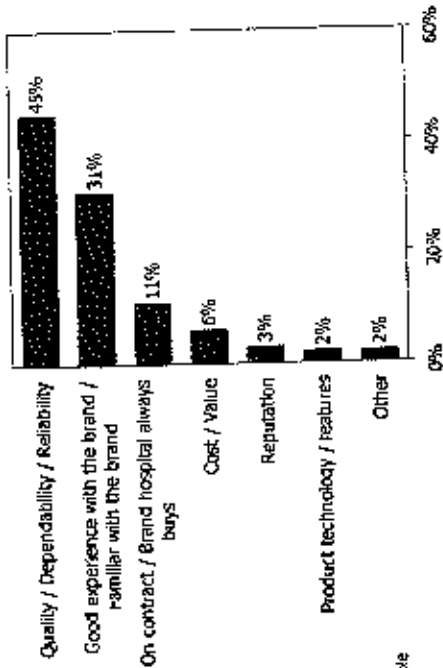
Base: Total sample  
n=62



OR Nurse Manager/  
Director Segment

### Reason for Selecting Preferred Brand

What is the primary reason that you would choose that brand?



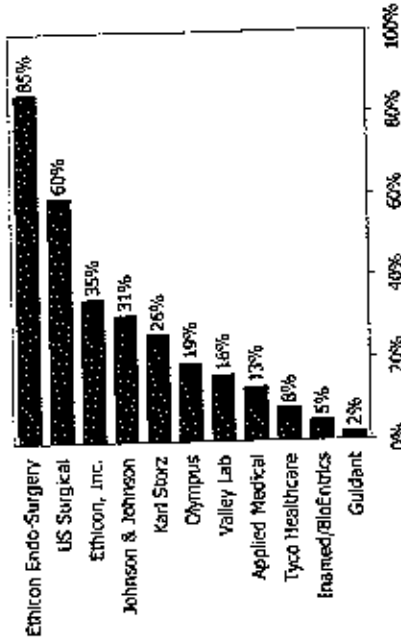
Base: Total sample  
n=62



OR Nurse Manager/  
Director Segment

### Brand Purchase Consideration

Assume that you will be selecting surgical instruments such as forceps, surgical staplers, linear cutters and endostitchers for purchase within the next six months. In your role as a decision-maker for the purchase of surgical instruments, what brands would be among those you would consider for purchase?



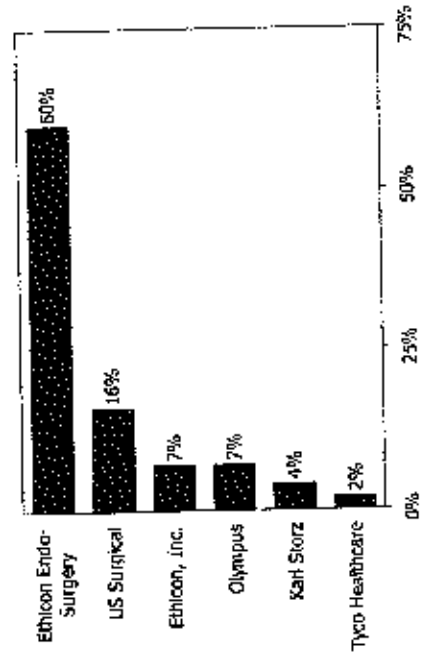
Base: Total sample  
n=62



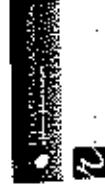
OR Nurse Manager/  
Director Segment

### Brand Most Likely to Purchase

Which one of these brands would you be most likely to purchase or recommend for purchase?



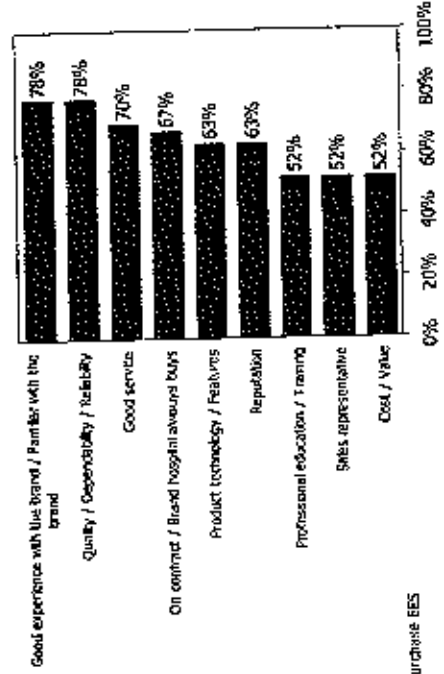
Base: Total sample  
n=62



OR Nurse Manager/  
Director Segment

### Reason for Purchasing Ethicon Endo-Surgery

Why are you likely to recommend Ethicon Endo-Surgery products for purchase?



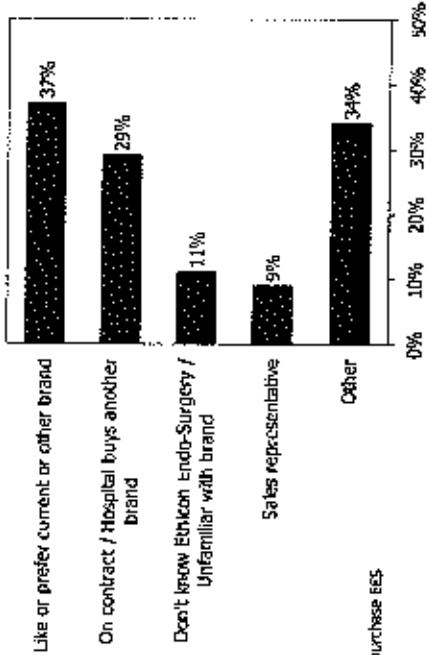
Base: likely to purchase EES  
n=27



**OR Nurse Manager/  
Director Segment**

### Reason for Not Purchasing Ethicon Endo-Surgery

Why are you not likely to recommend Ethicon Endo-Surgery products for purchase?



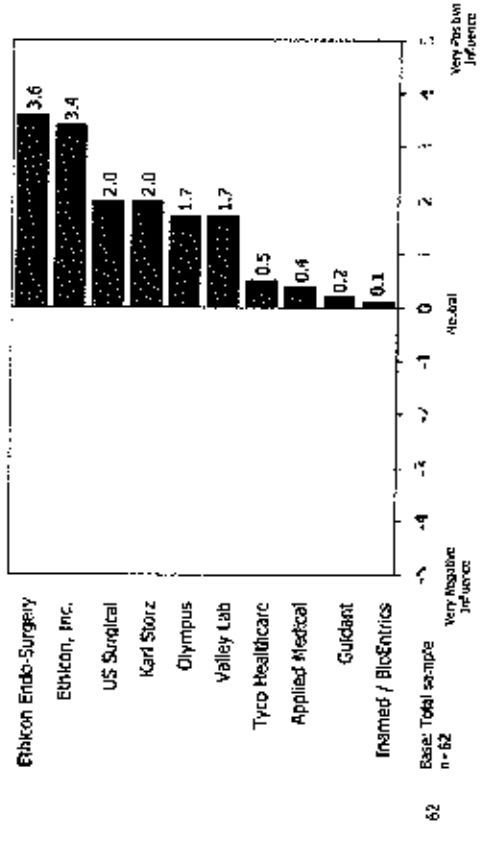
Based: likely to not purchase EES  
n=35



**OR Nurse Manager/  
Director Segment**

### Influence of Brand Name

Think about the influence that a specific brand name has on your purchase decision.



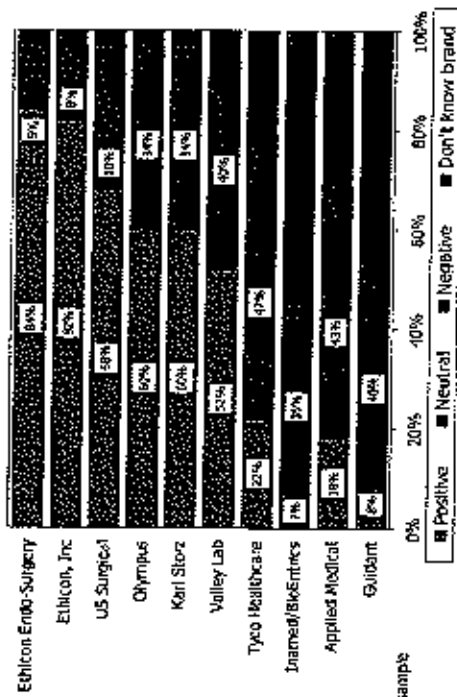
Based: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Influence of Brand Name

Think about the influence that a specific brand name has on your purchase decision.



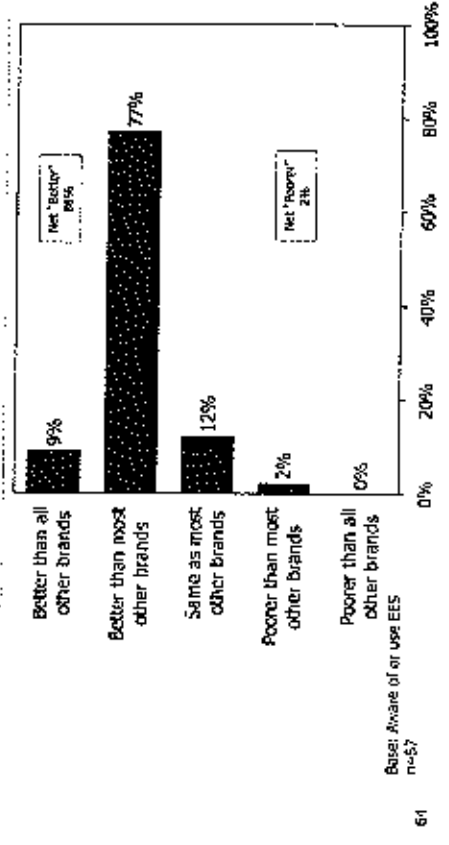
Based: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Quality Description of Ethicon Endo-Surgery Products

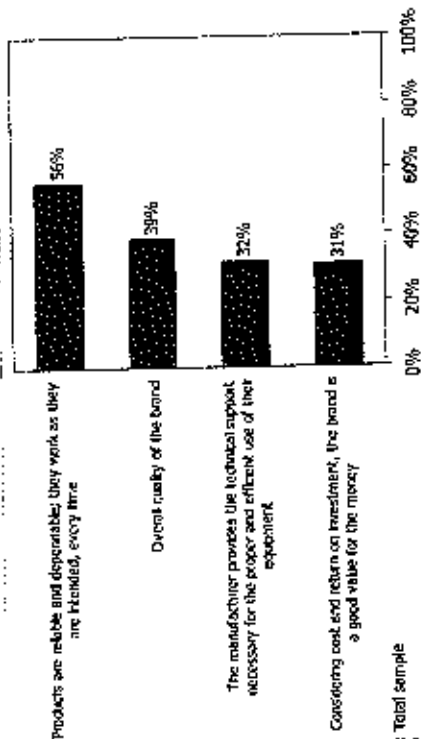
Thinking about the surgical instruments made by Ethicon Endo-Surgery, how would you describe the overall quality of these products? Would you say the quality of Ethicon Endo-Surgery products is...



Based: Aware of or use EES  
n=67

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as surgical staplers, linear cutters, and staplers.



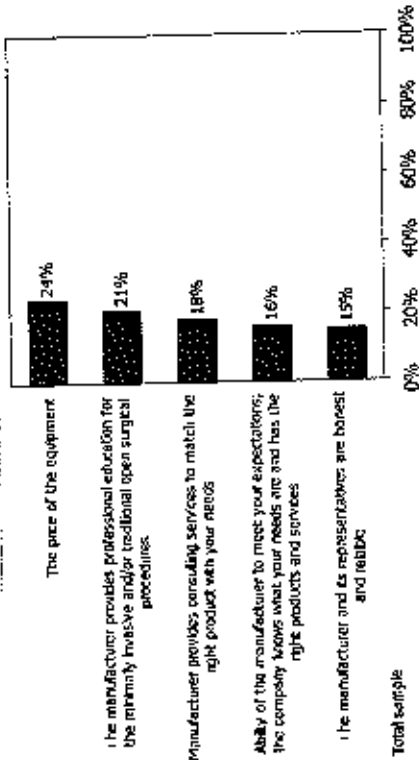
Base: Total sample  
n=62

65

## OR Nurse Manager/ Director Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as surgical staplers, linear cutters, and staplers.



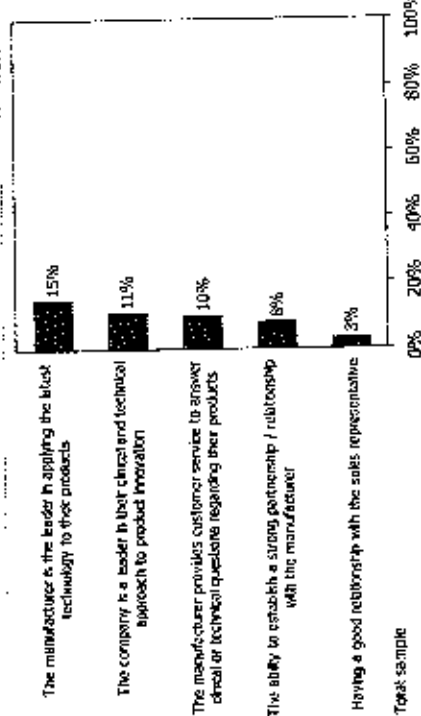
Base: Total sample  
n=62

66

## OR Nurse Manager/ Director Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as surgical staplers, linear cutters, and staplers.

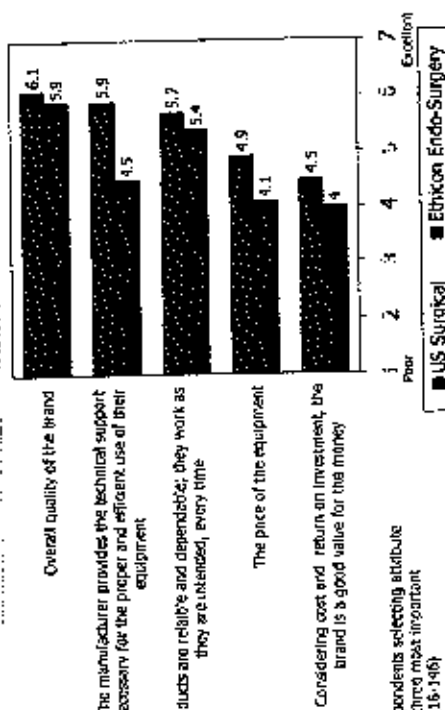


Base: Total sample  
n=62

67

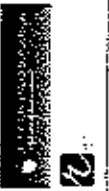
## Brand Attribute Ratings

Please rate companies that make these surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answer.



Base: Respondents selecting attribute as one of three most important  
n=Varies (15-148)

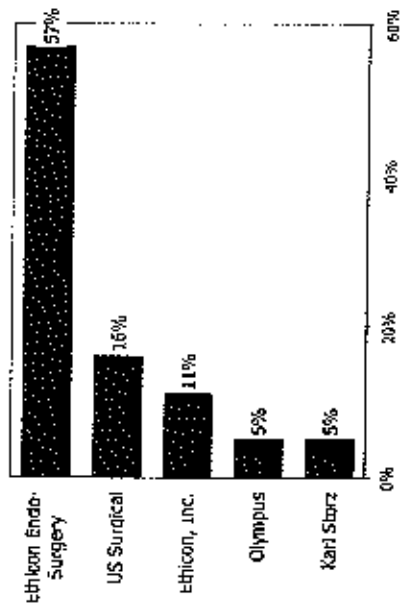
68



OR Nurse Manager/  
Director Segment

### Industry Leader

In the preceding question, you identified US Surgical as the industry leader. On a scale of 0-99, please rate each company below relative to US Surgical.



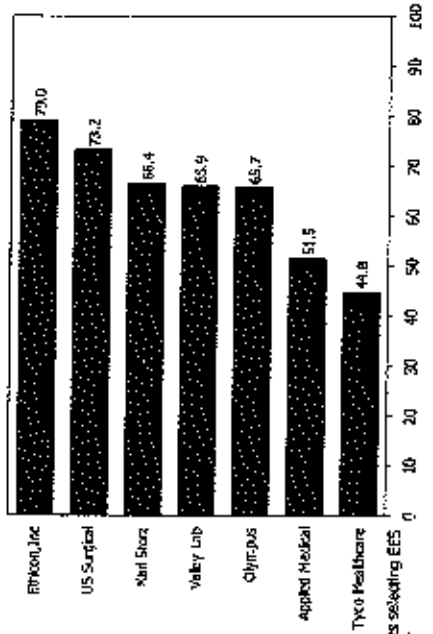
Base: Total sample  
n=41



OR Nurse Manager/  
Director Segment

### Relationship to Ethicon Endo-Surgery as Industry Leader

In the preceding question, you identified Ethicon Endo-Surgery as the industry leader. On a scale of 0-99, please rate each company below relative to Ethicon Endo-Surgery.



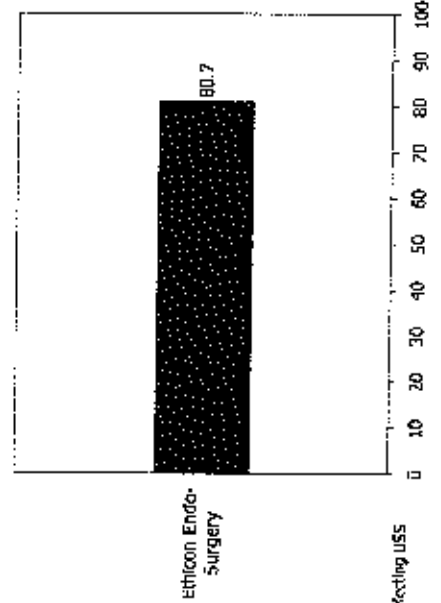
Base: Respondents selecting EES as industry leader  
n=71



OR Nurse Manager/  
Director Segment

### Relationship to US Surgical as Industry Leader

In the preceding question, you identified US Surgical as the industry leader. On a scale of 0-99, please rate each company below relative to US Surgical.



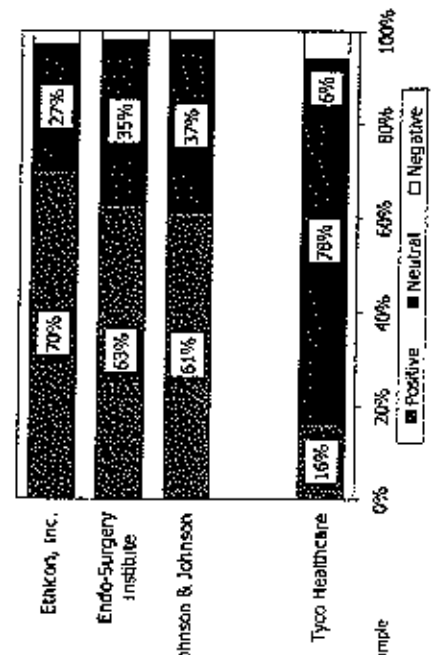
Base: Respondents selecting US as industry leader  
n=37



OR Nurse Manager/  
Director Segment

### Influence of Associated Brands

Think about the other brands associated with Ethicon Endo-Surgery. How much do those other brands influence your image of Ethicon Endo-Surgery?  
Think about US Surgical and its parent company, Tyco Healthcare. How much does Tyco Healthcare influence your image of US Surgical?



Base: Total sample  
n=62

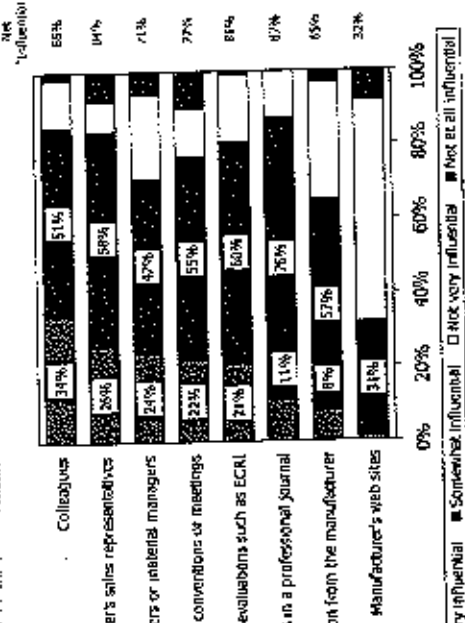




**OR Nurse Manager/  
Director Segment**

### Influence of Product Information Sources

Below is a list of various sources of product information. Please indicate how much each one influences your likelihood to consider a brand of surgical instruments for purchase.



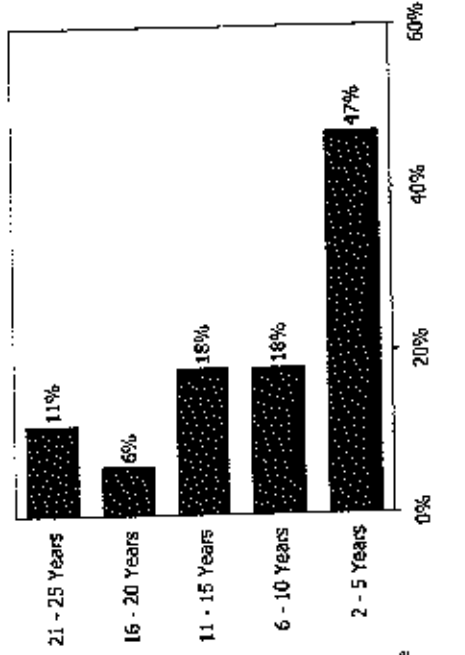
Base: Total sample  
n=62



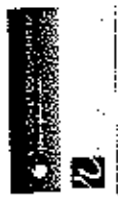
**OR Nurse Manager/  
Director Segment**

### Years in Position

How many years have you been employed in this position at this hospital?



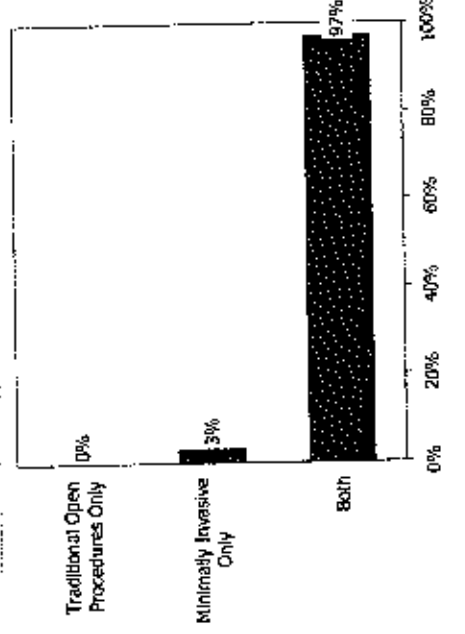
Base: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Types of Surgical Procedures

Does your hospital perform only minimally invasive surgical procedures, only traditional open surgical procedures, or both?



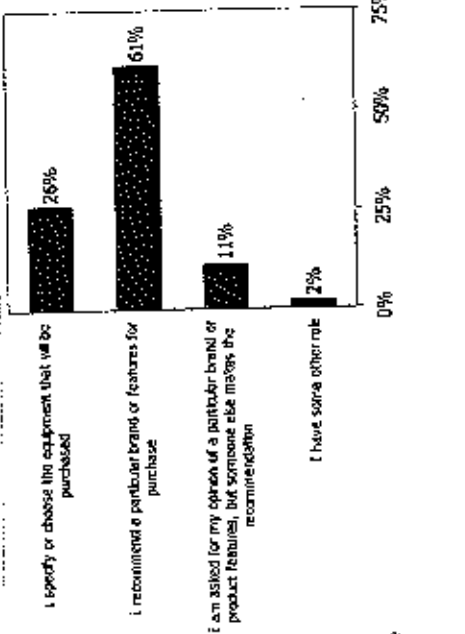
Base: Total sample  
n=62



**OR Nurse Manager/  
Director Segment**

### Role in Decision Process

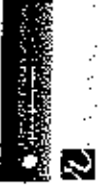
Which of the following statements best describes your role in the decision process regarding the purchase of surgical instruments such as trocars, surgical staplers, linear cutters and endoscopes?



Base: Total sample  
n=62



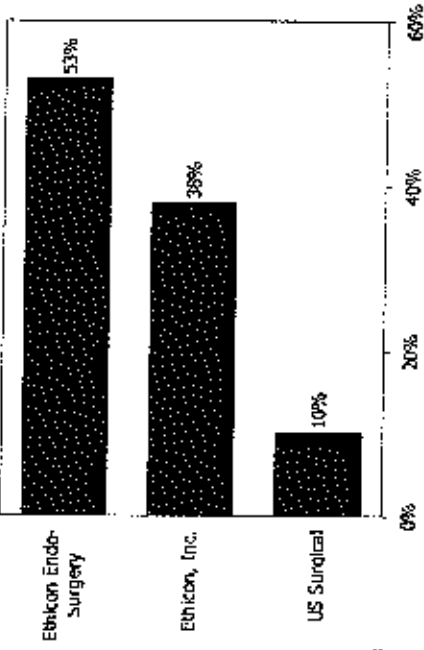
# OR Nurse Segment



## OR Nurse Segment

### Unaided Brand Awareness

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?



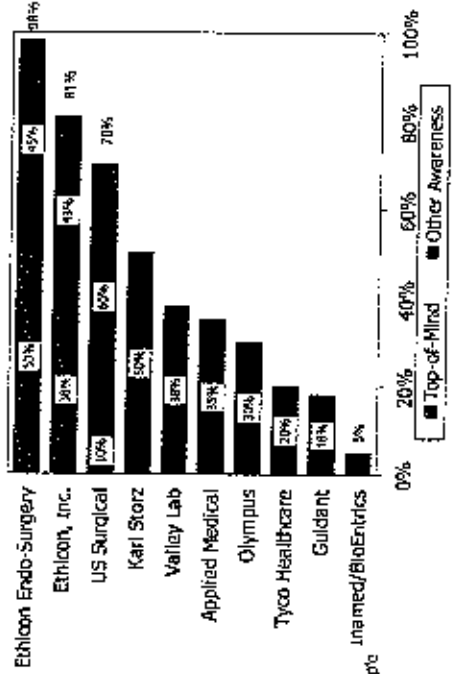
Base: Total sample  
n=40



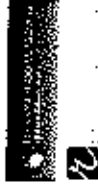
## OR Nurse Segment

### Total Brand Awareness

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?  
Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which other brands are you aware of?



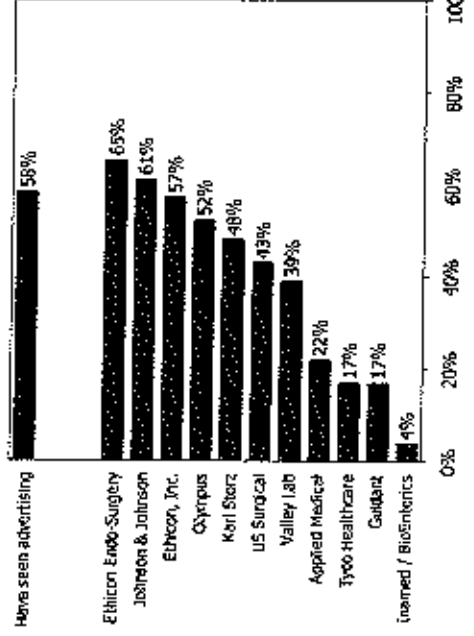
Base: Total sample  
n=40



## OR Nurse Segment

### Advertising Recall

In the past 30 days, have you, yourself, seen any advertising in professional journals for surgical instruments?  
What brand advertisement have you seen in the past 30 days?



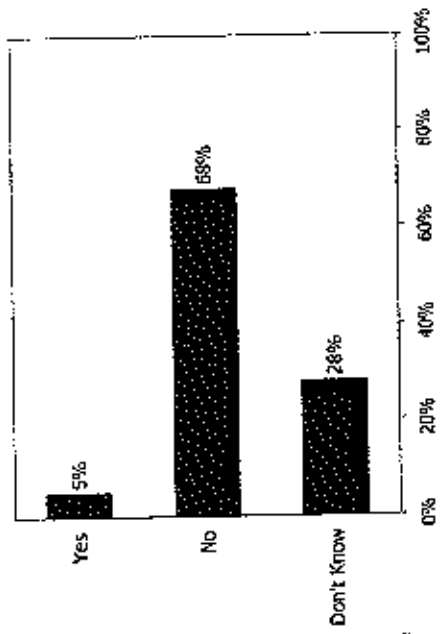
Base: Total sample  
n=40

Base: Recall advertising  
n=23



### Ethicon Endo-Surgery Ad Recall

To the best of your knowledge, have you ever seen this ad?

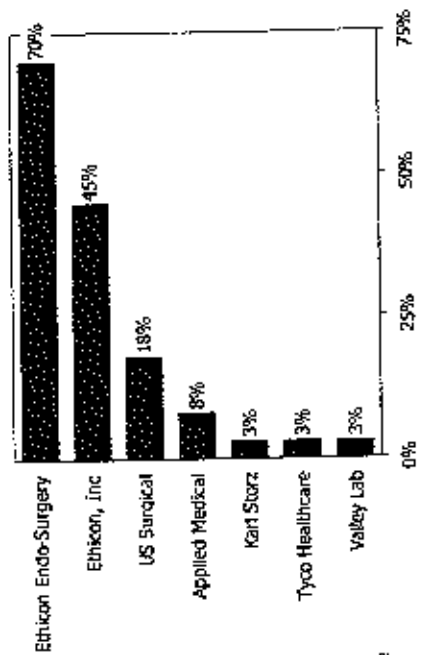


Base: Total sample  
n=40



### Brand Used Most Often

What brand of surgical instruments such as trocars, surgical staplers, linear cutters, and endocutters are used most often at your hospital?

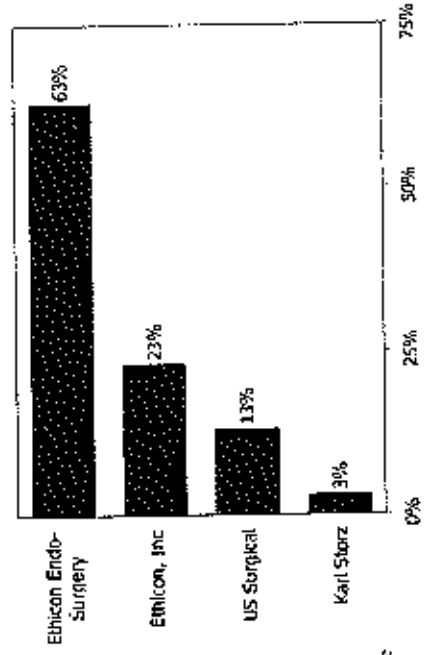


Base: Total sample  
n=40



### Preferred Brand

Assuming you could purchase any brand of surgical instruments, which one would you prefer to purchase?

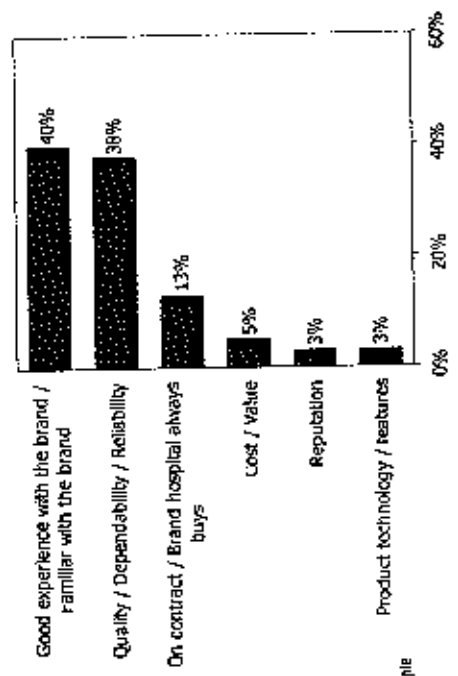


Base: Total sample  
n=40



### Reason for Selecting Preferred Brand

What is the primary reason that you would choose that brand?



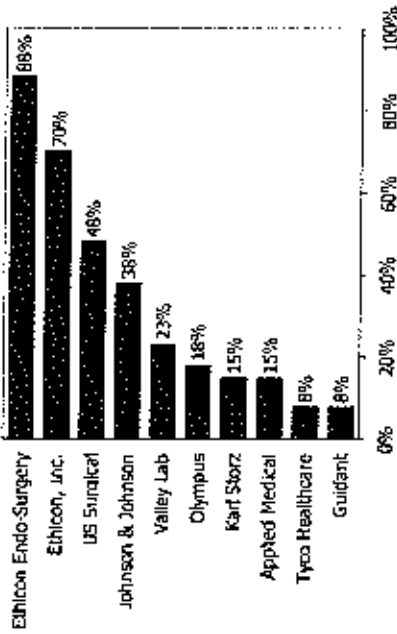
Base: Total sample  
n=40



OR Nurse Segment

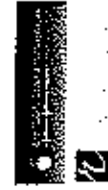
### Brand Purchase Consideration

Assume that you will be selecting surgical instruments such as scopes, surgical lasers, liver retractors and endowelders for purchase within the next six months. In your role as a decision-maker for the purchase of surgical instruments, what brands would be among those you would consider for purchase?



Base: Total sample  
n=40

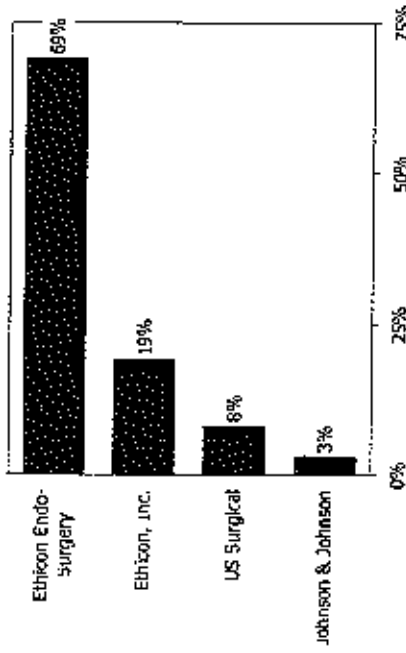
85



OR Nurse Segment

### Brand Most Likely to Purchase

Which one of these brands would you be most likely to purchase or recommend for purchase?



Base: Total sample  
n=36

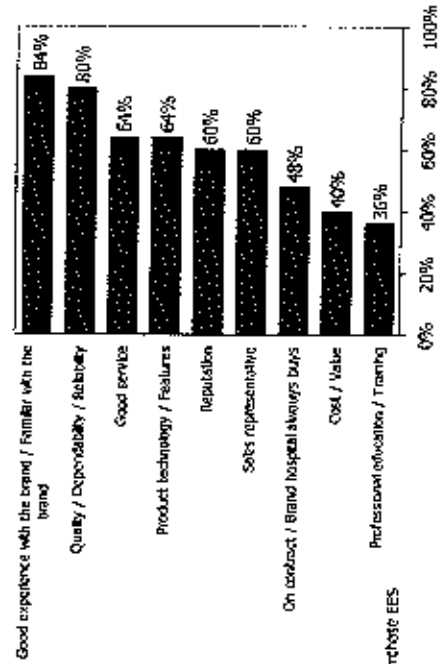
86



OR Nurse Segment

### Reason for Purchasing Ethicon Endo-Surgery

Why are you likely to recommend Ethicon Endo-Surgery products for purchase?



Base: Likely to purchase EES  
n=27

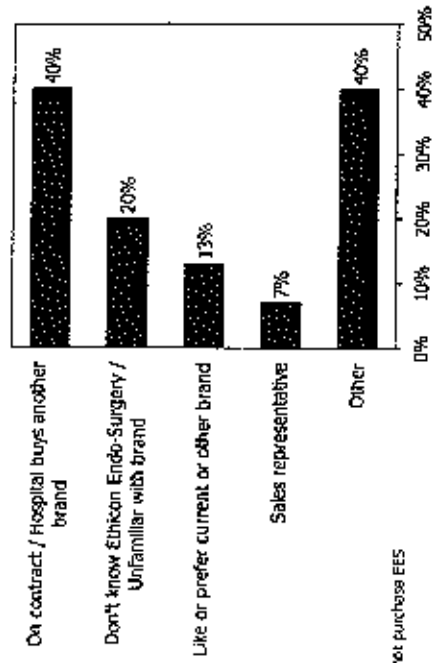
87



OR Nurse Segment

### Reason for Not Purchasing Ethicon Endo-Surgery

Why are you not likely to recommend Ethicon Endo-Surgery products for purchase?



Base: Likely to not purchase EES  
n=15

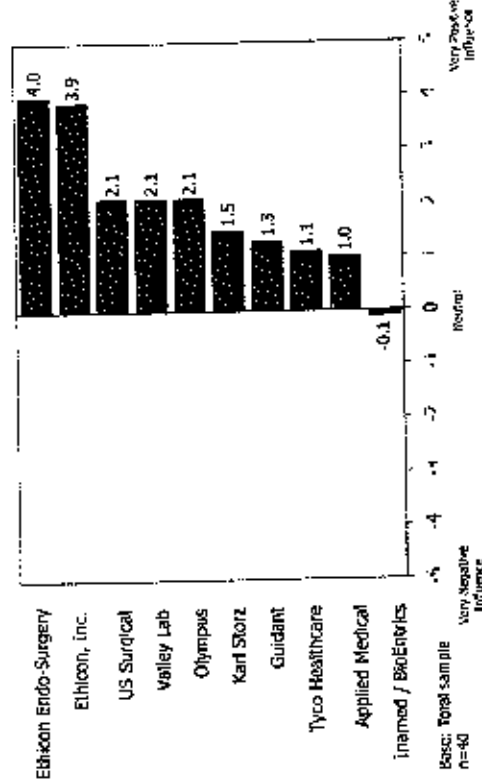
88



OR Nurse Segment

### Influence of Brand Name

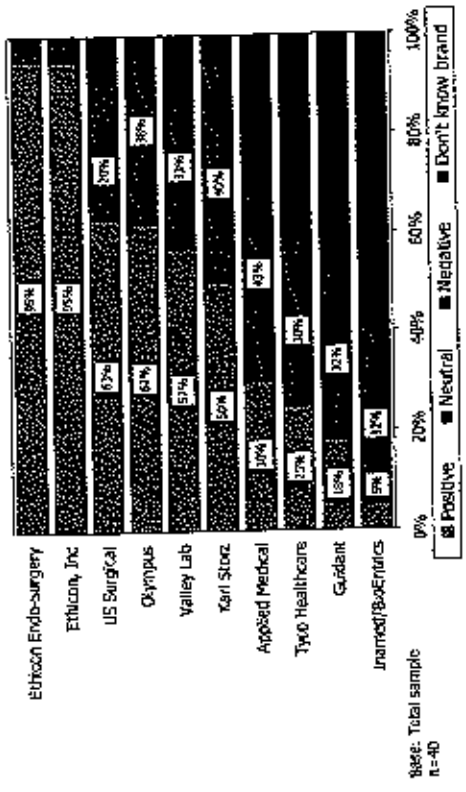
Think about the influence that a specific brand name has on your purchase decision.



OR Nurse Segment

### Influence of Brand Name

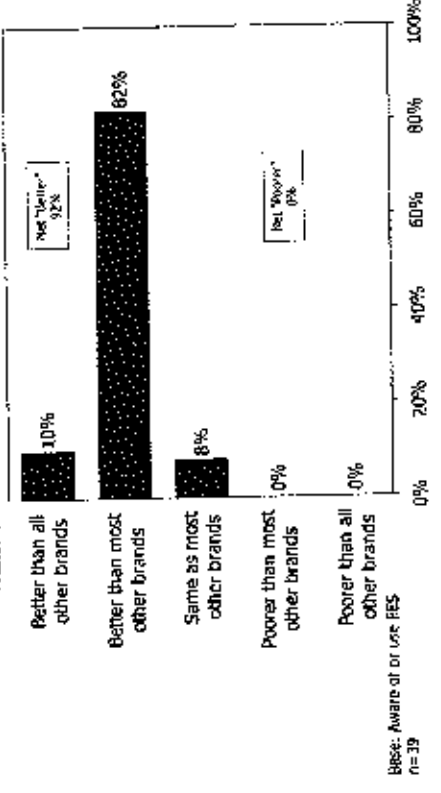
Think about the influence that a specific brand name has on your purchase decision.



OR Nurse Segment

### Quality Description of Ethicon Endo-Surgery Products

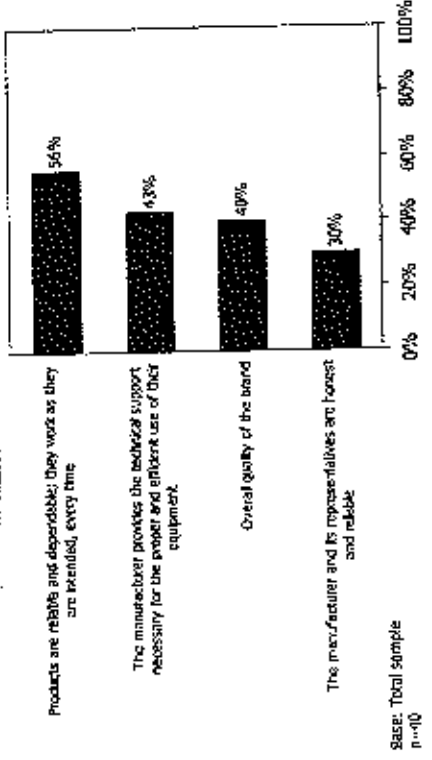
Thinking about the surgical instruments made by Ethicon Endo-Surgery, how would you describe the overall quality of these products? Would you say the quality of Ethicon Endo-Surgery products is...



OR Nurse Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endosteels.

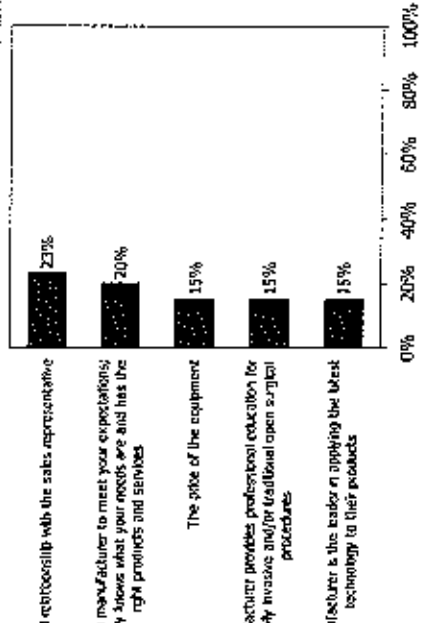




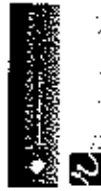
### OR Nurse Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endoscopes.



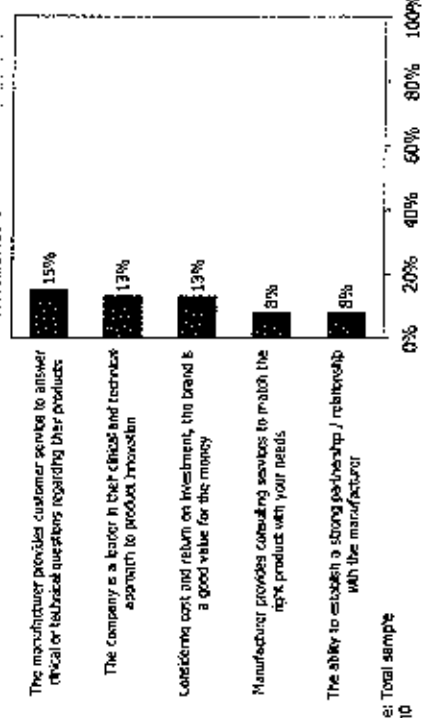
Base: Total sample  
n=40



### OR Nurse Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endoscopes.



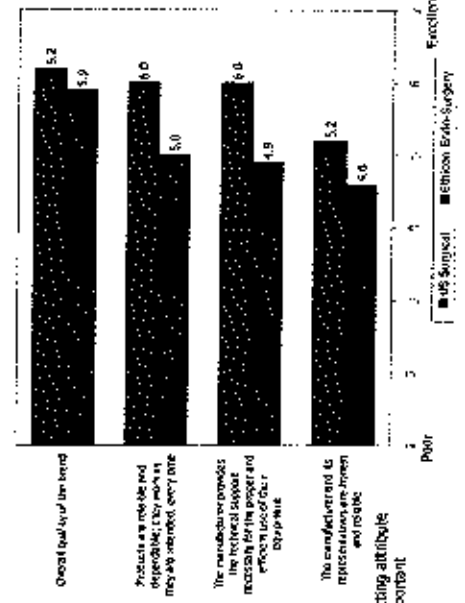
Base: Total sample  
n=10



### OR Nurse Segment

## Brand Attribute Rating

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answer.



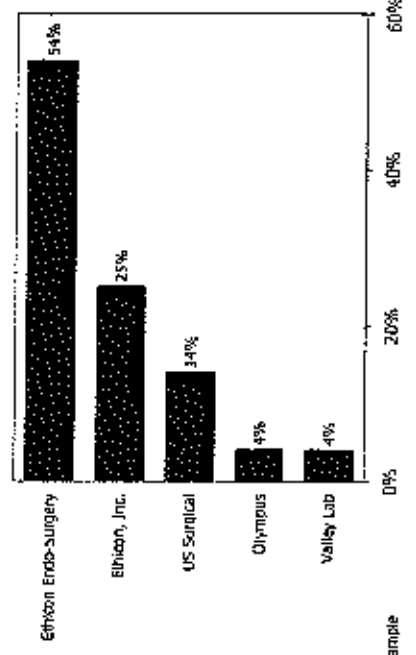
Base: Respondents selecting attribute as one of three most important  
n=100 (13-24)



### OR Nurse Segment

## Industry Leader

What company or brand would you consider to be the leader in minimally-invasive surgical instruments?

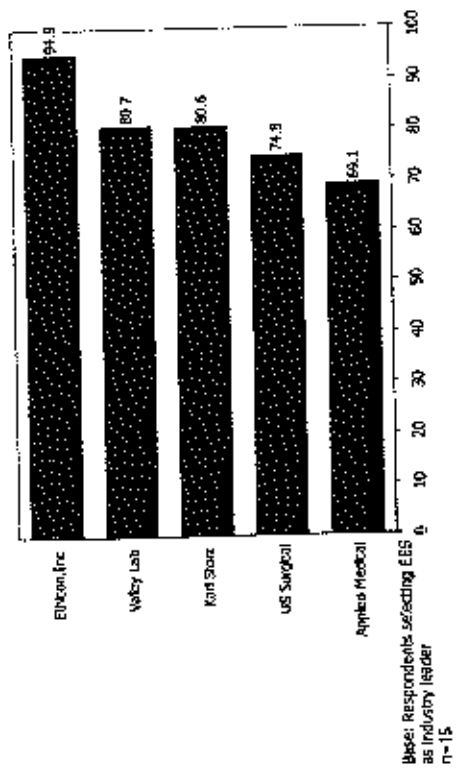


Base: Total sample  
n=28



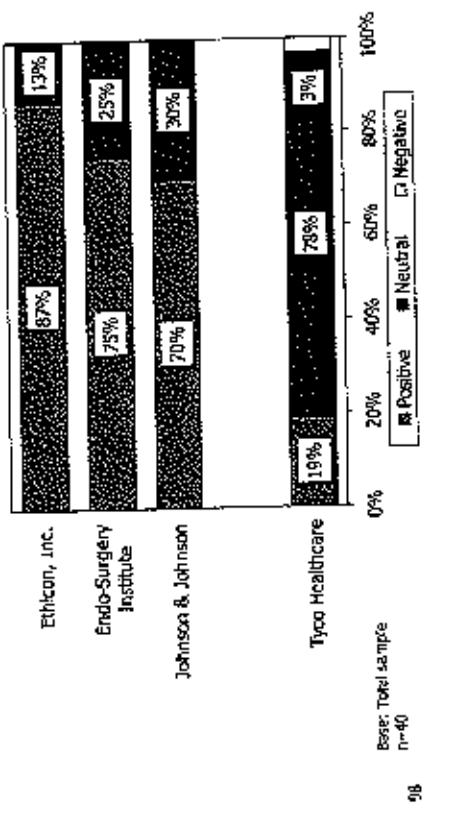
### Relationship to Ethicon Endo-Surgery as Industry Leader

In the preceding question, you identified Ethicon Endo-Surgery as the industry leader. Please rate each company below relative to Ethicon Endo-Surgery.



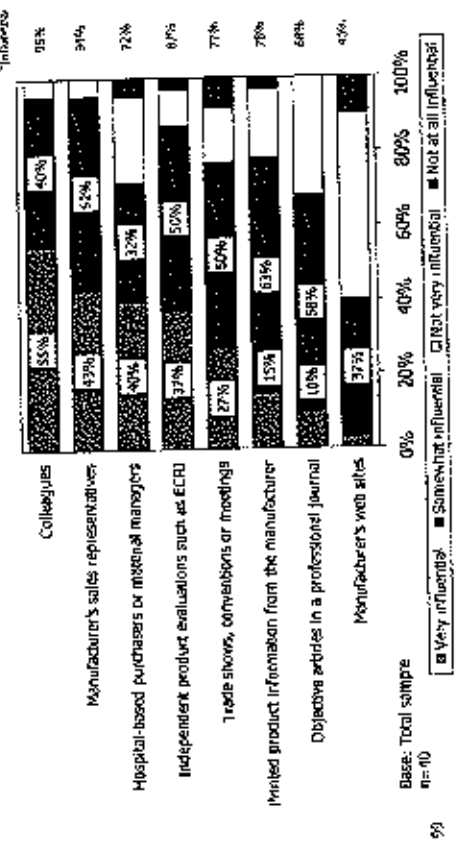
### Influence of Associated Brands

Think about the other brands associated with Ethicon Endo-Surgery. How much do these other brands influence your image of Ethicon Endo-Surgery? Think about US Surgical and its parent company, Tyco Healthcare. How much does Tyco Healthcare influence your image of US Surgical?



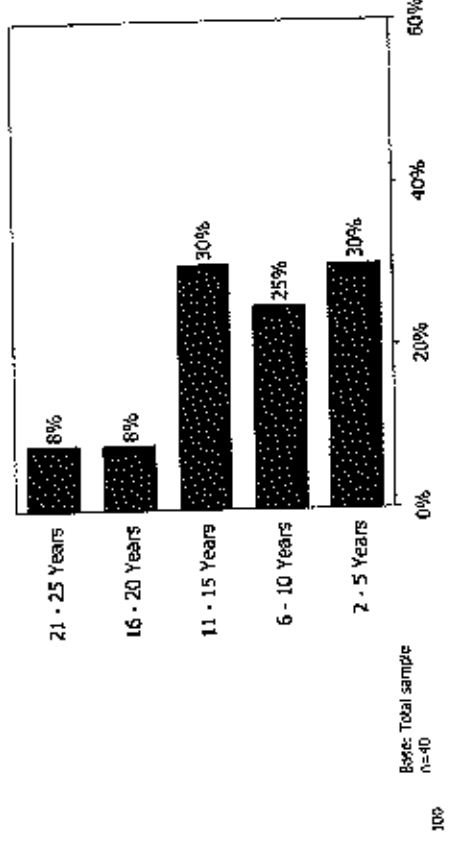
### Influence of Product Information Sources

Below is a list of various sources of product information. Please indicate how much each one influences your decision to consider a brand of surgical instruments for purchase.



### Years in Position

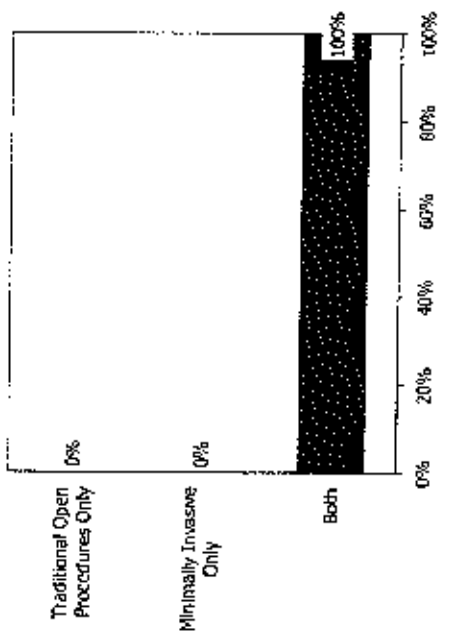
How many years have you been employed in this position at this hospital?





### Types of Surgical Procedures

Does your hospital perform only minimally invasive surgical procedures, only traditional open surgical procedures, or both?

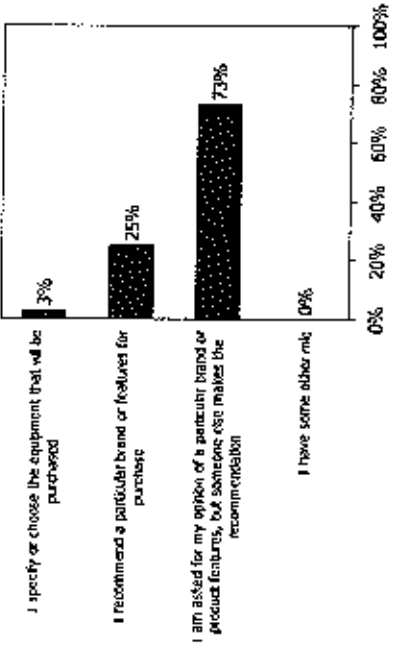


Base: Total sample  
n=40



### Role in Decision Process

Which of the following statements best describes your role in the decision process regarding the purchase of surgical instruments such as trocars, surgical staplers, linear cutters and endcutters?



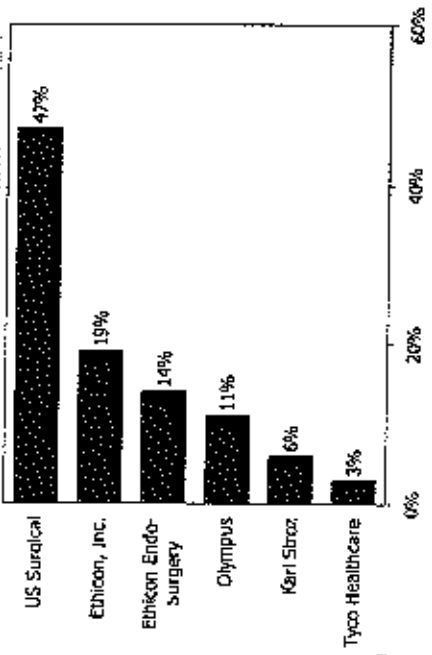
Base: total sample  
n=40



### CFO Segment

### Unaided Brand Awareness

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endcutters in your specialty area, which brand comes to mind first?



Base: Total sample  
n=35

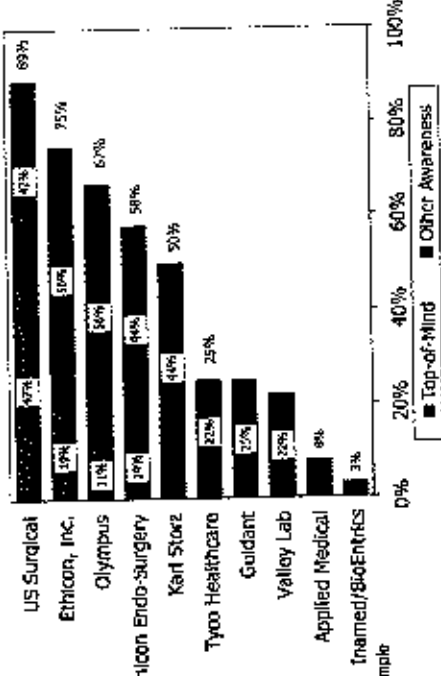




CFO Segment

### Total Brand Awareness

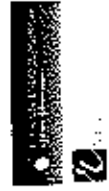
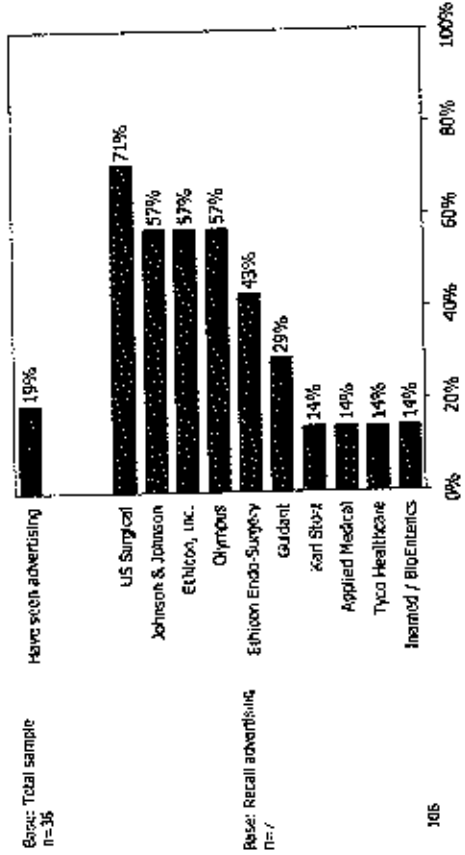
Thinking about companies that make surgical instruments such as forceps, surgical staplers, linear cutters and endostaplers in your specialty area, which brand comes to mind first? Thinking about companies that make surgical instruments such as bougies, surgical staplers, linear cutters and endostaplers in your specialty area, what other brands are you aware of?



CFO Segment

### Advertising Recall

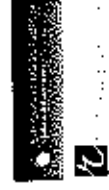
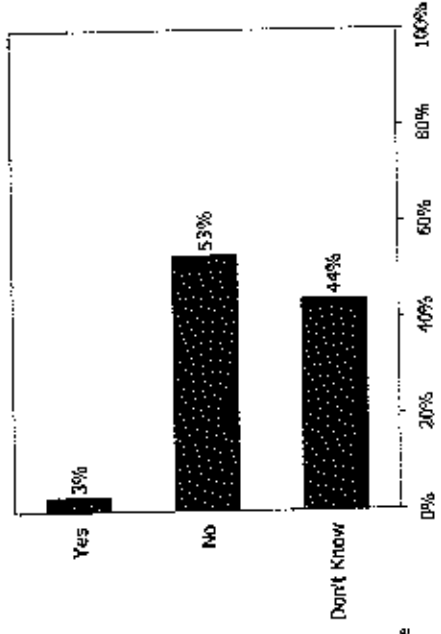
In the past 30 days, have you, yourself, seen any advertising in professional journals for surgical instruments? What brand advertising have you seen in the past 30 days?



CFO Segment

### Ethicon Endo-Surgery Ad Recall

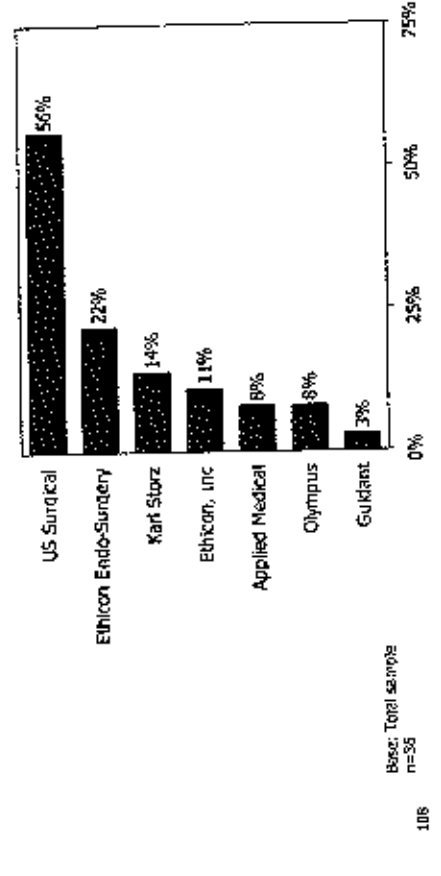
To the best of your knowledge, have you ever seen this ad?



CFO Segment

### Brand Used Most Often

What brand of surgical instruments such as bougies, surgical staplers, linear cutters, and endostaplers do you use most often at your hospital?

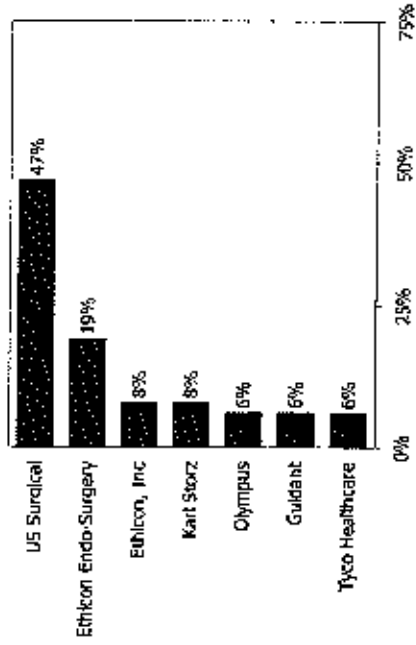




CFI Segment

### Preferred Brand

Assuming you could purchase any brand of surgical instruments, which one brand would you choose to purchase?



Base: Total sample  
n=36

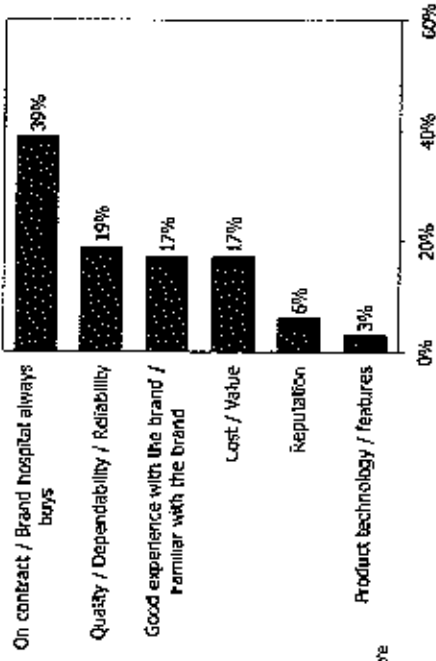
109



CFI Segment

### Reason for Selecting Preferred Brand

What is the primary reason that you would choose that brand?



Base: Total sample  
n=36

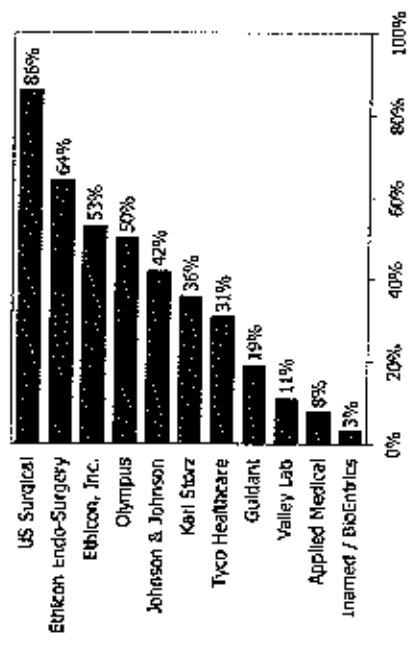
110



CFI Segment

### Brand Purchase Consideration

Assume that you will be selecting surgical instruments such as trocars, surgical staplers, linear cutters and endostaplers for purchase within the next six months. In your role as a decision-maker for the purchase of surgical instruments, what brands would be among those you would consider for purchase?



Base: Total sample  
n=36

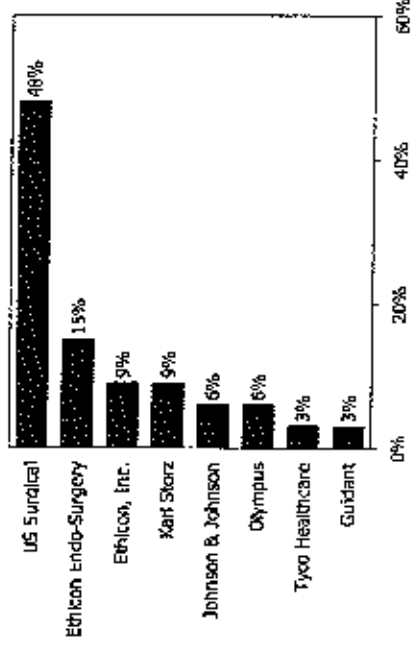
111



CFI Segment

### Brand Most Likely to Purchase

Which one of these brands would you be most likely to purchase or recommend for purchase?



Base: Total sample  
n=36

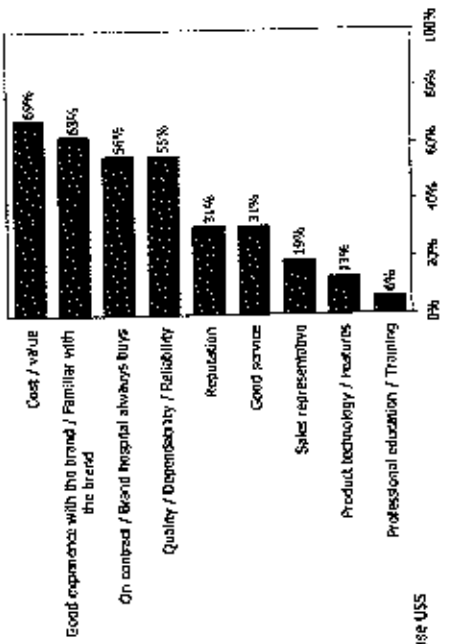
112



CFO Segment

### Reason for Purchasing US Surgical

Why are you likely to recommend US Surgical products for purchase?



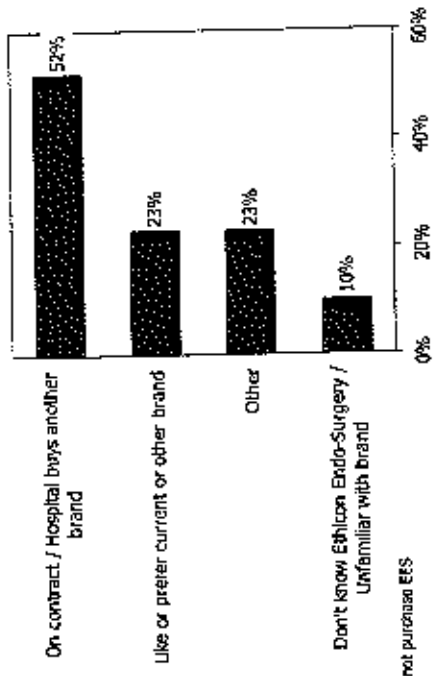
Base: likely to purchase US  
n=16



CFO Segment

### Reason for Not Purchasing Ethicon Endo-Surgery

Why are you not likely to recommend Ethicon Endo-Surgery products for purchase?



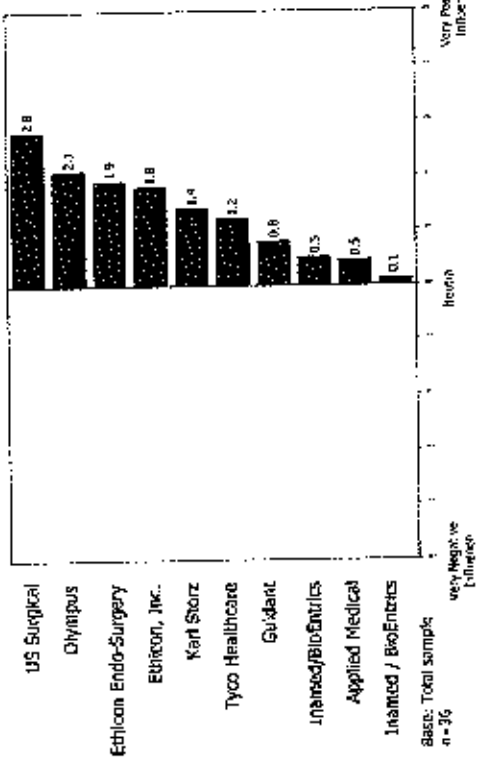
Base: Likely to not purchase EES  
n=31



CFO Segment

### Influence of Brand Name

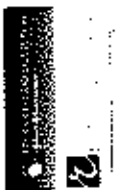
Think about the influence that a specific brand name has on your purchase decision.



Base: Total sample  
n=36

Very Negative Influence

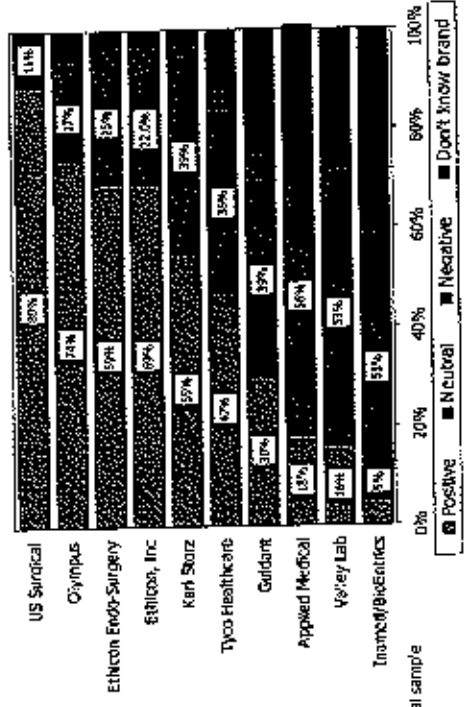
Very Positive Influence



CFO Segment

### Influence of Brand Name

Think about the influence that a specific brand name has on your purchase decision.



Base: Total sample  
n=36

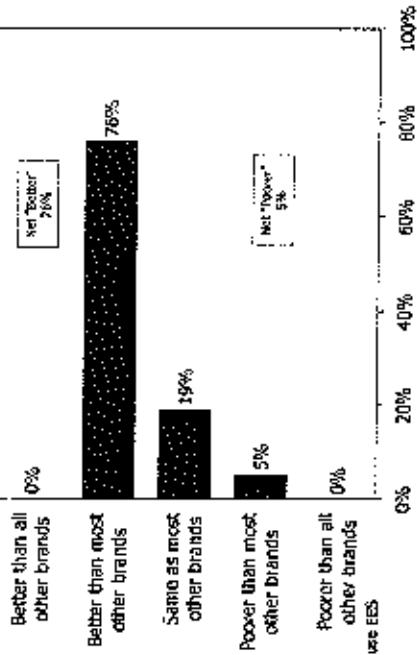
116



CFO Segment

### Quality Description of Ethicon Endo-Surgery Products

Thinking about the surgical instruments made by Ethicon Endo-Surgery, how would you describe the overall quality of those products? Would you say the quality of Ethicon Endo-Surgery products is:



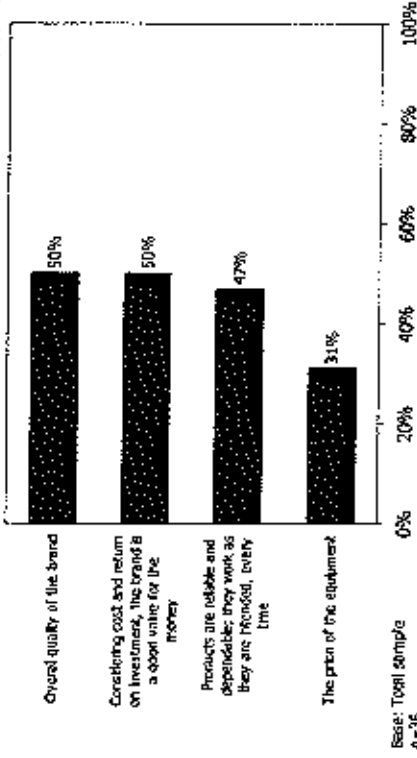
Base: Aware of or use EES  
n=21



CFO Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endostaplers.



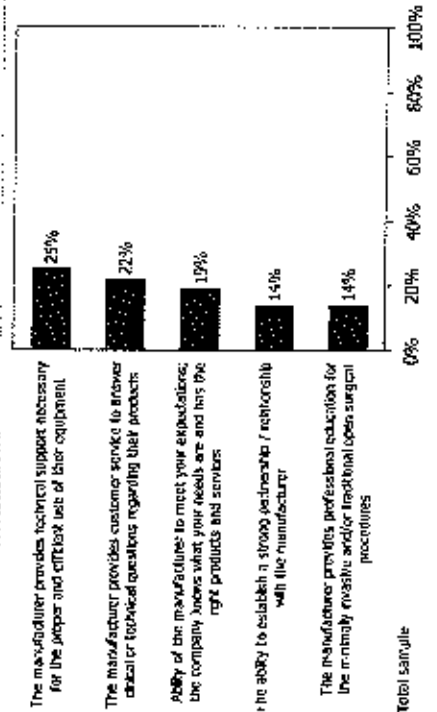
Base: Total sample  
n=36



CFO Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endostaplers.



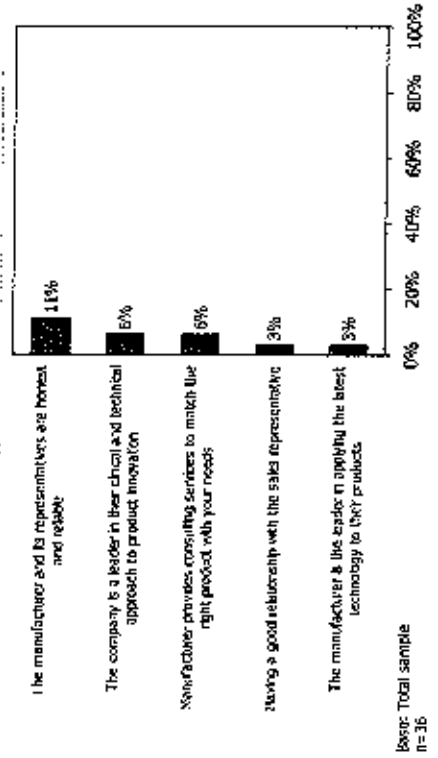
Base: Total Sample  
n=36



CFO Segment

### Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endostaplers.



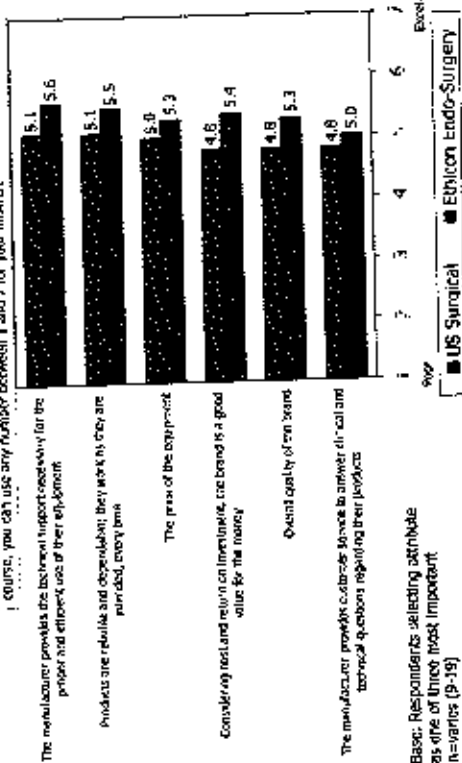
Base: Total sample  
n=36



CFO Segment

### Brand Attribute Ratings

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7, where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answers.



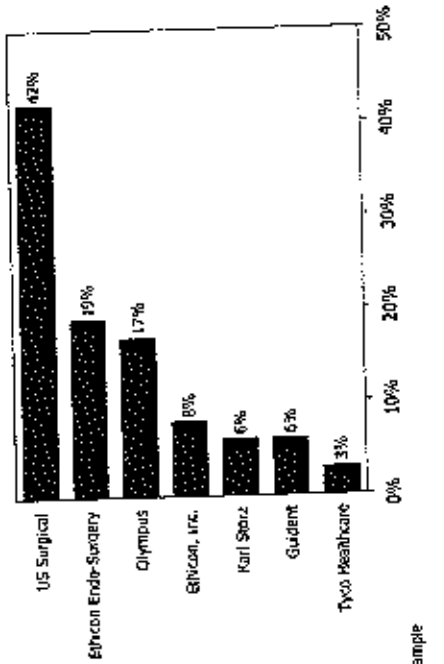
Base: Respondents selecting attribute as one of three most important  
n=varies (9-19)



CFO Segment

### Industry Leader

What company or brand would you consider to be the leader in minimally invasive surgical instruments?



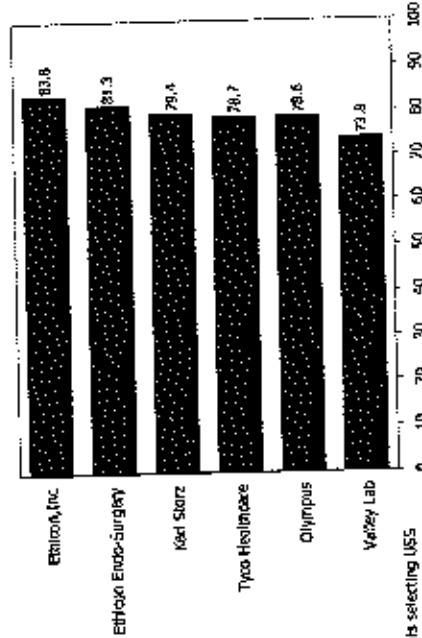
Base: Total sample  
n=36



CFO Segment

### Relationship to US Surgical as Industry Leader

In the preceding question, you identified US Surgical as the company leader. On a scale of 0-100, please rate each company below relative to US Surgical.



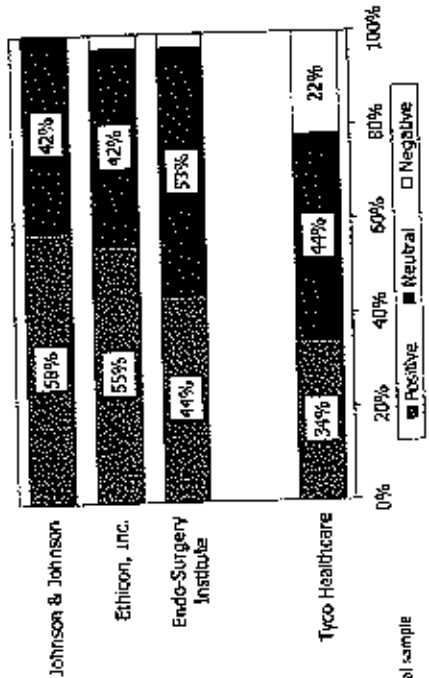
Base: Respondents selecting US as industry leader  
n=15



CFO Segment

### Influence of Associated Brands

Think about the other brands associated with Ethicon Endo-Surgery. How much do these other brands influence your image of Ethicon Endo-Surgery? Think about US Surgical and its parent company, Tyco Healthcare. How much does Tyco Healthcare influence your image of US Surgical?



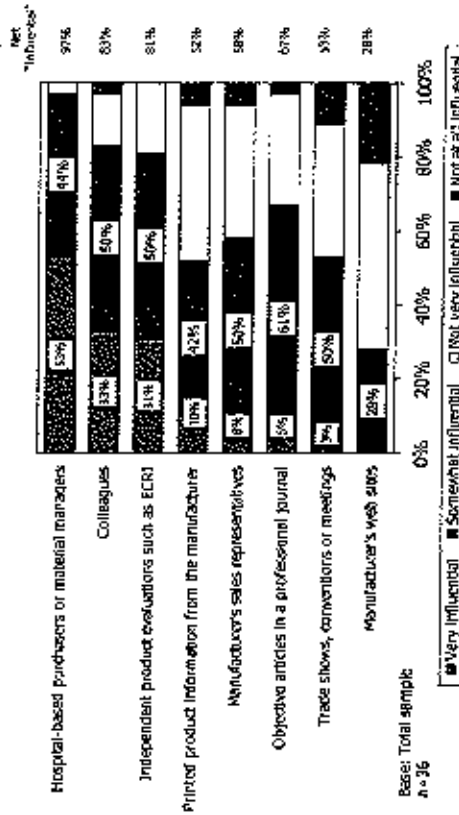
Base: Total sample  
n=36



CFO Segment

### Influence of Product Information Sources

Below is a list of various sources of product information. Please indicate how much each one influences your hospital to distribute a brand of surgical instruments for purchase.



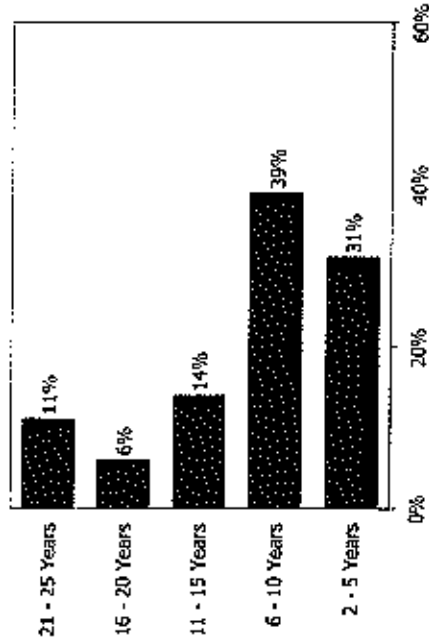
125



CFO Segment

### Years in Position

How many years have you been employed in this position at this hospital?



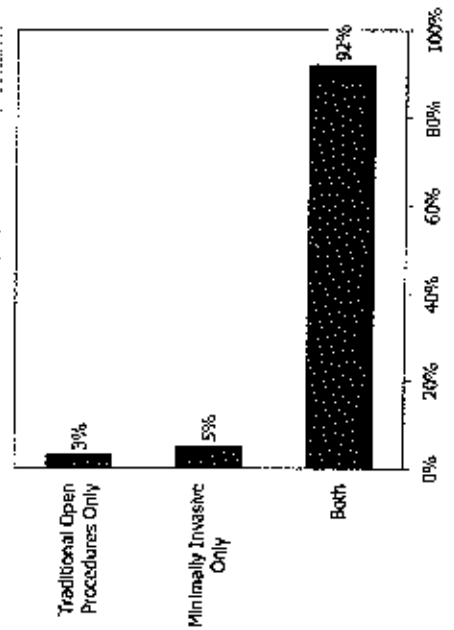
126



CFO Segment

### Types of Surgical Procedures

Does your hospital perform only minimally invasive surgical procedures, only traditional open surgical procedures, or both?



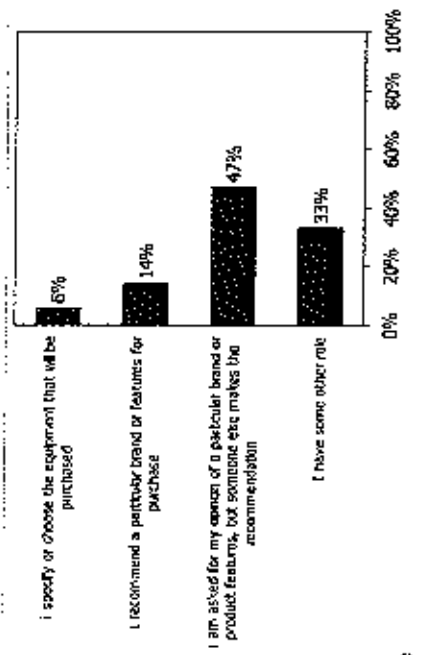
127



CFO Segment

### Role in Decision Process

Which of the following statements best describes your role in the decision process regarding the purchase of surgical instruments such as trocars, surgical staplers, knee, cotulae and endoscopes?

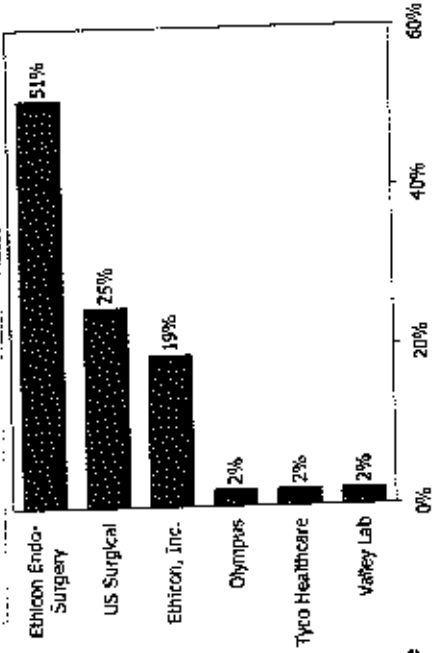


128



**Material Manager Segment**

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?



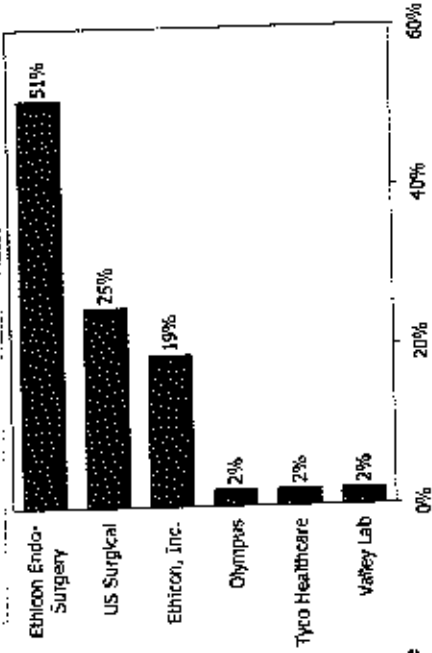
Base: Total sample  
n=57

**Material Manager Segment**



**Unaided Brand Awareness**

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?

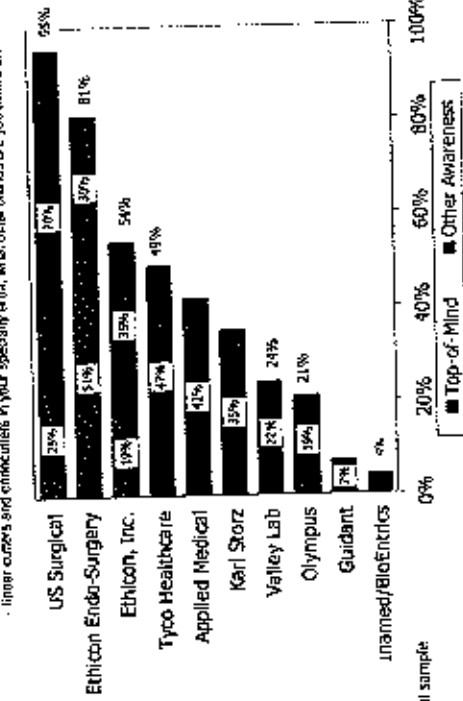


Base: Total sample  
n=57

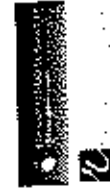


**Material Manager Segment**

Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, which brand comes to mind first?  
Thinking about companies that make surgical instruments such as trocars, surgical staplers, linear cutters and endocutters in your specialty area, what other brands are you aware of?

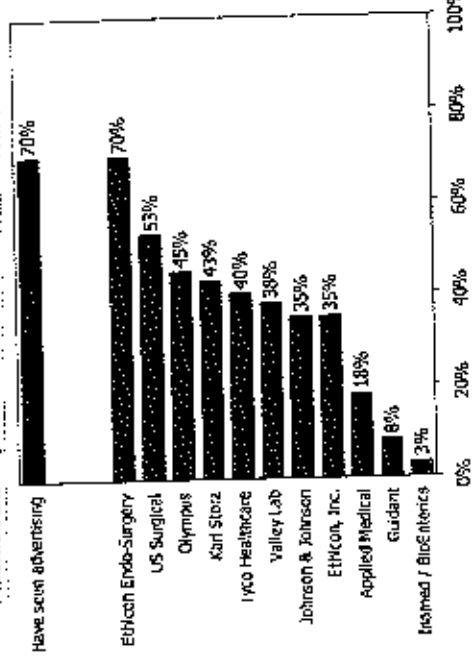


Base: Total sample  
n=57



**Material Manager Segment**

In the past 30 days, have you, yourself, seen any advertising in professional journals for surgical instruments?  
What brand advertising have you seen in the past 30 days?



Base: Total sample  
n=57

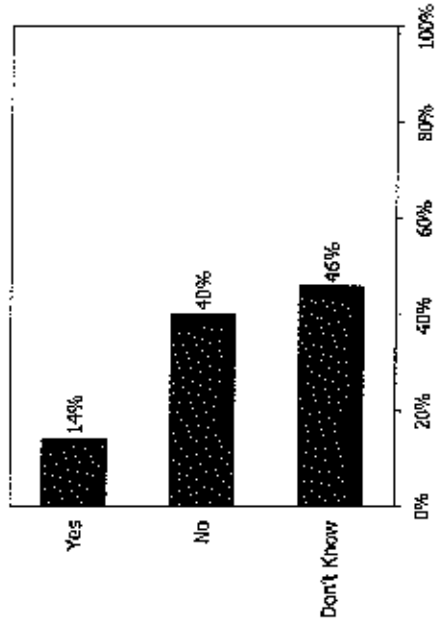
Base: surgical Advertisers  
n=10



### Material Manager Segment

## Ethicon Endo-Surgery Ad Recall

To the best of your knowledge, have you ever seen this ad?



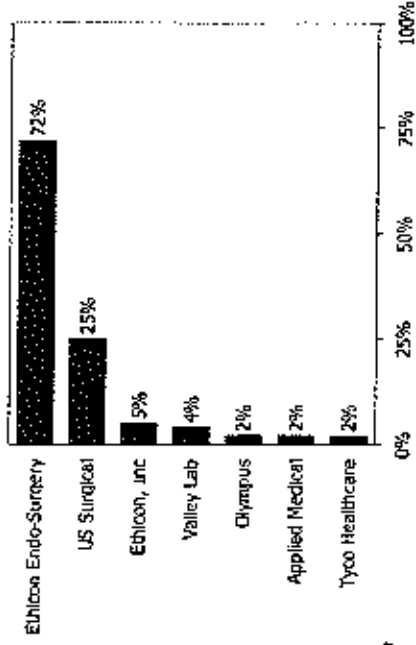
133 Base: Total sample n=57



### Material Manager Segment

## Brand Used Most Often

What brand of surgical instruments such as hooks, surgical staplers, linear cutters, and endoscopes are used most often at your hospital?



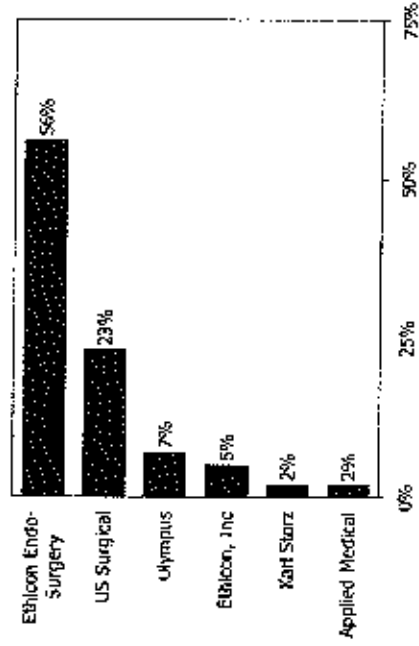
134 Base: Total sample n=57



### Material Manager Segment

## Preferred Brand

Assuming you could purchase any brand of surgical instruments, which one brand would you choose to go with?



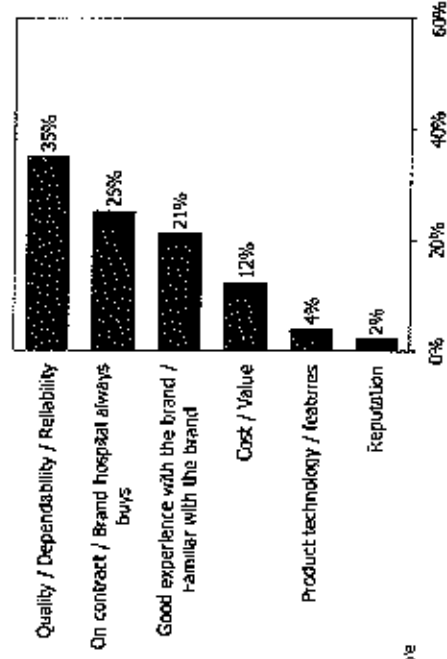
135 Base: Total sample n=57



### Material Manager Segment

## Reason for Selecting Preferred Brand

What is the primary reason that you would choose that brand?



136 Base: Total sample n=57

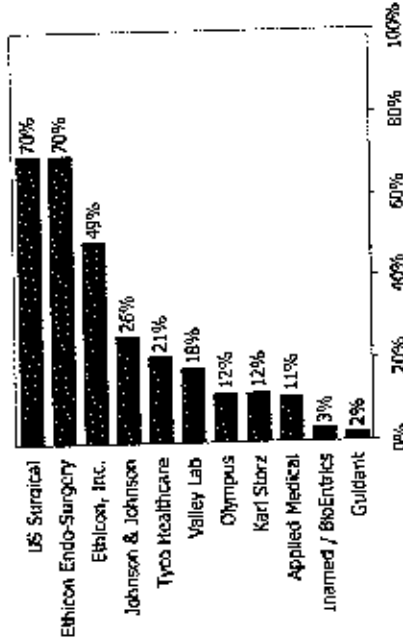




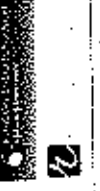
Material Manager Segment

Brand Purchase Consideration

Assume that you will be selecting surgical instruments such as trocars, surgical staplers, linear cutters and endostaplers for purchase within the next six months. In your role as a decision-maker for the purchase of surgical instruments, what brands would be among those you would consider for purchase?



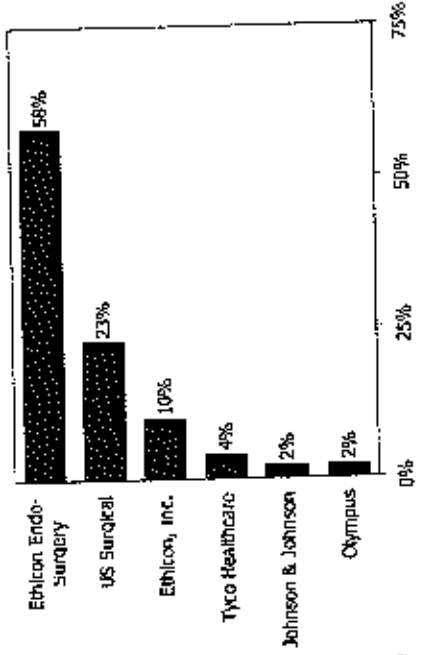
Base: Total sample n=37



Material Manager Segment

Brand Most Likely to Purchase

Which one of these brands would you be most likely to purchase or reassign/ind for purchase?



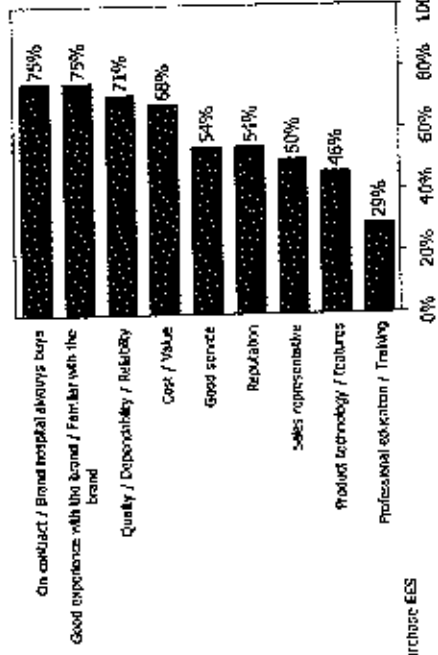
Base: Total sample n=18



Material Manager Segment

Reason for Purchasing Ethicon Endo-Surgery

Why are you likely to recommend Ethicon Endo-Surgery products for purchase?



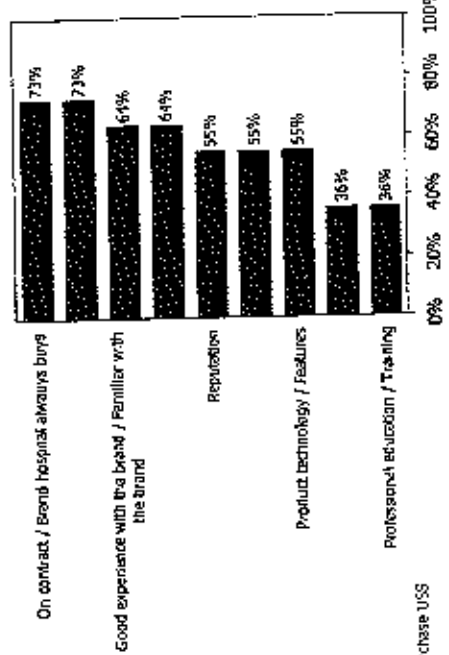
Base: Likely to purchase EES n=20



Material Manager Segment

Reason for Purchasing US Surgical

Why are you likely to recommend US Surgical products for purchase?



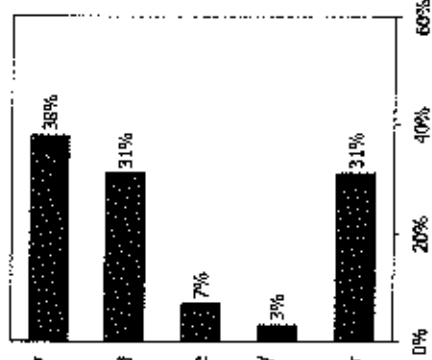
Base: Likely to purchase US n=11



Material Manager Segment

### Reason for Not Purchasing Ethicon Endo-Surgery

Why are you not likely to recommend Ethicon Endo-Surgery products for purchase?



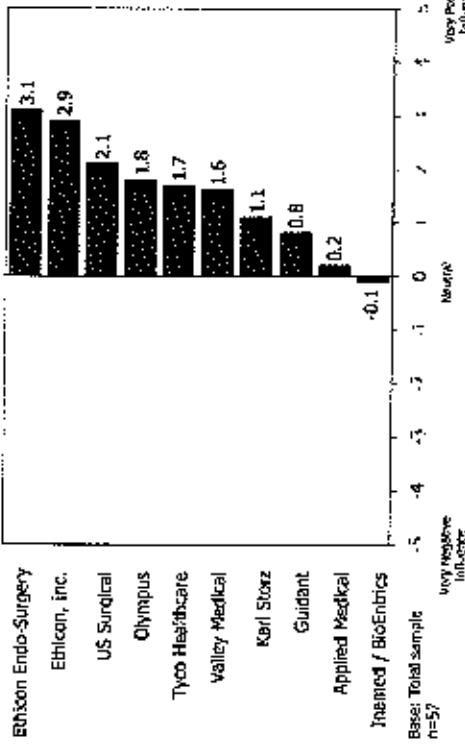
Base: Likely to not purchase EES  
n=31



Material Manager Segment

### Influence of Brand Name

Think about the influence that a specific brand name has on your purchase decision...



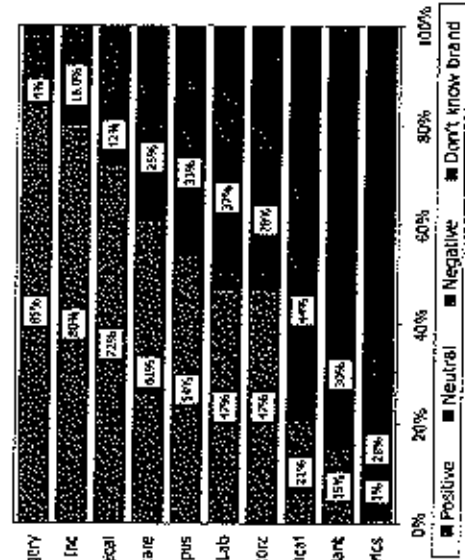
Base: Total sample  
n=57



Material Manager Segment

### Influence of Brand Name

Think about the influence that a specific brand name has on your purchase decision...



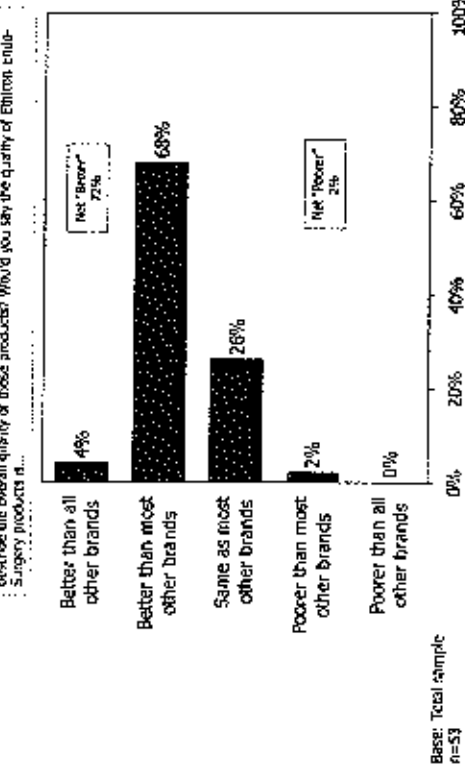
Base: Total sample  
n=57



Material Manager Segment

### Quality Description of Ethicon Endo-Surgery Products

Thinking about the surgical instruments made by Ethicon Endo-Surgery, how would you describe the overall quality of these products? Would you say the quality of Ethicon Endo-Surgery products is...



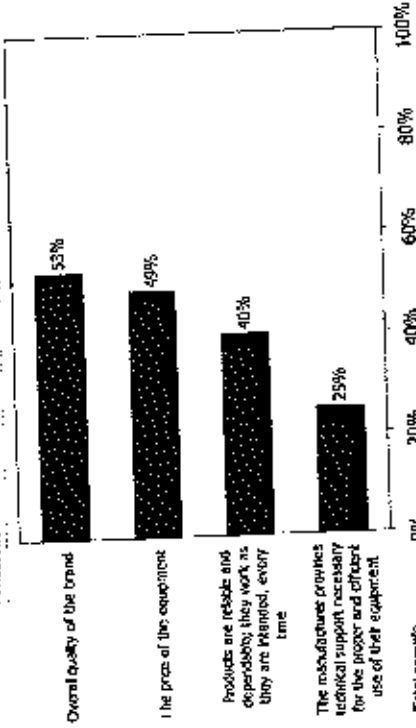
Base: Total sample  
n=53



### Material Manager Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endoscopes.



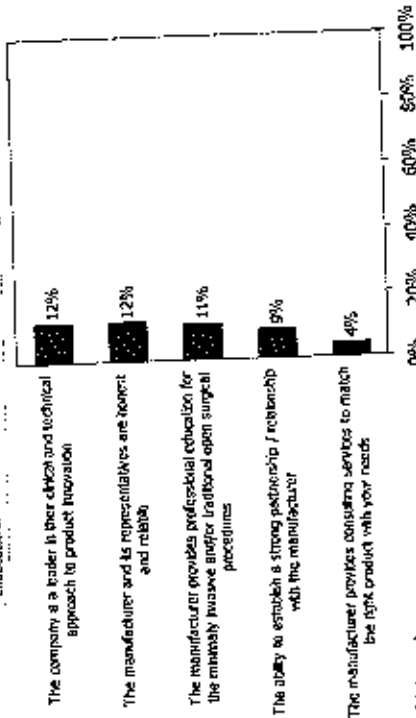
Base: Total sample  
n=57



### Material Manager Segment

## Importance Brand of Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endoscopes.



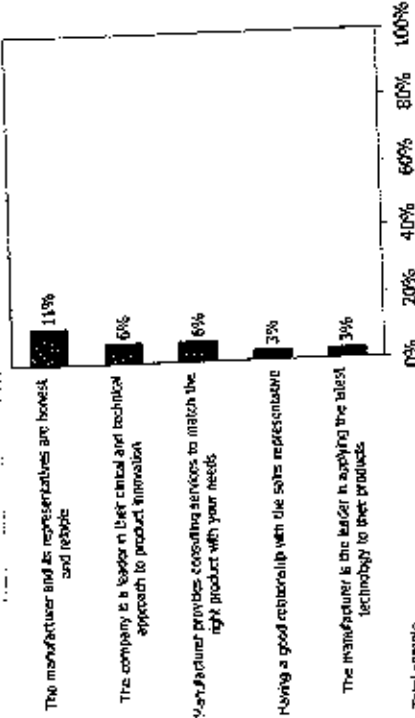
Base: Total sample  
n=57



### Material Manager Segment

## Importance of Brand Evaluation Attributes

From the list below, please identify the three most important attributes you consider when you evaluate a brand of surgical instruments such as, surgical staplers, linear cutters, and endoscopes.



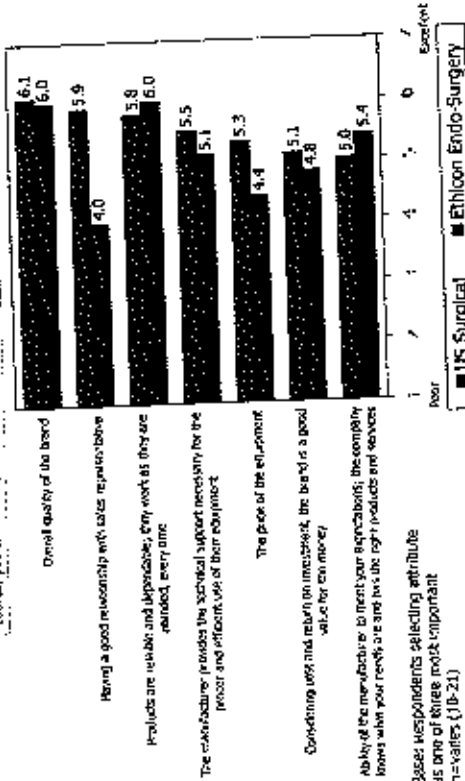
Base: Total sample  
n=57



### Material Manager Segment

## Brand Attribute Rating

Please rate companies that manufacture surgical instruments on these characteristics you have selected. We will use a scale of 1 to 7 where 1 means poor and 7 means excellent. Of course, you can use any number between 1 and 7 for your answer.



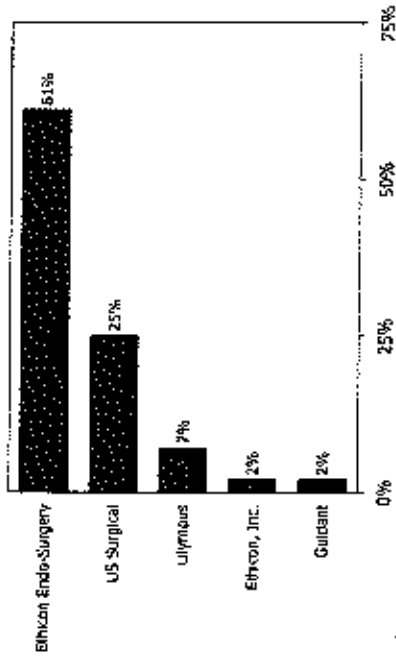
Base: Respondents selecting attribute as one of three most important  
n=values (18-21)



### Material Manager Segment

## Industry Leader

In the preceding question, you identified US Surgical as the industry leader. On a scale of 0-99, please rate each company below relative to US Surgical as the industry leader.



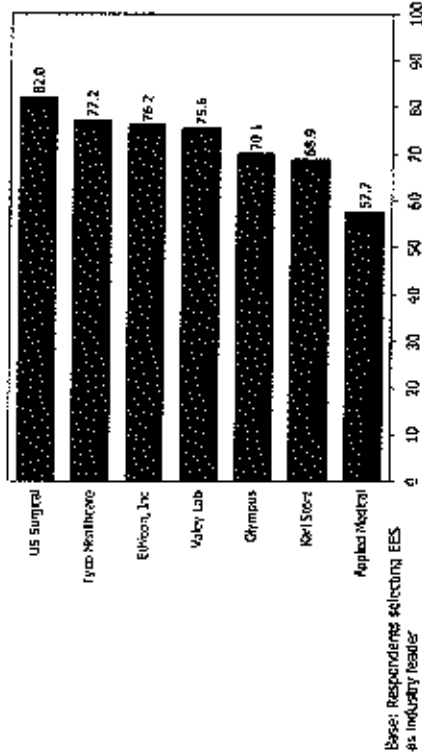
149



### Material Manager Segment

## Relationship to Ethicon Endo-Surgery as Industry Leader

In the preceding question, you identified Ethicon Endo-Surgery as the industry leader. On a scale of 0-99, please rate each company below relative to Ethicon Endo-Surgery.



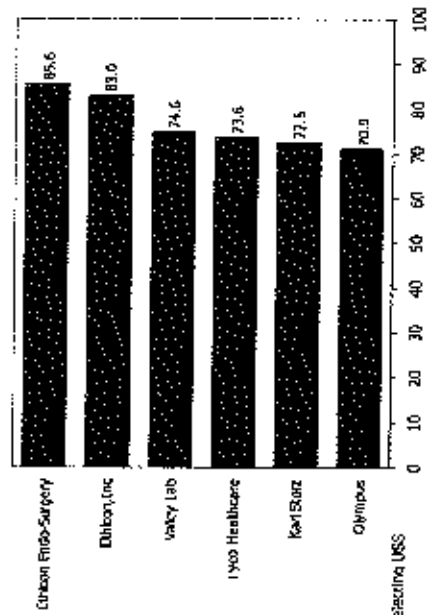
150



### Material Manager Segment

## Relationship to US Surgical as Industry Leader

In the preceding question, you identified US Surgical as the industry leader. On a scale of 0-99, please rate each company below relative to US Surgical.



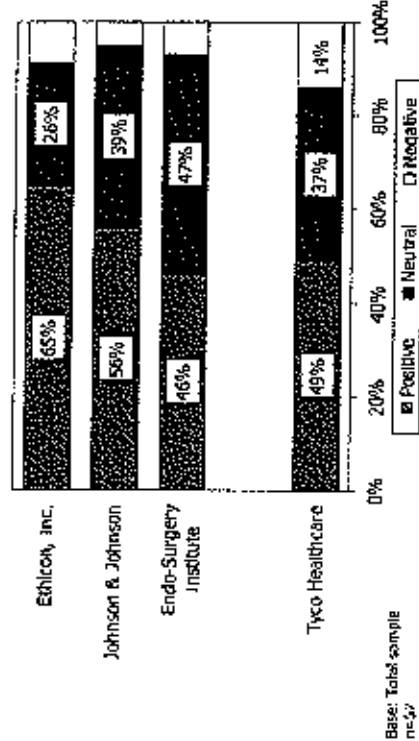
151



### Material Manager Segment

## Influence of Associated Brands

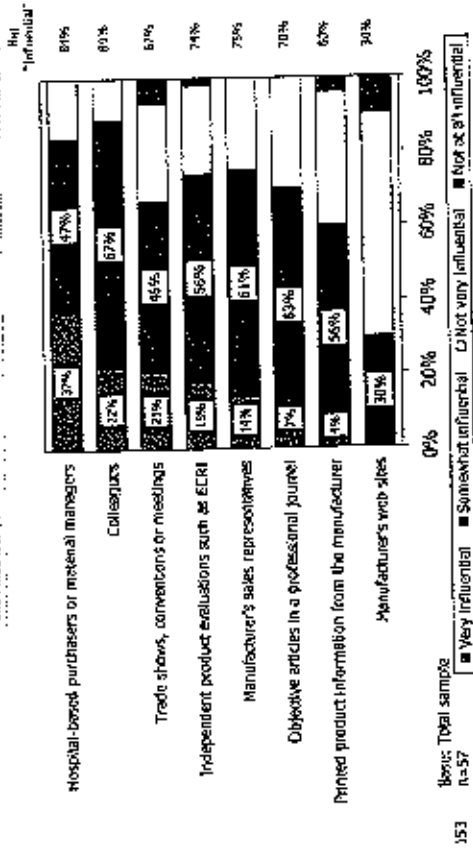
Think about the other brands associated with Ethicon Endo-Surgery. How much do these other brands influence your image of Ethicon Endo-Surgery? Think about US Surgical and its parent company, Tyco Healthcare. How much does Tyco Healthcare influence your image of US Surgical?



152

## Influence of Product Information Sources

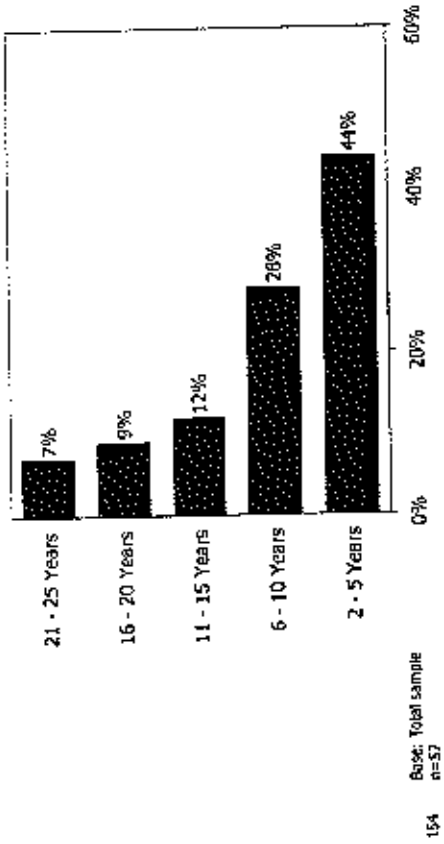
Below is a list of various sources of product information. Please indicate how much each one influences your likelihood to consider a brand of surgical instruments for purchase.



## Material Manager Segment

## Years in Position

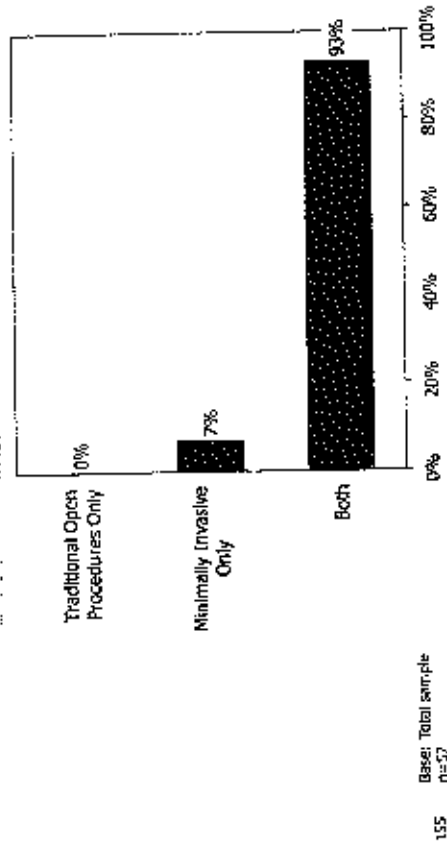
How many years have you been employed in this position at this hospital?



## Material Manager Segment

## Types of Surgical Procedures

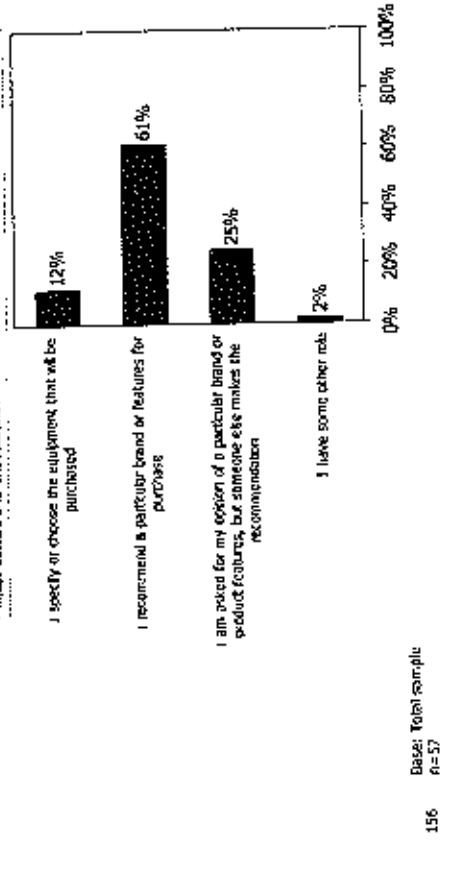
Does your hospital perform only minimally invasive surgical procedures, only traditional open surgical procedures, or both?



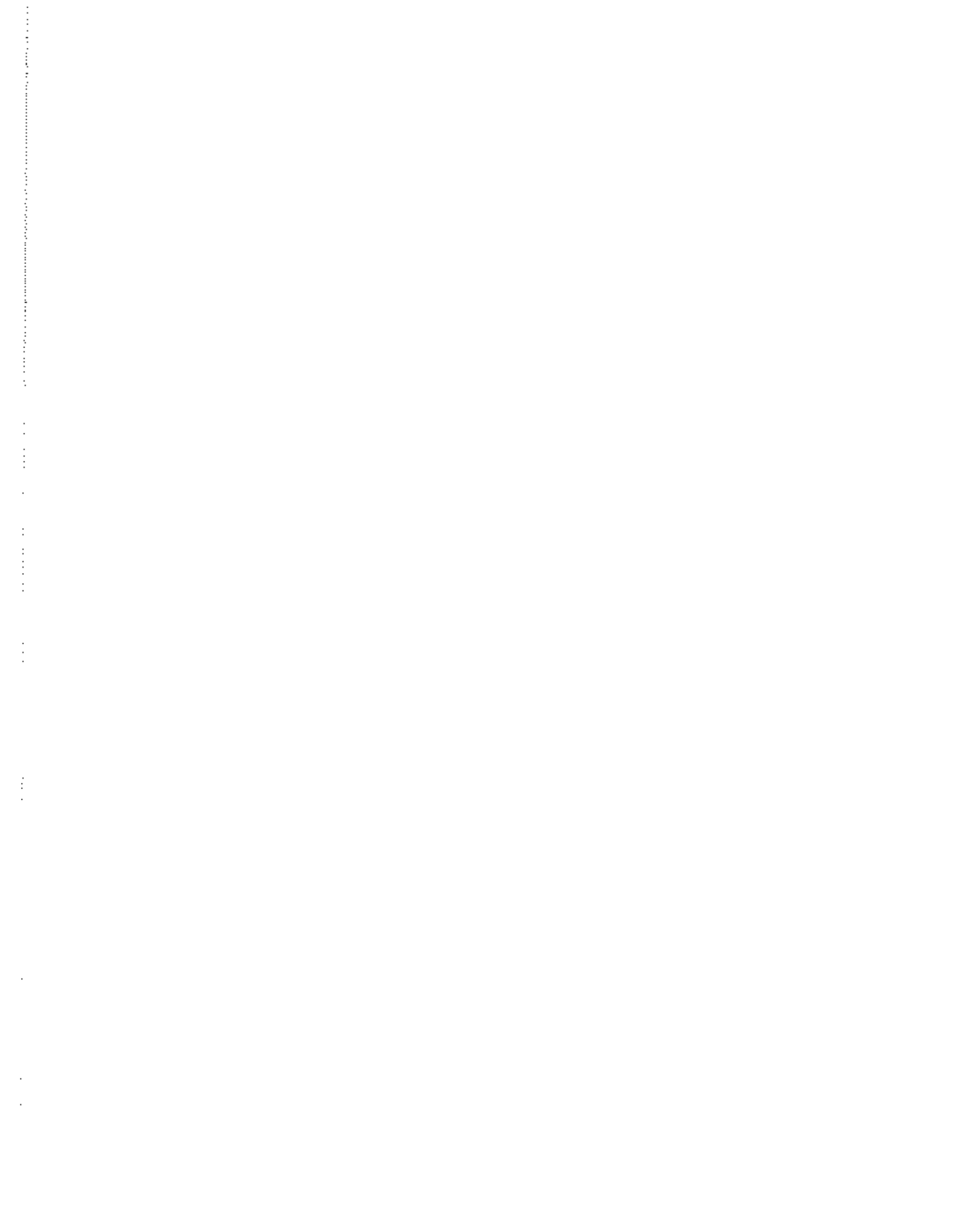
## Material Manager Segment

## Role in Decision Process

Which of the following statements best describes your role in the decision process regarding the purchase of surgical instruments such as trocars, surgical staplers, linear cutters and endostitchs?



## Material Manager Segment



## 4.1 Section 8 Promotions







# NTELOS – Holiday Campaign

Rob Cale

Vice President of Marketing

1164 Shenandoah Village Drive

Waynesboro, VA 22890

540-946-3594 Fax 540-946-3398

## Objective

Fourth Quarter is typically the biggest sales period for regional wireless provider NTELOS. The company turned to Charles Ryan Associates to create a holiday campaign featuring both the "Unlimited Minute" and "NTELOS Nation" plans at a special price of \$29.99, with additional special promotions on each plan.

## Implementation/Strategy

The campaign goals were:

- Drive traffic to the store.
- Increase new post-pay "Unlimited Minutes" and NTELOS Nation" plan accounts.
- Help meet large sales goals.

CRA knew that the creative for this campaign had to be exceptional because it would not only be competing with advertisements from national wireless service carriers, but it would need to stand out among all of the Christmas and holiday promotions. Our creative team looked at what competitors were doing, and developed an idea that was fun, memorable and completely different. . . animatronic bears.

Our media department has mastered the art of getting the best buy possible for the clients' money. We purchased almost \$2 million in print, TV and radio ads. We also developed double-sided color inserts that were distributed in newspapers throughout the NTELOS region. In-store marketing materials such as posters and point-of-purchase ads supported the media campaign. The day after Thanksgiving a special in-store free camera phone promotion took place.

Rev Interactive, CRA's technology division, created a special holiday landing page for the NTELOS web site that featured a free camera phone with an online purchase of a plan. Rev created special search engine optimization for the site for the holiday period, and drove 28,429 leads to the site. Of those leads, 10,234 were ready to shop immediately. This led to an average cost per lead to the site of only \$1.03.

## Results

The holiday campaign was a huge success. The public not only got the sales message, but was entertained as well. NTELOS exceeded all fourth quarter sales goals.

With the best value holidays? The choice is yours.

**\$29.99 NEVER ROAM AGAIN**

**\$29.99 UNLIMITED MINUTES**

200 BONUS MINUTES

SAVE \$30

FREE

Plus get the Best Phone Price on 0-10 Year Agreements

**NTELOS** best value wireless

ALL STORES NOW OPEN EXTENDED HOLIDAY HOURS



## West Virginia Division of Tourism Station Domination

Liz Chewning

State Travel Director

90 MacCorkle Avenue, SW

South Charleston, WV 25303-1412

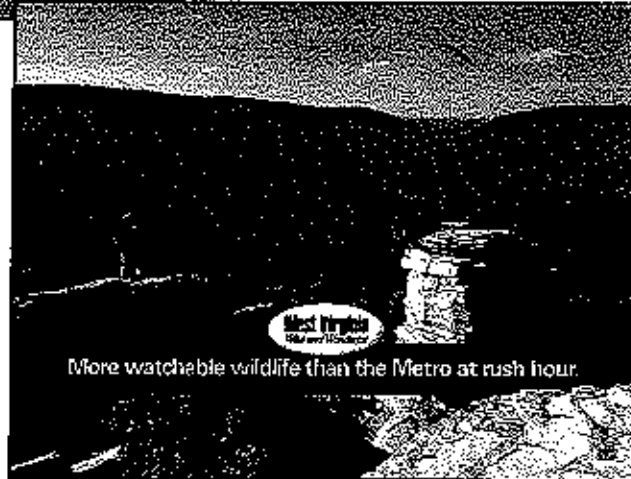
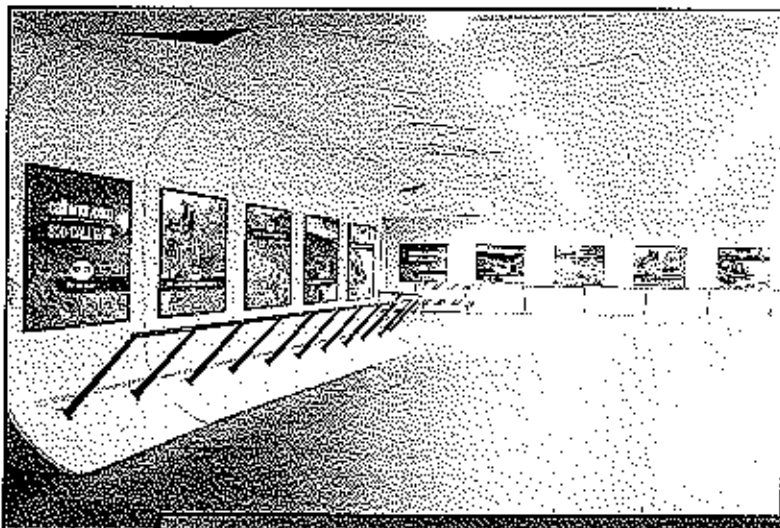
304-558-2200 Fax: 304-558-0108

### Objectives:

As a large metropolitan area located just 30 minutes from West Virginia's Eastern Panhandle, Washington, D.C., has always been a popular drive market for the state. Charles Ryan Associates proposed to our client an exciting new way to reach this audience and increase their visits to the Mountain State. Enter 'Station Domination!' CRA developed this idea for an out-of-home campaign that would allow the purchase of every available poster and backlit diorama (70 in all) inside Metro Center. This location, in the heart of downtown Washington, D.C., is the largest station (over 70,000 commuters per day) for the busy Metrorail system. The month-long campaign ensured the West Virginia Division of Tourism was the only advertiser passengers would see inside the station during this period of time.

Our fluent understanding of tourism marketing helped us realize the importance of jumping on the right opportunities at the right time. The introduction of a new low-cost airline, Independence Air, to West Virginia was just that opportunity. Offering one-way fares as low as \$39 from D.C. to Charleston's Yeager Airport provided the launch this kind of campaign needed. However, we faced a significant problem of timing. The new airline was launching in summer 2004 (a full year ahead of the planned Station Domination campaign).

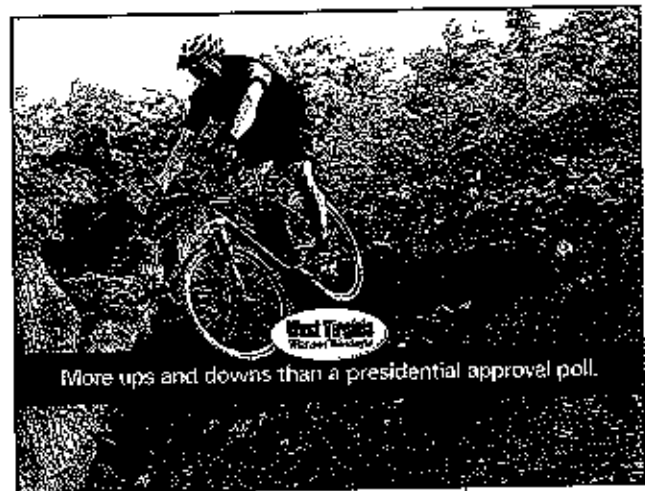
Without hesitation, we juggled media dollars and other projects and were able to immediately secure the "Station Domination" package so that the campaign would coincide with the introduction of Independence Air to the southern West Virginia market. Although the state has been primarily a driving destination for years, the timing of these events gave us the opportunity to position West Virginia as an affordable fly destination at a time when skyrocketing gas prices were making some travelers rethink their vacation plans.



## Implementation Plan/Strategy

Because we wanted this month-long campaign to make a huge impact, we decided to develop new creative for this specific effort. Our implementation plan was as follows:

- Offer work-weary residents of the greater D.C. area images of a cool mountain getaway during a time they would be most receptive to seeing such a message – while they were underground, battling crowds to and from work in the heat of a stifling D.C. summer. To achieve this we designed posters featuring single, large, beautiful images of outdoor activities that were accompanied with the West Virginia Tourism logo and a simple headline. (Additional boards with the 1-800 callwva number and Web site were also displayed throughout the station)
- Team up with Independence Air to offer a specific price-point. After seeing all of the beautiful images of West Virginia on multiple posters we hit Metro passengers with an "in-your-face" message that said they could hop on a plane and get here for as little as \$39. This was accomplished by a partnership with Independence Air
- Speak specifically to D.C.- area residents to ensure our message was noticed. Commuters needed to feel that this campaign was created especially for them which it was. During the summer of 2004, no one could escape news of the upcoming presidential debates and election. So, we decided to have a little fun with the political climate. We developed simple, catchy headlines that made people chuckle at topics they had been bombarded with for several months.



- Supplement the subway campaign with print. Corresponding print ads were placed in *The Washington Post's* free daily tabloid, *Express*, which is distributed throughout the Metro each day. This additional coverage reinforced the message passengers were seeing every day, plus it allowed us to bring in West Virginia partners by making these placements co-op ads.



## Evaluation Methodology

Tracking any outdoor advertising or transit campaign is extremely difficult, and we knew this one would be no different. As a result, we felt it was important to identify a series of barometers by which we could monitor and accurately gauge the campaign's impact. Here are the items we monitored during, and immediately after, the campaign.

- Visitation to our Web site, which was prominently displayed throughout the station.
- Requests for West Virginia State Travel Guides during this campaign, versus previous years.
- The number of in-bound passengers from the D.C. area to West Virginia.
- Media coverage generated due to the "uniqueness" of the campaign.
- Testimonials from state tourism businesses that attributed bookings to this campaign.
- The "buzz" generated — an intangible measure, but one that should not be ignored.

## Results

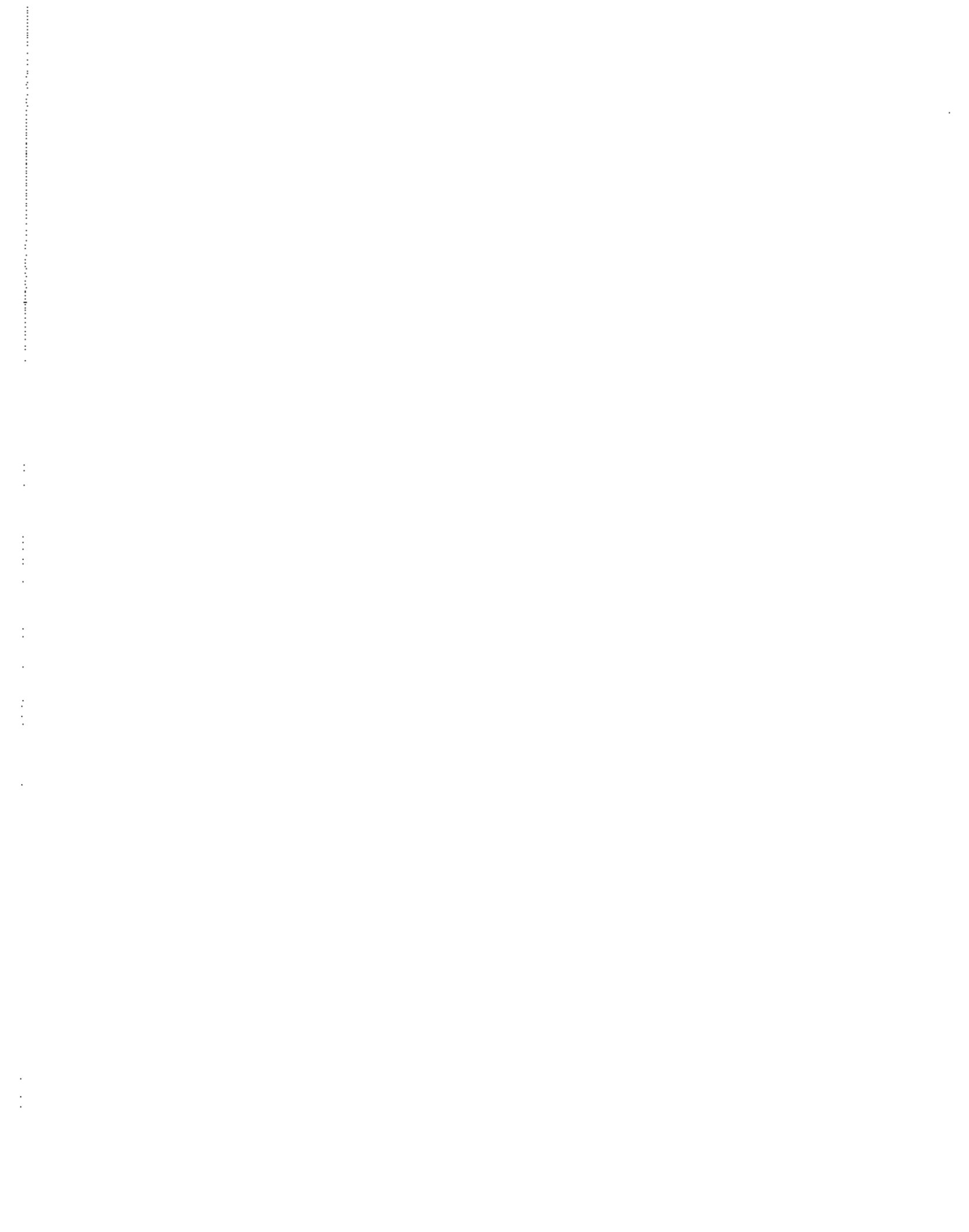
With no other advertising placed in the D.C. market during the Station Domination campaign, research revealed significant increases in the measurables that are attributed directly to the Station Domination campaign. These include:

- Unique Web sessions increased by 122,003.
- Travel Guide requests increased by 16,137.
- Charleston's Yeager Airport reported record-breaking passenger numbers for the first two quarters following our campaign, and the best year in its 57-year history. Specifically, Washington, D.C., became its number 1 market for travelers, up from number 3.
- We received significant media coverage in both the D.C. and West Virginia markets without any significant public relations push.



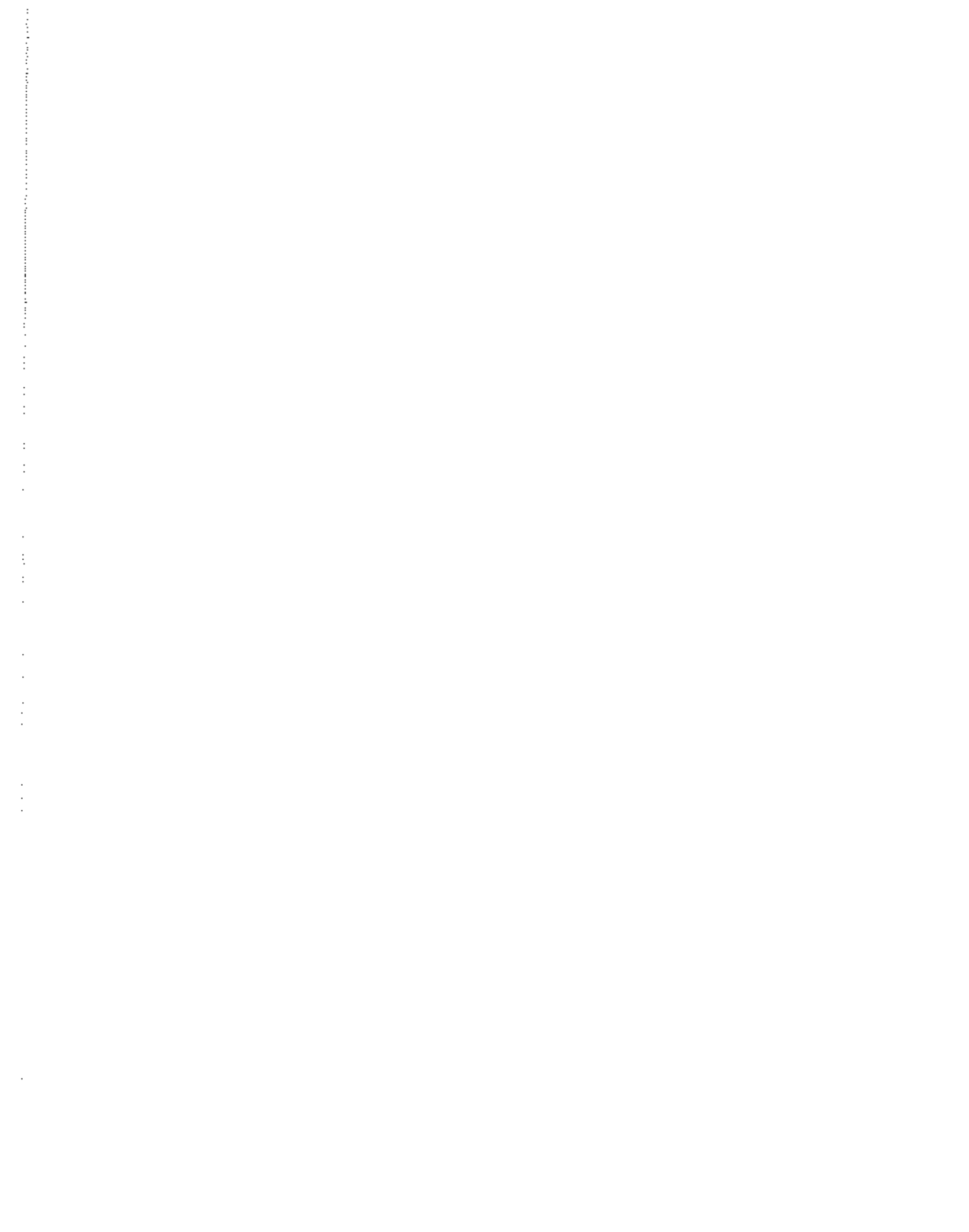
- Several West Virginia businesses sold bookings to people who said this campaign was their motivation.
- One of the posters inside the station showed an image of whitewater rafting with the headline "More hobbing and weaving than a Senate investigation." A high ranking member of the U.S. Senate's "Subcommittee on Investigations" requested a copy of the poster to hang in his congressional office.
- The campaign received national recognition earning a Travel Industry Association Mercury Award for the West Virginia Division of Tourism. This competition draws entries from all 50 state tourism departments and recognizes excellence in tourism marketing.
- The West Virginia Division of Tourism was so pleased with the campaign, it committed to Station Domination 2005 for the same Metro train station.





## **4.1 Section 9 Web Site Maintenance and Ongoing Development**







## Web Site Maintenance and Ongoing Development

We have had the privilege of being part of the West Virginia Lottery in their relaunch of WVLottery.com and all the strategy, planning and technology behind it. Together, we have implemented sophisticated back-end integration components, ensuring the site is continually updated with minimal effort from internal resources. As you know, we continue to build upon these services, expanding the site, its value to the visitors, all while continuing to minimize the resources required. We are advocates of "doing it right the first time" and the Lottery team has benefited from this philosophy.

When addressing new components in the Web site, our first review is on the value it will bring to the West Virginia Lottery Commission. From here, we find ways to maximize the impact and ways to integrate the systems with the existing site. From the visitors' viewpoint, it is one site. It cannot be viewed as a conglomeration of a number of applications. The visitors' experience is of top priority. All applications should work in a cohesive manner, as one site for the visitor.

Each new addition will be researched thoroughly. With some components, there may already exist an application that fits the need. Other components may be better built from scratch and integrate even more closely with the existing technology of the site. We would review both short-term and long-term costs. . . review a total cost of ownership for all components, that include the up-front costs, but also the ongoing support costs.

We will always recommend quality products. Through the years of working in a variety of technology settings, we have come to realize that site visitors will not utilize a low-end product if it is hard to use or does not meet their need, it will be worthless to them, thereby worthless to you. We have many years of experience in reviewing new technology and providing counsel to our clients on their best course of action.

No matter which direction we go on new components, we would still seek to provide you with a single point of contact for anything and everything related to your online efforts. As new applications are launched, your support would come directly from Rev Interactive. This ensures that all things work cohesively. It also ensures that you are not stuck in the middle of two vendors trying to determine who really owns the issue at hand. We provide this service to a number of our clients and it provides significant value to them.

