



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

# Request for Quotation

RFP NUMBER  
 EDD304896

PAGE  
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 SHELLY MURRAY  
 304-558-8801

VENDOR

REC COPY



Skip Lineberg  
 Maple Creative  
 300 Capitol Street #1310  
 PO Box 3312  
 Charleston, WV 25333

SHIP TO

DEPARTMENT OF EDUCATION  
 BUILDING 6  
 1900 KANAWHA BOULEVARD, EAST  
 CHARLESTON, WV  
 25305-0330

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
10/23/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		915-03		
<p>ADVERTISING SERVICES</p> <p>REQUEST FOR PROPOSAL</p> <p>THE WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DEPARTMENT OF EDUCATION, IS SOLICITING PROPOSALS FOR A FULL SERVICE ADVERTISING COMPANY TO ASSIST IN THE IMPLEMENTATION OF VARIOUS DEPARTMENT INITIATIVES PER THE ATTACHED SPECIFICATIONS.</p> <p>A MANDATORY PRE-BID MEETING WILL BE HELD ON THURSDAY, NOVEMBER 13, 2008 AT 10:00 AM AT THE AGENCY'S LOCATION AT 1900 KANAWHA BOULEVARD EAST IN CHARLESTON, WEST VIRGINIA (BUILDING #6/WV STATE CAPITOL COMPLEX). ALL VENDORS INTERESTED IN SUBMITTING A PROPOSAL FOR THIS PROJECT MUST ATTEND THIS MEETING. ANY VENDOR FAILING TO ATTEND WILL BE DISQUALIFIED. NO ONE PERSON MAY REPRESENT MORE THAN ONE VENDOR.</p> <p>TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO SHELLY MURRAY IN THE WEST VIRGINIA PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFP, VIA FAX AT 304-558-4115, OR VIA EMAIL AT SHELLY.L.MURRAY@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS MONDAY, NOVEMBER 17, 2008 AT THE CLOSE OF BUSINESS. ALL TECHNICAL QUESTIONS RECEIVED, IF ANY, WILL BE ANSWERED BY ADDENDUM AFTER THE DEADLINE.</p> <p>QUESTIONS CONCERNING THE ACTUAL PROCESS BY WHICH A VENDOR MAY SUBMIT A PROPOSAL TO THE STATE OF WEST</p>						

MAPLE CREATIVE  
 RECEIVED

08 DEC 11 PM 1:15

PURCHASING DIVISION  
 STATE OF WV

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *[Signature]* TELEPHONE 304-342-6970 DATE 12/11/08

TITLE CEO, Managing Partner FEIN 22-377-5311 ADDRESS CHANGES TO BE NOTED ABOVE

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



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<p>VIRGINIA ARE NOT CONSIDERED TO BE TECHNICAL QUESTIONS AND MAY BE SUBMITTED AT ANY TIME PRIOR TO THE RFP OPENING DATE AND IN ANY FORMAT.</p> <p>EXHIBIT 3</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Shelly Murray</i>	TELEPHONE 304-342-6970	DATE 12/11/08
TITLE CEO, Managing Partner	FEIN 22-377-5311	ADDRESS CHANGES TO BE NOTED ABOVE

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<p>AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THIS CONTRACT IS AUTOMATICALLY NULL AND VOID, AND IS TERMINATED WITHOUT FURTHER ORDER.</p> <p>THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.</p> <p>REV. 04/11/2001</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *M. ...* TELEPHONE 304-342-6970 DATE 12/11/08  
 TITLE CEO, Managing Partner FEIN 22-377-5311 ADDRESS CHANGES TO BE NOTED ABOVE

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<p>EXHIBIT 6</p> <p>PRICE ADJUSTMENT PROVISION:            THE STATE OF WEST VIRGINIA WILL CONSIDER BIDS THAT CONTAIN PROVISIONS FOR PRICE ADJUSTMENTS PRIOR TO THE ORIGINAL EXPIRATION OF THE CONTRACT, PROVIDED THAT SUCH PRICE ADJUSTMENT COVERS BOTH UPWARD AND DOWNWARD MOVEMENT OF THE COMMODITY PRICE, AND THAT ADJUSTMENT IS BASED ON THE "PASS THROUGH" INCREASE OR DECREASE OF RAW MATERIALS AND/OR LABOR, WHICH MAKE UP ALL OR A SUBSTANTIAL PART OF A PRODUCT. ADJUSTMENTS ARE TO BE BASED UPON AN ACTUAL DOLLAR FIGURE, NOT A PERCENTAGE. ALL PRICE ADJUSTMENT REQUESTS MUST BE SUBSTANTIATED IN A MANNER ACCEPTABLE TO THE DIRECTOR PURCHASING, E.G. GOVERNMENTAL BENCH MARKS, GENERAL MARKET INCREASE, PUBLISHED PRICE LISTS. SUCH REQUESTS FOR AND INCREASE SHOULD BE RECEIVED IN WRITING BY THE DIRECTOR OF PURCHASING AT LEAST 30 DAYS IN ADVANCE OF THE EFFECTIVE DATE OF THE INCREASE. ANY TIME THE VENDOR REQUESTS A PRICE ADJUSTMENT, THE PURCHASING DIVISION MAY EITHER ACCEPT THE PRICE ADJUSTMENT AND AMEND THE CONTRACT ACCORDINGLY OR REJECT THE ADJUSTMENT IN ITS ENTIRETY AND CANCEL THE CONTRACT.</p> <p>PREFERRED TERMS:            IT IS PREFERRED THAT THE PRICES ON THIS CONTRACT ARE FIRM FOR LIFE OF THE CONTRACT, AS INDICATED IN THE LIFE OF CONTRACT CLAUSE CONTAINED HEREIN, NOT TO EXCEED ONE (1) YEAR. PRICE INCREASES WILL BE CONSIDERED AT THE TIME OF RENEWAL ONLY.</p> <p>NOTICE</p>						

SIGNATURE <i>Shelly Murray</i>				SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
TITLE CEO, Managing Partner		FEIN 22-377-5311		TELEPHONE 304-342-6970	DATE 12/11/08	
ADDRESS CHANGES TO BE NOTED ABOVE						

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ADDRESS CORRESPONDENCE TO ATTENTION OF:  
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 804-558-8801

RFQ COPY

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<p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION            PURCHASING DIVISION            BUILDING 15            2019 WASHINGTON STREET, EAST            CHARLESTON, WV 25305-0130</p> <p>THE PROPOSAL SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE PROPOSAL MAY NOT BE CONSIDERED:</p> <p>SEALED PROPOSAL</p> <p>BUYER: SHELLY MURRAY-FILE 31</p> <p>RFP. NO.: EDD304896</p> <p>PROPOSAL OPENING DATE: 12/11/2008 (TECHNICAL)</p> <p>PROPOSAL OPENING TIME: 1:30 PM</p> <p>**COST BID SHOULD BE SEALED IN A SEPARATE ENVELOPE. COST BID OPENING WILL BE SCHEDULED AFTER THE COMPLETION OF THE TECHNICAL EVALUATION. VENDOR WILL BE NOTIFIED OF THE DATE AND TIME.</p> <p>PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR PROPOSAL:</p> <p>-----</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *M. Murray* TELEPHONE 304-342-6970 DATE 12/11/08  
 TITLE CEO, Managing Partner FEIN 22-377-531 ADDRESS CHANGES TO BE NOTED ABOVE

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



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CONTACT PERSON (PLEASE PRINT CLEARLY):						
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***** THIS IS THE END OF RFQ EDD304896 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *Shelly Murray* TELEPHONE 304-342-6970 DATE 12/11/08

TITLE CEO, Managing Partner FEIN 22-377-5311 ADDRESS CHANGES TO BE NOTED ABOVE

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STATE OF WEST VIRGINIA  
Purchasing Division

# PURCHASING AFFIDAVIT

**VENDOR OWING A DEBT TO THE STATE:**

*West Virginia Code* §5A-3-10a provides that: 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 owed is an amount greater than one thousand dollars in the aggregate.

**PUBLIC IMPROVEMENT CONTRACTS & DRUG-FREE WORKPLACE ACT:**

*West Virginia Code* §21-1D-5 provides that: Any solicitation for a public improvement construction contract shall require each vendor that submits a bid for the work to submit at the same time an affidavit that the vendor has a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code. A public improvement construction contract may not be awarded to a vendor who does not have a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code and who has not submitted that plan to the appropriate contracting authority in timely fashion. For a vendor who is a subcontractor, compliance with Section 5, Article 1D, Chapter 21 of the West Virginia Code may take place before their work on the public improvement is begun.

**ANTITRUST:**

In submitting a bid to any agency for the state of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the state of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the state of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the state of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership or person or entity submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

**LICENSING:**

Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

**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 is in compliance with the requirements as stated.

Vendor's Name: Maple Creative LLC  
Authorized Signature: Mich N/A Date: 12-11-08

maplecreative

# Department of Education

Buyer: Shelly Murray

Req #: EDD304896

Bid Opening Date: December 11, 2008

Bid Opening Time: 1:30 pm



Maple Creative, LLC

300 Capitol Street, Suite 1310, Charleston, WV 25301

304.342.6970 phone | 304.342.6973 fax

Contact: Michael Haid, CEO / Managing Partner

[maplecreative.com](http://maplecreative.com)



4.1 a	Section I - Vendor Capacity	3
4.1 b	Section II – Professional Advertising and Marketing	10
4.1 c	Section IV – Video/DVD Production	39

The Cost Proposal Form and Resident Vendor Preference Certificate is provided in a separate envelope marked "Cost Proposal Form."

**Agency Description**

Maple Creative, LLC, is a professional services firm of 12 team members in the SunTrust building at 300 Capitol Street in Charleston, West Virginia. The firm specializes in the delivery of five core services including marketing, advertising, public relations, lobbying and e-business. Those for whom we've provided such services include institutions of higher education, corporations, law firms, financial institutions, outdoor recreational venues, accounting firms, manufacturers, medical institutions, grassroots organizations, local governments, convention and visitors bureaus, the high tech sector, and many more. With more than 25 current accounts, our approximate annual billings are \$850,000.00

The company was officially formed in January 2001. The founders of the company, three West Virginia natives, sensed an unmet demand in the marketplace for great ideas, plans that work, quality at fair prices and superior service. In turn, Maple Creative was launched in pursuit of the following vision: We will become recognized by our customers as the best talent in the business and the source for leading-edge marketing services.

The founding partners of Maple Creative represent a diverse but highly complementary base of professional experience, including an Ernst & Young trained CPA, a GE-trained marketing executive and a successful lobbyist Ph.D., who has served as state Secretary of Education and the Arts.

The Maple brand embodies the following values shared by its people:

- Emphasize our distinct connection with West Virginia, and resulting commitment to growing our state and region's economy.
- Show passion about our work.
- Focus on our collective capabilities to service our clients and not on individual strengths.
- Acknowledge that creativity and strategic thinking must be the hallmark of our profession.

Several current projects of note are detailed below:

- Conducting qualitative and quantitative research for Brickstreet Insurance.
- Leading research, branding and marketing efforts for one of West Virginia's leading financial institutions.
- Leading the marketing and branding efforts for the state's largest nationally recognized hospital.
- Leading the marketing and branding efforts for the State's largest medical liability provider.

Among our completed projects are the following:

- Developed a branding and marketing campaign for the state's largest real estate firm.
- Successful real estate development research project for a north central West Virginia landowner.
- Led successful campaign for a major new power facility in northern West Virginia involving research, community-based support building, Congressional and legislative relations.
- Research and demographic marketing plan to further enhance economic development opportunities for a city in north central West Virginia.

In just over eight years, Maple Creative has experienced steady growth and continues to emerge as one of the state's most dynamic marketing and public relations agencies. We believe the following help account for our success:

#### **Our Account Management Philosophy**

You will have key, executive-level staff actively managing your business relationship with us. You will not be handed off to an account manager after you award us the opportunity to work with you.

#### **Our Commitment to West Virginia**

Maple Creative is committed to the success of West Virginia and the businesses with which we partner. Our experience in a variety of fields uniquely positions our company to play a significant role in this project.

#### **Our Focus on Creating Results-Driven Marketing**

We constantly seek the ability to measure the success of our efforts. The foundations of our plans are based on research. We create communication and marketing plans around desired outcomes. We measure the success of our work by our ability to shape perceptions within the minds of our target audience.

#### **Maple Creative's Organizational Structure**

Maple Creative is a firm of twelve highly energetic and highly experienced professionals in a variety of fields with a focus on our five core services.

**Owners**

Stephen E. Haid, Senior Partner

Michael S. Haid, CEO/Managing Partner

Roger "Skip" L. Lineberg, Partner and Chief Creative Officer

With an ownership group that consists of a veteran government relations expert, a trained CPA and financial manager, and an economic development expert, the foundation for Maple Creative's success is easy to understand. This foundation is further strengthened by the experience of the firm's senior management team.

**Management**

James M. Nester, Vice President Client Services

Clayton Ray, Art Director

Overseeing two key strategic business units of Maple Creative, these two individuals bring a wealth of experience in a variety of fields to the operations of Maple Creative.

The Maple Creative Staff

Lora Franco, Office Manager

Justin Hylbert, Client Services Coordinator

Brooke Pauley, Client Services Coordinator

Marc Lewis, Multimedia Designer

Lauren Boder, Graphic Designer

Carrie Bowe, Administrative Assistant

Erin Deegan, Office administration

At Maple Creative our account management philosophy is to provide clients with the most experienced, most capable team of experts required to manage the duties necessary for results. Though you will have key, executive-level staff actively managing the services contemplated in this RFP, your agency, like all Maple Creative clients, will become very much aware of the fact that it has at its disposal an entire team of experts in their respective fields.

THE ACCOUNT TEAM FOR THIS PROJECT INCLUDES THE FOLLOWING:

**Stephen E. Haid, Senior Partner**

Ph.D. in History from West Virginia University

**Account role: Account Lead/Senior Ad Executive Manager**

As a senior partner with Maple Creative, Steve Haid uses his wealth of experience and contacts to develop new approaches and concepts to community relations and outreach. He specializes in bringing often-diverse groups together, finding commonalities and building partnerships. He has applied that approach in various careers, and does so in the new economy with a unique understanding of the value of relationships. As a lifelong resident of West Virginia, Steve has committed himself personally and professionally to helping West Virginia and its citizens prosper.

Most recognized for his role as Secretary of Education and the Arts, Steve was one of seven Cabinet Secretaries appointed by Governor Gaston Caperton. He was responsible for conducting reorganization of agencies, effecting budgetary reductions, consolidating and improving coordination of programs and services. He coordinated the lobbying efforts to comprehensively change the state's approach to education, including a basic skills computer program and greater public and teacher involvement through school improvement council and faculty senates. He also served as Governor Caperton's advisor on the development of the School Building Authority and infield masters program.

Steve has taken the lead in two gubernatorial campaigns. He was a major advisor in the 1996 campaign of Governor Cecil H. Underwood. He has authored major speeches, including State of the State addresses, and has written transition plans for both Governor Caperton and Governor Wise. Steve has successfully directed public outreach campaigns to change and enhance public opinion on numerous issues and ideas. He was particularly successful at devising the strategy and organizing the statewide campaign for the Modern Investment Amendment which passed in 1997.

**Michael S. Haid, CEO & Managing Partner**

Bachelor of Science, West Virginia University, Magna Cum Laude

**Account Role: Ad Executive**

Michael previously worked for Ernst & Young, where he gained valuable public accounting experience while working as an auditor. Later, he worked in the dynamic world of industrial accounting, fine-tuning his negotiating skills with international corporations on behalf of Mayflower Vehicle Systems. Michael has also worked in government relations, including bond and financing issues. Michael passed the CPA exam at the young age of 22.

A founding member of Maple Creative, Michael has worked on all sides of the business. From human resources, operations and finances to client services and sales, Michael has covered all the bases of the marketing/advertising business niche.

Michael is actively involved in the community as a member of Rotary Club of Charleston and is on the board of Big Brothers Big Sisters of South Central West Virginia. Michael is also a contributing writer for WV Executive.

**James Nester, Vice President Client Services**

MBA from the University of Charleston, B.S. in Political Science from Kutztown University of Pennsylvania

**Account Role: Account Lead/Senior Ad Executive**

Because of his extensive experience in a variety of fields, Jim Nester is often the lead on statewide and regional accounts. He will serve as the Account Lead on this account. The Department of Education will be well served by his experience which includes time as a high school teacher, adjunct college professor, and college administrator.

Jim Nester brings to this project deep roots in public relations, media relations and grassroots campaigns, with a flare for government relations. He has a diverse base of experience in various sectors of public service, ranging from Congressional support services to social work.

In addition to public relations and media relations experience, Jim also has extensive experience in grassroots advocacy campaigns. Most notably, he played a lead role in the West Virginia Care Coalition's efforts toward medical liability reform. During this campaign he managed media events, assisted with oversight of development of all printed materials (promotional brochures, etc.), managed special projects designed to increase awareness about West Virginia's medical liability crisis, wrote much of the related copy, and managed statewide ad placement and media relations with both statewide and key metropolitan markets and major print publications.

Jim spent much of 2003 and 2004 in his home state of Pennsylvania where he added to his rich and diverse experience serving as the director of communications for a private college and a legislative liaison for the branch of the United States Army responsible for the development of current and future weapons systems, and executive director of a statewide healthcare reform campaign. He returned to Maple Creative in 2004 where he assumed his leadership role in client services.

Since his return he has served as the lead on a variety of diverse projects. He has managed all aspects of the Benson International account, including the management of its race team sponsorship. Additionally, he has managed the marketing, public relations and media relations, and advertising for the National Mining Association Pete Dye Classic, a Nationwide Tour event held each year at the Pete Dye Golf Club in Bridgeport, West Virginia.

Additionally, James is a seasoned media buyer possessing a wealth of knowledge and experience in broadcast, print and direct-response industries – both in production and placement. He has served clients of various budgets in numerous markets across West Virginia and the nation. His experience in local, regional and national media buying ranges from public service announcements to PGA TOUR advertising and regional Super Bowl advertising placement.

Nester is a regular contributor to West Virginia Executive, writing about marketing and other topics. He has taught marketing at the University of Charleston.

#### **Lora Franco, Office Manager**

##### **Account Role: Administrative/Secretarial**

A question you'll never hear some one asked about Lora Franco is "can she really do it all?"

Hired as an Administrative Assistant, Lora continues to redefine her role at Maple. Her unvarying hard work, positive attitude, and eagerness to learn are constantly broadening her role at Maple Creative. Facilitating office management and support responsibilities, Lora works with all members of the Maple team to help them do their best job. Enviably organizational skills and dedication to helping Maple continue to grow make Lora an invaluable member of the team. Lora's professional work experience includes marketing and sales, which provide important skills for a significant contribution to Maple. Since day one, Lora continues to play a vital support role in the firm's public issue advocacy account services.



## 4.1 B – PROFESSIONAL ADVERTISING AND MARKETING

The RFQ has requested two examples of experience in a variety of creative and project management areas completed within the last three years.

- Marketing and communication plan development
- Multi-media ad campaign development
- Multi-Media advertising placement
- Logo development
- Brochure development
- Plans for public relations associated with a media campaign or project
- Demonstrate the ability to provide qualitative and quantitative formative research for new projects and interventions to identify and prioritize basic needs, desires, and values within the target populations either in-house or through a third party
- Demonstrate an ability to work under significant time constraints
- Demonstrate an ability to secure strategic earned media
- Demonstrate examples of media effectiveness measures/evaluation

Narratives of such follow. Full-size samples of such (where appropriate) are included in the presentation folder as well.

We believe two current Maple Creative clients provide the majority of the items requested within the RFP. In some cases, however, due to specific language within client contracts, Maple Creative is unable to provide anything beyond narrative examples of our experience.

### **Fairmont Federal Credit Union**

**Contact: Shelly Fluharty, Vice President Marketing**

**402 Tenth Street**

**Fairmont, WV 26554**

**Phone: 304-363 – 5320 ext 6049**

**E-mail: sfluharty@fairmontfcu.com**

**Fairmont Federal Credit Union (FFCU)** is headquartered in Fairmont, West Virginia and has locations in Harrison, Marion, Monongalia, and Taylor County. In 2007, the financial institution sought to re-brand itself. They retained Maple Creative to develop and implement a **marketing and communications plan** to assist in their efforts to grow.

Initially the institution had considered a name change. Maple Creative suggested that such a move might be rather costly and potentially damage the equity of a well-established brand. We instead suggested research to determine if this was an appropriate course of action and to further develop the brand with the introduction of a positioning statement. Maple Creative **conducted qualitative and quantitative formative research** to identify and prioritize basic needs, desires, and values within the target market. The research showed that a name change would not have been well received. As a result of the research the institution remained Fairmont Federal Credit Union and a the tremendous expense of rebranding was eliminated.

## 4.1 B – PROFESSIONAL ADVERTISING AND MARKETING / CONT.

The research did suggest a refresh of the logo was in order. As a result, Maple Creative **developed a new logo** for the credit union. The contemporary logo was well received by the institution and the market. The logo was incorporated into all identity materials including signage, letterhead, business cards, check stuffer, advertising and brochures. Maple Creative developed the FFCU member benefits brochure for the benefit of existing and potential account holders.

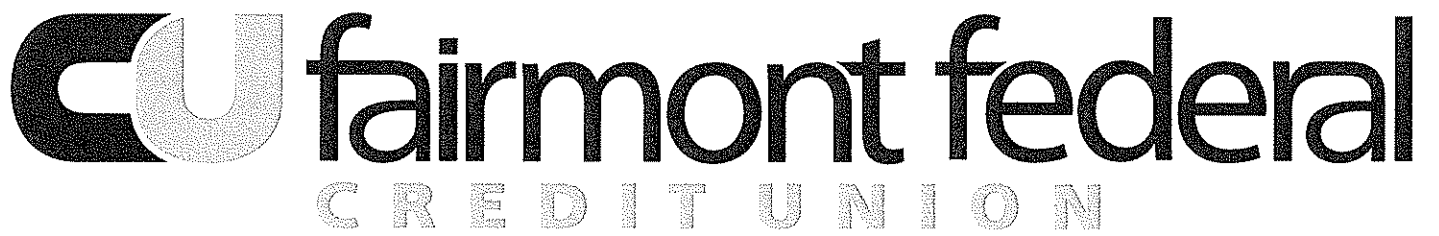
As a result of the research conducted, Maple Creative was better able to develop a **public and media relations campaign** to support ongoing marketing efforts. While many firms focus rather extensively on paid media in the form of advertising, at Maple Creative we believe that a layered marketing approach requires earned media as well. Make no mistake, ad placement is often necessary, but being able to garner favorable coverage for one company or product is often just as beneficial if not more.

While Maple Creative has placed countless ads in a variety of media throughout FFCU's target market, we have sought to support such with considerable earned media. We have worked with FFCU leaders to position them as subject matter experts in their field and a go-to source for the media in times of need. Additionally, we have secured editorial space in a variety of publications and broadcast media. Public relations is engaging in a dialogue. Successful publications is maintaining that dialogue. We believe that earned media goes a long way in maintaining that dialogue.

The RFP has requested **examples of our firm's ability to work under significant time constraints**. FFCU provided an opportunity for us to shine in this regard. Just a short time ago FFCU purchased a new product designed to attract new members. Within a short time frame Maple Creative needed to develop a multi-media program to effectively introduce this product to a younger, media and technology savvy audience. In less than a month Maple Creative developed and implemented a multi-media ad campaign. This campaign included production of radio and TV commercials (complete with a performance by a Nashville recording act, lyrics and music licensing), an online campaign employing Facebook, YouTube, and MySpace, print ads, and other materials.

In terms of media effectiveness, the campaign has been a success as evidenced by increased interest in FFCU and membership - in little more than one month FFCU has added nearly 500 new accounts.

Examples of material highlighted in the above narrative follow this section of narrative.



FAIRMONT FEDERAL CREDIT UNION LOGO



# Our interest is you.

For nearly 70 years, Fairmont Federal Credit Union has provided quick, local decision-making and personalized service to North-Central West Virginia. Let us help you achieve your goals.



*Borders beyond Fairmont.  
Benefits beyond Banking.*

Serving Marion, Monongalia, Harrison and Taylor Counties  
**304.363.5320 | [www.fairmontfcu.com](http://www.fairmontfcu.com)**

- Savings
- Checking
- Investment and Retirement Accounts
- Cash, Check and Credit Cards
- Consumer Loans
- Mortgage Loans
- Online Banking
- Legal Care

Membership eligibility requirements may apply. This credit union is federally insured by the National Credit Union Administration. Loan approval based on qualified applicants. We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act.



FAIRMONT FEDERAL CREDIT UNION PRINT AD



*Borders beyond Fairmont.  
Benefits beyond Banking.*

*Borders beyond Fairmont.  
Benefits beyond Banking.*

**Same great  
service.**



FAIRMONT FEDERAL CREDIT UNION ONLINE AD



Borders beyond Fairmont.  
Benefits beyond Banking.

HOME BANKING


USERNAME  PASSWORD

[Important e-Statement Log-in Changes](#)

- [Become a Member](#)
- [Products & Services](#)
- [Rates](#)
- [Your Tools](#)
- [Inside FFCU](#)
- [Locations](#)

**YOUR NATION'S CREDIT UNIONS...**  
**"The Safest Depository Institutions in the Country"**  
 Dan Mica, President Credit Union National Association

[Click Here for an Important Message](#)




**SHINNSTON OFFICE**  
**Grand Opening Specials**

[Click here to print coupons.](#)

# Hitting the BIG TIME with



[Click for complete details.](#)

Membership eligibility requirements may apply. This credit union is federally insured by the National Credit Union Administration. Loan approval based on qualified applicants. We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act. 

FAIRMONT FEDERAL CREDIT UNION WEB SITE

## 4.1 B – PROFESSIONAL ADVERTISING AND MARKETING / CONT.

**Burning Rock Off-Road Park**  
**Contact: Bryan Helmer, Executive Director**  
**Burning Rock Off-Road Park**  
**115 1/2 South Kanawha St.**  
**Beckley, WV 25801**  
**Phone: (304) 573-3354**  
**E-mail: helmer@burningrockwv.com**

**Burning Rock Off-Road Park** is now known as the ‘Hottest Off-Road Destination in Southern West Virginia,’ but it wasn’t always that way.

Burning Rock Off-Road Park, a partnership between the Raleigh County Commission and Beaver Coal Company, was introduced to the public early this spring. But Maple Creative’s work began long before that. And once again, our work towards the development and implementation of an **effective marketing and communications plan** began with **qualitative and quantitative research**. Such research told us what off-road enthusiasts sought in a destination, how far they traveled for such, what amenities they sought and what was required to turn a first-time rider into a return rider.

As a result of such research – and through a lot of input from Maple Creative CEO Michael Haid - the plans for the newest off-road destination were laid. Between the introduction of the project to the public and the grand opening on July 4th weekend, Maple Creative consulted with Burning Rock leadership to follow through on the research findings. The results have been nothing short of fantastic.

As a new destination it was necessary to establish the identity of the Burning Rock Off-Road Park. This required logo development. The name ‘Burning Rock’ is a reference to the coal heritage of the region and the land on which the destination now resides. The logo and signage for this destination portrays such in a modern and ‘cool’ style as guests have described.

Though the circumstances are different, like FFCU, Burning Rock Off-Road Park was in need of a comprehensive public and media relations campaign particularly as a new destination where third-party validation can make or break a destination.

Maple Creative immediately reached out to targeted ‘dirt’ publication across the country. We provided ongoing updates to the publications and as a result secured editorial coverage in publications such as *ATV Illustrated*, *ATV Sport and ATV Magazine* as well as a host of online publications – all this on top of the coverage garnered within West Virginia.

But perhaps our biggest success in public relations as well as **working under time constraints** was securing the endorsement of what many off-road enthusiasts consider ‘the authority,’ Fisher’s ATV World.

## 4.1 B – PROFESSIONAL ADVERTISING AND MARKETING / CONT.

*Fisher's ATV World* is a weekly show broadcast to more than 70 million households on Versus and the Outdoor Channel. It was the hope of Burning Rock Off-Road Park to appear on the show prior to the grand opening. Sounds easy enough, right? Not so much. All but one week of *Fisher's ATV World* was scheduled on the Outdoor Channel. That one week – two weeks prior to the grand opening – was only a couple weeks away. Working feverishly, Maple Creative worked with the production team, local tourist destinations, and celebrity guests (a weekly feature of the show). The show was produced over a two-day period and edited and submitted to the Outdoor Channel in time to air during the one week that was still available.

All this occurred at the same time as we were in the midst of planning a two-day grand opening event with little more than 30 days to plan. The event was a tremendous success drawing great attendance and significant media coverage.

Burning Rock Off-Road Park was planning a grand opening in late October.

In terms of **media effectiveness**, our best evidence of such is the nearly 500 ATV club members, the more than 1,000 permits sold in less 5 months and the web analytics which prove the success of our investments in earned media and paid media within targeted media (print, broadcast and online) across the country.

The RFP also asks the agency to describe a variety of items and processes essential to the success of the project. In some instances we've provided a direct response to items. We have elected to provide a description of each.

**From the RFP: "Please describe the following:"**

***The development of multi-media campaigns: planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same***

Maple Creative believes that the development of an effective multi-media campaign requires an investment in research. Such is necessary to effectively plan to identify goals, establish key statements, determine tactics and timeliness, and all of the others items mentioned above. We believe that Department of Education agrees with such. The research conducted in 2007 shows that.

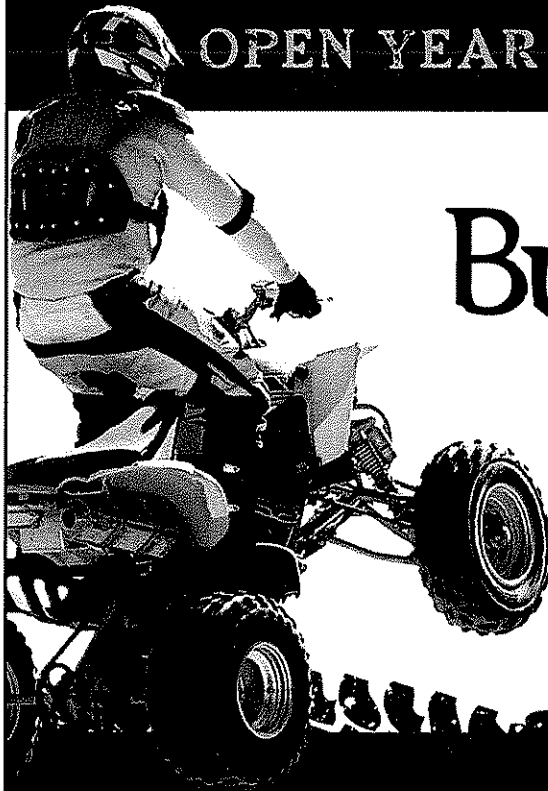
As we contemplate our work on behalf of the Department of Education, at a minimum we suggest a thorough review of existing research. Ideally, we'd suggest the Department give consideration to additional research.



BURNING ROCK OFF-ROAD PARK LOGO



OPEN YEAR ROUND



# Burning Rock

OFF-ROAD PARK

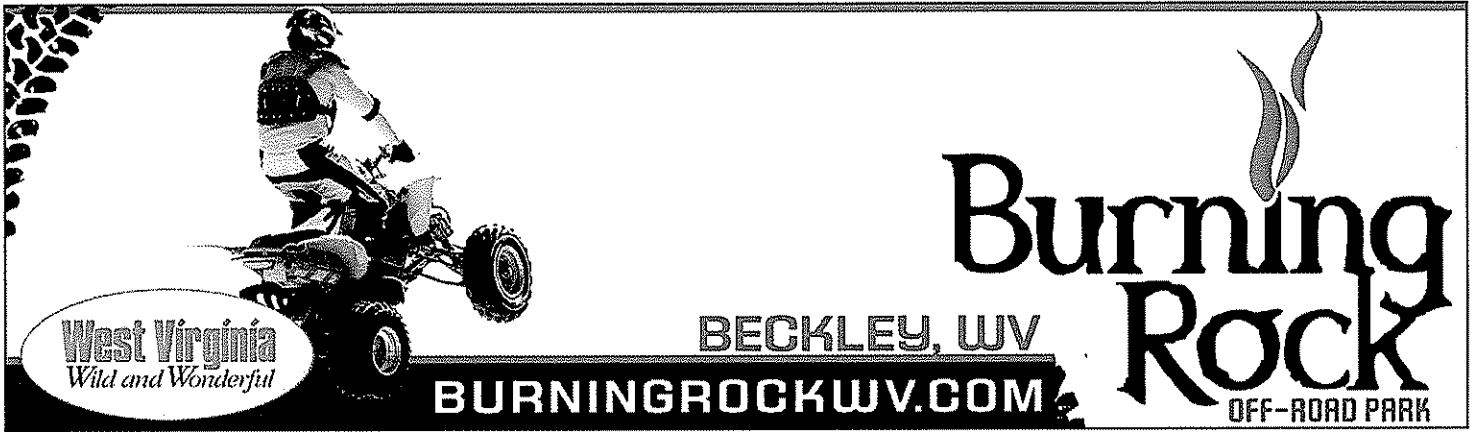
The Hottest  
Off-Road Destination  
in Southern West Virginia

**West Virginia**  
*Wild and Wonderful*

877-683-9240 TOLL FREE

**BURNINGROCKWV.COM**

BURNING ROCK OFF-ROAD PARK PRINT AD



BURNING ROCK OFF-ROAD PARK BILLBOARD



BURNING ROCK OFF-ROAD PARK ONLINE AD

# Burning Rock

OFF-ROAD PARK



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[FORUM](#)

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*The Hottest Off-Road Destination  
in Southern West Virginia*

Project funded by the West Virginia Department  
of Transportation, Division of Highways

BURNING ROCK OFF-ROAD PARK WEB SITE



# Burning Rock Off-Road Forums

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It is currently Tue Dec 09, 2008 1:17 pm

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All times are UTC - 5 hours [ DST ]

Forum	Topics	Posts	Last Post
<b>Dirt Talk</b>			
<b>General Discussion</b> A forum to talk about whatever it is you want to talk about.	22	135	Fri Dec 05, 2008 2:26 pm secretary →
<b>Trail Talk</b>	10	69	Mon Dec 08, 2008 11:58 pm Mudd →
<b>Plan a Ride</b> Invite others on your next ride	3	18	Mon Dec 01, 2008 10:22 am Phil →
<b>Media Center</b>			
<b>Video</b>	4	23	Tue Dec 09, 2008 12:17 am Rocinate →
<b>Pictures</b>	5	67	Sun Dec 07, 2008 7:03 pm rvr_time_2ride →
<b>Forum</b>			
<b>Club Talk</b>	2	2	Tue Dec 09, 2008 12:19 am Mudd →

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**Who is online**

In total there is 1 user online :: 0 registered, 0 hidden and 1 guest (based on users active over the past 5 minutes)  
Most users ever online was 37 on Mon Sep 22, 2008 8:38 pm

Registered users: No registered users  
Legend :: Administrators, Global moderators

**Birthdays**

No birthdays today

**Statistics**

Total posts 334 | Total topics 46 | Total members 124 | Our newest member Bobby D

BURNING ROCK OFF-ROAD PARK ONLINE FORUMS

**4.1 B – PROFESSIONAL ADVERTISING AND MARKETING / CONT.**

***The multi-media advertising placement and/or outreach through various media avenues (including but not limited to television, radio, billboards, posters, outdoor and bus signage, pres releases, copy writing, photography and design of brochures/flyers, internet/world wide web, other promotional materials)***

As we have mentioned previously in our response to the RFP, we believe an effective campaign requires a focus on paid and earned media. We believe that this campaign must include those media most which most effectively impact the targeted audiences.

We believe research will aid us in determining how best to direct paid media placement. Such paid placement will be supported by earned media in the form of press releases, copy writing, and other items as mentioned above.

***A multi-phase, statewide campaign including the writing, designing, illustrating of marketing material and advertisement, ordering space, time and or other advertising means and endeavors while securing the most advantageous rates available***

***The process of providing detailed media placement reports***

Maple Creative utilizes a suite of media placement tools such as Arbitron, Nielson and Qualitap to aid in media placement. Each provides a detailed report as to why such placement is effective.

Once placement has occurred, Maple Creative requires all media to supply affidavits of placement. All such reports are provided to all clients.

***Potential comprehensive education and outreach tools***

Examples of such can be found in the section which follows this narrative.

***How appropriate logos and tag lines will be incorporated into all campaign materials***

As part of the logo development process, Maple Creative provides clients with a Logo Standards document to ensure that the logo is properly utilized.

***A plan for statewide media coverage***

Maple Creative will develop a plan for statewide media coverage in light of agreed upon and developed messages. We believe that it is important

## 4.1 B – PROFESSIONAL ADVERTISING AND MARKETING / CONT.

to leave no stone unturned; we must seek media coverage in small towns and big cities across West Virginia.

Such coverage may come in a variety of forms. Editorial Boards, op-eds, Q&A sessions, appearances on talk shows or perhaps an online forum.

Maple Creative will both review and present such opportunities to the Department of Education for consideration.

### ***How vendor will work under short timeframes/deadlines***

Maple Creative has extensive experience working under short timeframes/deadlines – it is the nature of our industry, and we've performed quite well under such circumstances.

Perhaps the biggest key to our success under such constraints is our focus on communication with our clients. Each account executive at Maple Creative maintains an ongoing dialogue with clients. An example of such is our Friday Memos which detail completed and upcoming projects, timelines, etc. The use of such a tool allows for pre-planning and better positions our firm to perform successfully under short timeframes/deadlines.

Such communication also allows for better prioritization of tasks. This is particularly important in the case of short timeframes. In such times, we work with our clients to determine what tasks should take priority.

### ***Specific strategies for reaching target populations (cultural inclusiveness)***

Examples of such can be found in the section which follows this narrative.

### ***How marketing and media strategies will be developed and recommended for this campaign***

#### ***How theme development will occur and justification***

#### ***How marketing direction will be chosen and why***

#### ***How creative concepts will be developed***

#### ***The process for design, art direction, photography and illustration***

#### ***The process for using copyrighted materials***

#### ***The work flow for digital production, camera ready art work in a universal, use friendly format, and development of print specifications (recommending photos, color, paper stock, fonts and binding)***

All of the above items are best addressed in one simple statement: Maple Creative views the Department of Education's success as our success. As a

We've provided an example of a potential campaign for the 21st Century Learning and Teaching Program to demonstrate the processes we employ and potential tactics the Department of Education might consider employing to be successful in its efforts. This example, while provided for example purposes only, is based upon the research provided by the Department of Education. Our extensive experience in campaign development and implementation, and the experience, in the field of education, of those in our agency who will potentially be managing this campaign on behalf of the Department of Education will bring a tremendous level of value to this project.

### **Theme**

Maple Creative recommends the development of a **brand charter** for this project. Brands, if properly developed and marketed are powerful entities. A key component of any brand is the brand position. The brand position is a statement that communicates the company's, product's or service's unique selling proposition and works to establish a strong and lasting mental reference that enables the audience to connect to the brand emotionally.

Positioning should be expressed through a short simple statement. It shouldn't be confused with a slogan, though if the positioning and the slogan can be the same, wonderful. In the case of the 21st Century Learning and Teaching Program, we believe the positioning and slogan are one in the same.

Based upon our experience in positioning strategy and in the education sector, we believe the following to be an effective theme to support the 21st Century Learning and Teaching Program promise:

## **Know How**

### **What does it mean? Why does it work?**

- a. The words 'know how' are used as a synonym of 'knowledge.' They represent a knowledge base that gets things done – with or without technology as we know and apply it today.
- b. "Know how" is simple but effective language that can speak to a variety of audiences from the young student to the seasoned business leader.
- c. It allows us to focus on the end result of critical thinking when combined with technology – knowledge.
- d. It allows people to connect to the brand emotionally.
- e. Guides messaging efforts
- f. Guides marketing efforts
- g. It holds both direct and symbolic meanings.

While we're talking about 21st Century Learning & Teaching Programs, as you will see in the proposed campaign items we've chosen to apply a tone of years gone by. We've done this for a number of reasons. Chief among them is the fact that it is our intent to speak to four very distinct audiences with very different

interests, feelings and perceptions. Doing so can be a challenge. However, we feel that this approach can be effective. Many parents, teachers, and business leaders lived through this era. And today, students are increasingly exposed to this era through TV ads, clothing and video games.

The following is how the logo might look accompanied by the positioning statement:

### I. Grassroots and Grasstops Campaigns

How do the uninformed become informed – and supportive?  
Effective grassroots and grasstops campaigns.

Public relations is the science of communicating with the public. However, true public relations, and successful public relations is an ongoing dialogue between the organization and its audiences. The same holds true for developing grassroots and grasstops (decision makers) campaigns. Delivery is key. It is often necessary to communicate through the filter of the media, events, and sponsorship or take your case directly to the people through a variety of means.

It is our intent to develop a layered campaign comprised of traditional marketing activities, advertising, public and media relations, grassroots campaigning and other tactics designed to influence and garner support from the following audiences:

- Parents
- Teachers
- Business leaders
- Students K-12 in schools across West Virginia

We recommend the following:

- 1) **Speaking engagements (business audience)** – We would strongly encourage the Department of Education to continue to engage in a number of speaking engagements across West Virginia to generate community awareness and support. Such is particularly important for outreach to the business community. Engagements could include Rotary Clubs, Chambers of Commerce, and similar business and community-minded organizations.
- 2) **Education Meeting (teachers, parents, and students)** - Based upon our experience with such campaigns, we believe outreach efforts targeted at those directly employed in the education sector, specifically teachers, are of paramount



importance. It is therefore our recommendation that meetings with this audience must begin immediately and as an ongoing activity. Such meetings would be coordinated with representatives of targeted education settings. Our staff would attend such meetings.

While we believe that this effort alone could result in significant support, we recommend doing the following as well. Maple Creative would strongly encourage the West Virginia Department of Education to consider the following as measures of garnering additional support:

- 3) Student outreach (start young) – We believe the Department of Education should begin an ongoing dialogue with students to embed in the minds of young citizens the importance of the skills inherent in the 21st Century Learning & Teaching Programs. Additionally, information could be distributed to students to be sent home to parents for review.

## II. Paid Media (including web applications)

Maple Creative will provide the West Virginia Department of Education with an advertising plan to target and inform key audiences. This program would include, but not be limited to, the development of advertisements for placement in television, radio and print media (including numerous trade journal publications). In addition, Maple Creative will provide media buying, planning and placement services.

A statewide advertising campaign would be developed to provide the Association with access to key markets across West Virginia.

- 1) **Radio** - Maple Creative would simultaneously implement an effective, cost-efficient radio campaign. Again, such a campaign would be designed to reach targeted audiences across West Virginia. Because of the cost effectiveness, sheer reach in both major and minor markets and access to numerous audiences including, country, adult contemporary, talk radio and sports programming, Maple Creative strongly recommends the use of the Metro News Network for ease and effectiveness of radio advertising. Metro News ranks #1 or #2 in 45 of the state's 55 counties, reaching big and small towns across West Virginia.

It is our recommendation that the Department give consideration to sponsorship of targeted programming throughout the state. We believe such provides excellent opportunities for grassroots awareness of the Department and its mission. Similarly, appearances on shows such as Talkline (Hoppy Kercheval's show) allows for grasstops (decision makers/influentials) awareness. Both are key to the ongoing success of the Association.

- 2) **Newspapers/Print Media & Online** – An effective newspaper advertising campaign means placing ads in publications that are read by the targeted audience your organization needs to reach. Maple Creative will target print media outlets in big and small town West Virginia to generate the greatest return on investment. We will coordinate ad placement with the Department, track placements, and assess the effectiveness of such placements to ensure worthwhile efforts.

As readership rates continue to decrease, we believe earned media (story pitch) is more effective in print media than paid media (advertising). We believe that ad placement within print publications should occur on a limited basis.

We believe advertising in the online version of print publications across the state would be effective and would recommend targeted and measurable placement in online versions of targeted publications

- 3) **Television** - Maple Creative would implement an effective, cost-efficient television advertising campaign to a targeted audience across the state. Such placement would include major markets such as Charleston-Huntington, Parkersburg, Beckley, Bluefield, Clarksburg, Wheeling, and the Eastern Panhandle. While placement in these markets would provide access to nearly 1.8 million households across West Virginia, it is important to remember that an effective advertising campaign will concentrate ad placement in markets and individual stations which offer the greatest return on investment. Simply because a station reaches 100,000 households, does not guarantee anyone of those 100,000 people will see or be impacted the ad. Targeted placement improves the chances of your message having a greater impact. We will utilize Nielsen ratings, Scarborough and Arbitron data and other tools to determine the most appropriate placement. At this point in time, we recommend placement be concentrated in cable networks. Such placement will afford the Department targeted and cost-effective reach and frequency.

**Cable** – One of the advantages of cable advertising is the opportunity to develop promotions to meet our specific needs. Whether it's an association with a network such as MTV, ESPN, or Lifetime or tune-in sponsorships for specific programming such as "Biography" on A&E, or "Larry King Live" on CNN, the benefits are exceptional. Cable advertising provides many promotional branding opportunities for advertisers while also customizing promotions to meet individual consumer-related needs. Advertisers can take advantage of the great affinity viewers have for their favorite cable networks and tailor campaigns that will connect them to these viewers.

A storyboard of a sample TV advertisement is contained within this document.

- 4) **Billboards**-The RFP cost proposal sheet suggests that the Department of Education is considering placement of five billboards. From Salomon Smith Barney: "The increasing appreciation among advertisers of outdoor's effectiveness can be attributed to several factors, but three important media and advertising trends have played a key role. First, many analysts have pointed to the fragmentation of the television medium and a complementary erosion of TV advertising value. Second, advertisers have begun to place increasing emphasis on the importance of media mixing in brand development, and outdoor provides an ideal format for complementing messages placed through other media. Most importantly, current advertising practices emphasize continuous presence and "recency" over mere frequency of impressions, and outdoor is unsurpassed in its ability to supply both."

While billboards can be effective, our recommendation is that strong consideration should be given to limited placement (no more than 5 total among targeted regions across the state).

A sample billboard is contained within this document

- 5) **Posters** – We believe posters are a cost-effective means of disseminating the campaign message. We further believe that such placement is most effective if limited to classrooms and educational settings.

Sample posters are contained within this document.

- 6) **Bus Wraps** – Increasing in popularity and effectiveness are the application of wraps to buses in cities large and small. While the result is a 'moving billboard,' we recommend this as a secondary strategy on a rather limited basis.

### III. Earned Media/ Social Media

**Earned media (or free media)** is publicity gained through traditional media such as newspaper articles, TV news stories, web news, letters to the editor, etc. as opposed to paid media often referred to as advertising. Earned media requires the establishment and building of relationships with media across the state and our nation. Maple Creative has extensive relationships with state, regional and national media. We will utilize these relationships to further position the Department of Education and this campaign in West Virginia as vital to our state's success.

- 1) **Editorial Boards** – “Sit-downs” with local editorial boards across West Virginia should be arranged and perhaps published in a “Q and A” format.
- 2) **Op-Eds / Letters to the Editor** - Statements that communicate need for and support for our campaign will be written and distributed to targeted media markets across West Virginia.
- 3) **Press Releases** – Weekly press releases would be written to continually update the public and media as to ongoing efforts to inform West Virginia citizens of the importance of the 21st Century Learning & Teaching Programs.

**Social media** is a term often used when talking about publicity gained through grassroots action, particularly on the Internet. Social media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. Social media can take many different forms, including text, images, audio, and video. The social media sites typically use tools like message boards, forums, blogs, etc.

Social media is fundamentally different from traditional media. Social media does not have a finite limit: there are no set number of pages or hours. The audience can participate in social media by adding comments. Content in social media can take the form of text, graphics, audio or video. Different formats can be mixed. Social media is typically available via feeds made available on a subscription basis.

Maple Creative suggests employing both earned media and social media as a means of garnering additional support and increasing awareness. Traditional earned media will be effective with those who rely upon traditional media for information while social media will be important when attempting to attract a newer, younger, technology-savvy audience.

**Blogs** – Love ‘em or hate ‘em bloggers represent a significant opportunity for the Department of Education in its attempts to spread the word about the 21st Century Learning & Teaching Programs. Maple Creative strongly recommends the development of a “Know How” blog site as a means of furthering the campaign message. Bloggers represent the first wave of e-based engagement and support. They present the Department of Education with a way to explain the background (what are the initiatives history, goals, future) of the programs.

Additionally, introducing this topic to the blogger community allows us to present a variety of topics/industries to the public at large and establish and grow an ongoing online dialogue. Furthermore, this tactic affords the blogging community the opportunity to further the discussion of the campaign and the role it plays in everyday life. Finally, the application of Blogs will allow for increased search engine visibility for the topic.

**Facebook & YouTube** – It’s hard to talk about social media without mentioning Facebook and YouTube. Both have become widely used among a number of demographic groups. Younger audiences flock to these sites to get information on their friends, news, or some whimsical situation.

Both represent a tremendous opportunity to spread the campaign for little or no financial investment. While advertising opportunities are available on these outlets, it is our belief that initially we should focus our efforts on the cost-free opportunities provided by these sites.

We believe that these and similar sites provide us an opportunity would support our paid media strategies. Posting videos to both sites is easy and most importantly free. This expands our reach and frequency in a 21st century fashion without expanding our budget.

**WVKNOWHOW.COM** – We recommend that the Department of Education develop a micro-site for this campaign. Such a site could be attached to the already existing Department of Education site. At a minimum we recommend a landing page dedicated entirely to this campaign. This site would be consistent with all other campaign pieces and would include all campaign branding elements.

At the writing of this document, [www.wvknowhow.com](http://www.wvknowhow.com) is available. All campaign pieces would include a call to action to visit this site. Viewers would find information about the 21st Century Learning & Teaching Programs, trivia, lesson plans and other tools as agreed upon by the Department of Education.

#### IV. Special Events/Sponsorship Opportunities Events

Maple Creative's event management services have been increasingly under demand from support services to full-service events management. This service offering will compliment the campaign above. Maple Creative will offer cost effective, high impact, creative event planning solutions for the West Virginia Department of Education no matter what size project or program. Working in concert Maple Creative will provide assistance in event management services.

From conceptual design of the dimensional elements to final production and on-site assistance, Maple Creative will connect the West Virginia Department of Education and the "Know How" brands to their audiences in a consistent, classy and contemporary fashion.

Maple Creative has extensive experience in event management highlighted by our firm's experience in the marketing, advertising, and public relations for the National Mining Association Pete Dye Classic held in Bridgeport as well as several regional grand openings and the popular CREATE WV Conference.

The following are a few of the ideas Maple Creative proposes as a means of increasing awareness, furthering the Department mission and further position the campaign:

- ***'Know How' Day at the Legislature*** – This event would allow schools across the State to showcase the successful implementation of 21st Century Learning & Teaching Programs in the classrooms to a key audience;
- ***'Know How' Night With the West Virginia Power*** – We believe that an event at this venue would serve to inform the general public about the 21st Century Learning & Teaching Programs in a fun and educational manner by applying complex subject matter to the game of baseball. Why does a fielder bounce the ball to first base on a throw out? What are the physics of a breaking ball? All these questions and more could be answered on a select night. Additionally, we would consider airing TV ads produced during in game breaks on this and other game nights;
- ***West Virginia State Fair & Similar Events***– We believe that these events typically held in summer months afford us with the opportunity to expand grassroots and grasstops awareness of the 21st Century Learning & Teaching Programs;

- ***West Virginia Without Technology Week*** – Imagine not being able to use all the technology we take for granted – for just one week. This would be a statewide event in which classrooms would be given an assignment that required critical thinking, problem-solving skills, and communication skills. One catch, the assignment must be completed without the use of technology – no search engines, no computers, palm devices, or scientific calculators – that’s Know How! The event would not only truly convey the intent of the campaign but would also garner significant earned media coverage.

**Sponsorship**-Successful sponsorship involves leveraging the power of a brand combined with the sponsored event or property that creates impact with the brand owners’ target audience in an experiential and measurable way. Those activities/events capable of being sponsored are commonly referred to as “properties”.

Such sponsorship may be an investment in cash or in kind activity, in return for access to the commercial or goodwill potential associated with that activity (yielding a favorable return for the sponsor). Sports, education, arts, and community events generate both passion and excitement in the hearts and minds of the public can be captured by these events in a very positive manner.

Maple Creative will work with the Department to determine viable sponsorship activities in light of **SMART** objectives. For our purposes SMART objectives are specific, measurable, achievable, results-oriented and time bound.

#### **V. Ad Specialties (giveaways)**

Ad specialties – giveaways - are becoming more and more common as a means of creating brand or campaign awareness. Such items are most effective when they are both appealing and useful.

Maple Creative recommends that such items be purchased in large enough quantities so as to obtain the best price and adequate supply for the pre-determined period of time.

**KNOW·HOW**

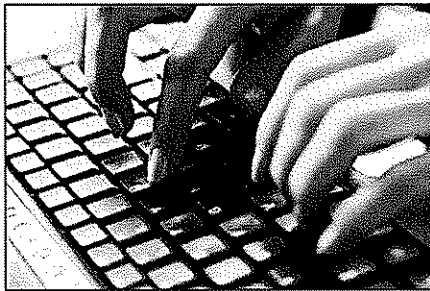
**WEST VIRGINIA'S 21<sup>ST</sup> CENTURY LEARNING & TEACHING INITIATIVE**

KNOW·HOW LOGO





**VO:** It's hard to imagine not using technology to get things done today.



**VO:** After all, technology is everywhere around us.



**VO:** At home..



**VO:** At work..



**VO:** At play..



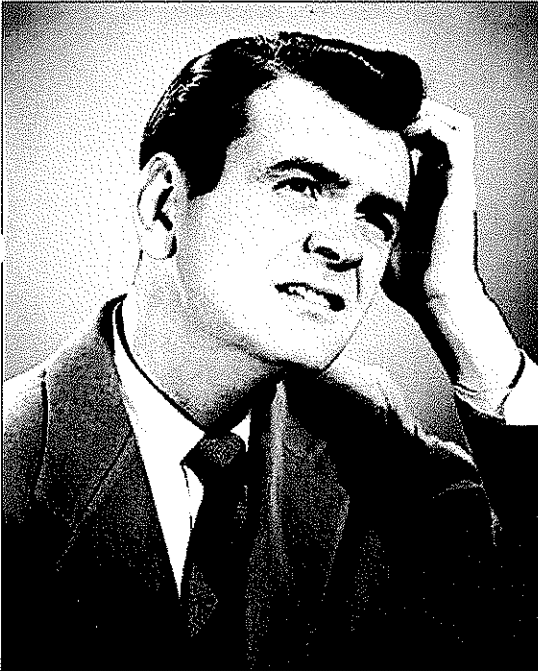
**VO:** And now thanks to West Virginia's 21st Century Learning & Teaching Programs, in our schools.



# KNOW·HOW

WEST VIRGINIA'S 21<sup>ST</sup> CENTURY LEARNING & TEACHING INITIATIVE

[wvknowhow.com](http://wvknowhow.com)



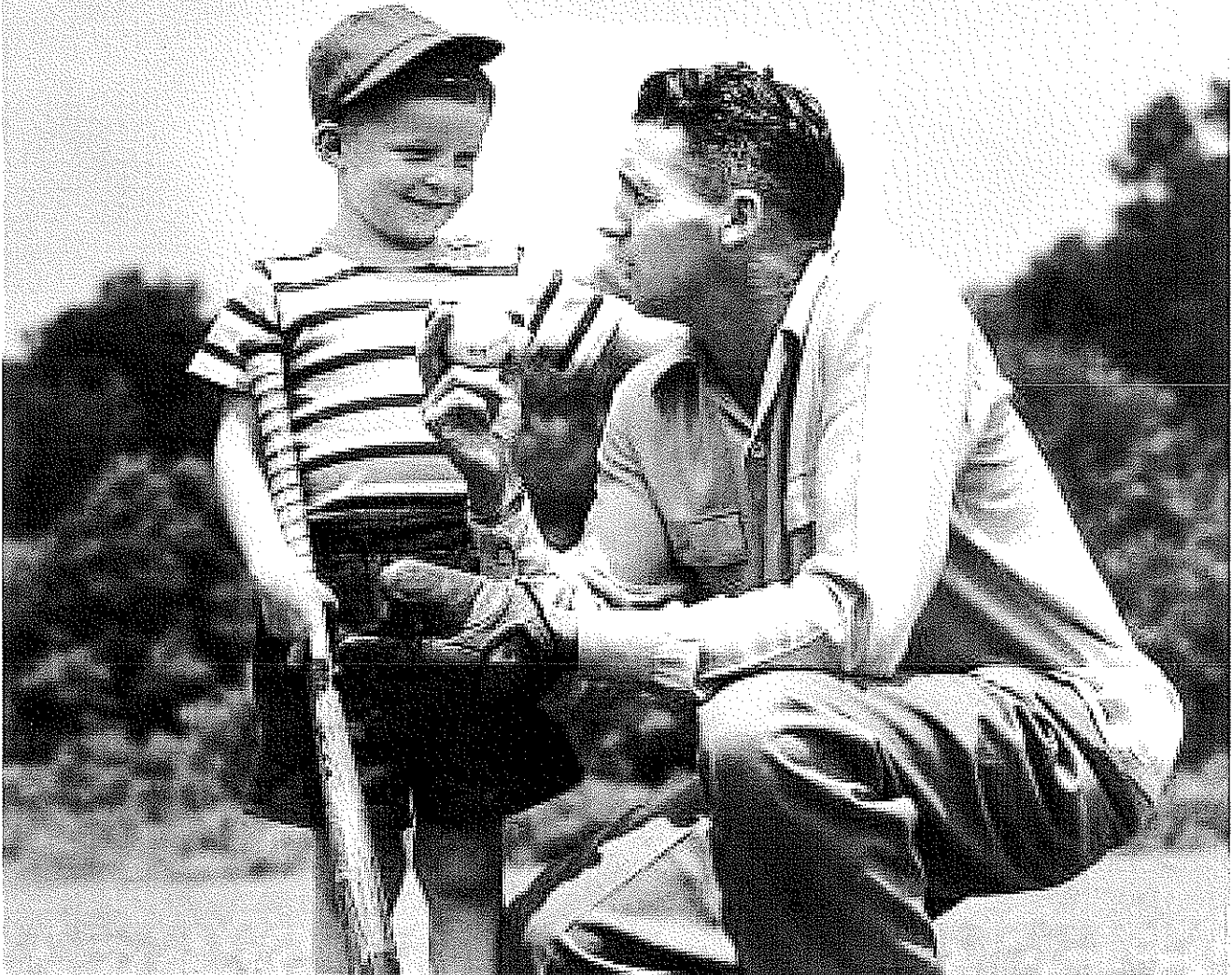
Your kid has it.  
**DO YOU?**

**KNOW·HOW**  
WEST VIRGINIA'S 21<sup>ST</sup> CENTURY LEARNING & TEACHING INITIATIVE

[wvknowhow.com](http://wvknowhow.com)

KNOW·HOW BILLBOARDS

...and that's what we call sequential summation of momentum.

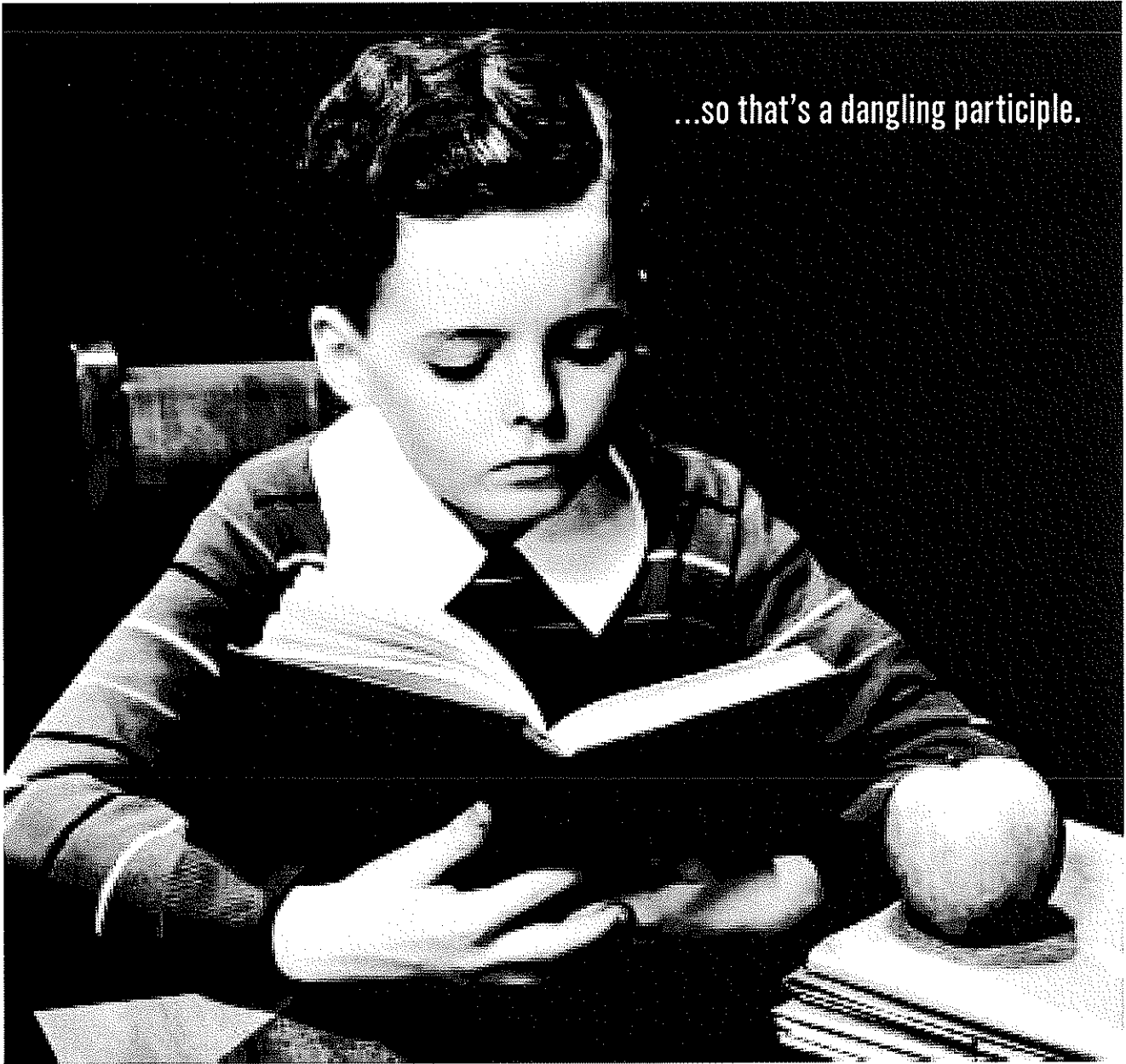


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To learn more about the role technology  
and critical thinking play in your life visit

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...so that's a dangling participle.

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It's physics that make me fast!



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## 4.1 C – VIDEO/DVD PRODUCTION

The RFQ has requested 2 examples of our agency's experience in video/DVD production. To date, Maple Creative, either in-house or through an established relationship with a third party, has not produced training videos or educational materials on video/DVD.

However, Maple Creative has extensive experience in video production having produced countless advertising campaigns for a variety of clients and campaigns. Recently, our in-house production capabilities earned Best in Show from the Charleston Ad Club for our Kelley's Men's Shop ad series. Finally, Maple Creative maintains positive relationships with a number of third party video production vendors within West Virginia and the region .

The following (included in the disc which follows) are but a few examples of our experience in video production:

Kelley's Men's Shop  
Fairmont Federal Credit Union