



West Virginia Purchasing Division

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The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header

List View

General Information | Contact | Default Values | Discount | Document Information

Procurement Folder: 89911

SO Doc Code: CRFP

Procurement Type: Central Master Agreement

SO Dept: 0304

Vendor ID:

SO Doc ID: TOR1500000005

Legal Name: AARP Services, Incorporated

Published Date: 4/17/15

Alias/DBA:

Close Date: 4/28/15

Total Bid: \$0.00

Close Time: 13:30

Response Date:

Status: Closed

Response Time:

Solicitation Description:

Total of Header Attachments: 0

Total of All Attachments: 0



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

**State of West Virginia
 Solicitation Response**

Proc Folder : 89911

Solicitation Description : Addendum No.02 Tourism CRFP for Website

Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2015-04-28 13:30:00	SR 0304 ESR04281500000003475	1

VENDOR

VS0000004950
 AARP Services, Incorporated

FOR INFORMATION CONTACT THE BUYER
 Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X **FEIN #** **DATE**

All offers subject to all terms and conditions contained in this solicitation



RFP Subject:

WV Division of Tourism—
Website Design & Development

RFP Number:

CRFP 0304 TOR1500000005

Vendor Name: Influent50

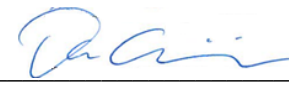
Business Address: 650 F Street NW, Washington, DC 20004

Telephone: 202-434-7569

Fax: 202-434-6980

Contact: Dave Austin

Email: daustin@influent50.com

Signature: 

Date: 4-24-2015



HERE WE DREAM AND BEGIN AGAIN.

AN EXCERPT FROM "A SONG FOR WEST VIRGINIA" BY MARC HARSHMAN.

50
INFLUENT
AN AARP SERVICES AGENCY

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Attachment B

- Addendum Acknowledgement Form
- Purchasing Affidavit



ATTACHMENT A: VENDOR RESPONSE SHEET

3.1 Company Description, history and years of experience related to the development and design of a destination marketing website.

Attachment A, 3.1 Company Description



Company Description

Influent50 (I50) is a full-service marketing agency grounded in data insights and research that enable us to reach and engage with our Client's optimal audience segment. We offer a full range of capabilities from strategic planning and creative development to campaign management and reporting.

As a division of AARP Services, Inc., (ASI), a for-profit wholly owned subsidiary of AARP, we have access to AARP's data and research, and key brands such as expedia.com, Avis Budget Group, Hilton, and Norwegian Cruise Lines—which has helped us develop our understanding of the travel category. The other division of ASI is responsible for quality control and oversight of providers of AARP endorsed products.

Most recently, Influent50 has developed successful campaigns for Hyatt, Hilton, Grand European Travel, Collette Travel and Avis Budget Group.

Attachment A, 3.1 Company Description

Influent50 Capabilities

Data & Analytics: Knowing Your Audience	Understand via Research & Insights	Other Engage through Design & Implementation
<ul style="list-style-type: none"> • Modeling & Targeting • Universe Sizing & Segmentation • Reporting & Measurement, ROI Analysis & Program Optimization • Database & File Management 	<ul style="list-style-type: none"> • Insights based on behavioral and psychographic data sources • Qualitative and quantitative customized research—Study designs ranging from traditional surveys to mobile ethnography 	<ul style="list-style-type: none"> • Marketing strategies • Branding, messaging & positioning • Advertising, direct marketing & digital marketing • Mobile/social media channel strategies & design • Customer development and retention strategy

I50 launched in 2014 and has built a team of 35 marketing professionals with many years of database marketing and advertising experience. With regard to website design, below offers a sampling of sites that the team has worked on in current* and previous** positions:

MyMedicareMatters.org*
 Bahamas.com (specifically trip wizard)**
 Zytiga.com**
 Belsomra.com**

Repistory.com**
 Blackboard.com**
 Youngscientistchallenge.com**
 Brilliantceilings.com**
 AARPTTravel.com*

Attachment A, 3.1 Company Description



I50 has an extensive partner network with strong and established relationships to augment existing capabilities. I50 often taps into their 3rd party subcontractors for website back-end development, media buying and subject-matter experts as needed.

Based on our understanding of the scope, scale and visibility of this project, we have chosen Mindstream Interactive (see company details in Section 3.3) as our development provider for the West Virginia Tourism redesign. Influent50 and Mindstream Interactive enjoy a strong, strategic partnership that allows the discrete, but complementary skill sets of both organizations to flourish.

Mindstream Interactive has worked on several website projects similar to what is requested by this RFP including:

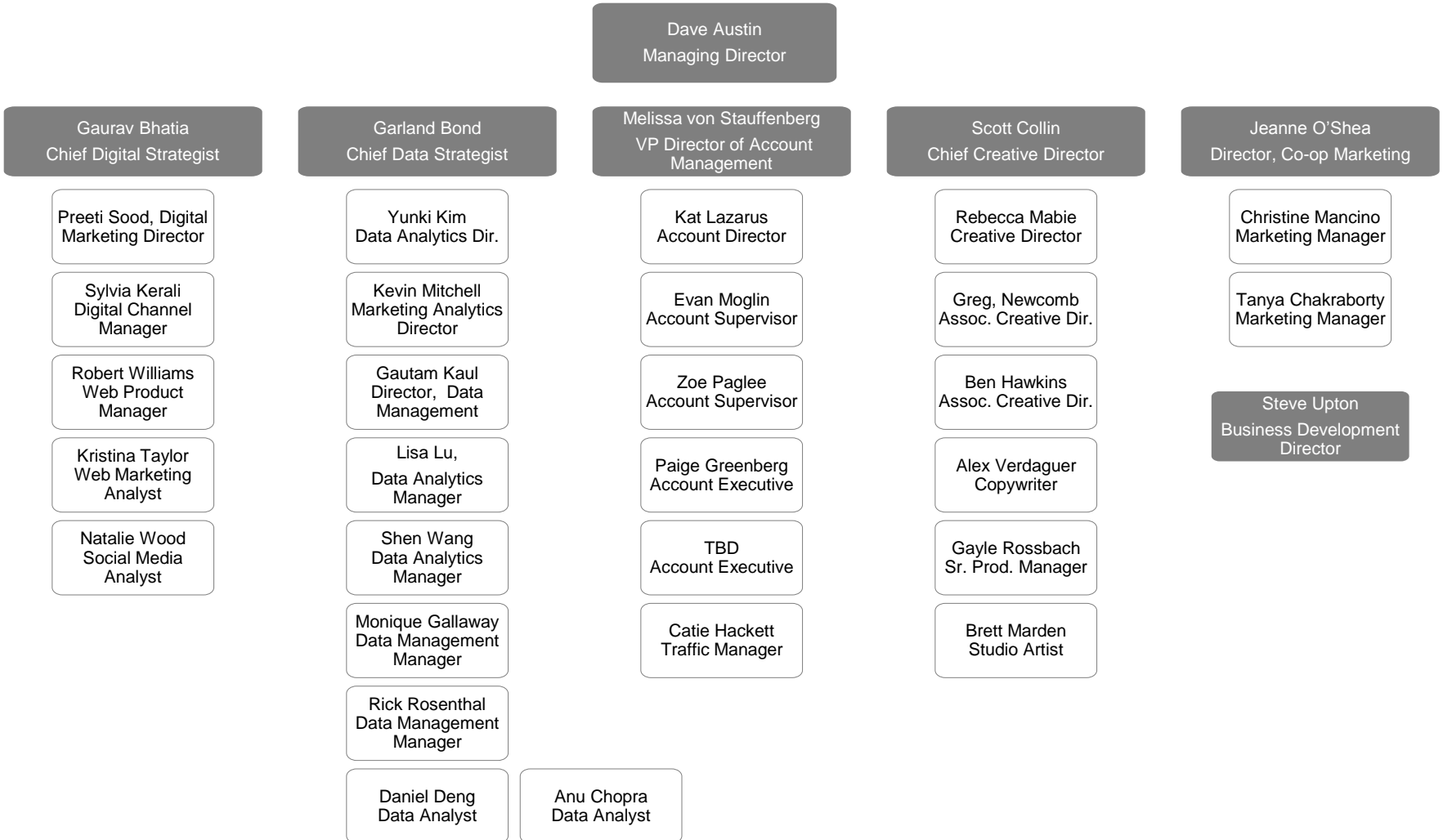
Jamaica Tourist Board
AARP Travel & Discounts
AAA



ATTACHMENT A: VENDOR RESPONSE SHEET

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

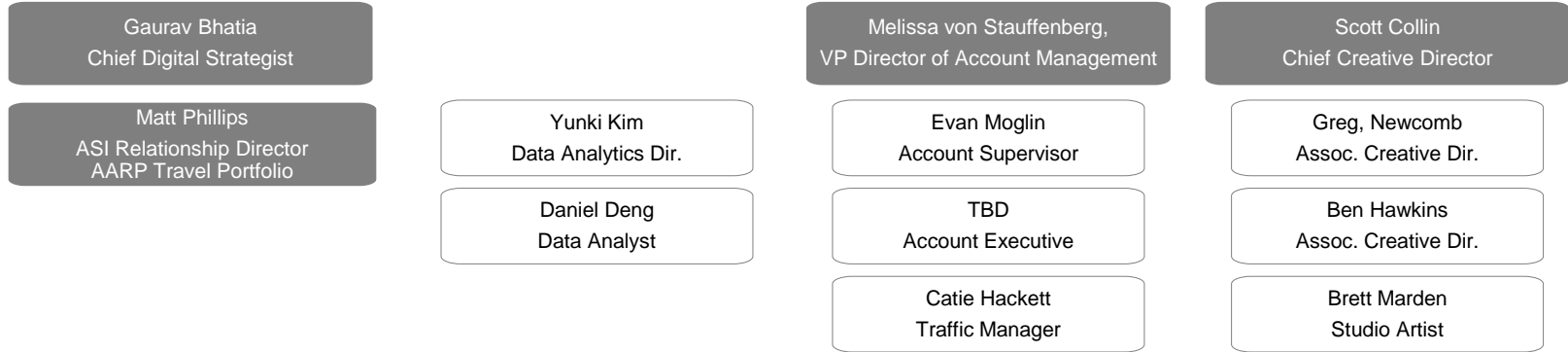
Attachment A, 3.2 Organizational Chart



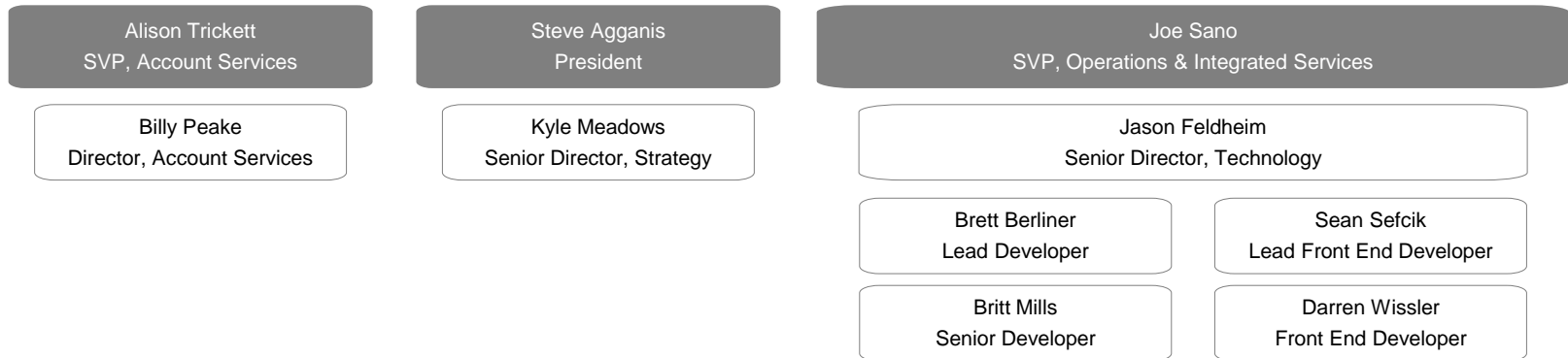
Attachment A, 3.2 Organizational Chart

(see pages 71-83 for Bios of Project Teams)

Project Team: Research, Analytics, Strategy, IA/UX and Creative Design



Project Team: Development and Integration





ATTACHMENT A: VENDOR RESPONSE SHEET

3.3 Subcontractor company information and references. Provide names, addresses and experiences of any subcontractors that will be used in the day-to-day performance of this contract in delivering services described in this proposal.

Attachment A, 3.3 Subcontractor Company Information



About Mindstream Interactive

Mindstream Interactive is a full-service digital agency that balances the innovative with the tried-and-true. They engage consumers, create insightful experiences and plan integrated media buys. Their work comes to life by tapping into both sides of their brains—and embracing the tension that comes from it.

They partner with great brands like AARP Member Advantages, Bed Bath & Beyond, Budget Blinds, CHANNELLOCK, CollegeAdvantage 529, Elmer's Glue, HoneyBaked Ham, KrazyGlue, Massage Envy Spa, OhioHealth, Surescripts, The UPS Store, Whirlpool and X-ACTO to create meaningful connections that resonate and activate consumers.

Mindstream Interactive was formed in April 2014 when the digital team at SBC Advertising and the media experts at Aviatech came together under Eastport Holdings. Prior to the merger, both groups had more than 15 years of experience connecting consumers and brands through digital solutions. The client roster and leadership teams remain the same—and growing right along with them.

To learn more, visit them at www.mindstreaminteractive.com

Attachment A, 3.3 Subcontractor Company Information



Mindstream Interactive Details

<p>Columbus Office (WV Tourism Primary), 43 Employees 250 West Street, Suite 100 Columbus, OH 43215 Phone: 614.754.2000 Fax: 614.255.2600</p>	<p>San Diego Office, 47 Employees 7220 Trade Street, Suite 300 San Diego, CA 92121 Phone: 858.777.5000 Fax: 858.777.5060</p>			
<p>Capabilities Insights & Brand-centric Strategy Analytics & Optimization Information Architecture User Experience & Visual Design Creative & Technical Copywriting Content Strategy & Marketing End-to-End Development Creative Production & Quality Assurance Digital Media Planning & Buying Search Marketing (SEO/SEM) Social Media Client Relationship & Project Management</p>	<p>Specialties User research & engagement Retail, CPG, Restaurant, Healthcare & Franchise marketing Ecommerce Email Mobile Point-of-Sale & In-store Activation Loyalty Programs Geotargeting, Re-targeting, Sequential Programming CMS & Third Party Integration and Management</p>			
<p>References</p> <table border="0"> <tr> <td data-bbox="193 1042 676 1239"> <p>Plaskolite, Inc. Jonda Baldwin, <i>Marketing Administrator</i> 1770 Joyce Avenue Columbus, OH 43219 Email: jonda.baldwin@plaskolite.com Phone: 614.294.3281</p> </td> <td data-bbox="680 1042 1159 1239"> <p>Surescripts Vince Giglotti, <i>Senior Manager</i> 2800 Crystal Drive Arlington, VA 22202 Email: vince.giglotti@surescripts.com Phone: 703.921.2109</p> </td> <td data-bbox="1163 1042 1729 1239"> <p>Ohio Tuition Trust Authority Beverly Martin, <i>Director of Marketing</i> 35 E. Chestnut St., 8th Floor Columbus, OH 43215 Email: bmartin@collegeadvantage.com Phone: 614.995.1968</p> </td> </tr> </table>		<p>Plaskolite, Inc. Jonda Baldwin, <i>Marketing Administrator</i> 1770 Joyce Avenue Columbus, OH 43219 Email: jonda.baldwin@plaskolite.com Phone: 614.294.3281</p>	<p>Surescripts Vince Giglotti, <i>Senior Manager</i> 2800 Crystal Drive Arlington, VA 22202 Email: vince.giglotti@surescripts.com Phone: 703.921.2109</p>	<p>Ohio Tuition Trust Authority Beverly Martin, <i>Director of Marketing</i> 35 E. Chestnut St., 8th Floor Columbus, OH 43215 Email: bmartin@collegeadvantage.com Phone: 614.995.1968</p>
<p>Plaskolite, Inc. Jonda Baldwin, <i>Marketing Administrator</i> 1770 Joyce Avenue Columbus, OH 43219 Email: jonda.baldwin@plaskolite.com Phone: 614.294.3281</p>	<p>Surescripts Vince Giglotti, <i>Senior Manager</i> 2800 Crystal Drive Arlington, VA 22202 Email: vince.giglotti@surescripts.com Phone: 703.921.2109</p>	<p>Ohio Tuition Trust Authority Beverly Martin, <i>Director of Marketing</i> 35 E. Chestnut St., 8th Floor Columbus, OH 43215 Email: bmartin@collegeadvantage.com Phone: 614.995.1968</p>		



ATTACHMENT A: VENDOR RESPONSE SHEET

3.4 A list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

3.5 Contact names, telephone, email and fax numbers of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

Attachment A, 3.4 Accounts Gained & Lost in Past 12 Months



Accounts Gained in the Last 12

Travel	Insurance/Medicare	Other
Hyatt	Aon Hewitt	Chase
Hilton	National Council on Aging	ADT
Avis Budget Group	Services	AARP Membership & Innovations Team
Collette Travel	Delta Dental	aarphealthcare.com
Grand European Travel	Petplan	aarpdiscounts.com
Allstate Roadside Assistance	UnitedHealthcare	
	EyeMed	
	The Hartford	
	Foremost	

Accounts Lost: 85% of Influent50 clients have engaged Influent50 in additional projects and we have an ongoing relationship with them. The remaining percentage have not actively severed their relationship with Influent50, and we expect to continue working with them on ad hoc requests in the future.

Memberships: DC Ad Club

Attachment A, 3.5 References

References:

EyeMed

Lisa Gala, Sr. National Account Manager
4000 Luxottica Place | Mason, OH 45040
lgala@eyemed.com
o 513.765.3464 | c 513.313.9138

National Council on Aging

Susan Stiles, Ph.D., Senior Director, Product Dev.
251 18th Street South | Suite 500 | Arlington, VA 22202
susan.stiles@ncoa.org
o 202.479.6975 | c 571.274.5671



ATTACHMENT A: VENDOR RESPONSE SHEET

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking and monitoring of the project, comprehensive evaluation of the project.

Attachment A, 3.6 Similar Project Example 1

MyMedicareMatters.org Site Redesign Project

Challenge:

MyMedicareMatters.org experienced low traffic & high bounce rates on the homepage (~66%). Inability to separate content from product or find paths to either.

What We Did:

Redesigned, rebuilt and re-launched mymedicarematters.org. During discovery, we saw faulty tracking, good content but hard to find, and a cluttered interface without helpful tools for decision-making. We created a site that is:

1. Less overwhelming & cumbersome via simplified navigation
 - Reduced # of clicks from 7 to 3 to reach deepest content
 - Consolidated content into long-form pages to keep from clicking off and going down a rabbit hole
2. Delivering on Medicare Journey and Use Models via simplified pathway and an option to select your journey
3. Offers useful elements like: tools, infographics, email capture, videos, etc.
4. Developed analytics strategy, dashboard and implemented tracking package

Results:

Bounce rate reduced to 50%, an improvement of approximately 25%.

Attachment A, 3.6 Similar Project Example 1

MyMedicareMatters.org Site Redesign Creative

New Design: Homepage



Email Capture

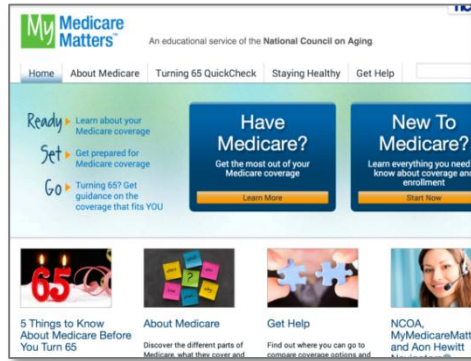
Simplified Navigation

Video

Select Pathway Based on Your Experience Level

Learn about Other People Who Are Exploring Their Medicare Options

Old Design



Attachment A, 3.6 Similar Project Example 2

AARPhealthcare.com Optimization

Challenge:

Optimize the customer experience by providing health coverage resources and tools in a consumer/user-friendly web environment.

- Increase web referral rate through optimization of site design, product focused navigation and intuitive path flow
- Opportunity to increase organic traffic to the site (SEO friendly page titles, product and education content)



Attachment A, 3.6 Similar Project Example 2

AARPhealthcare.com Optimization

What We Did:

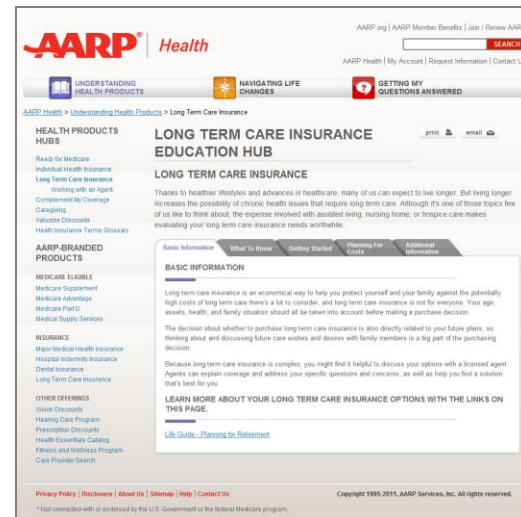
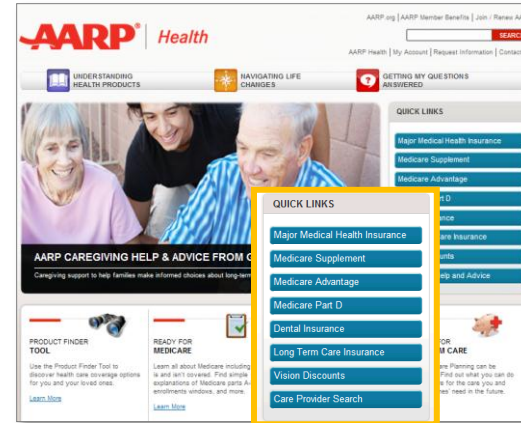
Conducted usability to understand pain points for users throughout the site.

Old Design: Homepage

- Site navigation confusing/unclear
- Design and layout across site can be customized for better user experience
- Limited relevance in site content
- Complex left navigation, extensive, unscannable copy
- Difficult to find product within content

Old Design: Education Landing Page

- No tie in with product and education content
- Tab design structure
- Update copy and enhance formatting



Attachment A, 3.6 Similar Project Example 2

AARPhealthcare.com Optimization

Results:

Optimized site design based on usability research discovery and learning.

New Design Optimizations: Homepage

- Product and category focused navigation
- Responsive design easily convertible across devices
- Personalized product interest sections, design for 50+, social media integration
- Streamlined and created tie-in with content across product and education hubs

New Design Optimizations: Education Landing Page

- Page design, use of color and layout drew positive reaction
- Tab structure made it easy to go to next section
- Participants responded positively to video content for additional education
- Differentiation between products and education



Attachment A, 3.6 Similar Project Example 3

Elmers.com

Challenge:

Based on insights drawn from analytics and a shifting consumer landscape, we proactively recommended redesigning Elmers.com to add value for Elmer's customers. We wanted to strengthen relationships with their core audiences by integrating content that would keep them coming back.

What We Did:

Elmer's is the go-to for school and craft supplies—and they're associated with projects because of it. We saw a connection between that and the customers' need for creative ideas, class lessons, and helpful tips. We concentrated on four main audience groups (parents, teachers, crafters and DIYers), we categorized curated projects, blog posts, printables, video and lesson plans. We enriched the user experience and gave equal prominence to products and content.

In addition to partnering with Discovery Channel, PBS Parents and ABC Teach, we also sourced content from the most influential people of all—the parents and teachers themselves. This gave consumers a chance to both interact with content, and influence it.

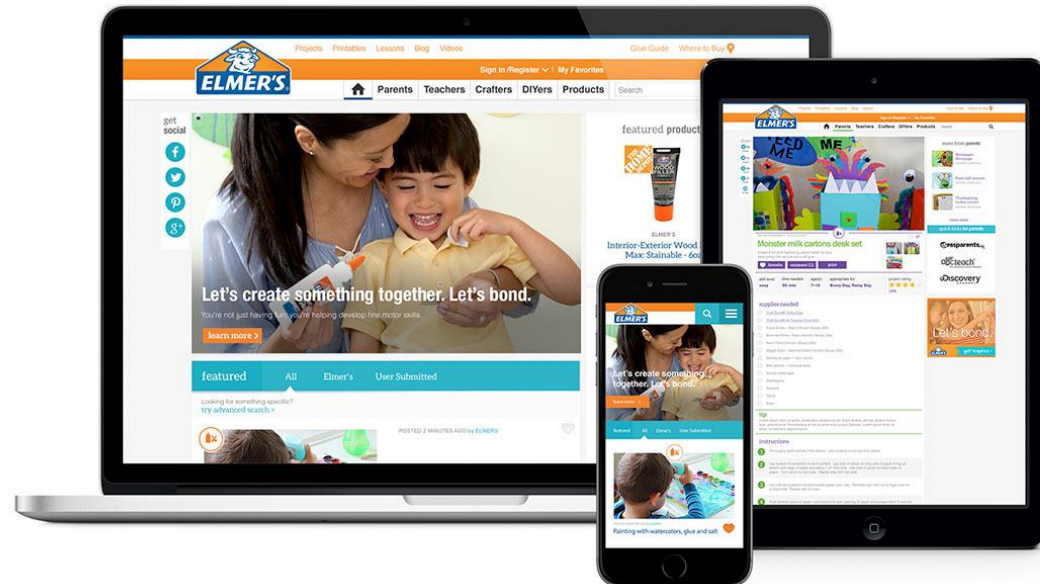
Attachment A, 3.6 Similar Project Example 3

Elmers.com

Results:

We rebuilt the site to add value to the experience, beyond showcasing products. Custom-tailoring content, we empowered customers and encouraged creativity, which led to a deeper consumer connection.

- 50% increase in site traffic year over year
- 24% increase in page views year over year
- 4,500+ projects printed





ATTACHMENT A: VENDOR RESPONSE SHEET

3.7 Provide a listing of clients whom you provided services similar to the services being requested in this RFP over the last three years.

Attachment A, 3.7 Listing of Clients for Similar Services



Influent50 and Mindstream Interactive have worked on similar projects for the following clients.

<p>Influent50</p>	<p>National Council on Aging Services AARP Services, Inc.</p>	
<p>Mindstream Interactive</p>	<p>AARP AARP Services, Inc. Abrasive Technology Bed Bath & Beyond Bob Evans Bruegger’s Bagels Channellock City Gear CollegeAdvantage 529 Elmer’s Glue</p>	<p>Genie Krazy Glue Nationwide Insurance Plaskolite Surescripts Value City Furniture Wayne Dalton Whirlpool X-ACTO Zaner Bloser</p>



ATTACHMENT A: VENDOR RESPONSE SHEET

4.1 To develop, design and implement a state-of-the-art destination marketing website.

Attachment A, 4.1 Approach

Influent50 approaches the web build process in three phases: Identify, Inform and Inspire.

1) **Identify (Research, Analytics, Strategy)**

At the core of everything we do are data and consumer insights. Insights are what power the most successful websites, television commercials and fully integrated campaigns. During this phase, we conduct a discovery to uncover these key insights through: 1) Target Audience Review: Data Analysis to find key audience, Usability testing, Existing research and 2) Competitive Analysis: Best in-class, Best practices, Social presence and SEO.

Deliverable: Website Creative & Project Brief

Technology Discovery Interview & Audit

To fully understand the website processes, databases, admin tools and third-party involvement, we will audit and meet with the appropriate technology stakeholders to get an understanding of the website opportunities, features and limitations.

Deliverable: Executive Summary of Technology Interview(s)

Technology Recommendations

Once business and functional requirements for this project are agreed upon, we'll provide recommendations and costs for third party solutions—such as hosting, Content Management System and Email Service Provider.

Deliverable: Executive Summary of Technology Recommendations (with costs)

Attachment A, 4.1 Approach

2) Inform (IA/UX and Creative Design)

Key Client stakeholders and I50 review the research report, discuss key findings and clarify questions. We internalize the findings and launch the creative process including user interface, design and content generation.

Deliverable: User Flow, Site Map, Wireframe Development and Creative Concept, Copy Deck and Imagery.

Data Analysis & Mapping

Once we have an approved wireframe, we will analyze all of our data sources to ensure that we have everything we need in order to begin development. Any outliers will be identified so we can work through how the missing pieces will get filled in.

Deliverable: 1 executive summary of data analysis findings

Technical Specifications

Once the design is approved, we will craft a document that outlines the intended functionality and technical requirements for the website. This document will be the roadmap from which the development team will begin building the website.

Deliverable: 1 technical specifications document, 2-3 rounds of feedback

Attachment A, 4.1 Approach

3) Inspire (Development and Integration)

This is the stage where we will bring the concept to life, launching a site that inspires travel to WV. We will provide a detailed scope of work for the development of the website once we fully understand the scope of the development activities. In lieu of a detailed scope, we anticipate performing the below activities for this project and have based our initial budget estimate on this.

Setup of internal staging server	Setup/coordinate hosting	Database development
Web analytics integration	Baseline SEO (meta & title tags, redirects, script analysis, image optimization)	Back end development
Image production/slicing	Front end development	Content entering in admin tool/CMS
Third party tool integration	Admin tool development	Deployment to production server
QA & browser testing prelaunch	Deployment plan	Site map creation & SEO submissions
QA Post Deployment	Code handoff & documentation	Project management/BA
		CMS training & documentation

Media Planning: In addition, we develop a media plan to drive awareness of and traffic to the site. Per the RFP, at this point, the cost estimate is not included, but topline approach is provided.

Attachment A, 4.1 Approach

We will undergo a stringent exploratory to set mandates and considerations for site design and development. As a preliminary look, we've pulled together the following information to help guide our initial site concept and approach described on upcoming pages 34-40.

Our Mission

To promote West Virginia as the premier outdoor destination offering unmatched natural beauty, exhilarating adventures and authentic experiences.

- Reinforce and own “Wild, Wonderful WV”, the brand identity
- Create a best-in-class travel and tourism where users are inspired to plan their trip from start-to-finish and encouraged to share their experiences
- Drive traffic (visits) to the site and encourage longer time on site and repeat visits

West Virginia Tourism Target Audience

Focus on people who live in close-by states (OH, PA, DC, VA, KY, NC) within 5-6 hour drive or in-state residents who are looking for a long weekend or 3-4 day getaway. We see the audience falling into three distinct groups, Adventure, Family and Boomers.

Adventure	Family	Boomers
<ul style="list-style-type: none"> • Age 18-34 • Singles and couples • Household income of \$45,000+ • Employed 	<ul style="list-style-type: none"> • Age 35-54 • Married with children • Household income of \$125K+ • Employed 	<ul style="list-style-type: none"> • Age 45-65 • Empty nesters • Household income of \$85,000+ • Mostly retired

Attachment A, 4.1 Approach

Travel Insights

- Travelers use online review sites, like Trip Advisor, and show preference for word-of-mouth feedback, traveler submitted reviews are most widely used online feature in travel shopping
- 25-34 year olds show the highest incidence of leisure travel
- While Boomers have the disposable income and time to enjoy travel
 - Those who are 50+ take about 6 non-business trips at least 50 miles from home per year
 - Top two reasons to travel for a Boomer 1) spending time with family/friends or 2) vacation of 5+ nights
 - Vast majority of Boomers use websites to plan and book non-biz travel

Other Tourism Sites

Tourism sites range from country to state to city/town to aggregated “experience-driven” sites—some are done well and others succumb to often-seen pitfalls. Some best practices that we’ve seen are sites that:

- Integrate the personality of the state within the site and the brand identity is ownable
- Leverage simple, easy-to-understand navigation focused on: to see, to do, to stay, eat & drink, local events
- Include fun and interesting engagement tactics like tools to help you plan your trip, areas to learn what other travelers did and recommend, video clips and local event calendars, a place to sign up for new information, etc.

Attachment A, 4.1 Approach

Challenges *(What Are the Key Barriers That Could Be Keeping People From Visiting WV)*

- Top reasons to stay home: 1) financial reasons 2) no time to travel 3) no desire to travel
- Of US States, WV is ranked 44th when chosen for 55+ on most recent trip
- WV online presence is confusing with multiple sites and a cluttered user interface
- People may not be aware of the natural beauty, cultural attractions and outdoor recreation activities that WV offers

Benefit *(Why WV, What Is the Benefit and Value vs. Another State)*

West Virginia is a close-by and convenient location for a long weekend or a 4-5 day getaway with a range of activities from outdoor adventures like white-water rafting to cultural and historical attractions to a relaxing spa or golf weekend.

Key Takeaway *(What We Want People to Think and Do After Visiting the Website)*

West Virginia, Wild and Wonderful, is a beautiful destination with many activities (relaxing or adventure) that I enjoy. It is close-by and easy to get to. I'm going to visit West Virginia for my next long weekend getaway. And, I'm going to use GoToWV.com to plan my trip.

START A STORY IN **WILD** AND **WONDERFUL** WEST VIRGINIA

Vacations start as a small dreamy desire to break away from the routine, a promising setting and a cast of characters. Family. Friends. A loveable, but ornery dog. Or a few co-workers with a shared craving for a stress-relieving road trip. They can evolve into cherished stories with multiple scenes and experiences that are permanently inscribed on your brain, and recited at the drop of a hat. They're told over and over. And they often end with a nostalgic sigh, smile-masked longing to do it all over again, and an earnest recommendation for the listener, "you gotta go experience it for yourself. Here, look at this picture on my Instagram..." These stories are powerful examples of word-of-mouth marketing, so let's create a GoToWV.com site that serves as the starting point for Wild and Wonderful stories and inspires travel to the state.

West Virginia is the perfect setting for legendary getaway stories, providing range of opportunities for people to enjoy the outdoors, meet amazing locals, relax, enjoy the moment and dial back the routine—while dialing up the Wild and Wonderful.



On the following pages, you will find the results of initial creative exploration for a refreshed GoToWV.com. The designs are meant to spark your imagination and ignite discussion about website possibilities. When we have the opportunity to work with you, we will embark on a thorough, collaborative journey to create a website that meets your needs, drives traffic, and attracts visitors.



WELCOME TO DIGITAL WEST VIRGINIA
Find your Wild and Wonderful here.

As soon as you cross the digital border into West Virginia, you'll be greeted by a simple, elegant, user-friendly website that reflects the soothing beauty of the state, the exciting experiences down the road and great local people that will bring your vacation story to life. No matter the vehicle—laptop, tablet, or smart phone—the responsive design of this website will ensure that you have a great experience navigating, exploring, and planning your West Virginia adventure. Your vacation begins as soon as you GoToWV.com.

West Virginia

MAP EAT STAY PLAY EVENTS #GoToWV

FIND YOUR

WILD AND WONDERFUL

WILD WONDERFUL

Slide to find your kind of adventure.

BLACKWATER FALLS

What happens when tannic acid from fallen hemlock and red spruce needles meet water? Things get wild and the water turns amber. It's no wonder this is one of the most photographed places in WV.

explore more >

GET A UNIVERSITY MIX

Find a unique mix of wonderful people, activities and food in the state's university towns. Huntington Ale House is loved by locals and should be put on your must-see-do-eat list.

explore more >

WILD & WONDERFUL B&B

If your ideal Wild & Wonderful includes a B&B, then take a long look at your options in picturesque Lost River, WV. This relaxing destination is 2 hours from DC and 2.5 hours from Clarksburg.

explore more >

CASS SCENIC RAILROAD

Wild? Check. Wonderful? Check. The Cass Scenic Railroad experience offers a complete adventure for families or people who need a little chugga chugga in their life. Plus, the surrounding region is breathtaking.

watch the video >

WELCOME HOME

Sit back, get comfortable, and explore. On the refreshed [GoToWV.com](#), you'll find simple navigation, striking imagery, fast-loading videos, and many other features to help inspire you to find your Wild and Wonderful.

- Use the Wild and Wonderful slider to start exploring experiences that fit your getaway style. As you move the slider left or right, the imagery behind it and content tiles beneath it will change dynamically. If you're super-adventurous, slide it far to the left. You'll see single-track mountain bike adventures, challenging Dolly Sods hikes, and an invitation from Smooth Ambler to swing by for a visit. If you love nature, but you don't want to try to outdo her, then slide it to the right. You'll see a package deal from The Greenbrier, a walking-tour of historic Lewisburg, and great place to sample wines from across the state, including the award-winning Riesling from WineTree Vineyards.
- Something catch your eye? Then click on heart in the content tile to drop it into your Wild and Wonderful online guide.
- You've got many options to explore digital West Virginia. Check out the top navigation and turn to the next page.


NOTE: This website approach will provide ample opportunities for in-state partners, businesses and attractions to be highlighted or featured prominently.




YOU'RE SO CLOSE TO ALMOST HEAVEN

You're almost native. If you click on map in the top navigation, you'll see that you're within driving distance of some great, unique experiences. And if you're lucky to live within the state, you'll be surprised by what you'll find when you use this feature. Great vacation stories are easy to reach.

- Enter your zip code and the map will reveal a mix of destinations and experiences that are close in proximity to where you live. The content tiles beneath the map will change dynamically based on your location.
- If you have something in mind, click on eat, stay, play or events to change what you see on the map and beneath it.
- Click on a map pin to reveal a photo of the destination, distance from you, and an opportunity to take a closer look.

 My W&W Guide

 <p>CHARLESTON</p>	 <p>SENECA ROCKS</p>	 <p>GLEN FERRIS INN</p>
<p>Obit ped quam, te dolo ipsanim arum renimiliberi officius derci discit, net et que re sam dolo qui cus exserant quam solorem harum qui dolor acea ditio. Nem voluptat veribus voloreribus moluptatum nia dolentihit quis rem quas volorrupam atii res este</p>	<p>Obit ped quam, te dolo ipsanim arum renimiliberi officius derci discit, net et que re sam dolo qui cus exserant quam solorem harum qui dolor acea ditio. Nem voluptat veribus voloreribus moluptatum nia dolentihit quis rem quas volorrupam atii res este</p>	<p>Obit ped quam, te dolo ipsanim arum renimiliberi officius derci discit, net et que re sam dolo qui cus exserant quam solorem harum qui dolor acea ditio. Nem voluptat veribus voloreribus moluptatum nia dolentihit quis rem quas volorrupam atii res este</p>
		

My Wild and Wonderful Guide

Done exploring? Click the heart at the top of the page to review the places and experiences that caught your eye. And when you're ready to start building your vacation story, click on the links within your picks to make reservations.

NOTE: In order to use this feature on the website, we will ask visitors to provide their email address and other information. It's a great way to start a conversation about what they liked and offer incentives to travel.



FIND YOUR WILD ^{THE} WONDERFUL

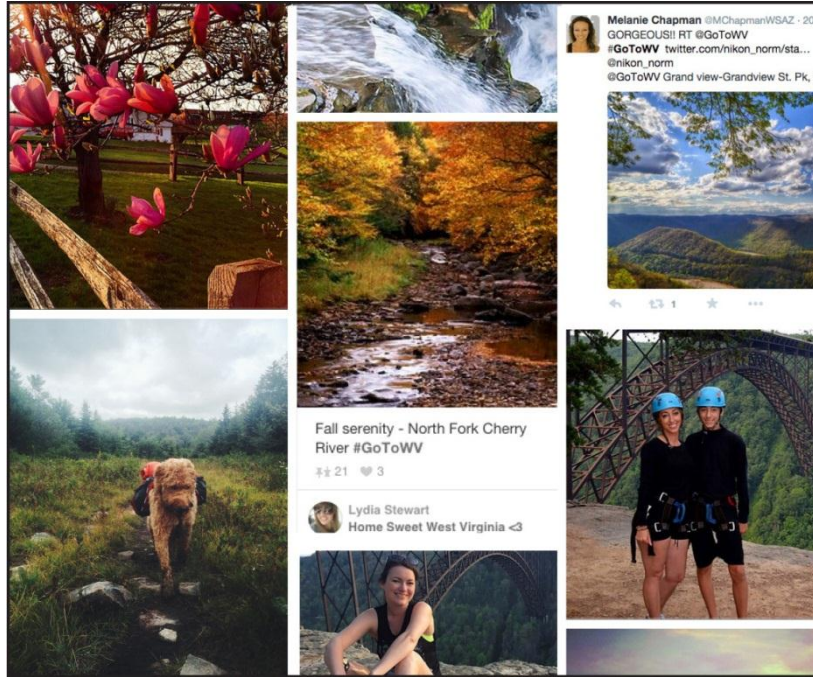
-  EAT
-  STAY
-  PLAY
-  EVENTS

#GoToWV 

Wild and Wonderful Travel Show

If you're looking for suggestions on how to start a Wild and Wonderful story, see Andrew. He's the friendly host of the Wild and Wonderful Travel Show and he's always up-to-date on new attractions, what's loved by locals, and upcoming events.

NOTE: In order to minimize costs, this video series will be filmed in our in-house studio in DC. We envision filming the host against a simple backdrop and incorporating motion graphics that tie into the look and feel of the website. The videos could be created once or twice a month.

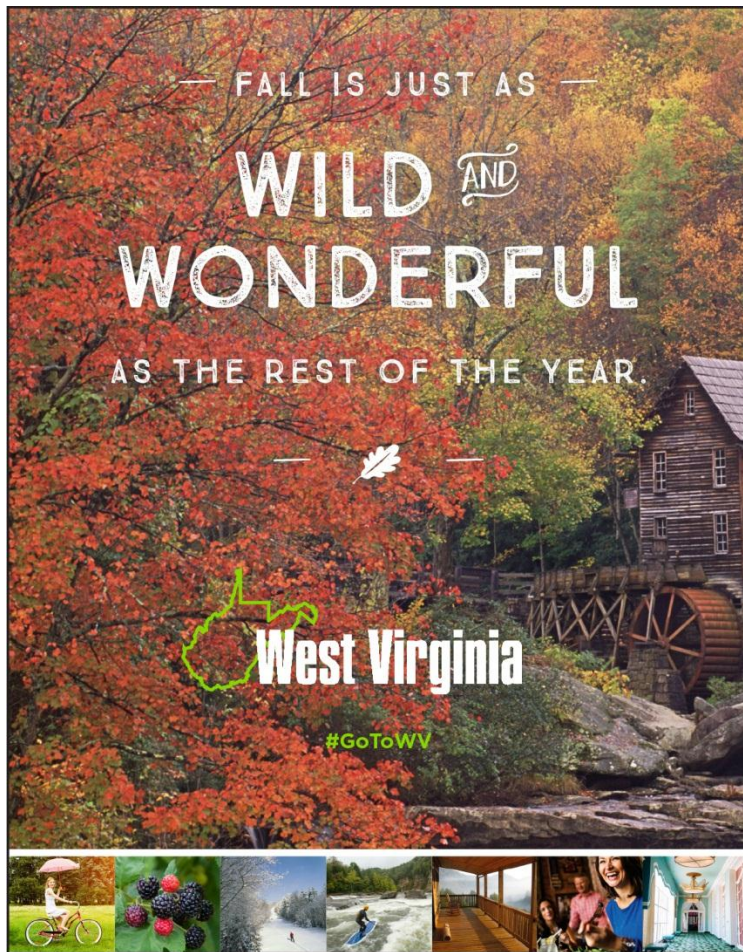


#GoToWV

Click on #GoToWV to see what the locals like, get recommendations from travelers like you or read some great Wild and Wonderful stories. If you enjoy travel reviews, this section is for you.

“You gotta meet Elvis Sparky Puddinghead on the North Fork Mountain trail. Ok, so maybe that’s not his real name. We made it up. But this dog joined us one day and hiked with us for 4 out of 7 days on this awesome trail. He howled like he was singing “Blue Christmas,” scaled rocks ten times his size and even ventured off the mountain with us to get water at the Seneca Rocks visitor center. Speaking of water, if you’re going to do this trail, be prepared to carry lots of it. But the amazing views are well worth the extra weight. Plus, you may get to meet Mr. ESP. Fingers-crossed for you. #GoToWV

NOTE: This section harnesses the momentum behind the #GoToWV hashtag to create a powerful repository of word-of-mouth marketing. It will include social media feeds, blog posts submitted by travellers, the Governor, and hopefully a celebrity or two.



ALWAYS WILD AND WONDERFUL

No matter if you're on Washingtonpost.com or driving down I-79, you'll see advertising that connects to the look and feel of the experience that you had or will have on GoToWV.com

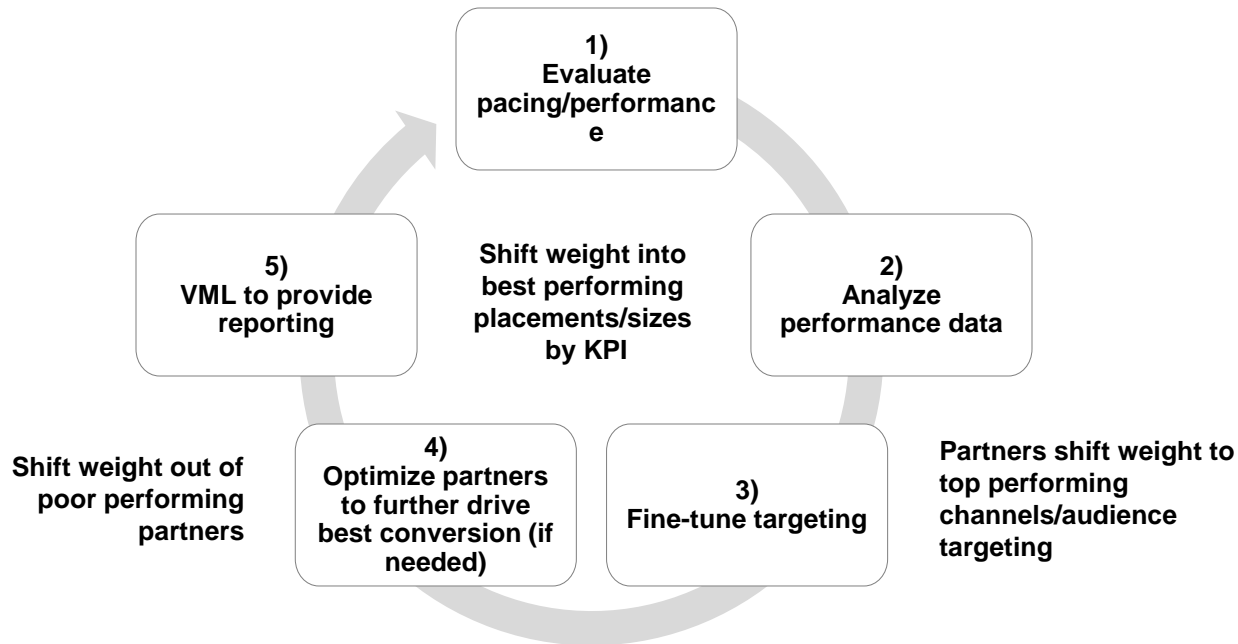


NOTE: We look forward to partnering with your agency of record to bring an integrated campaign to life. This website concept will translate easily to other mediums, helping create a cohesive experience for anyone interacting with the Wild and Wonderful brand. Thank you for the opportunity to present our initial creative vision.

Attachment A, 4.1 Approach

Digital Media Strategy

- Drive qualified site traffic and engagers/bookings through highly targeted Digital media mix, reaching a specific audience who are likely to be interested in traveling to WV
- Invest in Digital Media as a Continuity Marketing Channel with a phased test & learn approach increasing weight during key travel and/or promotional time periods
- Aggressively test and optimize throughout campaign entirety to achieve maximum efficiency



Attachment A, 4.1 Approach

Digital Media Opportunities

Paid Search	Paid Social	Retargeting Display	Programmatic Display	Travel Booking Sites
WV branded travel keywords, unbranded travel and key activity related (i.e. rafting, kayaking, etc.)	Those who reside in WV, outside WV that have shown interests in traveling	WV Tourism first party data targeting through DSP partner and/or Acxiom	Enhanced Look-alike modeling, contextual, and behavioral	Those who have researched travel information and pricing

← Cross-Channel and Platform (Display, Mobile, Tablet) →



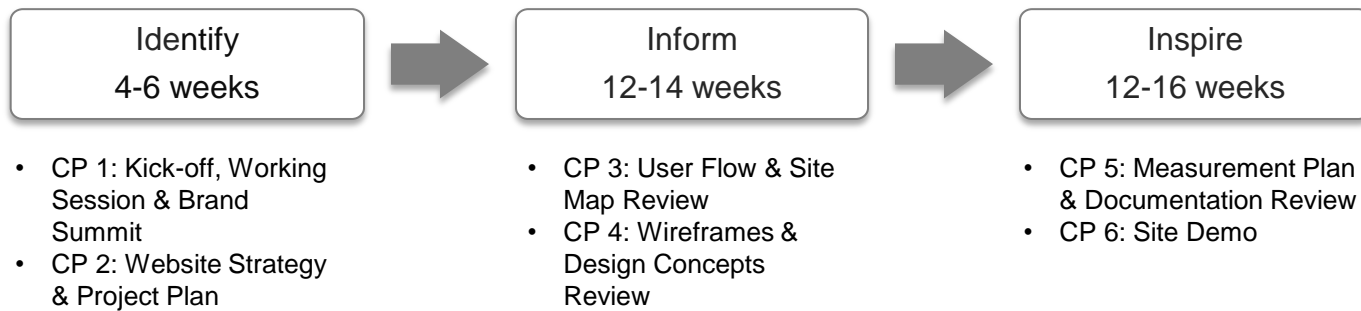
ATTACHMENT A: VENDOR RESPONSE SHEET

4.2 To maintain an open line of communication between all parties. Develop a plan for collaboration of ideas and suggestions relating to various proposals from Agency, AOR, and/or subcontractors to facilitate website project.

4.3 To incorporate the Agency's brand identity in the design of the website.

Attachment A, 4.2 Collaboration Plan

To ensure an environment of collaboration throughout site development, Influent50 has set checkpoints—face-to-face meetings for all key stakeholders as designated by the WV Client—built into their overall web build process.



Ongoing tactics to/for key stakeholders include: Bi-weekly Team Status Meetings, Weekly Status Reports and Sharing Documentation like Google Docs.

Attachment A, 4.3 Brand Identity Integration

Influent50 will work with the WV Client and the Advertising Agency of Record to ensure that we represent the WV brand identity appropriately across all marketing efforts.

This will entail informal, ongoing conversations and ideally the following:

- WV Tourism Brand Identity Summit
- WV Tourism provides established brand guidelines and standards
- All Creative Executions should undergo brand review by WV Client



ATTACHMENT A: VENDOR RESPONSE SHEET

4.4 Online components to collect data. Develop a plan for email collection, storage and outbound distribution.

Attachment A, 4.4 Email Collection

Email collection and distribution

No single channel has been more effective at attracting and continually engaging customers over the course of digital marketing's existence as email. Once thought to be fading, with the growth of mobile, it's actually seen resurgence and has solidified its place as the key to successful loyalty and reengagement programs for brands in a multitude of verticals.

Travel and tourism customers are particularly receptive to email communication because it provides a low-pressure way to regularly see what promotions, events and offers their favorite destinations are making available during any given season.

This is a major benefit for tourism boards, resorts and related groups as well. Especially in a multi-season destination like West Virginia, email can be used to effectively re-engage previous visitors, and to entice visitors who may have only planned on visiting during one season (like winter, for skiing) into coming during their personal "off" season for another trip.

In this scenario, a simple email is a win-win for West Virginia. It not only doubles visit and spending frequency, but also helps the traveler enjoy another world-class experience.

Growing our list and optimizing frequency

The website experience will be key to actively soliciting opt-ins for our outbound email communication. It can also be a powerful tool for letting our existing email list tell us what content they're interested in and how frequently they'd like to hear from us.

Attachment A, 4.4 Email Collection

Creating and capitalizing on conversion points

The key to maximizing the email acquisition potential on your site will be in combining overt, or encouraged, opt-in opportunities with more covert and natural ones.

While we'll want to spend time with your team digging deep into your unique customer journey and conversion funnel, based on our experience with the travel and tourism space, as well as extensive knowledge of effective strategies and tactics across other channels, including retail, consumer products and healthcare, we think the following tools could make sense for WV Tourism.

Initial Visit or Key Page Overlay

Sometimes called “violators” or “blockers”, this technique is extremely effective in capturing emails to initiate an ongoing relationship. And, when done well, they can actually be extremely useful in providing a logical, context-appropriate next step.

Ever-present Opt-In CTA

Many users will want to opt-in on their own terms—and that's often how you gain many of your most qualified leads. Providing an easily accessible link, button or promotional space on all pages or through navigation gives them access to the functionality when they need it and stays out of the way when they don't.

Attachment A, 4.4 Email Collection

Conversion-driven Opt-In

There will be key points in the planning and booking process when users will be asked to complete forms or provide their email address for transactional purposes. In conjunction with these tasks, it's common (and expected by users) for brands to also provide the opportunity to opt-in to marketing emails. As we plan the user experience, we can make sure we identify these opportunities and provide visible, but non-intrusive opt-in messages to build our list, while still successfully facilitating a booking.

Managing Preferences & Retaining Through Opt-Down Options

There will be times when your customers are tempted to discontinue their relationship with you—and that's certainly something they're entitled to. However, it's possible they may simply want to manage the frequency or content focus, as opposed to closing all lines of communication, and you can provide them the tools to do just that.

Facilitating Ongoing Engagement Via Email

Building an email list is only half the battle. Once we have leads—both new and returning—it's critical to understand the composition of the list and to engage its membership regularly in a way that adds value to the relationship.

Segmenting the List

An easy way to ensure the right message is connecting with the right customer is to break the list down into logical groups that are small enough to be manageable, but still large enough to provide a meaningful impact when you reach out to them. We'll work with you to identify and prioritize these groups and put together an email plan that aligns to their needs and can be taken on successfully by the organization.

Attachment A, 4.4 Email Collection

Combining Planned and Triggered Emails

In addition to breaking the list down, it's critical that you have an email communication plan that is equal parts proactive and reactive.

While the tactical execution of the strategy will be defined following our discovery work, we're recommending that you plan for an email program that combines a calendar and promotion/offer-driven backbone with an action-driven series of triggers designed to activate, or re-activate, users based on how they have chosen to, or not to, interact with the site and WV Tourism's digital footprint as a whole.

The end result? The user feels like the brand is informative without being pushy. Present without being "Big Brother." And that balance is key in keeping them coming back for more.

Attachment A, 4.4 Email Collection

Choosing the Right Email Service Provider

Like your CMS, choosing the right Email Service Provider (ESP) is critical in setting your team up for success and growth over the course of the next 3-5 years.

A number of factors go into narrowing down your choice for ESP, including:

- Current and anticipated future size of your email list
- Anticipated frequency of email outreach
- Fidelity and depth of desired reporting
- Required amount of mobile-friendly features
- Anticipated number of templates
- Extent of personalization and dynamic content features
- Potential need for automation
- Need to integrate with CMS and other internal systems
- Amount of “non-coder” skill needed to manage lists and email campaigns
- Budget

We believe we have a good feeling for the general needs for the program, based on the RFP and your response to our initial questions. Using that understanding, we’ve identified a potential vendor at each cost/feature “tier” to help shape our search.

Attachment A, 4.4 Email Collection

Initial Email Service Provider Options

We've aligned potential ESP fits based on your needs as we currently understand them. These basic requirements include:

- Ability to accommodate 750K-1.5MM members in email list over next 2-3 years
- Ability to integrate email signup form on site OR to pull on-site signup into email database
- Moderate level of ease of use in email creation for non-coders
- High level of ease of use and quality of reporting tools
- High level of mobile-friendliness
- Ability to segment (capability to increase with features and functions of ESP)
- Ability to personalize content (capability to increase with features and functions of ESP)

We'll work closely with your team to narrow down requirements and arrive at a final recommendation.

Basic: Mailchimp, Constant Contact, AWeber

Mid-level: WhatCounts, Silverpop

Enterprise: ExactTarget, Responsys, Epsilon



ATTACHMENT A: VENDOR RESPONSE SHEET

4.5 To develop and implement an industry partner portal to be accessible by industry partners for the purpose of updating and inputting listing data.

Attachment A, 4.5 Partner Portal

Implementing a Partner Portal

Given the potentially large number of partners who could be contributing either directly or indirectly, it will be critical to have a plan and tools in place for allowing those outside of the WV Tourism team the ability to safely add content to the website.

In our experience, these types of tools become heavily adopted when a handful of factors are addressed:

- The tool is easily accessible from outside the brand's internal environment (via the web)
- Access is tied to a login/unique user credential(s) with discrete roles
- The tool is robust enough to provide users the ability to input all necessary information/assets, but is still narrowly focused on the task(s) at hand
- There are clearly labeled, easy-to-navigate paths for discrete tasks
- Users of the tool are trained on its use, either via in-person sessions or a readily-accessible set of (ideally video-based) instructions
- Partner updates are made in a staging/other non-live environment and an internal team member(s) governs and approves updates before they go live
- There is a feedback loop, which can be as simple as email, in place for users to provide the brand with input and raise their hands to solicit help, if and when necessary
- The portal is supported and regularly updated to ensure prime functionality and access

Attachment A, 4.5 Partner Portal

Given what we know so far, we anticipate the primary role of the partner portal to be one of supporting individual partner listings (i.e. name, address, etc.), events (i.e. a seasonal berry festival) and offers (i.e. \$50 Off your total stay of 3 nights or more).

These and other similar tasks can be easily folded into one portal, which we would recommend to have layered visibility, in order to allow the *right* users to update the *right* information.

Also, we strongly recommend maintaining the portal as a part of the site's overall domain (whether it be through a subdomain or as a potentially hidden directory) if possible. This will allow you to maximize your investment in your CMS, facilitate an easier interface of data with the public-facing site itself and maintain easier visibility into third-party services (like analytics tracking packages).

We will work with your technical, marketing and partner teams (if applicable) to craft the right system to provide robust enough functionality to meet the project and user needs without over-engineering our solution.



ATTACHMENT A: VENDOR RESPONSE SHEET

4.6 To develop an easily editable, user-friendly site. Utilize a CMS that is user-friendly, provides the Agency flexibility and allows the Agency to be trained to update and add content to the website.

Attachment A, 4.6 Content Management System

Our Approach to Choosing the Right Content Management System (CMS)

The selection of a content management system that will meet your needs, both now and in the future, as well as your budget is key to the success of the program as a whole. Finding that balance between key features and a reasonable investment will set your team up for success and ensure a smooth development and deployment of the site.

When we're narrowing down and ultimately recommending a CMS for our clients, we take a number of factors into account.

Existing Infrastructure

First and foremost, our responsibility is to ensure our CMS recommendations maximize any investments you've already made or are planning for your internal infrastructure. Beyond the obvious financial benefits, this approach also ensures a significantly easier implementation and integration with your current environment and will make any handoff to internal teams smoother.

Attachment A, 4.6 Content Management System

Our Approach to Choosing the Right Content Management System (Continued)

Workflow and Governance

The post-launch plan for production, maintenance and management of content directly implicates your CMS selection. As we get to know you better, we'll work through your plan for success.

We'll consider key features that will directly impact how your team and any potential partners will manage the site, including:

- Distinct user roles with varying levels of administrative access
- Automated vs. manual approval of content
- The ability for users to edit only certain sections of site content (like travel or offer listings)
- Management of external analytics, email and other third-party systems
- Lead management system access and integration

Where we land with respect to requirements for these and other features will shape your organizational workflow for years to come. We'll ensure it meets your needs.

Attachment A, 4.6 Content Management System

Our Approach to Choosing the Right Content Management System (Continued)

Personalization and Presentation of Content

Helping users uncover the information they're looking for as quickly and efficiently as possible is critical to the success of an overall user experience. The right CMS will facilitate this wayfinding without adding features and functionality you don't need. It will help you highlight promotions from your partners through things like on-site banner ads and potentially even establish triggers that could influence subsequent email and offsite outreach in the future.

Future Planning and Scalability

Understanding where your organization is going and anticipating future needs of your users based on today's trends will help ensure that you're not revisiting your CMS selection in six months. We work closely with our clients and their internal teams to set aggressive, but achievable progress goals in their roadmap and then align our CMS recommendations to those goals.

Attachment A, 4.6 Content Management System

Our Initial Take: Sitefinity

While we wouldn't make a hard and fast recommendation for the CMS without going through proper discovery and planning activities, we've started reviewing potential matches that can guide our search once we start working together. Based on what we know about you and the project so far, one CMS solution that could be a good fit is Sitefinity.

Sitefinity's capabilities align nicely with known (or anticipated) requirements

Based on some key facts we've received from the RFP and your response to agency questions we've identified this high level list of qualifications necessary to meet your CMS needs:

- An internal preference for .NET technology
 - This requirement is assumed based on examining the existing site only—should you have a preference for another platform, we can alter our CMS recommendation.
- Need for multiple levels of users with varying content management permissions
- Flexibility in page format and templates, including responsive design
- Need to include potentially personalized/segmented banner ads and cross-sells
- Potential for user login (future requirement)
- Ability to accommodate and manage multimedia content (video, images, etc.)
- Need for vendors & partners to be able to readily edit offers, packages, etc. through a partner portal
- Ability to accommodate robust functionality (trip advisors, itinerary planning tools, calendar of events and promotional packages)
- Potential integration with lead management system, email service provider and social platforms/content

Attachment A, 4.6 Content Management System

Our team has successfully developed dozens of sites on the Sitefinity platform with requirements comparable to where you are right now and where we anticipate you'll be going in the next 2-4 years. We're confident it can meet these requirements and scale to incorporate more as they evolve.

Sitefinity Also Allows for Self-paced Platform Evolution

As we noted previously, one of the keys to long-term success is scalability that aligns with organizational evolution. Sitefinity's ability to grow and evolve through upgrades and additions of new bundles of features is one of the reasons it has been so successful for many of our clients.

Sitefinity, which is a Telerik product, offers four distinct editions, each with increasingly robust features and functionality. This lets you truly customize the CMS to meet your specific needs.

At its most basic level, Sitefinity brings a high-caliber execution of core content management features and functionality for organizations of all sizes, exceeding "standard" basic CMS solutions like WordPress and Drupal.

When additional groupings of features are added, available functionality extends to include eCommerce, email marketing, load balancing, custom content approval workflow and more, giving it the ability to rival enterprise solutions like Adobe CQ and SDL Tridion, but at a much more reasonable price.

With that kind of scale available to you, you can align upgrades with the digital roadmap to ensure the CMS grows alongside your needs.



ATTACHMENT A: VENDOR RESPONSE SHEET

4.7 To ensure a plan is in place for future updates, website maintenance, hosting and reporting functions.

Attachment A, 4.7 Maintenance, Hosting & Reporting

Hosting

Neither Influent50 nor Mindstream Interactive offer in-house hosting services. Rather than attempt to create and maintain a best-in-class hosting facility in house, we facilitate all hosting services through our hosting partner, Rackspace.

A Flexible Market Leader

Rackspace is a global leader in hosting services. They offer public cloud, private cloud, hybrid cloud and dedicated physical servers. Rather than providing a one-size-fits-all hosting solution, they work with their clients and their agencies to provide hardware and services that meet the specific needs of the application they will be hosting, thereby ensuring a smoother launch, easier maintenance, and scalability for the future.

100% Uptime - Guaranteed

Rackspace guarantees 100% network uptime. This means that their data center network—the portion of the Rackspace network extending from the outbound port on your edge device to the outbound port of the data center border router, including Rackspace-managed switches, routers and cabling—will be on 100% of the time.

In the unlikely event that Rackspace's network was to go down, they have a standing guarantee to credit your account 5% of the monthly fee for each 30 minutes of network downtime, up to 100% of your monthly fee for the affected server.

Attachment A, 4.7 Maintenance, Hosting & Reporting

Full Access

With Rackspace we have full access. This gives us the ability to completely manage the setup and deployment of your website and to maintain it on an ongoing basis.

Of course, your team would also have complete freedom to manage the application as you see fit, should you not prefer the I50/MI team to handle maintenance on an ongoing basis.



ATTACHMENT A: VENDOR RESPONSE SHEET

4.8 To ensure mobile functionality.

Attachment A, 4.8 Mobile

Staying Mobile Friendly

As an industry there has been exponential growth in the access of content from mobile devices—particularly in the last 12 months. Many sites are seeing mobile devices (phones and tablets) account for more than 50% of their monthly traffic. And, if you're marketing in any way to lower income or minority audiences that number increases even more, as mobile is often the primary way those audiences access the internet.

Travel is seeing an increase even more significantly than many other service-based industries, with more than 40% of Americans booking travel via mobile in Q1-Q2 of 2014 (stat via Criteo Travel Flash Report, September 2014)—a trend that we only anticipate increasing going forward. Staring these trends in the face, we know it's important that the site we build together is accessible via as many screens and devices as possible, with the ability to scale to new devices as they gain market share.

How we'll do it: Mobile-first design and responsive development

A major focus in the industry over the course of the last year has been on designing and developing websites and portals mobile-first and responsively. These two complementary philosophies allow us to create a web experience that will effectively communicate and convert across whatever device the user chooses to engage with us.

Attachment A, 4.8 Mobile

Mobile-first design

Often times, the user experiences for websites and web-based tools are envisioned on the largest screen possible first—the desktop—and then pared back for tablets and mobile phones. However, in our experience, we've found that by prioritizing the mobile experience and then adding and modifying features and presentation tactics as you increase screen size you ensure that, even on the smallest screen your core message, hierarchy and calls-to-action are still front and center, working as hard for you as possible.

For the WV Tourism team, this will be particularly important when considering how to scale travel planners, event and accommodation booking and events calendars, as these will be tools that your customers will likely not only refer to during the planning phase of their travel, but will also want to reference throughout the course of their trip.

We recommend planning for three discrete presentation layers of the site—one for mobile, one for tablet and one for desktop.

Attachment A, 4.8 Mobile

Responsive development

After the user experience has been designed with mobile in mind, we'll code the site to recognize the user's screen size and optimize its presentation on the fly to display one of our three site views. This ensures an optimal user experience, regardless of device.

And, as opposed to creating a mobile-only version of the site, which typically requires the team supporting it to maintain two discrete implementations of the site, updating both in tandem, the responsive approach will allow us to have ONE site for ALL devices—a major advantage when maintaining and updating content, too.

We'll use a combination of HTML5, JavaScript and CSS (as well as other front-end libraries and tools) to execute this functionality in conjunction with the CMS's core site templates and modules.



ATTACHMENT A: VENDOR RESPONSE SHEET

4.9 To provide a designated person to this account.

Attachment A, 4.9 Designated Point of Contact

Influent50 believes in a high level of client service and will provide a dedicated Account Team for one consistent point of contact to avoid miscommunication.

Account Team Member	Role	Availability
<p>Evan Moglin Account Supervisor</p>	<p>Account Team day-to-day lead and WV contact to ensure client needs and strategic priorities are met across all program and campaign elements.</p>	<p>50%</p>
<p>TBD Account Executive</p>	<p>Day-to-day client contact and project owner including project brief deliverables, ongoing communications and status reports.</p>	<p>50%</p>

In addition, the WV Tourism Client will be provided with access to subject matter experts, like the Development Manager in case technical questions should arise outside of the Account Team’s purview.



ATTACHMENT A: VENDOR RESPONSE SHEET

Bios for Dedicated Team Members

Attachment A, Bios

Bios—Digital Strategy

Gaurav Bhatia, Chief Digital Strategist

Gaurav Bhatia, Vice President of Digital Strategy has over fifteen year's online marketing and digital expertise. In his current role he is responsible for digital strategy and execution of digital capabilities for products and services across web, e-mail, mobile and social media.

He has extensive experience in both business-to-business and business-to-consumer digital marketing. He is a digital marketer with expertise in building digital assets to drive business growth. He has led large scale digital transformation projects to help with digital transformation for large organizations.

He has held senior leadership positions at several large Fortune 500 including Capital One, Sabre Holdings (parent of Travelocity.com) and NIIT Technologies. His proven results leveraging technology and marketing include online consumer portals for banking, finance and travel.

Gaurav holds a Master's Degree in Information Systems, MBA in Strategy and a Bachelor's degree in Mechanical Engineering.

Attachment A, Bios

Bios—Data & Analytics

Yunki Kim, *Data Analytics Director*

Yunki Kim is the Data Analytics Director at ASI. Yunki has over 15 years of experience in direct marketing and data analytics and is a seasoned professional with unique combination of expertise in business intelligence, web analytics, data mining, marketing technology and database marketing in both start-up and Fortune 50 companies. He earned joint Master’s Degrees from Columbia University in International Affairs and Business Administration and a Bachelor’s Degree from Clark University in Political Science.

Daniel Deng, *Data Analyst*

Daniel is an experienced marketing analytics expert with strong business acumen. He has 7+ years of hands on experiences in top marketing agencies and delivering data analytics solutions for clients across different industries. Focus areas include: marketing campaign design and measurement, predictive modeling for acquisition, retention, customer profile and segmentation, marketing mix modeling, web analytics, etc.

Attachment A, Bios

Bios—Account Management

Melissa von Stauffenberg, VP Director of Account Management

As VP, Director of Account Management for Influent50, Melissa leads the Account Team to ensure excellent client service and flawless program management including strategic implementation and tactical execution.

Melissa's experience is centered around relationship marketing across both digital and traditional marketing channels. She has built and refined her account management skills for over 13 years from DC to New York working at Wunderman-DC and Digitas. Some of the companies and brands she has collaborated with include Grand European Travel, Collette Travel, Avis Budget Group, EyeMed, National Council on Aging Services, Otsuka, Bayer, Sanofi-Aventis, FedEx, Ann Taylor, American Express and Seagrams.

Melissa has a Bachelor of Arts with a degree in Psychology from Wake Forest University.

Evan Moglin, Account Supervisor

As Account Supervisor for Influent50, Evan is responsible for the planning, strategy, delivery, and client communication for all campaign and project deliverables.

Prior to joining Influent50, Evan was an Account Supervisor for Wunderman-DC, where he successfully launched 2 pharmaceutical drug marketing campaigns including the management of multiple responsive websites. Prior to Wunderman, Evan worked for Publicis Healthcare in New York City on myHumira services and packaging. He traveled to France, Argentina, Hong Kong, and Dubai to facilitate medical education advisory boards with Key Opinion Leaders in the field of infectious disease prior to the launch of the Pevnar13 Adult vaccine.

Attachment A, Bios

Bios—Account Management

Catie Hackett, Traffic Coordinator

After living the California dream for a few years, Catie recently relocated back to the DC area. She grew up in southern Virginia and attended East Carolina University (Go Pirates!) in North Carolina. After college, she moved to DC and worked at The Washington Post. Within a few years of living in DC, she had the opportunity to move to San Francisco and live in the warm California sun. In SF, Catie worked on the publishing and ad agency side of advertising and gained a lot through those experiences. Although she still dreams of palm trees and beautiful sunsets, she is very happy to be back in DC and working as a Traffic Coordinator with the Influent50 team. Some of her interests include traveling, hiking, crafting, reading, cooking, and now exploring everything DC has to offer!

Attachment A, Bios

Bios—Creative Team

Scott Collin, VP Chief Creative Director

Scott has built and shaped the Influent50 creative department from computer #1 all the way up to its current award-winning team. Scott offers a unique balance of both Direct and Brand experience, including fully integrated campaigns for Amtrak, Time Warner Cable, Merck, Land Rover and Audi North America to name a few.

Most notably, Scott created the “Meet Virginia” campaign for Virginia Tourism, which won the Mercury Award for Best Overall Marketing Program – the top award from NCSTD – and an Effie Award, the pre-eminent award in the advertising industry. The Meet Virginia campaign increased print inquiries 200 percent, and unique visitors to Virginia.org increased by 107 percent.

Greg Newcomb, Associate Creative Director

Versatile, strategic designer/art director with a clean, simple approach to design. He’s created integrated brand experiences, art direction, campaigns, and designs for a range of clients such as AARP, Florida Tourism, The Discovery Channel, Time Warner Cable, Weight Watchers, Dell, and Microsoft. He’s spent the last 2.5 years at Blackboard helping to steward and launch their current brand.

Attachment A, Bios

Bios—Creative Team

Ben Hawkins, Associate Creative Director (Lead Writer)

Ben was raised in Parkersburg, graduated from WVU, and is happy to provide West Virginia factoids or getaway recommendations to anyone in the DC area. His love for the state budded in junior high when he competed for a Golden Horseshoe. Ben began his career at McCann Erickson, working on campaigns for Marriott and US Airways service to the Caribbean and Florida. He spent the last 13 years at +gmmmb, where he focused on social marketing, behavior change, and advocacy campaigns for corporations, nonprofits, political candidates, and government organizations.

Brett Marden, Production Artist

For over 20 years, Brett Marden has provided production and art direction for award winning print & web design. Previous clients include SAP, Amtrak, Choice Hotels, BMW, Penske, Centers for Medicare & Medicaid Services, GlaxoSmithKline, IRS, FDIC, Laughing Cow, Nature Made and Discovery Channel. Brett's skill sets include InDesign, Photoshop, Illustrator, Quark and many others. As a studio designer, His passion is for perfection in all the work he does for Influent 50 clients.

Attachment A, Bios

Bios—Subject Area Specialist

Matthew Phillips, Director, Travel

Matt oversees the portfolio of travel suppliers and providers who offer relevant products and services to AARP members. His team of Relationship Managers is responsible for the hotel, car rental, cruise, tour, destination attractions, and ancillary travel services available to members. In prior roles, he has created online marketing and advertising campaigns for companies looking to target AARP members. Matt has been with ASI for nearly a decade.

Attachment A, Bios

Bios—Development

Steve Agganis, President, Columbus

Steve has a passion for digital marketing and over 20 years of unmatched experience. Having worked with some of the best brands in retail and consumer goods, Steve strategically leads large-scale eCommerce initiatives and holistic digital experiences with measurable success.

Client Experience: Jamaica Tourist Board, Limited Brands, Victoria's Secret, VS Pink, Best Buy, Bose, Bed Bath & Beyond, Value City Furniture, Big Lots, Wal-Mart, 1-800 Flowers, Clairol, P&G, OhioHealth, Bacardi, Deutch Bank, HoneyBaked Ham and America Online, among others.

Alison Trickett, SVP, Account Services

Alison brings 15 years of experience and an immeasurable amount of enthusiasm to the table. She's worked with top retail brands, leading several re-designs, omni-channel digital programs and roadmaps, and conversion testing. Alison has managed and created first-ever digital circulars and social media programs, as well as conducted countless stakeholder interviews and focus groups.

Client Experience: Express, Limited Brands, Victoria's Secret, AARP, VS Pink, Best Buy, Bare Necessities, Ashley Stewart, Bed Bath & Beyond, OhioHealth, City Gear, Value City Furniture, SpartanNash, Elmer's among others.

Attachment A, Bios

Bios—Development

Joe Sano, SVP, Operations & Integrated Services

Dedicated to digital experiences, Joe brings 14 years of experience to the table. He has impacted a multitude of projects, including launching entire site redesigns, creating highly technical mobile apps and developing incentivized eCommerce experiences for retail brands.

Client Experience: AAA, Bed Bath & Beyond, Big Lots, buybuy Baby, Value City Furniture, Channellock, Elmer's, Crazy Glue, AARP, Bob Evans, Barbasol, Shearer's Potato Chips, Solo Cup, Pure Silk, X-ACTO, Subway, Huntington Bank, and more.

Billy Peake (WV Tourism Project Manager), Director, Account Services

Billy has 15 years of experience and dedication to project management and account service. Tackling big ideas and innovative projects, Billy has proven success with mobile apps, social media campaigns and aggregators, and multiple site redesigns, including groundbreaking responsive experiences (RWD).

Client Experience: Elmer's, Victoria's Secret, Purina, Aussie, Crazy Glue, City Gear, X-ACTO, Kohler, Bacardi Global Brands, Bombay Sapphire, Dewar's Whisky, Surescripts, and Alliance Data, among others.

Attachment A, Bios

Bios—Development

Kyle Meadows (WV Tourism Business Analyst), Senior Director, Strategy

Kyle has 9 years of experience shaping meaningful user experiences of all sizes. With project focus spanning multi-year enterprise-level learning management systems to ecommerce and campaign-focused experiences for some of the best names in the Fortune 500, Kyle balances the needs of the user and the goals of the brand.

Client Experience: Bob Evans, Wendy's, Victoria's Secret, McGraw Hill Co., Procter & Gamble, American Express, Owens Corning, The National Cancer Institute and more.

Jason Feldheim (WV Tourism Dev Manager), Senior Director, Technology

Jason has 15 years of experience developing solutions and leading teams of technical experts. Highly regarded for his ability to creatively solve complex technical problems for clients across a multitude of industries, Jason has built enterprise-level software applications and eCommerce websites, integrated client internal systems with multiple ESPs, mobile applications and more.

Client Experience: Victoria's Secret, Elmer's, Channellock, Big Lots, Bed Bath & Beyond, Burton Snowboards, AARP, Bob Evans, Plaskolite, among others.

Attachment A, Bios

Bios—Development

Brett Berliner, Lead Developer

Brett has 9 years of experience developing scalable software solutions for clients across numerous industries. An expert in software and database architecture and design, over the course of his career he has developed self-serve email and SMS messaging platforms, architected complex back-ends and completed extensive third-party platform and web service integrations on projects ranging from campaign-driven microsites to enterprise web experiences.

Client Experience: AARP, Grange Insurance, JP Morgan Chase, Elmer's, Channellock, Plaskolite, American Electric Power, Duke Energy, Whirlpool, OhioHealth, CollegeAdvantage 529, National Grid, Surescripts and more.

Britt Mills, Senior Developer

Britt brings more than 10 years of diverse software development experience to bear on every project he takes on. A Software Engineer with capabilities in a wide range of technologies, Britt is well-versed in all phases of the software development lifecycle and process management. He focuses on optimizing the integration of design into his technologies in order to maximize their performance and provide the best user experience possible.

Client Experience: Best Buy, Starbucks, Goodwill Industries, Berkshire Hathaway Home Services—Columbus, Columbus Association of Realtors, Keller Williams - Columbus

Attachment A, Bios

Bios—Development

Sean Sefcik, Lead Front End Developer

Sean has 15 years of experience developing modern front-end code for desktop, tablet and mobile. His highly collaborative mindset and commitment to identifying progressive technological options has resulted in top-tier work spanning large-scale site redesigns, business applications, outbound email and paid media marketing solutions and responsive mobile experiences.

Client Experience: Nationwide Insurance, Cardinal Health, Bacardi Global Brands, AARP, Bed Bath & Beyond, Value City Furniture, Alliance Data, Elmer's, Krazy Glue, X-ACTO and more.

Darren Wissler, Front End Developer

Darren has 10 years of invaluable experience in both interactive design and development. Fluent in CSS and HTML, he has successfully contributed his front-end prowess to a variety of projects across many platforms, including Ektron, Drupal, and WordPress. He also has experience developing robust ASPX websites, brand logos, and flash animations.

Client Experience: Jani-King, CertaPro Painters, Handyman Connection, ARCO ampm, Budget Blinds, PostNet, IFA, Yosemite, Tailored Living, The UPS Store

REQUEST FOR PROPOSAL

(WV Division of Tourism-Website Design and Development)

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response: Yes, per Attachment A, Section 4.7.

Section 4, Subsection 5.2: The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the termination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.3: The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.4: At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.5: : Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.6: Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response: Yes, we agree to this.

REQUEST FOR PROPOSAL (WV Division of Tourism-Website Design and Development)

Section 4, Subsection 5.7: When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.8: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: Yes, we agree to this.

Section 4, Subsection 5.9: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response: Yes, we agree to this.


Section 4, Subsection 5.10: The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response: Yes, we will do this.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Influent50

(Company)

Dave Austin, Managing Director, 

(Representative Name, Title)

202-434-7569, 202-434-6980

(Contact Phone/Fax Number)

4-24-2015

(Date)

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CRFP 0304 TOR 150000005

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|----------------------------------------------------|------------------------------------------|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

INFLUENT 50

 Company

[Signature]

 Authorized Signature

4-24-2015

 Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

RFQ No. _____

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. 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.

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.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"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.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: AARP Services, Inc.

Authorized Signature: [Signature] Date: 4/27/15

State of District of Columbia

County of _____, to-wit:

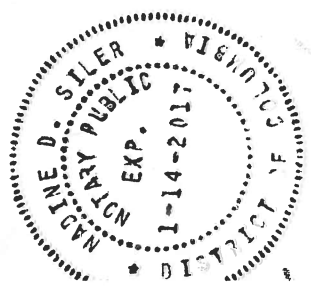
Taken, subscribed, and sworn to before me this 27th day of April, 2015

My Commission expires 1/14/2017, 20

AFFIX SEAL HERE

NOTARY PUBLIC Nadine D. Siler

Purchasing Affidavit (Revised 07/01/2012)



NADINE D. SILER
NOTARY PUBLIC DISTRICT OF COLUMBIA
My Commission Expires January 14, 2017

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

INFLUENCE

(Company)

[Signature] DAVE ANSTEN, MANAGING DIRECTOR

(Authorized Signature) (Representative Name, Title)

202-434-7569 - 202-434-6980 4-24-2015

(Phone Number) (Fax Number) (Date)