



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

State of West Virginia
 Request for Proposal

Proc Folder: 84325

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES CRFP

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-02	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Stonewall Retail Marketing, Inc.
 154 1/2 Front Street
 Marietta, OH 45750
 740.373.2334 (phone)

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN # 31-1737497

DATE May 20, 2015

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

DEV1500000002	Document Phase Final	Document Description WV DEPARTMENT OF COMMERCE ADVE RTISING SERVICES CRFP	Page 2 of 2
---------------	--------------------------------	--	------------------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

**State of West Virginia
 Request for Proposal**

Proc Folder: 84325

Doc Description: Addendum No.02, WV Dept. of Commerce Advertising Services

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-22	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Stonewall Retail Marketing, Inc.
 154 1/2 Front Street
 Marietta, OH 45750
 740.373.2334 (phone)

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN #

31-1737497

DATE

May 20, 2015

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

DEV1500000002	Document Phase Final	Document Description Addendum No.02, WV Dept. of Commerce Advertising Services	Page 2 of 2
---------------	--------------------------------	---	------------------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions



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

State of West Virginia
 Request for Proposal

Proc Folder: 84325

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES CRFP

Proc Type: Central Master Agreement

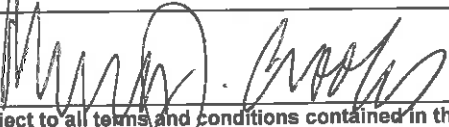
Date Issued	Solicitation Closes	Solicitation No	Version
2015-03-16	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	1

BID RECEIVING LOCATION
 BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR
 Vendor Name, Address and Telephone Number:
 Stonewall Retail Marketing, Inc.
 154 1/2 Front Street
 Marietta, OH 45750
 740.373.2334 (Phone)

05/21/15 12:13:39
 WV Purchasing Division

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

Signature X  FEIN # 31-1737497 DATE May 20, 2015

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

DEV1500000002	Document Phase Final	Document Description WV DEPARTMENT OF COMMERCE ADVE RTISING SERVICES CRFP	Page 2 of 2
----------------------	--------------------------------	--	------------------------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

West Virginia Department of Commerce

Advertising Services CRFP

CRFP 0307 DEV 1500000002

ORIGINAL

Stonewall
GROUP

90 MacCorkle Ave. SW
South Charleston, WV 25303

154 Front Street
Marietta, Ohio 45750
740.373.2334 (Phone)
740.373.3105 (Fax)

Thomas J. Crooks
tcrooks@stonewallgroup.com

VENDOR SIGNATURE:

Thomas J. Crooks

DATE: MAY 20, 2015

Table of Contents

ATTACHMENT A QUALIFICATIONS AND EXPERIENCE

3.1.1. Company description, history and experience related to Advertising Services for the past five years	
Company Overview	4
How We Work	5
Account Services	5
Creative Services	6
Strategic Planning	6
Client List	7
3.1.2. Organization chart, names, titles, number of full time staff, employees directly working with the contract	
Organizational Chart	8
Staff Resumes/Profiles	9-11
3.1.3. Subcontractor company information and references	12
3.1.4. Annual gross billings, accounts gained and lost in the past 12 months	13
3.1.5. List of memberships	14
3.1.6. Contact Names	15
Client Testimonials	16-17
3.1.7. List of clients with a budget exceeding \$1 million	18
3.2. MEDIA BUYING	
3.2.1. In-house media purchasing capabilities and employees who are responsible for media planning and buying for Commerce	19
3.2.2. Local and regional media buying experience and capabilities	19
3.2.3. Details of Successful media buy done in past three years	20
West Virginia Tourism Spring/Summer 2014	20-22
West Virginia Department of Commerce (My State My Life.)	23-24
3.3. RESEARCH	
3.3.1. Research capabilities	25
3.3.2. Example of research used to develop or evaluate a recent marketing and paid advertising campaign	25
3.4. WEBSITE DEVELOPMENT	
3.4.1. Web development capabilities including staff specialists and credentials	26-27
3.4.2. Provide one example of a recently developed commercial website	28

3.5. VIDEO PRODUCTION

3.5.1. Video production capabilities	29
3.5.2. Example of recently completed work	29

3.6 FULL MARKETING CAMPAIGNS

West Virginia Division of Tourism	31-35
Adventures on the Gorge	36-39
The Wilds	40-41

4.0 PROJECT AND GOALS

4.1. A \$500,000 proposed advertising and public relations campaign for the West Virginia Development Office	43
WVDO Brand Logo & Brand Positioning	43-45
WVDO T-shirt Design	46
WVDO New Exhibit Graphics	47-48
WVDO Website Concepts	49
Search Engine Marketing	50
Social Lookalike	51
Rich Media Creative	52
Digital Media	53
Overview	53-54
Path to Decision	55
Key Performance Indicators	56
Campaign Overview	57
Publisher Selection	58
Awareness Upper Funnel	59-60
Consideration Middle Funnel	61-63
Intent Lower Funnel	64-66
Media Plan	67-68
What to Expect	69
WVDO Campaign Print Concepts	70
WVDO Campaign Promotional Film	71
Elevate-WV Small Business Branding	72
Elevate T-shirt Design	73
Elevate (EDGE) Magazine Concept	74
Elevate E-Newsletter Concept	75
Elevate Direct Mail Concept	76
Public Relations	77
WVDO PR Press Kit Concept	78
4.2. Comprehensive PR Campaign for WV State Parks	79-82

ATTACHMENTS

Certificate of Liability Insurance	
Mandatory Specification Checklist - Attachment B	
Vendor Preference Certificate	
Purchasing Affidavit	
Addendum Acknowledgement Form	
Certification and Signature Page	
Addendum - Original	
Addendum - 1	
Addendum - 2	

3.1.1. Company Description, History And Experience Related To Advertising Services For The Past Five Years

COMPANY OVERVIEW

Stonewall Retail Marketing (dba Stonewall Group) is a legally registered Ohio Corporation (non-resident small, woman-owned business) with its principal office located in Marietta, Ohio.

Stonewall Retail Marketing
90 MacCorkle Ave. SW
South Charleston, WV 25303

154 ½ Loft, Front Street, Marietta, OH 45750
Phone: (740) 373-2334 Fax: (740) 373-3105
Email: tcrooks@stonewallgroup.com
Federal Tax Identification Number (FTI) 31-1737497

Stonewall Group, a full service marketing/communications company, was founded in September 2000 by Thomas J. Crooks and Leslie A. Fasching. Hallmarks of The Stonewall Group are big agency experience combined with small agency intimacy and agility. Our ideas challenge convention and transform businesses, brands, and reputations. We are committed to perform for our clients. We keep our efforts simple and focused and we work diligently to exceed client expectations through the development of strategically integrated programs, all within a quick and efficient timeframe.

Our lines of business include strategic planning, research and analysis, strategic branding, digital marketing, interactive/website design, advertising, media planning and buying (offline and online creative and media), public relations, direct marketing, sales promotion, event management, collateral design, graphic design, copywriting and social media. The company has grown from three employees in 2000 to fifteen employees in 2015.

We believe that regular, responsive, and clear communications enhance the understanding of client goals and solidifies the alignment on desired outcomes. Stonewall is committed to providing the latest in technology to assist in communications efforts.





3.1.1. Company Description, History And Experience Related To Advertising Services For The Past Five Years

HOW WE WORK

We invest our hearts, minds, and souls into the client relationship, maintaining a heartfelt stake in the client's business as if it were our own. We passionately strive to deliver a superior creative product and fresh perspectives—whether it is advertising, strategic planning, sales promotion, public relations, digital marketing, or media planning—that builds brands, grows organizations and sells products and services at a value to our clients.

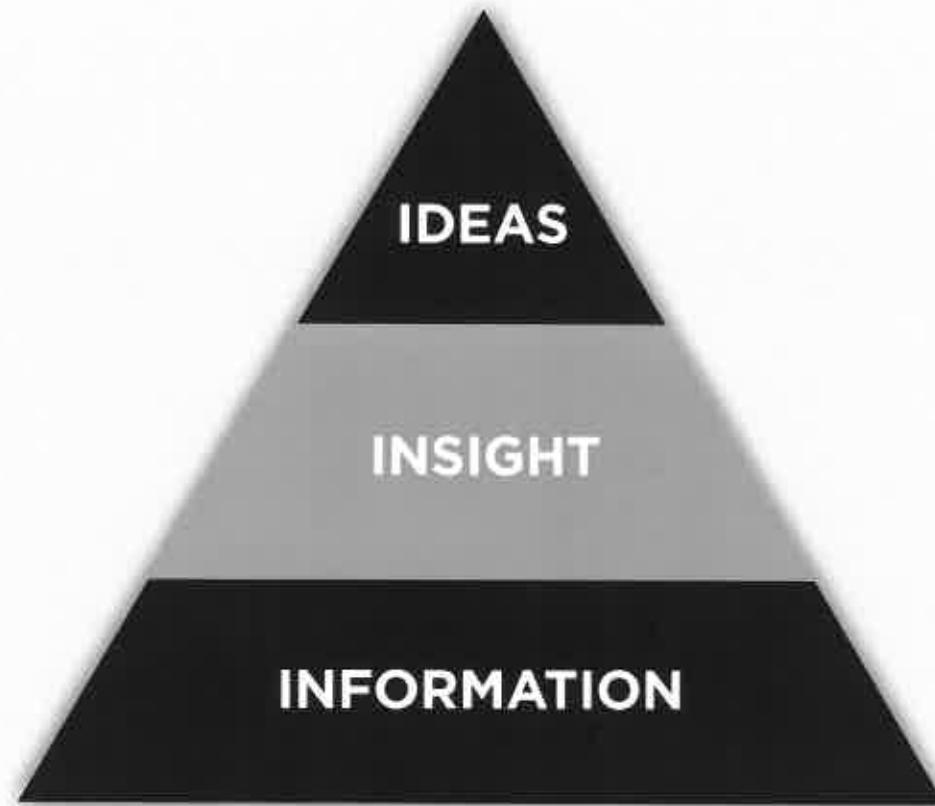
Strong relationships with our clients are based on trust, integrity, and a common mission to exceed expectations. We work hard to earn that trust every day. Unlike many companies, the Stonewall goal is to grow in a controlled fashion that allows us to stay intimately involved with our clients.

Our success comes from chemistry, teamwork, a strong sense of trust, and a shared and unrelenting passion to win. The Stonewall Group provides value to our clients by keeping our overhead low, providing superior thinking and creativity, and most importantly, developing ideas that generate results. We believe that our work speaks for itself and defines who and what we are all about.

ACCOUNT SERVICES

We believe that listening is one of the most powerful forms of communications and we are very good at it. It is fundamental in assuring we understand needs, wants, aspirations, expectations, deadlines and directions. We listen and we ask questions with open hearts and minds; listen to what is said and what is not said; listen to our clients, to the market, and to each other.

3.1.1. Company Description, History And Experience Related To Advertising Services For The Past Five Years



CREATIVE SERVICES

We are a creative company and believe all of our services are very creative in their own way. The most visible part of this, however, is the output of an idea expressed in a communications concept. How do we develop these ideas? While “discipline” is not commonly used in the same sentence as “creativity,” it is an integral part of our process thinking at Stonewall. The discipline comes from the planning process, outlined above, where information is gathered, processed, distilled and translated into the “ah-ha” insights that feed creativity. If we, or anyone, could explain the creative process clearly, we might be able to program a computer to do it. While we can’t totally explain creative thinking, we know the model that works; “Ah-ha” insights plus the best creative talent in the business = the most powerful creative ideas in the business. That’s the Stonewall model.

We’re in the business of helping our clients achieve objectives. That’s what gets us juiced. We’re not in the creative awards business, but winning awards provides some additional validation of success. Stonewall participates in some award competitions and we win more than our fair share.

Overall, we have been recognized with more than 400 regional and national awards including Travel Weekly’s Magellan, The MarCom Awards, Ohio Hospitality Association, The West Virginia Hospitality Association, The West Virginia Division of Tourism, The Telly Awards, The Davey Awards, The Columbus Addy Awards, the 5th District Addy Awards, The Millennium Awards, the Service Industry Awards, Financial Advertising Review, Healthcare Marketing Annual Awards, Communicator Awards, Pixie Awards, AVA, and the WV PRSA Crystal Awards.

STRATEGIC PLANNING

Strategic planning at Stonewall is based on a simple but powerful model. Information is the foundation for the insights that are catalysts for the ideas that power results. The Stonewall planning process is designed to assure the most relevant information is discovered, processed and turned into powerful insights.

A solid foundation of information is critical and it is the starting point for our planning work. We review all previous research conducted, explore all secondary information and identify any critical information gaps. We conduct research in a responsible and practical manner that maximizes the investment of the client and eliminates wasted time and effort. The Stonewall Group has worked with a number of industry-leading research firms utilizing a range of research methodologies. Most recently Stonewall has partnered with Nielsen Corporation for several clients conducting audience segmentation and media relevancy research. Additionally, we have worked with REPASS, Longwoods, Persuadable Research and Dean Runyan Associates in conducting qualitative focus group research and quantitative online research.



3.1.1. Company Description, History And Experience Related To Advertising Services For The Past Five Years

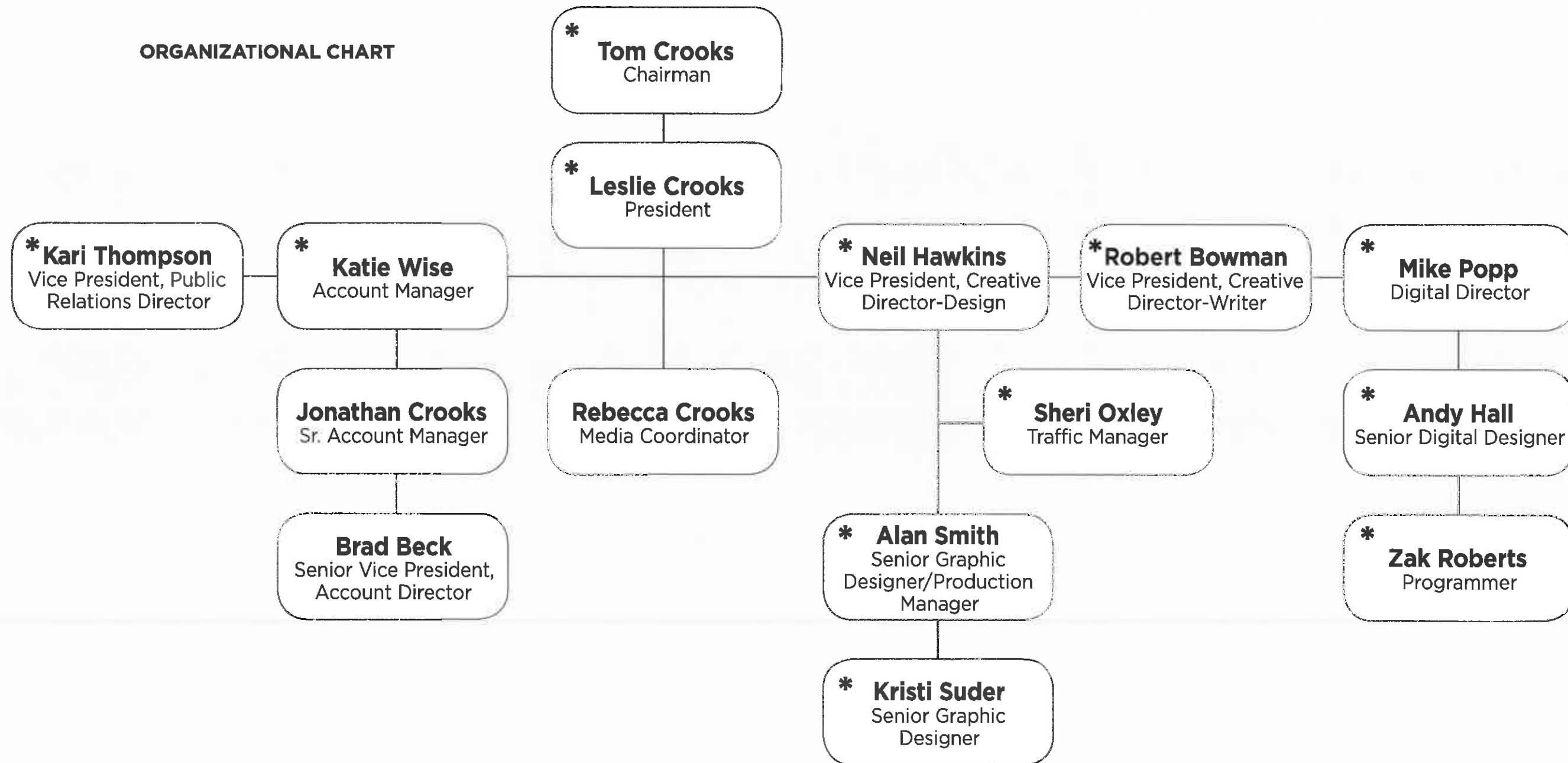
CLIENT LIST

Stonewall is the Agency of Record for the following companies and organizations:

- Adventures on the Gorge
- The Kroger Company, Atlanta, Georgia (Projects)
- Area Roundtable of Wood County
- Cambridge Guernsey VCB
- Cytec Industries
- Dimex Manufacturing
- Downstream Strategies
- FedComp
- Greater Parkersburg CVB
- Greenleaf Landscapes
- Homespun Media
- Marietta Community Foundation
- Mid-Ohio Valley Regional Airport
- Ohio Valley University
- Peoples Bank
- Schwendeman Agency
- Simonton Windows & Doors
- Southeastern Medical
- Southeastern Ohio Port Authority
- Smoker Friendly Retail Stores in Ohio, West Virginia and Maryland
- The Wilds
- Tucker County CVB
- Wood County Solid Waste Authority
- Winterplace Ski Resort
- WV Department of Commerce
- Friends of the Museum, Inc.
- Peoples Bank Theatre, Marietta, Ohio
- Fort Boreman Historic Park

3.1.2. An Organization Chart, Listing Names, Title And Number Of Full-Time Staff Currently Employed And The Employees That Would Be Working Directly With The Contract Awarded Under This CRFP. Provide Resumes For All Individuals Identified For Involvement With Commerce's Account Along With Any Special Qualification, Degrees, Awards, Or Professional Memberships Held.

ORGANIZATIONAL CHART



* WEST VIRGINIA DEPARTMENT OF COMMERCE DEDICATED TEAM



3.1.2. An Organization Chart, Listing Names, Title And Number Of Full-Time Staff Currently Employed And The Employees That Would Be Working Directly With The Contract Awarded Under This CRFP. Provide Resumes For All Individuals Identified For Involvement With Commerce's Account Along With Any Special Qualification, Degrees, Awards, Or Professional Memberships Held.

STONEWALL GROUP STAFF RESUMES/PROFILES

Thomas J. Crooks—Chairman

Tom will provide strategic planning and account supervision for the West Virginia Department of Commerce and will share in the overall responsibility for the attainment of program goals and objectives on the business.

Tom Crooks has spent most of his career working on building relationships with consumer-driven accounts. His career has been focused on building brands and driving sales for some of the country's most prestigious corporations and businesses including Cadillac, General Electric Plastics, The Kroger Co., McDonald's Restaurants, Simonton Windows, The Greenbrier Resort, The Tampa Tribune, Florida Tourism, West Virginia Tourism, and The West Virginia Lottery, to name a few. He served as President and Chief Operating Officer of Fahlgren Advertising before taking time off to be with his family and to pursue his dream of writing a historical novel. Prior to his time with Fahlgren, Tom worked with Ketchum Advertising in Pittsburgh, Pennsylvania.

Tom is a founder and the Chairman of The Stonewall Group. He is a graduate of the University of Richmond. Tom has served on many non-profit and for-profit boards in the Mid-Ohio Valley.

Leslie A. Crooks—President

Leslie will handle all media planning and placement and will provide strategic planning and account supervision responsibility for the attainment of program goals and objectives on the business.

Leslie Crooks built her advertising career at Fahlgren Advertising where she served in a variety of account service and marketing roles including Senior-Vice President/Account Management Director. She managed the West Virginia and Virginia operations of the company and provided marketing leadership for a number of companies including United National Bank (West Virginia and northern Virginia), Peoples Bank, The Kroger Co. (Mid-Atlantic KMA, headquartered in Roanoke, Virginia), McDonald's Restaurants, The West Virginia Lottery, West Virginia Tourism, and Cadillac.

Leslie is a founding partner of The Stonewall Group and serves as President. She also leads media planning and buying. Leslie is intimately involved with strategic brand development for all Stonewall clients. She earned a bachelor's degree in marketing from Marshall University and served on the Marshall University School of Business Board.

Katie Wise—Account Manager

Katie will continue to work with the West Virginia Department of Commerce and its Agencies, providing day-to-day contact, communications and leadership. Katie serves as the conduit between Stonewall Group and the Department of Commerce. She has served as the point person for Stonewall for the Department of Commerce, Workforce WV and the West Virginia Division of Tourism. Katie joined Stonewall Group after graduating Magna Cum Laude from Marshall University with a degree in PR and Political Science. She is a member of PRSA.

3.1.2. An Organization Chart, Listing Names, Title And Number Of Full-Time Staff Currently Employed And The Employees That Would Be Working Directly With The Contract Awarded Under This CRFP. Provide Resumes For All Individuals Identified For Involvement With Commerce's Account Along With Any Special Qualification, Degrees, Awards, Or Professional Memberships Held.

Michael Popp—Digital Director

Mike has more than 15 years of experience in web design and programming. He specializes in developing for LAMP environments with a strong working knowledge of Linux Servers, Apache Web Servers, MySQL Databases, and PHP programming. He enjoys coding HTML, CSS, and JavaScript to support modern web browsers and mobile sites. Mike also works on Flash projects and is proficient in ActionScript 3 coding. He shares his knowledge by teaching web programming courses at a local community college.

Mike graduated from The Ohio State University with a degree in engineering.

Neil Hawkins—Vice President-Creative, Design

Neil will assume primary responsibility for creative direction on the business overseeing all graphic design elements.

Neil has worked in a creative environment with a background that includes over 20 years of experience with local, regional, and national clients. He combines practical knowledge with innovative ideas to create memorable design that commands attention. Neil's proficiencies in design varies from print and interactive design to package and environmental disciplines. He has worked with clients from diverse industries including Hunter Fan, Ames True Temper, Lee Middleton Original Dolls, Rossi Pasta and various record labels in Nashville including RCA Records and Fypon, a national building industry leader. He has won many awards for print, interactive and broadcast work.

A graduate of West Virginia University with bachelor of Fine Arts in Art, Neil is a member of American Institute of Graphic Arts, Pittsburgh (AIGA) and Advertising Association of Charleston (AAC).

Robert Bowman—Vice President-Creative, Copy

Robert will assume primary responsibility for the creative direction on the account overseeing all copy and messaging development.

Having nearly 15 years of experience, Robert has won numerous local and regional awards for both print and broadcast work. Robert worked as a freelance copywriter in Atlanta for J. Walter Thompson, Orkin, Netb@nk, USWeb/CKS, March First Corporation, Tooth and Nail Records and the Piedmont Park Conservancy. He worked as a copywriter with SBR Creative Group in Parkersburg, West Virginia, an in-house creative department serving national building products companies, including Simonton Windows, Inc. and Fypon, Inc. He also worked as a freelance copywriter for Charleston Area Medical Center, Cabell Huntington Hospital, Joan C. Edwards Comprehensive Cancer Center, Ntelos, the West Virginia Lottery and the West Virginia Chemical Alliance Zone. He is a member of the American Copy Editors Society (ACES) and the Advertising Association of Charleston (AAC).

Robert graduated from West Virginia State University with a B.A. in Business Administration, and received a Certificate of Copywriting from the Creative Circus School of Advertising in Atlanta, Georgia.

Kari Thompson—Vice President, Public Relations Director/ Senior Account Executive

Kari will provide public relations strategies and execution, as required, for the West Virginia Department of Commerce Agencies.

Kari Thompson has served as a communications/public relations point person for the past 17 years in both the non-profit and for-profit business sectors. She has organized and implemented public relations plans and communication needs internally and externally for Habitat for Humanity International, General Electric Plastics, Ohio Valley University, and several Ohio and West Virginia convention & visitors bureaus. In conjunction with her communications background, she has also has extensive experience in organizing and promoting special events. She worked with the Smithsonian Institution and West Virginia Humanities Council in hosting a traveling exhibit regarding the American Home Front during World War II.

A graduate of the University of Mississippi with a bachelor's degree in journalism, Kari is a member of the Public Relations Society of America. She works to connect travel writers with their tourism destinations throughout West Virginia and Ohio.



Qualifications And Experience

3.1.2. An Organization Chart, Listing Names, Title And Number Of Full-Time Staff Currently Employed And The Employees That Would Be Working Directly With The Contract Awarded Under This CRFP. Provide Resumes For All Individuals Identified For Involvement With Commerce's Account Along With Any Special Qualification, Degrees, Awards, Or Professional Memberships Held.

Andy Hall—Senior Digital Designer and Video Producer

Andy will serve as the Web Media Designer and Video Producer for the West Virginia Department of Commerce business.

Andy's web design and video production work have won numerous national awards for creative excellence. He is a founder of the Mid-Ohio Valley Film Collective and a member of the Colony Film Festival Committee.

Alan Smith—Senior Designer/Production Manager

Alan Smith has been doing graphic design work for 24 years. He spent 14 of those years working for Simonton Windows and their parent company, SBR, Inc. During Alan's tenure with SBR, its creative group won hundreds of design awards and helped SBR grow several companies into strong national brands. Alan's responsibilities at Stonewall include idea conceptualization, layout design, proofreading, art direction, photo retouching, 3-D illustration, final mechanical production, and press checks.

Alan is a graduate of Concord College with a bachelor's degree in commercial art and advertising.

Kristi Suder—Senior Designer

Having been a graphic designer for nearly 10 years, Kristi has extensive experience across a broad range of businesses. Her talent has helped Stonewall garner many awards. Kristi also specializes in designing magazine layouts. Prior to joining Stonewall, she worked in the graphics department at the Bureau of Public Debt in Parkersburg, West Virginia.

Kristi is a graduate of Marshall University with a bachelor's degree in graphic design.

Sheri Oxley—Traffic Manager

Sheri has an extensive background of organizational and sales-related experience. She previously worked for 10 years in finance at Trader's Federal, and 16 years collectively as a traffic manager with Fahlgren Advertising and SBR, Inc. Sheri's organizational and multi-tasking skills enable her to keep things moving quickly and efficiently.



3.1.3. Subcontractor Company Information And References. Provide A Potential List Of All Related Sub-Contracted Services That May Be Needed For Work Associated With This CRFP

SUBCONTRACTOR COMPANY INFORMATION AND REFERENCES

Pikewood Creative

1085 Van Voorhis Road, Suite 325

Morgantown, WV 26505

Phone: 304.554.3910

Fax: 304.554.3924

Tony Caridi

tcaridi@pikewoodcreative.com

CBS Outdoor

185 US Highway 46

Fairfield, NJ 07004

Phone: 973.575.6900

Nancy Fisher

Nancy.Fisher@CBSOutdoor.com

Chapman Printing Co.

405 Ann Street

Parkersburg, WV 26101

Phone: 304.485.8596

Fax: 304.485.4793

RockTenn Retail Solutions

2464 Amnicola Highway

Chattanooga, TN 37406

Phone: 423.622.2254

sales@tnpg.com

Nielsen Claritas

PO Box 553028

Charlotte, NC 28290-3028

Phone: 866.563.2804 #7330

Fax: 607.348.1528

Amy Tebo

amy.tebo@nielsen.com

REPASS

4555 Lake Forest Drive

Suite 194

Cincinnati, OH 45242

1-513-772-1600

1-866-545-2828

Rex Repass

Rex@repassinc.com



3.1.4. A List Of Annual Gross Billings For The Last Two Years, A List Of All Accounts Gained And Lost In Last 12 Months With A Description Of Why Accounts Were Lost

2013 Gross Capitalized Billings \$7,026,211.00

2014 Gross Capitalized Billings \$7,076,606.00

ACCOUNTS GAINED IN LAST 12 MONTHS:

Downstream Strategies – Morgantown, WV; environmental science and policy, Geographic Information Systems, field monitoring and remediation, watershed planning, and permitting.

FedComp – Fairfax, Virginia; Turnkey, full-featured accounting and data processing system for single and multi-station credit unions

Southeastern Medical – Cambridge, Ohio; Community Hospital

Cytec Industries – Belmont, WV; Multi-national manufacturing company, active in chemicals, polymers and additives for a wide range of industries

Schwendeman Insurance – Marietta, Ohio; third-generation, independent agency, serving the insurance, planning and financial service needs of businesses and individuals throughout Ohio and West Virginia.

Mid-Ohio Valley Oil & Gas Initiative – Marietta, Ohio; Initiative to attract manufacturing and downstream companies to the Mid-Ohio Valley.

Fort Boreman Historical Park – Parkersburg, WV; Fort Boreman is a historic archaeological site encompassing a Civil War fortification located near Parkersburg, Wood County, West Virginia. It was built in 1863, by Company A of the 11th West Virginia Volunteer Infantry Regiment.

Marietta Community Foundation – Marietta, Ohio; Supports philanthropy and the efforts of citizens to improve natural, human and civic resources.

ACCOUNTS LOST IN LAST 12 MONTHS:

West Virginia Division of Tourism – Stonewall opted to not renew request for contract extension.

Tamarack – Mandatory RFP issued as a result of state law.

3.1.5. A List Of Memberships In Any Local, National, Or International Advertising, Marketing Or Public Relations Associations

- Academy of Interactive and Visual Arts
- American Advertising Federation
- American Advertising Federation – Charleston
- American Advertising Federation – Columbus
- American Institute of Graphic Arts, Pittsburgh (AIGA)
- American Marketing Association
- Area Roundtable of Mid-Ohio Valley
- Colony Film Festival Committee
- Greater Parkersburg Convention and Visitors Bureau
- International Academy of the Visual Arts
- Marietta College Corporate Communications Group
- Marshall University School of Business Board
- Mid-Ohio Valley Film Collective
- Ohio Hospitality Association
- Public Relations Society of America
- Public Relations Society of America – West Virginia Chapter
- Southeast Tourism Society
- The American Pixel Academy
- West Virginia Hospitality and Travel Association



Qualifications And Experience

3.1.6. Contact Names, Telephone, And Email Adresses Of Two Additional Clients, Who May Be Contacted By Commerce As References, For Which Similar Services Have Been Provided As Referenced In This CRFP

REFERENCES

Client: **WV Division of Tourism**

Address: 90 MacCorkle Avenue, SW

South Charleston, WV 25303

Contact Person: Betty Carver

WV Tourism Commisioner, Retired

Telephone Number: Phone: 304.561.5338

Email Address: bettybc@suddenlink.net

Length of Relationship: 4 years

Client: **Adventures on the Gorge**

Address: Ames Heights Road, PO BOX 78, Lansing, WV 25862

Contact Person: Brian Campbell

Vice President of Marketing

Telephone Number: 304-574-4379

Email Address: b.campbell@onthegorge.com

Length of Relationship: 8 years

Client: **Greater Parkersburg CVB**

Address: 350 7th Street, Parkersburg, WV 26101

Contact Person: Mark Lewis

President & CEO

Telephone Number: 304-428-1130

Email Address: mlewis@parkersburgcvb.org

Length of Relationship: More than a decade

Client: **The Wilds**

Address: 1400 International Road, Cumberland, OH 43732

Contact Person: Pete Fingerhut

Vice President of Marketing and Sales

Telephone Number: 614-724-3486

Email Address: pete.fingerhut@columbuszoo.org

Length of Relationship: 7 years



3.1.6. Contact Names, Telephone, And Email Addressess Of Two Additional Clients, Who May Be Contacted By Commerce As References, For Which Similar Services Have Been Provided As Referenced In This CRFP

CLIENT REFERENCES/TESTIMONIALS (CONT.)

Perhaps the most important evidence of our firm's qualifications, experience and capability comes from our clients. Following is a partial listing of comments from our key client contacts regarding our contribution and performance.

Simonton Windows

"Stonewall understands it's more than just producing great creative. They focus on understanding our core business challenges, bringing a unique approach and executable ideas that meet our objectives and help grow our business."

Matthew Miner, Director, Marketing Communications, Simonton Windows

Southeastern Ohio Port Authority

"Stonewall has a unique feel for the cultural dynamic which undergirds our communities. When it comes to interpreting the connectedness of contemporary life, Stonewall gets it."

Terry Tamburini, Executive Director, Southeastern Ohio Port Authority

Mid-Ohio Valley Regional Airport

"The Mid-Ohio Valley Regional Airport saw a dramatic increase in the number of passengers over the past several years. This increase is due in large part to the innovative and creative marketing campaigns developed and produced by Stonewall. Their expertise in knowing how to reach our target audience has been invaluable."

Terry Moore, Retired Airport Manager, Mid-Ohio Valley Regional Airport

Dimex

A world-class manufacturer of extruded products for diverse markets

"Stonewall has played a vital role in how others view our company, through their creativity and expertise in web design, merchandising, advertising and overall brand identity. We consider Stonewall more than a business partner; they are an extension of our organization."

Patrick Amrine, Corporate Sales Director, Dimex

The Kroger Company

"Stonewall has always been a great partner for us when we needed something to put us over the top. They're creative, make the deadlines and deliver on budget. They're what we want in an agency, professional and results oriented."

Carl York, Advertising Manager Mid-Atlantic Division

Greater Parkersburg CVB

"Working with the Stonewall Group has been one of the distinct pleasures I have experienced in my position as the head of our destination marketing organization. They deliver—on time, on budget, and on target."

Mark Lewis, President & CEO, Greater Parkersburg CVB



3.1.6. Contact Names, Telephone, And Email Adresses Of Two Additional Clients, Who May Be Contacted By Commerce As References, For Which Similar Services Have Been Provided As Referenced In This CRFP

CLIENT REFERENCES/TESTIMONIALS (CONT.)

Wood County Commission and the Wood County Solid Waste Authority

"We have had a great relationship with Stonewall Marketing. They provide a professional product, understand the needs of a governmental unit and respond rapidly to any changes we need."

Blair Couch, Wood County Commissioner

Area Roundtable of Wood County

"Stonewall Marketing is not only professional but forward thinking. They make things happen quickly, beautifully and within budget every time."

Cam Huffman, President & CEO, The Burdette Group

Smoker Friendly

Retailer with 39 stores in WV, OH, PA and VA

"Working with Stonewall is always such a joy. They are inventive, knowledgeable and professional. I've had the pleasure of working with them for over 10 years and not only have they helped make our business a success they have taken the time to learn it so that they can truly understand our customers. It's a relationship that we value dearly."

Regan Bartley, Director of Marketing, Smoker Friendly

The Wilds

"Your enthusiasm and ability to help promote the WildZFest in May, 2013 has resulted in a significant increase in our foot traffic and overall attendance at The Wilds. We appreciate your superior creative, detail on deadlines and meeting our budget. You and Stonewall are to be highly commended. Please accept my sincerest gratitude for your superior work in marketing this 2013 season's opening event, WildZFest."

Pete Fingerhut, Vice President - Marketing and Sales, The Columbus Zoo and The Wilds

Cambridge/Guernsey County VCB

"As a client of Stonewall for almost 10 years, the Cambridge/Guernsey County Visitors & Convention Bureau has seen a great return on investment using their creative designs and strong PR skills to entice visitors to our area. The VCB was just awarded the prestigious RUBY (Recognizing Uncommon Brilliance) Award sponsored by the Ohio Travel Association for both our mobile site and our television commercials. We find their staff both efficient and a pleasure to work with. They continually seek new opportunities for us to promote our area and stay top of mind with our visitors."



Qualifications And Experience

3.1.7. A List Of Clients For Whom The Vendor Has Provided Advertising Services With A Budget Exceeding \$1 Million

- Adventures on the Gorge
- The Kroger Company
- Simonton Windows
- The West Virginia Division of Tourism
- The West Virginia Department of Commerce

3.2. Media Buying: The Vendor Should Have A Record Of Success With Media Planning And Buying To Be Able To Assist Commerce With Its Media Buying

3.2.1. Describe Its In-House Media Purchasing Capabilities, And Designate (By Name, Title, And Credentials) The Employees Who Will Be Responsible For Media Planning And Buying For Commerce

There are massive changes that are occurring in the fragmented media landscape and it requires more diligence and determination than ever before to craft a smart media plan. Our media approach begins with a research-based platform that goes beyond the traditional age and gender demographics that are typically used in media planning. Stonewall's effective media planning requires an in-depth understanding of the key lifestyles, interests and geographic location of the target audience. These facts and details enable Stonewall to directly identify specific audio, video, digital, print and out of home media required to engage with the audience you want to reach. With research from Nielsen, Scarborough and SRDS, we are also able to determine the mediums most often engaged by your desired audience. This approach allows us to target the message to your key prospects and customers. Our relationships with media partners and strong negotiation skills allow us to cost-effectively deliver the best programs for our clients, while engaging the audience in ways we know they prefer.

Leslie Crooks will oversee the media planning and placement for the West Virginia Department of Commerce. Leslie is our Media Director and is uniquely qualified to find the unexpected and meaningful opportunities for brands to connect with their desired targets, in the right location, with the right medium and at the right time.

3.2.2. Describe Its Local And Regional Media Buying Experience And Capabilities And The Software Used To Perform Media Buying

Stonewall's local and regional planning and buying experience began years before opening our doors 15 years ago. Our media team has been deeply engaged with clients who require local marketing efforts (such as McDonald's, Kroger, Peoples Bank, United Bank, St. Joseph's Hospital, WV Lottery, WV Access Insurance) as well as regional buying (including West Virginia Tourism, Adventures on the Gorge, The Ohio State Fair, Florida Tourism, Cadillac, West Virginia State Parks) and national exposure (Ames True Temper, Simonton Windows, GE Plastics, Inco Alloys). Our group brings rich local and regional expertise to Stonewall clients to significantly improve their marketing efforts.

Because no one software program can effectively perform for every client, Stonewall utilizes a variety of programs to create the intelligence necessary to craft very targeted and measurable media campaigns. We partner with Nielsen Corporation and their PRIZM audience target segmentation to determine how advertisers can best reach their customers, who their best customers are, and what their best customers are like; Scarborough to reveal media relevancy to the target audience; STANDARD RATE AND DATA SERVICES (SRDS) to obtain data regarding local, regional, national and international advertising opportunities, for all media types; Arbitron (Nielsen) for audio/video measurements and multi-platform utilization/audience values and; STRATA which provides the industry's top-rated systems for traditional and emerging media.



3.2. Media Buying

3.2.3. Provide Details Of A Successful Media Buy Done In The Past 3 Years. Provide Details On The Buy And The Effectiveness Of The Campaign

MEDIA BUY - THE WEST VIRGINIA DIVISION OF TOURISM

West Virginia Division of Tourism

90 MacCorkle Avenue, SW
South Charleston, WV 25303

Contact Person: Betty Carver (WV Tourism Commissioner, Retired)
Phone: 304.561.5338
Email: bettybc@suddenlink.net

Stonewall staff members involved:

Tom Crooks, Account Supervisor and Chairman
Leslie Crooks, Media Supervisor and President
Katie Wise, Account Manager
Neil Hawkins, Creative Director and Vice President
Robert Bowman, Creative Director and Vice President

Budget:

\$2.2 million

Following the January 2014 chemical leak from the Freedom Industries facility located adjacent to the Elk River near Charleston, Stonewall Group recommended a comprehensive quantitative market research study to understand the impact of this event on consumer perception and consideration of West Virginia as a leisure travel destination.

REPASS, a firm with deep roots in West Virginia, was recommended by Stonewall Group, to conduct online research among targeted audiences in Cincinnati, Charlotte, Greensboro, Lexington, Pittsburgh, Richmond, Roanoke, Washington, DC, Charleston, West Virginia and areas of West Virginia outside the Charleston Metropolitan Area (92% of visitors to WV travel less than 200 miles to visit the state; 80% travel less than 150 miles).

The survey was conducted in February with nearly 1,500 completed surveys (100 to 150 in each MSA).

Information objectives included:

- Overall awareness and perception of the leak issue
- Overall impression of the state following the incident
- Degree to which the incident would impact consideration of travel to West Virginia
- What markets are most concerned/impacted, in order to prioritize and apply the appropriate marketing investments?

3.2.3. Provide Details Of A Successful Media Buy Done In The Past 3 Years. Provide Details On The Buy And The Effectiveness Of The Campaign

MEDIA BUY - THE WEST VIRGINIA DIVISION OF TOURISM

Key Findings:

- Awareness of the chemical leak was high with approximately 50% of all respondents indicating they had read, seen or heard “a great deal” or “a lot” about the chemical leak issue. 90% had some level of awareness.
- Knowledge of the leak increased with education and level of identification with environmental issues.
- The vast majority aware of the leak (80%) believe it impacted only certain parts of the state.
- The event created a reason for a high percentage of consumers to remove West Virginia from their “consideration set” of destination locations (among those aware, 34% claimed a negative impact on intent to consider).

Top Strategic Takeaways:

- West Virginia needed to be proactive and aggressive in promoting the key brand attributes of the State.
- Top-of-mind recall varied by market (Charleston - 69%, Washington, DC - 28%).
- West Virginia’s brand attributes were not changed as a result of the chemical spill and needed to be the focus of spring marketing campaigns.
 - Natural Beauty
 - Abundance of outdoor recreational activities
 - Relatively low cost and ease of access vs. competitive states
- A significant % of out-of-state visitors to West Virginia have a direction connection to the State through family, friends and former residents.

Strategic Media Plan

The market research findings was used to secure an additional \$1.2 million in funds from the Secretary of Commerce to supplement the Division of Tourism’s spring/summer 2014 marketing campaign. The campaign was launched in April to mitigate negative impact from the spill and to stimulate consideration of visitation to West Virginia. Advertising dollars were invested in markets with the greatest opportunity (based upon research findings—Cincinnati, Columbus, Washington D.C., and Pittsburgh); secondary markets included Charlotte, Greensboro, Lexington, Richmond and Roanoke) and West Virginia (#1 source of overnight visitation to WV). The media mix was optimized to achieve high frequency and reach of messaging utilizing television (65% of investment), digital (20% of investment), and supporting print (4%) and cooperative advertising (9%) programs. Nielsen PRIZM segmentation data and Scarborough media lifestyle research provided insights into efficiently targeting likely visitors. The program ran from April through June to take advantage of the primary planning period for leisure travelers (67% of visitors to WV plan their trips less than 3 weeks prior to visiting)

Results:

A Nielsen Vizu study conducted of West Virginia’s digital rich media creative campaign indicated a lift of 35% in intent to visit West Virginia versus non viewers of the rich media. The Nielsen Online Brand Effect platform allowed Stonewall Group and the West Virginia Division of Tourism to measure brand lift in real time during the campaign. Brand lift is defined as the percentage increase in the primary marketing objective of a brand advertising campaign...the extent to which the advertising has shifted consumer preference.

3.2.3. Provide Details Of A Successful Media Buy Done In The Past 3 Years. Provide Details On The Buy And The Effectiveness Of The Campaign

MEDIA BUY - THE WEST VIRGINIA DIVISION OF TOURISM

Longwoods International was commissioned by the West Virginia Division of Tourism to conduct an Image and Advertising Accountability Research Study following the Spring/Summer 2014 marketing campaign. The study focused on findings related to:

- West Virginia's image as a travel destination vs. its key competitors
- The impact of the advertising on West Virginia's image as a travel destination
- The bottom-line impacts of the campaign

The study found that the spring/summer advertising campaign:

- Generated 1.5 million trips to West Virginia during the campaign.
- Generated \$180.9 million in visitor spending.
- Generated \$13 million in state and local taxes.
- Every dollar on advertising generated \$96 in incremental spending in WV and \$7 in additional tax dollars
- Every dollar invested in marketing generated 0.8 trips in the spring/summer of 2014 (higher trip count per dollar invested than Michigan Tourism).
- West Virginia's strengths were "beautiful mountains," "white water rafting," "excellent hunting," great for "hiking and backpacking," great for "exploring nature," "good place to go camping," "great for canoeing/kayaking," "excellent for skiing."
- Similar to competitive states, four in ten indicate they plan an overnight or day visit to WV in the next year.
- West Virginia was perceived similarly to North Carolina and Virginia as a sports and recreation destination better than other competitive states.
- Past experience strongly influences the perception of West Virginia as being exciting, a family destination, an adult destination, being worry free, great sightseeing, having a good climate, excellent sports & recreation, and being affordable.

3.2.3. Provide Details Of A Successful Media Buy Done In The Past 3 Years. Provide Details On The Buy And The Effectiveness Of The Campaign

MEDIA BUY - WEST VIRGINIA DEPARTMENT OF COMMERCE

West Virginia Department of Commerce

90 MacCorkle Avenue, SW
South Charleston, WV 25303

Contact Person: Chelsea A. Ruby - Director of Marketing and Communications
West Virginia Department of Commerce
Phone: 304.957.9364
Email: Chelsea.A.Ruby@wv.gov

Stonewall Staff Members Involved:

Tom Crooks, Account Supervisor and Chairman
Leslie Crooks, Media Supervisor and President
Katie Wise, Account Manager
Neil Hawkins, Creative Director and Vice President
Robert Bowman, Creative Director and Vice President

Budget:

\$74,500 (Media Only)

West Virginia Development Office: My State. My Life. Campaign

This campaign promoted the fact that completion of a high school degree and additional education/training is one of the most important investments people can make to secure a good career and higher earnings. Thousands of jobs will be available in West Virginia over the next decade that will require more than a high school education.

Key Markets/Audiences

- Primary - Junior/Senior High School Students throughout West Virginia and their parents.
- Secondary - Unemployed workers throughout West Virginia.
- Communication/Media Goals
- **Build Awareness of the importance of an education in today's economy including:**
 - High School education or equivalent
 - Two-year Associates Degree
 - Technical or vocational training
 - Four year college degree or higher
 - Educate West Virginians of career opportunities available in West Virginia today and over next decade.
 - Address value of traditional four year degrees but dispel notion that a technical degree is only for individuals who can't cut a four year college degree.
 - Engage audiences with key facts to support exciting career opportunities.
 - Communicate that education equals opportunity.

3.2.3. Provide Details Of A Successful Media Buy Done In The Past 3 Years. Provide Details On The Buy And The Effectiveness Of The Campaign

MEDIA BUY - WEST VIRGINIA DEPARTMENT OF COMMERCE

Campaign Deliverables

Developed campaign theme and logo that was simple yet impactful to the target audience – “My State. My Life.”

Developed a short motivational and fact-filled film that is posted on the website, YouTube, Facebook and has been played at all PR events targeted to schools throughout West Virginia.

State Wide Television and Radio Campaign - :30 TV and :30 Radio

Stonewall Group conceived and developed a television commercial and radio spots that aired throughout West Virginia via the West Virginia Broadcasters Association Public Education Partnership. \$21,000 investment yielded a 15:1 return on investment with over 19,600 “My State. My Life.” radio and television commercials airing across West Virginia over a time period of three months. The total return on investment amounted to over \$292,000.

Print, posters, brochures and collateral pieces were developed for use in schools throughout the state, for hand out to students, parents and school counselors.

State Wide Cinema Advertising - :30 TV

The “My State. My Life” television campaign aired in every theater throughout West Virginia over a time period of four months (September – December, 2014) generating over 900,890 premium big screen impressions and over 520,000 LEN lobby impressions.

Website

Stonewall Group developed a dynamic website that launched prior to the campaign launch and featured a short “My State. My Life.” video featuring an introduction by Governor Earl Ray Tomblin. The site has attracted over 22,000 unique users and over 15,200 page views with an average session duration of 1:00 minute and :02 seconds. The full-length video has been viewed over 15,000 times on the website. Importantly, there have been over 12,200 visitor events with 20.69% to the “2 Year Program Jobs” section, over 20.34% to the “1 Year Program Jobs” page, over 19% to the “4 Year Program Jobs” pages.

Facebook and Twitter

Social media continues to be one of the quickest means of reaching the age demographic outlined in the “My State. My Life.” campaign. We developed an engaging, and visually appealing Facebook and Twitter page to help promote student involvement and provide an easy outlet for sharing information. The campaign’s branding components such as the logo and recognizable imagery are utilized on both pages, and the social media handles were promoted in each school campaign event the Governor spoke at.

Public Relations

The Governor held a number of “My State. My Life.” rallies at high schools throughout West Virginia to launch the campaign. The Governor has also recognized the campaign in various press events, including multiple educational summits as well as the 2015 State of the State Address at the West Virginia Legislature. These meetings with students, parents, staff and educational figures across the state have generated nearly \$1,000,000 in advertising value throughout West Virginia.

Dollar Investment Results

This campaign came with a small media spend of 74,500 – it performed extremely well based on exposure from the WVBA and the PR efforts. The media investment achieved at least a reach of 90% of the target market with this audience seeing or hearing the message at least 15 times

The TOTAL media investment resulted in an exposure amount equal to \$1,292,000.

3.3. Research: The Vendor Should Have The Ability To Identify A Need For Market Research, How To Apply Such Research, And How To Use It To The Client's Benefit

3.3.1. Describe Its Research Capabilities Including Staff Specialists And Credentials; Equipment, Such As Specialized Software Programs; And Subcontracted Services Available If Those Services Are Proposed

Strategic planning at Stonewall is based upon a simple but powerful model. Information is the foundation for the insights that are catalysts for the ideas that power results. The Stonewall planning process is designed to assure the most relevant information is discovered, processed and turned into powerful insights. A solid foundation of information is critical and it is the starting point for our planning work. We review all previous research conducted, explore all secondary information and identify any critical information gaps.

Tom Crooks, Chairman of Stonewall Group, has extensive experience in working with a number of research firms utilizing a number of research methodologies to accomplish a variety of informational objectives. We conduct research in a responsible and practical manner that maximizes the investment of the client and eliminates wasted time and effort. Stonewall has partnered with Nielsen Corporation to conduct PRIZM audience target segmentation studies to determine how advertisers can best reach their customers, who their best customers are, and what their best customers are like; Scarborough to conduct media relevancy research; REPASS of Cincinnati, Ohio to conduct qualitative and quantitative market research including focus groups and online studies; Longwoods International for marketing and advertising research in the Tourism industry; Dean Runyan Associates to conduct economic impact research; and Persuadable Research to conduct online attitude and awareness research. Most recently, Stonewall worked with Commerce Communications to coordinate an RFP for a State Parks economic impact study and visitor market research. The study was awarded to Vincent P. Magnini, Ph.D. and Muzzo Uysal, Ph.D.

3.3.2. Provide One Example Of Research Used To Develop Or Evaluate A Recent Comprehensive Marketing And Paid Media Advertising Campaign

See Section 3.2.3. West Virginia media buy.

3.4. Website Development: The Vendor Should Have Experience In The Design And Development Of Large-Scale Commercial Websites

3.4.1. Describe Its Web Development Capabilities Including Staff Specialists And Credentials; Equipment, Such As Specialized Software Programs; And Subcontracted Services Available If Those Services Are Proposed

Stonewall provides turn-key solutions which include web development, hosting, technical support, content maintenance, online marketing, and social media campaigns. Most of our websites have an open source Content Management System (CMS) included which allows the client to easily make updates and protects them from vendor lock-in which can happen when using a proprietary CMS. Stonewall has experience and expertise in working in the following open source content management systems:

- WordPress (Stonewall uses only on small sites at client's request) - <https://wordpress.org>
- Joomla (Preferred by most of Stonewall's clients) - <http://www.joomla.org>
- Drupal (Stonewall uses for special projects or on client request - not as easy for the client to maintain as Joomla) - <https://www.drupal.org>

Note that many extensions/modules/plugins are available that add features to the core of a CMS. Any third party software for a CMS is thoroughly tested by Stonewall before it is utilized in a project.

During development, Stonewall's Project Management System is used for project communication and collection of assets, and it also provides reminders to help manage tasks and the timeline for the project. Stonewall primarily uses Adobe's Creative Cloud products along with various programming editors for web development software. Stonewall will setup a temporary development hosting account for use during development and review and approval processes. Upon client approval of the site, Stonewall can package up the site and deploy it on a production hosting account or deliver it to the client for deployment (if requested). Stonewall will also aid in repointing the domain name if requested by the client.

A production hosting account can be acquired by either Stonewall or the client, but it must meet the requirements of the chosen CMS. HostGator (<http://www.hostgator.com/company>) is Stonewall's preferred provider for dedicated servers. HostGator is located in Texas and serves customers ranging from individual freelancers to Fortune 500 companies in more than 200 countries.

Stonewall recommends HostGator's Pro Dedicated Servers for large-scale websites (<http://www.hostgator.com/dedicated>). The specs are as follows:

- Intel Xeon Quad Core, 3.3GHz (8 threads)
- 1 Gbps Uplink
- 16 GB High Performance RAM
- 1,000 GB RAID-1 Drives
- 25 TB Bandwidth
- 5 Dedicated IPs

HostGator's network features:

- Fully Redundant Network with no Single Point of Failure
- Multiple Layers of Network Security
- Multiple Bandwidth Providers (AboveNet, ATT, Comcast, Global Crossing, Level(3), NTT)
- State of the Art Data Center with Backup Power Generators and HVAC Units (<http://www.hostgator.com/network>).

3.4. Website Development: The Vendor Should Have Experience In The Design And Development Of Large-Scale Commercial Websites

A HostGator Dedicated Server is a fully managed solution with:

- 24/7/365 Premium Support via Phone, Live Chat, and Ticket System (Email)
- 24/7/365 Server Support (HostGator system administrators monitor all servers 24 hours a day, 7 days a week).

This solution provides hardware dedicated for a client and does not pose the limitations and security concerns found in a shared hosting environment. Because the hardware is dedicated, HostGator's Pro Dedicated Server will typically be sufficient to host more than one website (Commerce should be able to host several sites on a Pro Dedicated Server before needing to purchase again).

Stonewall offers technical support for the hosting environment and the CMS. Also, Stonewall offers content maintenance services to help keep your website up to date. Following are short bios of our digital team which is also supported by Stonewall's creative team, copywriters, and account executives.

Michael Popp—Digital Director

Mike has more than 15 years of experience in web design and programming. He manages and maintains Windows and Linux environments including Linux Servers, Apache Web Servers, and Databases. Mike is proficient in HTML, CSS, and JavaScript supporting modern web browsers and responsive design for mobile sites. He programs in PHP, Perl, and .Net and develops for various CMS platforms including WordPress, Joomla, and Drupal. He shares his knowledge by teaching web programming courses at a local community college. Mike graduated from The Ohio State University with a degree in Engineering.

Zak Roberts - Web Programmer

Zak Roberts is a programming specialist at Stonewall. He codes website templates for CMS platforms that bring our custom site designs to life. Zak also codes our custom e-newsletters and email blasts. Zak is a graduate of Washington State Community College with an associate's degree in Web Programming and an associate's degree in Computer Support Technology. Zak is a recent graduate who before joining Stonewall did freelance work.

Andy Hall - Senior Interactive Designer

Andy Hall is a senior digital designer at Stonewall. He is our lead designer for websites, e-newsletters, digital ads, and social media. Andy is also our videographer, filming and editing commercials for TV and web related video projects. Prior to joining Stonewall, Andy had a successful career as an independent graphic designer, serving many industries, including healthcare, alternative healthcare, music, and events and festivals. He has a strong background in web design/implementation and corporate identity and logo design. Prior to his freelance career, Andy was the Chief Designer and Webmaster for Salem International University. Andy is a graduate of Salem International University with a bachelor's degree in Religion and a Philosophy minor.

3.4.2. Provide One Example Of A Recently Developed Commercial Website. Describe Functionality, Platform And Hosting Specifications

Stonewall has successfully developed small and large-scale websites for clients. For example, My State My Life (mystatemylife.com) and West Virginia Mineral Development (wvmineraldevelopment.org) are small-scale sites whereas Ohio Valley University (ovu.edu) is a large-scale website.

The Ohio Valley University website has hundreds of active pages in the site. Stonewall developed, populated, and setup the hosting for the site. OVU maintains the content using Joomla and has a service agreement with Stonewall for technical support.

Site features include social sharing, slideshows, multi-media assets (video and sound), image galleries, employee database, calendars, news releases, online forms, and SEO management. The site is designed to be responsive so it is accessible on mobile devices as well as desktop computers.

For hosting, OVU purchased a Pro Dedicated Server from HostGator and Stonewall configured the server, setup the hosting account, and deployed the website. The hosting is setup as a LAMP environment (Linux Operating System, Apache Webserver, MySQL Database, and PHP server-side programming) to support the Joomla CMS.

Using Joomla, OVU can easily manage the content on the site through the WYSIWYG editor which also allows for advanced code editing. Documents and images can also be easily managed through Joomla. New features can be added to the site from the Joomla! Extensions Directory™ which has over 9,000 extensions available (<http://extensions.joomla.org>).



3.5. Video Production: The Vendor Should Have Experience In The Development Of Professional Video Production

3.5.1. Describe Its Video Production Capabilities Including Staff Specialists And Credentials; Equipment, Such As Specialized Software Programs; And Subcontracted Services Available If Those Services Are Proposed.

Stonewall Group has In-House video production capabilities to create high quality video productions for our clients that do not have large budgets. We have developed a high-definition workflow that allows for beautiful Blu-ray-quality projects that is often faster and more economical than larger film production companies. We have done several styles of video shooting and editing including corporate image, interviews, documentary, event and festival coverage and on-the-go reality style pieces. Stonewall Group's videographer and video editor, Andy Hall, has produced award-winning video productions for a number of clients. Andy is self-taught and fell in love with film as a result of his design experience. His work is fresh and his eye uniquely captures the emotion he infuses throughout his work. Andy is working in his free time on a feature film and is active in the Colony Film Festival and the Mid-Ohio Valley Film Collective.

Stonewall Group offers turn-key video production from concept to finished product.

Our in-house software and editing equipment includes:

Stonewall Group utilizes 2 Editing Desks - PC and MAC. **Adobe software:** Adobe is acclaimed worldwide for its impressive software tools, many of which have become true industry standards in different fields and **Adobe Premiere Pro** is one of its flagship products. Premiere is one of the best video editing packages on the market. **Adobe Audition** is a highly polished, advanced recording suite for sound editing. **Adobe After Effects** is a digital visual effects, motion graphics, and compositing application. **Adobe Photoshop** is the industry standard in photo retouching and color correction. **Adobe Illustrator** is a vector graphics editor used worldwide by designers to create digital graphics, illustrations, and typography. Several third-party plug-ins and effects have been added to the suite for more editing capabilities—from Red Giant, Magic Bullet, FilmImpact and more.

Our in-house video equipment includes:

2 Panasonic GH2 DSLR cameras for multi-cam shooting (offering 1080p quality) and a Black Magic DSLR Video Camera (offering 1080p quality and RAW video capabilities;) multiple lenses including a prime lens package in lengths of 12mm, 25mm, 50mm and 85mm; GoPro and accessories; movement equipment including a jib crane, slider dolly, steady cam, shoulder rigs and tripods. Stonewall Group has lighting kits, both LED and fluorescent for different lighting approaches in addition to reflectors and diffusers for shooting in sunlight. Our sound equipment includes the Zoom H4N Field Recorder, Sennheiser Boom Microphones with stationary boom stands and mobile boom capabilities for documentary-style audio, and wireless lavalier mic systems.

Stonewall Group also works with subcontractors on projects that are not within our realm of capability. We have a close working relationship with PikeWood Creative of Morgantown, West Virginia and have worked with SpaceJunk and Mills James Productions located in Columbus, Ohio and PPS Studio in Cincinnati. When subcontracting video services we place a premium on selecting the right firm with the right experience, the right equipment and the right people who share in our vision for a final product.

3.5.2. Provide One Example Of A Recently Developed Video

The link below is to a short video that was filmed and edited by Stonewall Group for client The Tucker County CVB.

[HTTPS://VIMEO.COM/114174699](https://vimeo.com/114174699)

The links below are to WV State Parks :30 Family and :30 Adventure TV spots.

[HTTPS://VIMEO.COM/127733461-FAMILY](https://vimeo.com/127733461-FAMILY)

[HTTPS://VIMEO.COM/127634332-ADVENTURE](https://vimeo.com/127634332-ADVENTURE)

- 3.6. Full Marketing Campaigns: Each Bidder Should Identify One Recent And Successfully Completed, Comprehensive Marketing Project (Within The Three Years Preceding The Date Of The Proposal) Including, But Not Limited To, Media-Related Advertising And The Subsequent Buy, Promotional Items, Websites, Public Relations Endeavors And Other Pertinent Materials, And The Individual Staff Members Involved In The Three Projects. Campaigns Or Projects That Did Not Use Aired Or Published, Paid Media Shall Not Be Considered As Eligible For The Purpose Of Responding To This Proposal. Each Bidder Should Also Include The Name And Phone Number Of A Contact Person At The Client's Place Of Business To Serve As A Reference For Any Project Submitted. Identical Information Must Also Be Provided For Any Principal In A Joint Venture Or Subcontractor Situation.**

**CAMPAIGN #1 - THE WEST VIRGINIA DIVISION OF TOURISM
SPRING/SUMMER 2014**

West Virginia Division of Tourism

90 MacCorkle Avenue, SW
South Charleston, WV 25303

Contact Person: Betty Carver (WV Tourism Commissioner, Retired)
Phone: 304.561.5338
Email: bettybc@suddenlink.net

Stonewall staff members involved:

Tom Crooks, Account Supervisor and Chairman
Leslie Crooks, Media Supervisor and President
Katie Wise, Account Manager
Neil Hawkins, Creative Director and Vice President
Robert Bowman, Creative Director and Vice President

Budget:
\$2.2 million

Research:

REPASS
4555 Lake Forrest Drive
Suite 194
Cincinnati, Ohio 45242

Longwood's International
47 Colborne St.
Suite 301
Toronto, ON M5E 1P8
Canada

The West Virginia Division of Tourism works to cultivate a world-class travel destination for visitors of all ages and interests. Following the January 2014 chemical leak from the Freedom Industries facility located adjacent to the Elk River near Charleston, Stonewall Group recommended a comprehensive quantitative market research study to understand the impact of this event on consumer perception and consideration of West Virginia as a leisure travel destination. To put the concern in perspective, shortly after the leak there were over 215,000 Facebook references to the spill; 182,950 Twitter "tweets"; over 9,000 blog mentions; and hundreds of thousands news articles...all mostly negative.

For speed of results and cost effectiveness, an online research study was implemented with each of the West Virginia Division of Tourism's target MSA's. The survey was completed with a representative population sample within each of the 11 market areas, ensuring an appropriate mix of age and gender.

REPASS, a firm with deep roots in West Virginia, was recommended by Stonewall Group, to conduct the online research among targeted audiences in Cincinnati, Charlotte, Greensboro, Lexington, Pittsburgh, Richmond, Roanoke, Washington, DC, Charleston, West Virginia and areas of West Virginia outside the Charleston Metropolitan Area (92% of visitors to WV travel less than 200 miles to visit the state; 80% travel less than 150 miles).

The survey was conducted in February with nearly 1,500 completed surveys (100 to 150 in each MSA).

Information objectives included:

- Overall awareness and perception of the leak issue
- Overall impression of the state following the incident
- Degree to which the incident would impact consideration of travel to West Virginia
- What markets are most concerned/impacted, in order to prioritize and apply the appropriate marketing investments?

Key Findings:

- Awareness of the chemical leak was high with approximately 50% of all respondents indicating they had read, seen or heard “a great deal” or “a lot” about the chemical leak issue. 90% had some level of awareness.
- Knowledge of the leak increased with education and level of identification with environmental issues
- The vast majority aware of the leak (80%) believe it impacted only certain parts of the state.
- The event created a reason for a high percentage of consumers to remove West Virginia from their “consideration set” of destination locations (among those aware, 34% claimed a negative impact on intent to consider).

Top Strategic Takeaways:

- West Virginia needed to be proactive and aggressive in promoting the key brand attributes of the State.
- Top-of-mind recall varied by market (Charleston – 69%, Washington, DC – 28%).
- West Virginia’s brand attributes were not changed as a result of the chemical spill and needed to be the focus of spring marketing campaigns.
 - Natural Beauty
 - Abundance of outdoor recreational activities
 - Relatively low cost and ease of access vs. competitive states
- A significant % of out-of-state visitors to West Virginia have a direction connection to the State through family, friends and former residents.

Strategic Media Plan

The market research findings was used to secure and additional \$1.2 million in funds from the Secretary of Commerce to supplement the Division of Tourism’s spring/summer 2014 marketing campaign. The campaign was launched in April to mitigate negative impact from the spill and to stimulate consideration of visitation to West Virginia. Advertising dollars were invested in markets with the greatest opportunity (based upon research findings - Cincinnati, Columbus, Washington D.C., and Pittsburgh); secondary markets included Charlotte, Greensboro, Lexington, Richmond and Roanoke) and West Virginia (#1 source of overnight visitation to WV). The media mix was optimized to achieve high frequency and reach of messaging utilizing television (65% of investment), digital (20% of investment), and supporting print (4%) and cooperative advertising (9%) programs. Nielsen PRIZM segmentation data and Scarborough media lifestyle research provided insights into efficiently targeting likely visitors. The program ran from April through June to take advantage of the primary planning period for leisure travelers (67% if visitors to WV plan their trips less than 3 weeks prior to visiting).

Results:

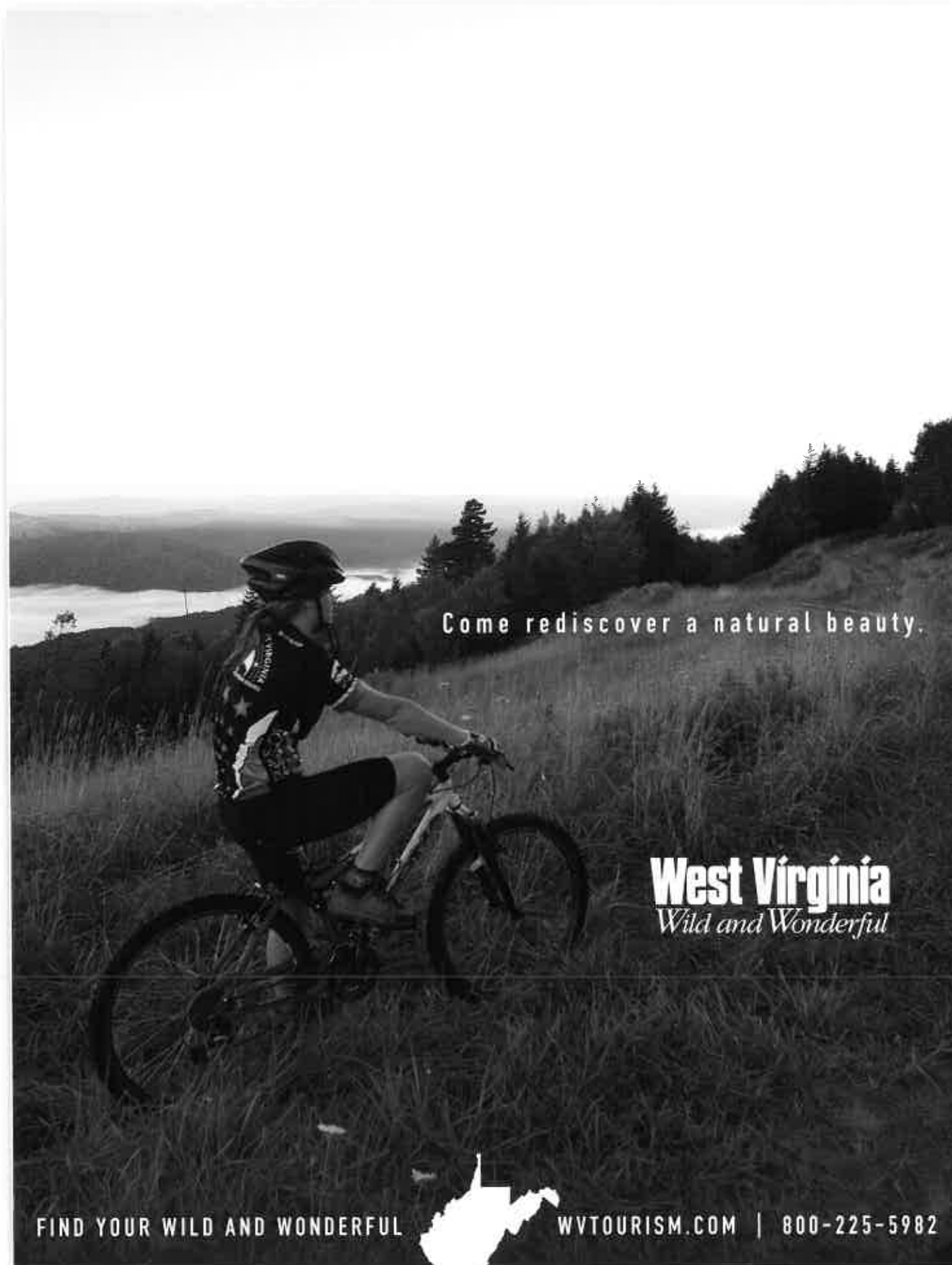
A Nielsen Vizu study conducted of West Virginia's digital rich media creative indicated a lift of 35% in intent to visit West Virginia versus non viewers of the rich media. The Nielsen Online Brand Effect platform allowed Stonewall Group and the West Virginia Division of Tourism to measure brand lift in real time during the campaign. Brand lift is defined as the percentage increase in the primary marketing objective of a brand advertising campaign...the extent to which the advertising has shifted consumer preference.

Longwoods International was commissioned by the West Virginia Division of Tourism to conduct an Image and Advertising Accountability Research Study following the Spring/Summer 2014 marketing campaign. The study focused on findings related to:

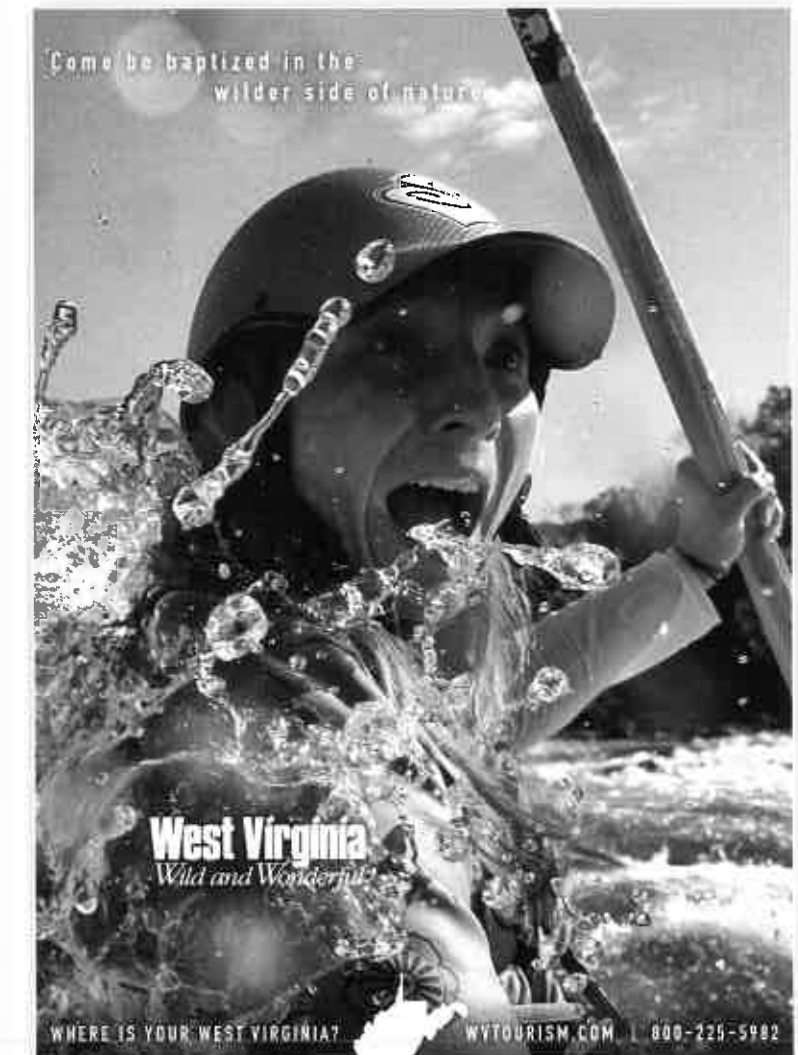
- West Virginia's image as a travel destination vs. its key competitors
- The impact of the advertising on West Virginia's image as a travel destination
- The bottom-line impacts of the campaign

The study found that the spring/summer advertising campaign:

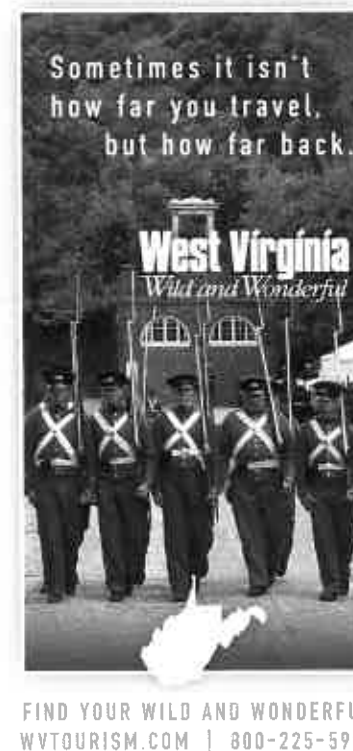
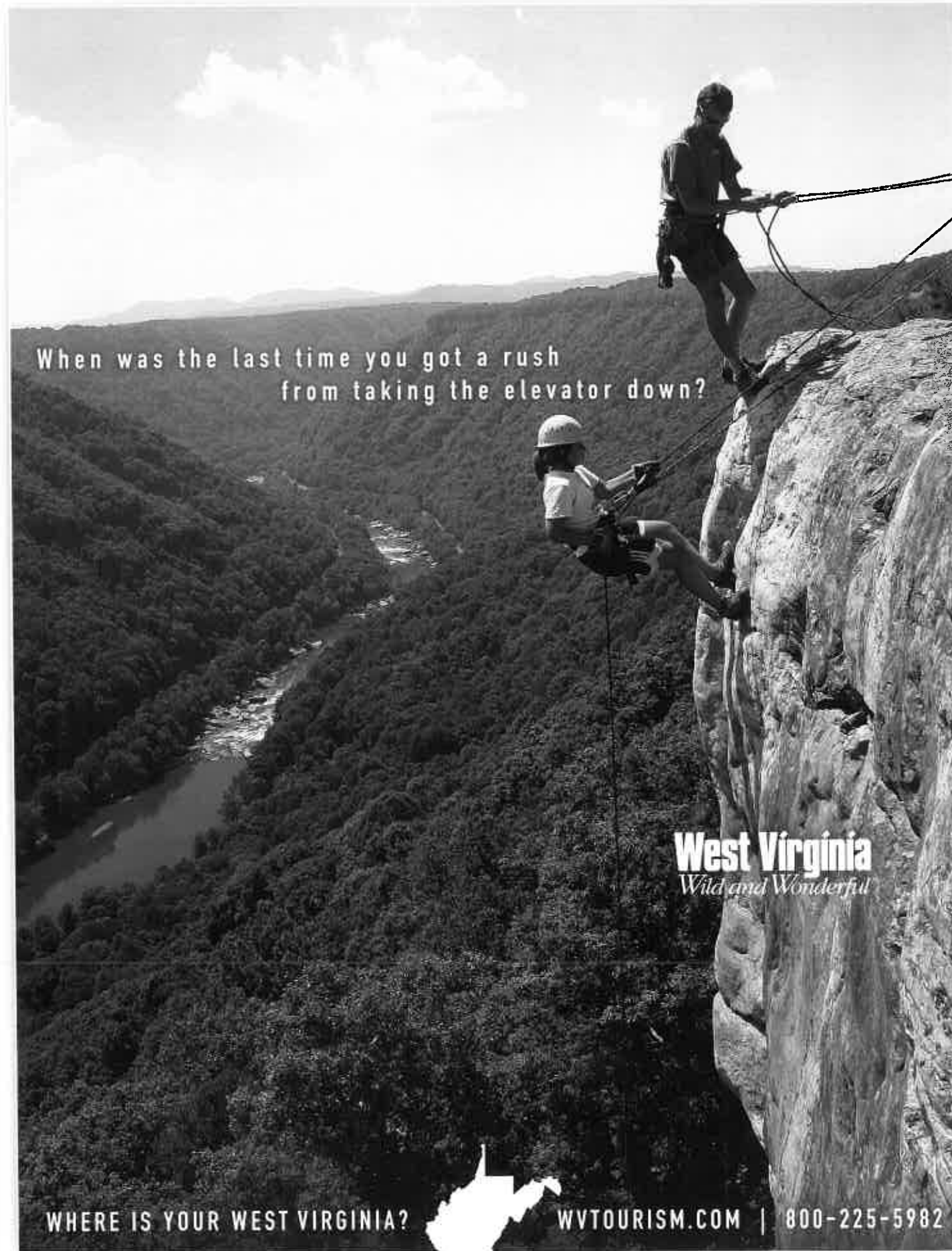
- Generated 1.5 million trips to West Virginia during the campaign
- Generated \$180.9 million in visitor spending
- Generated \$13 million in state and local taxes
- Every dollar on advertising generated \$96 in incremental spending in WV and \$7 in additional tax dollars
- Every dollar invested in marketing generated 0.8 trips in the spring/summer of 2014 (higher trip count per dollar invested than Michigan Tourism)
- West Virginia's strengths were "beautiful mountains," "white water rafting," "excellent hunting," great for "hiking and backpacking," great for "exploring nature," "good place to go camping," "great for canoeing/kayaking," "excellent for skiing."
- Similar to competitive states, four in ten indicate they plan an overnight or day visit to West Virginia in the next year
- West Virginia was perceived similarly to North Carolina and Virginia as a sports and recreation destination better than other competitive states.
- Past experience strongly influences the perception of West Virginia as being exciting, a family destination, an adult destination, being worry free, great sightseeing, having a good climate, excellent sports & recreation, and being affordable.



3.6 Full Marketing Campaigns



3.6 Full Marketing Campaigns



CAMPAIGN #2 - ADVENTURES ON THE GORGE

Adventures on the Gorge (AOTG) is an all-inclusive adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. We have been working with the founders of this company for eight years.

Adventures on the Gorge

Ames Heights Road, PO BOX 78, Lansing, WV 25862
Brian Campbell, Vice President of Marketing
304-574-4379 | Email: b.campbell@onthegorge.com
adventurewestvirginia.com

Stonewall staff members involved:

Tom Crooks, Account Supervisor and Chairman

Leslie Crooks, Media Supervisor and President

Neil Hawkins, Creative Director and Vice President

Robert Bowman, Creative Director and Vice President

Challenge:

Adventures on the Gorge (AOTG) is an all-inclusive family adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. The AOTG resort was born from the same desire to explore and discover that has inspired journeys and great expeditions throughout history. At AOTG there's literally an activity for everyone, of any age, with experiences customized for any budget. The DNA of four legendary whitewater rafting outfitters—Class VI, Mountain River Tours, the Rivermen and Songer—is still an integral part of AOTG.

The strategic shift from being the premier white water rafting companies on the New and Gauley River to being a world class outdoor adventure resort was driven, in part, as a result of declining rafting numbers for all West Virginia outfitters over the past 10 years. To offset the lost revenue, the management at AOTG had the vision to consolidate rafting companies while expanding into new adventure activities such as zip lines, expanded camp grounds, cabins, amenities, and more. The primary goal of these investments has been to increase daily revenue per person.

Market Research:

Over the past five years AOTG has repositioned and rebranded itself as an all-inclusive world premier outdoor adventure resort. As a part 2013 strategic branding initiatives AOTG and Stonewall Marketing Group conducted qualitative (focus groups) and quantitative research (online survey of past customers and prospects) to gain important insights in terms of attracting new customers and engaging past customers to return.



To Whom It May Concern,

Adventures on the Gorge is in the business of fun and adventure. We are experts at it. We use our equipment, our experience and our passion for the outdoors to take individuals and families out into the wilderness to do things they could never do on their own. We are not experts at Marketing and Advertising. The prospect of taking on an expensive and risky marketing research project was as scary for us as going down the Gauley River for the first time is for one of our guests. Tom Crooks and his team at Stonewall Marketing provided the expert guidance to help us navigate the maze of the two marketing research projects. We have done a number of smaller research projects in the past without the assistance of Stonewall. The problem was that we didn't know how to use the data after the project was completed. The Stonewall Team was able to explain the meaning of the research. They were able to help us craft a new messaging and advertising strategy that put the right message to the right target using the most efficient media to maximize our advertising dollars. The Stonewall Team has always been a valued partner in the growth of our business. I highly recommend their services.

Sincerely,

Brian Campbell,
Vice President of Sales and Marketing,
Adventures on the Gorge
304-574-4379
b.campbell@onthegorge.com

A series of mini-focus groups was conducted to provide an understanding of the consumer perspective of family outdoor adventure vacations, as well as to illuminate and humanize the second phase online quantitative research questionnaire development allowing the team to uncover underlying, unrecognized opportunities and concerns. This phase was used as a tool to enhance insights, understanding, and acceptance.

The online study was conducted to expand on the learning from the qualitative research and provide conclusive and actionable results to the management team of AOTG that will inform strategy, prioritize audiences and markets, and set the tone for positioning the resort as "American's Premier Outdoor Adventure Resort."

At the same time the market research was being conducted, AOTG invested in a Nielsen/Prizm market audience segmentation analysis to determine customer/prospect profiles in terms of demographics, lifestyles, psychographics and market opportunities for growth. In addition Scarborough Media Services was incorporated to match up with the Nielsen Segmentation study results to pinpoint media most frequently relied upon by the audience segments.

Findings:

Focus group results supported AOTG's branding strategy of product/service expansion indicating that consumers considering an outdoor/adventure trip place great value on the ability to relax, unwind, and get away from the stresses of life while participating in a number of experiences and activities...experiencing something new and different. Key sentiments for adventure travel that emerged from the focus groups was the ability to experience natural beauty, find relaxation by disconnecting from daily stresses, and connecting with family and friends.

Quantitative research confirmed much of the focus group conclusions including the favorable consideration for outdoor/nature-based getaways. From a messaging standpoint, it was determined that importance needed to be placed upon the many new amenities, activities and offerings at AOTG, including less adventurous options while communicating the emotive reasons for choosing an outdoor getaway over a traditional beach vacation.

The Nielsen/Prizm segmentation study confirmed key audience segments and markets offering the greatest potential for visiting AOTG from a lifestyle standpoint.

Solution:

Consumers cherish their traditional weeklong beach vacations and outdoor

adventure trips are considered alternatives over shorter getaways throughout the summer. Unique communications and offerings were provided to target audiences throughout AOTG's primary markets with a greater emphasis on leisure and social activities. Targeted efforts were also developed for various market segments to attract families, couples getaways and adventure enthusiasts.

Quantitative and qualitative research was important in providing market trends and messaging while Nielsen/Prizm provided greater definition of audience segments, markets and the most efficient media options for reaching targeted audiences.

Television and radio were incorporated into the plan to target the key feeder markets of Cincinnati and Columbus. Direct mailings of an award winning and professional "coffee table" catalog was mailed to past customers along with new prospect names from Nielsen/Prizm that conformed to the demographic, lifestyle and psychographic characteristics of the AOTG customer. Direct mailings were utilized throughout the year to past customers and prospects.

AOTG utilized NetSeer technology to allow AOTG to deliver the right message, to the right target prospects, in the right frame of mind with virtually zero waste. NetSeer technology was employed in the important target market of Washington, DC, Baltimore and northern Virginia. NetSeer is an advanced media buying solution that uses concepts, not keywords, to find the best ad placements. Using concepts instead of keywords, NetSeer scans the content of web pages to understand their true meaning to find the best ad placements for brand campaigns across the web.

In addition, Facebook paid advertising, print advertising, email blasts, SEO, social media and other media venues were incorporated throughout the year to build awareness, understanding, acceptance and visitation.

Impact:

AOTG captured market share from the competition while increasing visitation and revenues in 2013 over 2012.



**ADVENTURES
ON THE GORGE**

Let yourself STAY.

The cure for cabin fever REALLY IS A CABIN!
Experience the ultimate over-the-top, light-bulb-burns, sing-along-world-adventure resort with more than 100 cabins! New River Gorge, WV.

ADVENTURES ON THE GORGE
Leading the world outdoors
NEWRIVERGORGEGETAWAY.COM | 888.287.4480

Let yourself GO.

TREETOPS
TIMBERTREK
GRAVITY

The world's largest selection of AERIAL ADVENTURES!
Experience the ultimate over-the-top, light-bulb-burns, sing-along-world-adventure resort. New River Gorge, WV.

ADVENTURES ON THE GORGE
Leading the world outdoors
NEWRIVERGORGEGETAWAY.COM | 888.287.4480

"I love to have my hair raised, my mind boggled, my awe struck, my flabber gasted and my dogma blown away."

—Jesse Cline, River Guide R.L.P.



**ADVENTURES
ON THE GORGE**

"One of the Best Adventure Travel Companies on Earth" *National Geographic Adventure*
"Best New Adventure Product" *Garden & Gun Magazine*
"One of the Top Ten Ziplines in the World" *Travel & Leisure Magazine*

AdventureWestVirginia.com | 888-287-4480

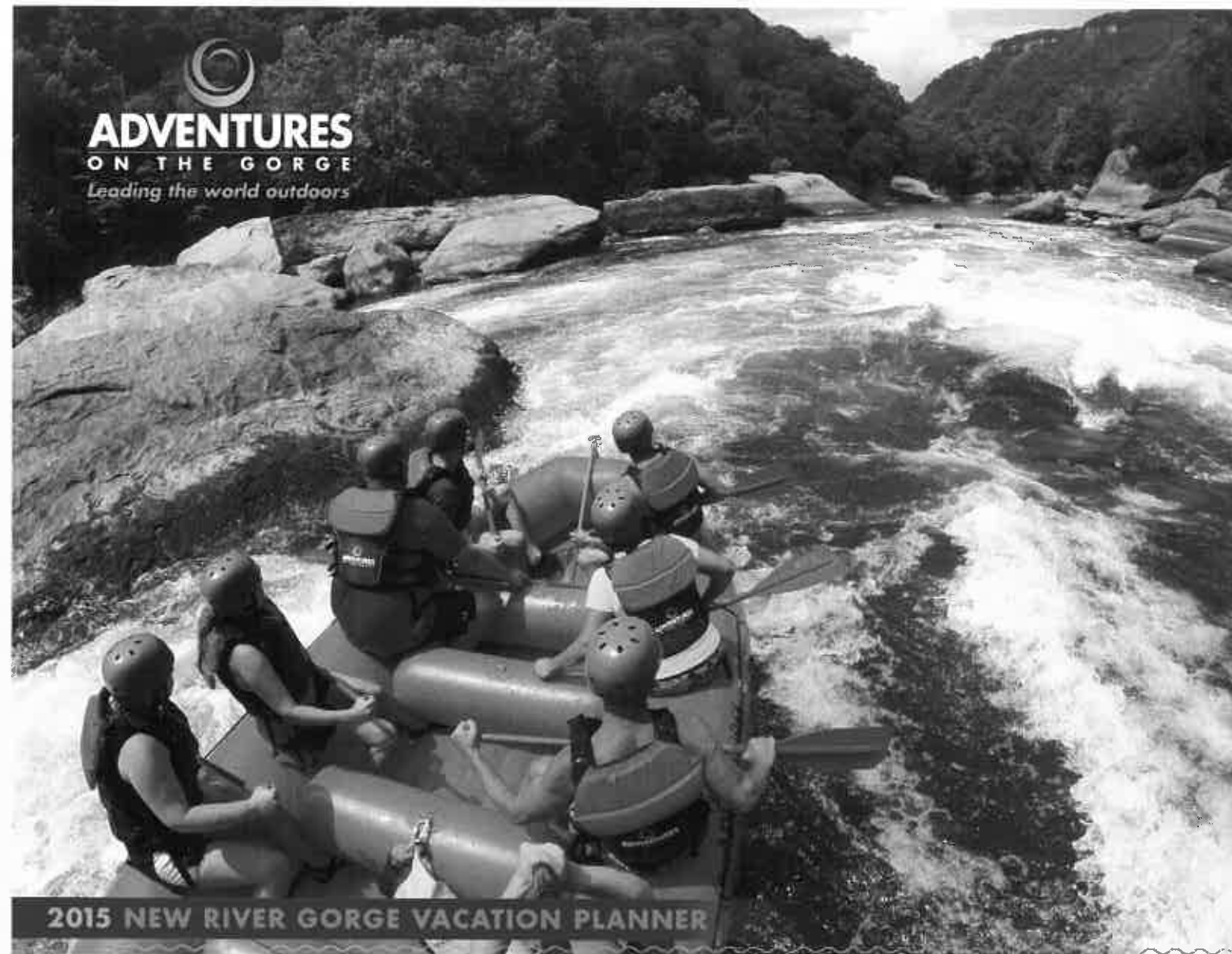
3.6 Full Marketing Campaigns

A MATCH MADE NEAR HEAVEN.

Weddings

ADVENTURES ON THE GORGE

3.6 Full Marketing Campaigns



NEW RIVER

UPPER NEW

Travel through spectacular scenic canyons with wild, white-water rapids the whole family can enjoy! You'll be able to camp and play or kick back and enjoy the view. Includes personal recreation lunch.

- Perfect introductory whitewater trip
- Local self-confidence and team work skills
- Fun for children, teens and adults alike

Category	Price
1/2 Day - 1 hr - 1/2 hr	\$199
1/2 Day - 1 hr - 1/2 hr	\$199
1/2 Day - 1 hr - 1/2 hr	\$199

GLADE CREEK CANYON

NEW FOR 2015

Immerse yourself in the splendor of scenic Glade Creek Canyon section of the New River. Enjoy your hike via Glade Creek as you take in waterfalls, wildlife, rhododendron ridges and hickory forest that border the trail. After returning from the hike you'll hit the live and cool down! This rejuvenated trip offers plenty of time to swim, boat or just sit in the boat and enjoy the view. Includes gourmet river-side lunch.

- Limit of 14 guests per day guarantees smaller private trips
- Sublims swim 6-rails section offers unobstructed wilderness experience
- Interesting history with beautiful scenery

Category	Price
1/2 Day - 1 hr - 1/2 hr	\$199
1/2 Day - 1 hr - 1/2 hr	\$199
1/2 Day - 1 hr - 1/2 hr	\$199

ALMOST 7

LEARN TO DUCKIE (Max Age 12)

Learn to Duckie is the most fun of all! You'll be able to enjoy the thrill of a white-water rafting trip with a twist. You'll be able to enjoy the thrill of a white-water rafting trip with a twist. You'll be able to enjoy the thrill of a white-water rafting trip with a twist.

YOU'LL LEARN:

- How to use a paddle
- How to use a life preserver
- How to use a helmet
- How to use a spray skirt
- How to use a foot lock
- How to use a foot strap
- How to use a foot strap

\$199 per person
\$499 for 2

ADVENTURES ON THE GORGE

Welcome to Adventures On the Gorge!

Request your **FREE 2013 Vacation Guide** and register to win a **4-Night All-Inclusive Vacation!**

Meet the Challenge!

ADVENTURE ADVANTAGE!
Book a 2-day or more all-inclusive vacation and get an extra night's lodging free!



**CAMPAIGN #3 -
THE WILDS/COLUMBUS ZOO & AQUARIUM**

The Wilds is a private, non-profit conservation center located on nearly 10,000 acres of reclaimed mine land in rural southeastern Ohio. From its inception, The Wilds has been envisioned as a facility that combines cutting-edge conservation science and education programs with unique visitor opportunities.

We have been intimately involved with The Wilds marketing since 2008.

the Wilds/Columbus Zoo

1400 International Road, Cumberland, OH 43732
 Pete Fingerhut (Vice President of Marketing and Sales)
 614-724-3486 | pete.fingerhut@columbuszoo.org
 thewilds.org

Stonewall staff members involved:

- Leslie Crooks**, Account Manager
- Neil Hawkins**, Creative Director and VP
- Robert Bowman**, Creative Director and VP

THE WILDS

Building Brand Awareness, Visitation and Trial

Challenge:

The Wilds is a private, non-profit safari park and conservation center that combines cutting-edge conservation science and education programs with hands-on experiences and one-of-a-kind adventures that include ziplining, horseback riding, fishing and more. Located in southeast Ohio, The Wilds is home to rare and endangered species from around the globe living in natural, open-range habitats. Creating awareness of this park continues to be a challenge as it often takes a back seat to the Columbus Zoo when it comes to visitation, camping, and science learning. Stonewall's task was to increase awareness and encourage visits to The Wilds and trial of the many adventures offered at the park. The challenge also included reaching out to markets within a 150 mile radius of this attraction site.

Solution:

Stonewall created a campaign to promote the fun, learning experience at The Wilds as well as generating awareness of The Wilds and its close proximity for a "day trip". The campaign included print ads in Ohio publications including newspaper and magazines; television buys in larger markets, Facebook promotion, insert coupon for trial offer and discounts blow-in cards in print publications and outreaching digital efforts with The Weather Channel as well as content management targeted digital ads. Messages were four-fold: Promote the park, the overnight stays, the camps and the adventure.

Impact:

115,000 Guests. Exceeded every monthly attendance record during the 2013 season.

233 camp attendees. Highest in the history of The Wilds.

Nearly \$590,000 in concession sales. Highest in the history of The Wilds.

WildZFest opening promotion event recorded the single highest daily attendance ever at 3,032 guests.

Client Commentary:

"Your enthusiasm and ability to help promote the WildZFest in May, 2013 has resulted in a significant increase in our foot traffic and overall attendance at The Wilds. We appreciate your superior creative, detail on deadlines and meeting our budget. You and Stonewall are to be highly commended. Please accept my sincerest gratitude for your superior work in marketing this 2013 season's opening event, WildZFest."

Pete Fingerhut
 Vice President - Marketing and Sales
 The Columbus Zoo and The Wilds







the Wilds
OHIO'S SAFARI
A Columbus Zoo Partner

5TH ANNUAL
WILDZ FEST

SATURDAY
MAY 16, 2015
10 A.M. to 5 P.M.

The Wilds is gearing up for another season with springtime family fun! In addition to your favorite tours, horseback riding and zip-lining, there will also be WILDZ FEST presented by Pepsi with support from AEP.

Entertainment, food, drinks, games, Education Zone and other attractions for the young and the young at heart!

EXPLORE. STAY. LEARN.
AT THE WILDS!



Presented by 



- Festival admission is FREE
- Parking is \$6 per car
- Regular fees and advance registration required for animal tours, horseback riding and the zipline.

10,000 acres of wildlife tours, zip-lining, Horseback riding and MORE!

Meet Dora the Explorer and her cousin Diego, FREE

Meet Character Ambassadors from the Columbus Zoo and Aquarium, FREE

Exciting animal presentations

Games, food, entertainment, and much more!



14000 International Rd., Cumberland, OH
740-638-5030 thewilds.org

facebook
twitter

3.6 Full Marketing Campaigns

WELCOME TO THE WILDS,
the largest and most innovative safari park in the world.





the Wilds
OHIO'S SAFARI
A Columbus Zoo Partner

BRING YOUR HERD TO SEE OUR HERDS.



"There is no other place on earth like the Wilds."
Jack Hanna



Home to one of the largest herds of white rhinos in the country!

Experience an adventure park unlike any other. Guided tours up close to rare and endangered species from the air in a birds-eye view from a zip line, explore your line on a guided fishing safari.

Enjoy overnight adventure in our luxury yurts at Normal Ridge. Available every Friday and Saturday from June through September by reservation. Includes dinner at the Overlook Cafe.

SEASON
Available every Friday and Saturday from June through September by reservation. Includes dinner at the Overlook Cafe.

LOCATIONS
14000 International Rd. to SR 83 S to SR 146 W
Exit 28 (Belle Valley)
SR 146 W
SR 83 S to SR 146 W
Exit 155 (Zanesville) to SR 146 E

5030 THEWILDS.ORG
Subscribe on YouTube  Printed on 100% recycled paper

VISITOR GUIDE



the Wilds
OHIO'S SAFARI
A Columbus Zoo Partner

- 4.0. Project And Goals: Each Bidder Should Submit The Example Creative Proposals Described In Sections 4.1. And 4.2. Of The CRFP. These Creative Proposals Are Requested Only To Provide Examples Of A Bidders' Ability To Provide The Desired Advertising Services. The Request Sample Is Not Necessarily Representative Of The Advertising Services That Will Be Performed Under The CRFP. By Submitting A Sample Creative Proposal As Set Forth In Section Four Of This CRFP, Each Bidder Acknowledges And Agrees That Content, Layouts, Art Work, And Copy, Including, But Not Limited To, Advertising Copy, Photocopies, Storyboards, Or Other Tangible Materials Contained In The Sample Creative Shall Become The Exclusive Property Of Commerce**

See following section.

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

BRANDS ARE NOT ABOUT WHAT PEOPLE BUY...BUT WHAT THEY BUY INTO.

Stonewall Group has taken the position of developing a stronger brand identity for the West Virginia Development Office as a part of our proposed advertising and public relations campaign to attract new businesses to West Virginia and promote economic development services available to help existing West Virginia businesses grow. Thus, our approach has incorporated the development of a new over-arching brand component for the Development Office as well as for small businesses throughout West Virginia. We believe it is important to create a brand identity for the Development Office, which is currently branded as a part of the Department of Commerce, for a number of reasons. The most important being the need to create greater brand structure and character for the Development Office resulting in a stronger brand relevancy to all target audiences and markets while creating separation from the other agencies under the Commerce umbrella.

Our goals in creating a new brand persona for the Development Office include:

- A simple articulation of the positive reasons to do business in West Virginia
- A springboard for communications to different Development Office audiences and markets
- Longstanding and enduring brand strength
- Immediately understandable to all stakeholders
- An expression of the customer experience

On the following pages of section 4.1. are examples of our strategic thinking and creative execution as relates to our point of view on how best to position and market the West Virginia Development Office. We have strived to create a strong, vibrant and fresh integrated brand foundation for the Development Office including the design of a new brand logo and positioning statement, website concepts, integration of the brand into the Development Office trade show exhibit, a new high energy branding film concept, digital rich media creative, print creative, and a unique branding approach for the WWSBDC to place greater energy and focus on services the State offers to small businesses. Our media recommendations are based upon creating greater engagement with the new brand through the aforementioned dedicated website through SEM, the latest in digital media technology and social media cloning. We have also included a Public Relations plan that focuses on more consistent, relevant and broader reach communications with all constituents.

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



WVDO

In the process of designing a new logo for the West Virginia Development Office, the word "DO" emerged. The quintessential action word, "DO" is a fitting descriptor for the Development Office and its clients. The forward-motion arrow contained in the "O" suggests progress, success and forward movement. Bold, direct and simple, the mark works well on many types of elements.

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



Your potential. Our energy.

West Virginia's abundant resources and positive track record mean enormous potential for prospective business. While the state has long been known for its energy production, it also provides a different kind of energy—an eager willingness of a commerce-minded government to embrace and assist businesses of all types and sizes. "Potential Energy" is the true energy of West Virginia, and the potential that can be realized by businesses that come here.

4. Project and Goals

WVDO T-SHIRT DESIGN

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**



- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



**WEBSITE
CONCEPT #1**



4. Project and Goals
WVDO WEBSITE CONCEPTS

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

WEBSITE CONCEPT #2



- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

SEARCH ENGINE MARKETING

Stonewall recommends an investment in Search Engine Marketing (SEM) once a new website has been designed, developed and implemented for the West Virginia Development Office. SEM is an internet marketing strategy used to optimize websites and essentially make them 'search engine' friendly. Having an effective SEM strategy is well worth the results WVDO can achieve including increases in page rankings, website traffic and leads. SEM will promote the WVDO website on search engines like Google and Yahoo. When people type in search terms that are related to WVDO, your website will appear on the search result listings and bring interested prospects to the website.

SEM is recommended as a part of the media mix for WVDO for the following reasons:

- SEM will drive targeted traffic to the WVDO site 24/7.
- SEM will reach out to global audience.
- SEM will generate more targeted traffic to the WVDO website. Search engine is the number one traffic referral source for most websites.
- SEM is cost effective. Search engine traffic is more targeted which makes it easier to generate qualified leads.
- SEM will help build the WVDO brand as a result of high visibility of the website.

4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

SOCIAL LOOKALIKE

New Paid Social Solutions Enable Hyper Targeting

- Leveraging existing customer and prospect data for reach and targeting lookalikes
- Can now reengage existing customers on Facebook and Twitter for return visit
- Can use new targeting capabilities to create lookalikes of your best customers including C-level executives and site selection professionals
- Can start with pilot program and scale accordingly

Everyone is using social for marketing. But, ROI success comes from understanding emerging technologies to vet and test high potential opportunities.

Custom Audience Pool

- Incredible reach potential – 1.3 billion Facebook users worldwide. 271 million Twitter
- Precise targeting – reach authentic people, not cookies, and across devices
- Measurable results – Track engagements and website visitors for ongoing message optimization at little creative or media cost

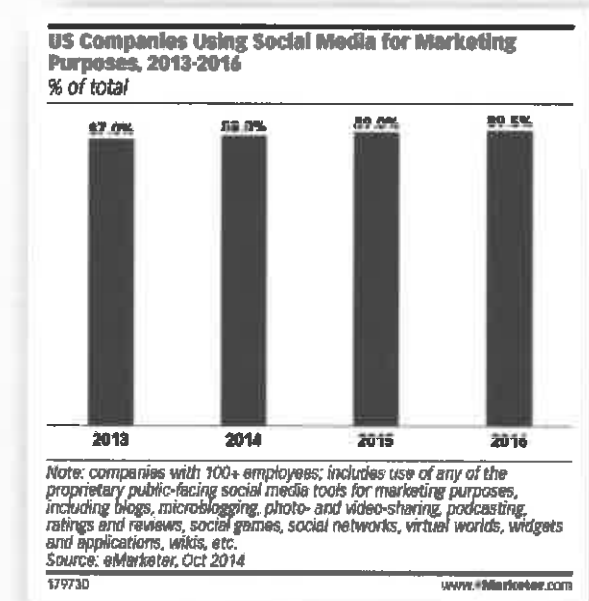
How It Works

- Leading social media, such as Facebook and Twitter, have access to vast amounts of member data, even for B2B marketing.
- If WVDO has customer or prospect data that includes either an email address or a mobile phone number, a high percentage of your list can be reached via ads in social networks.
- Further, major networks like Facebook can also create a lookalike profile, matching the 1% of members with similar desired characteristics.
- Ads are inexpensive to produce or place and there is very low risk for testing. If tests provide promise, multiple rollout test messaging can occur before serious investments take place.

Custom Audience



Lookalike Targeting



- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

EXPANDABLE VERSION

POTENTIAL ENERGY
Your potential. Our energy.

WV DO
WEST VIRGINIA DEVELOPMENT OFFICE
800.982.3386 | WVDO.ORG

WATCH VIDEO
SUCCESS STORIES

POTENTIAL ENERGY
Your potential. Our energy.

WV DO
WEST VIRGINIA DEVELOPMENT OFFICE
800.982.3386 | WVDO.ORG

HOME | GALLERY | SUCCESS STORIES

800.982.3386 | WVDO.ORG

4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

DIGITAL MEDIA

Stonewall is proposing a leveraged combination of research, data, and planning technology to provide highly strategic insights resulting in a performance centric media recommendation designed to deliver business results for the West Virginia Development Office. Targeted audiences, behaviors, markets, media, investment, reach and frequency, competition, and trends are all leveraged in the development of a digital media plan.

Key Insights:

- U.S. had an estimated 1,920 active business incentive programs in 2014.
- West Virginia was rated 21st overall in state business tax climate index in 2015 and is higher ranked than all its neighboring states.
- Tax credits are the most popular form of business incentive in the U.S. accounting for nearly 1/3rd of all business incentives.
- West Virginia therefore must use digital to not only reach business decision makers but also to inform and convert them to the specific benefits of West Virginia.

Source:

<http://taxfoundation.org/article/2014-state-business-tax-climate-index>

<http://www.stateincentives.org/>

- Sources used by B2B buyers to research B2B purchases include:
 - White papers (78%)
 - Case studies (73%)
 - Webinars (67%)
 - E-books (58%)
 - Videos (58%)
 - Blog posts (56%)
- When making B2B purchase decisions, the top 3 resources include:
 - Word of mouth (74%)
 - Newspapers/magazines (55%)
 - Online video (64%)
- 71% of B2B consumers start their research with a generic search.
- B2B consumers search an average of 12 times prior to engagement.
- The top 3 most efficient media for converting B2B leads generated into closed deals include:
 - Customer/Employee Referral (4%)
 - Website (2%)
 - Social Media (1.5%)
- 44% of B2B decision makers reported researching an offering after seeing an ad for it on a mobile or tablet device.
- 42% of B2B consumers used smartphones during the path-to-purchase process in 2014 with search seeing a 3x growth.
- 25% of B2B decision makers say they want more short-form mobile content so they can research more decisions on their mobile devices.

Source: Think With Google Auto Aftermarket Path To Purchase, Google The Changing Face of B2B Marketing Statista, "B2B Dossier"

[http://na2.totalaccess.emarketer.com/Chart.aspx?R=165886&dsNav=Ntk:basic%7cb2b%7c1%7c,Ro:63,N:406,Nr:NOT\(Type%3aComparative+Estimate\)](http://na2.totalaccess.emarketer.com/Chart.aspx?R=165886&dsNav=Ntk:basic%7cb2b%7c1%7c,Ro:63,N:406,Nr:NOT(Type%3aComparative+Estimate)) eMarketer "What makes B2B Decision Makers Tick"

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

WHO ARE THE KEY BUSINESS DECISION MAKERS?

- Age 35-54 (index 143)
- College educated (112)
- Household Income \$100k+ (index 133)
- Parents (105)

Source: ComScore March 2015

WHAT MATTERS TO THEM?

“When I make a business decision I make sure to thoroughly vet it and make sure we’ve considered every possibility.”

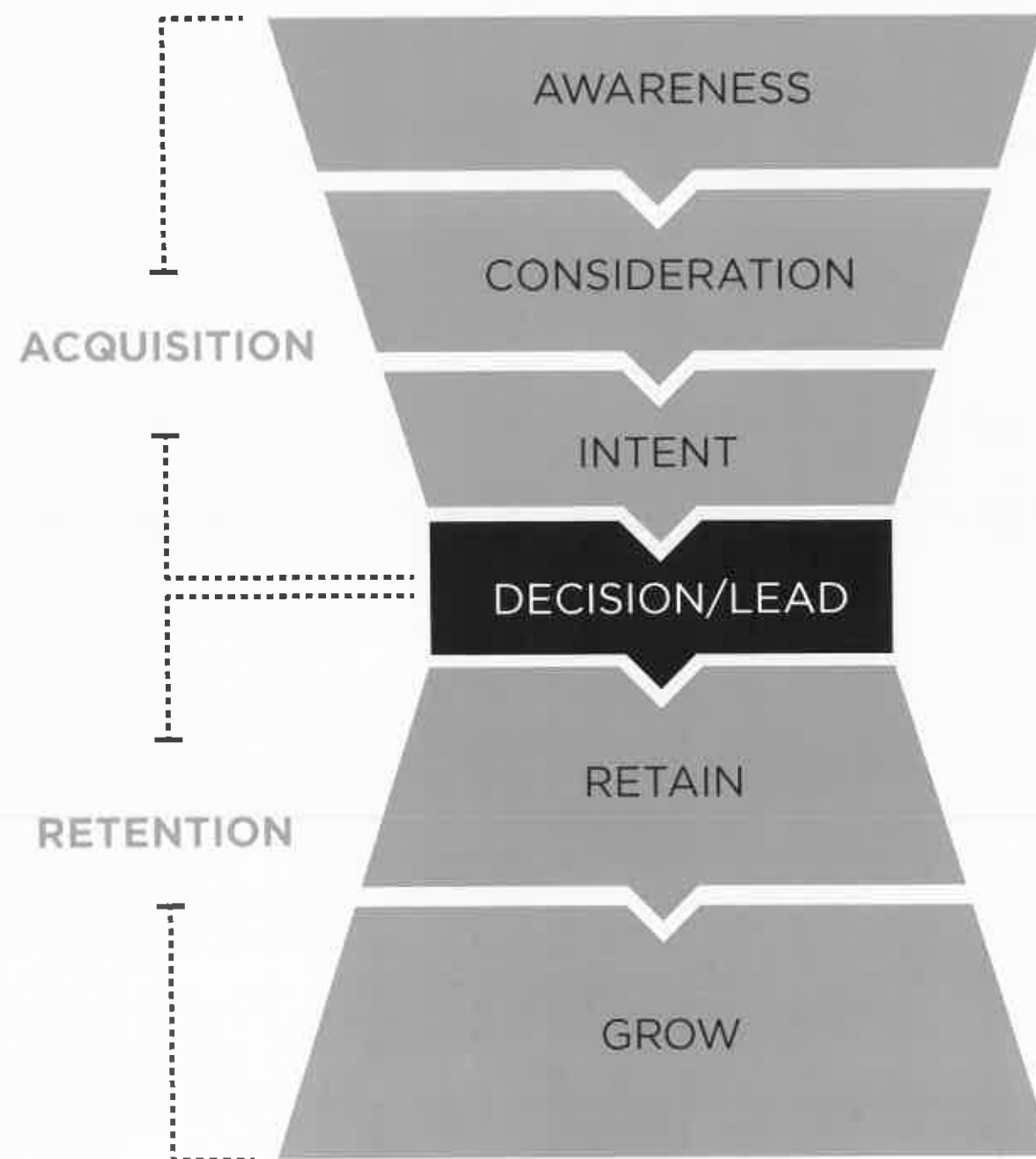
- I research business services online. (index 1,249)
- I would consider myself a risk taker. (index 106)
- The internet is a major tool at my job. (index 104)
- I’ve made business decisions in the past 6 months. (index 1,148)
- I determine the need and authorize business decisions. (index 1,167)
- The internet is a great way to find new services. (index 110)

Source: ComScore March 2015

Following is our recommendation on how best to digitally reach the audiences above by creating and following the decision path from acquisition through retention. This plan is designed to deliver media efficiencies, accelerated traffic and business results as well as brand recognition including a projected brand lift of 10-20% over one year.

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

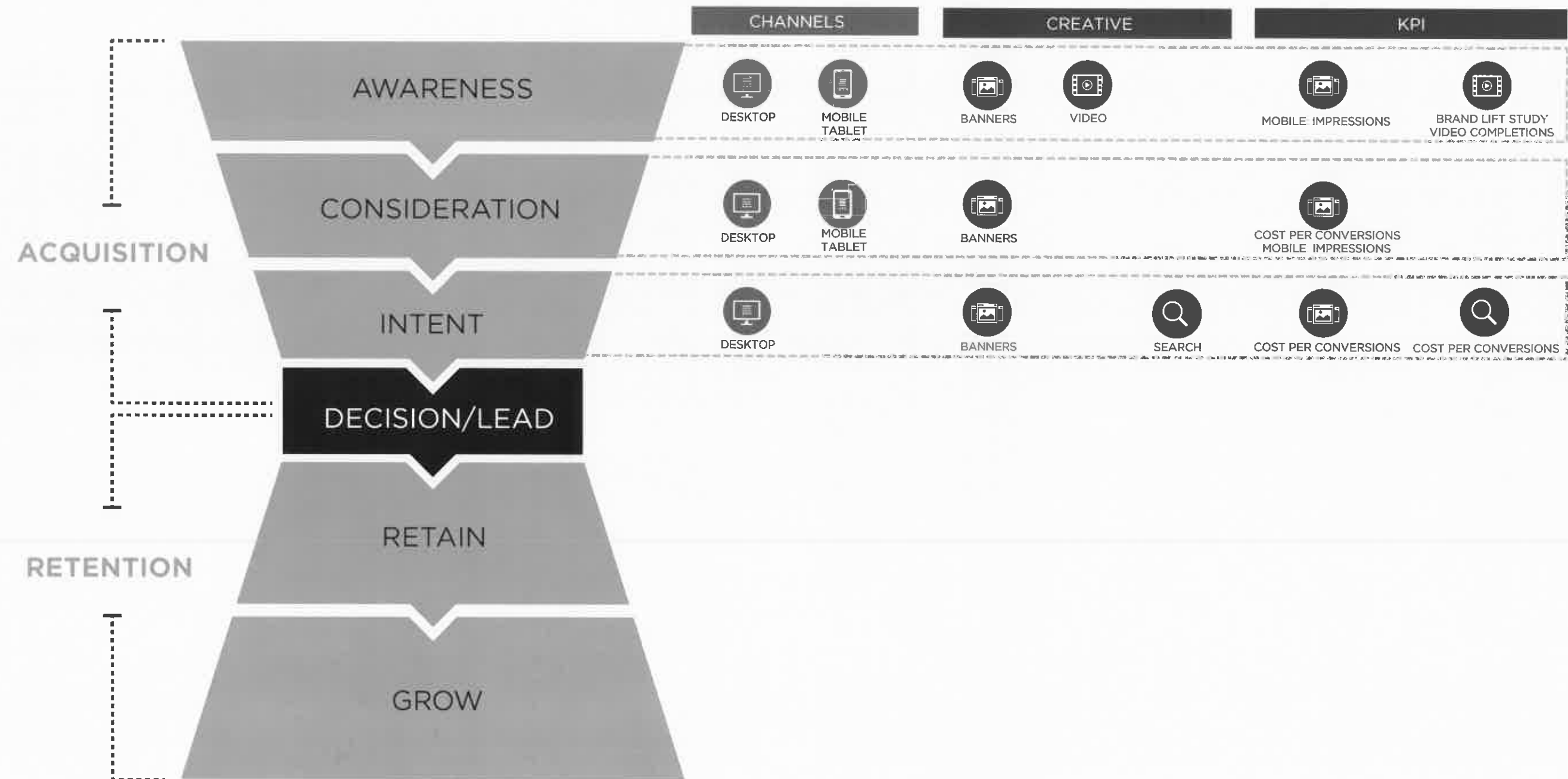
PATH TO DECISION



4. Project and Goals

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

CAMPAIGN KEY PERFORMANCE INDICATORS (KPI)



4. Project and Goals

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

CAMPAIGN OVERVIEW

OBJECTIVES

- Awareness
- Consideration
- Intent

GEOGRAPHY

- National
- International:
specifically
Japan, Brazil,
Germany,
Canada, Italy,
France

CREATIVE

- Standard IAB
Display
- Mobile Display
- Video

FLIGHT DATES

- 3 months: Sep, Oct, Nov

CHANNELS

- Desktop
- Tablet
- Mobile

AD SERVING

- Stonewall will serve through
Sizmek

BUDGET

- \$325,000 (\$75K for search)

TARGETING

Position:

- C-Suite: CEO's VP's, CFO's,
COO's
- Site Selectors
- Logistics Managers
- Real Estate Operators

Industry (US):

- Plastics/Chemicals
- Oil and Gas
- Fulfillment and Distribution
- Aerospace
- Building Products
- Metals
- Automotive
- Wood products
- Biometrics

Industry(International):

- Automotive
- Plastics/Chemicals
- Fabricated Metals
- Building Products
- Aerospace
- Oil and Gas

4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

PUBLISHER SELECTION

AWARENESS

CONSIDERATION

INTENT

 **theTradeDesk**

 **theTradeDesk**
DEMANDBASE

 **theTradeDesk**
Google™



AWARENESS

CHANNELS



DESKTOP



MOBILE / TABLET

CREATIVE



VIDEO

KPI'S



MOBILE:
IMPRESSIONS



BRAND LIFT STUDY
VIDEO COMPLETIONS

4. Project and Goals

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

OVERVIEW

The Trade Desk is one of the countries leading DSPs for programmatic campaigns.

RATIONALE

Mass scale audience targeting

INVENTORY

Exchange inventory

TARGETING/DATA

Through the power of programmatic buying, Stonewall will target C-level executives in Key Industries using a number of targeting tactics:

- Predictive: algorithmically optimizes media to predict and discover new audiences
- Contextual: serves media to users on contextually relevant pages
- Behavioral Targeting: Target audiences based on a variety of demonstrated behaviors such as Intent or Interest.
- Custom Site List: serves media to users on a pre-approved list of relevant sites.

Sample of publishers:

BusinessWeek

CNBC.COM

Inc.

LinkedIn

GEOGRAPHY

National and International

CONSIDERATION MID-FUNNEL

Propel Consideration by driving targets to relevant site content and eliciting “hand raiser” inquiries.



4. Project and Goals

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

CONSIDERATION

CHANNELS



DESKTOP



MOBILE / TABLET

CREATIVE



BANNERS

KPI'S



COST PER
CONVERSION



MOBILE:
IMPRESSIONS

OVERVIEW

The Trade Desk is one of the countries leading DSPs for programmatic campaigns.

RATIONALE

Mass scale audience targeting

INVENTORY

Exchange inventory

TARGETING/DATA

Through the power of programmatic buying, Stonewall will target C-level executives in Key Industries using a number of targeting tactics:

- Predictive: algorithmically optimizes media to predict and discover new audiences
- Contextual: serves media to users on contextually relevant pages
- Behavioral Targeting: Target audiences based on a variety of demonstrated behaviors such as Intent or Interest.
- Custom Site List: serves media to users on a pre-approved list of relevant sites.

Sample of publishers:

- Private Market Place: Direct inventory from Bloomberg and WSJ

GEOGRAPHY

National and International

Bloomberg



DEMANDBASE

CONSIDERATION

CHANNELS



DESKTOP

CREATIVE



BANNERS

KPI'S



COST PER
CONVERSION

4. Project and Goals

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

OVERVIEW

Demand Base uses Account Based Advertising—Effectively target and attract companies leveraging their technology that maps billions of IP's to millions of companies.

RATIONALE

IP targeting

Dynamic creative

INVENTORY

Premium publisher partnerships and exchange inventory

TARGETING/DATA

Account based targeting and reporting (company based)

GEOGRAPHY

National and International

INTENT **LOWER FUNNEL**

Increase Intent by providing additional messaging to targets who visited the site but did not “hand raise.”



4. Project and Goals

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

INTENT

CHANNELS



DESKTOP



MOBILE / TABLET

CREATIVE



BANNERS

KPI'S



COST PER
CONVERSION

OVERVIEW

The Trade Desk is one of the countries leading DSPs for programmatic campaigns.

RATIONALE

Retargeting

INVENTORY

Exchange inventory

TARGETING/DATA

This is the lowest tactic in the decision funnel used to remarket messages to users who previously visited the site but did not "hand raise."

Requires a pixel placed on the site to build the retargeting pool.

GEOGRAPHY

National and International

4. Project and Goals

4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



OVERVIEW

Google is the leading search engine in the world that lets a user find sites and content on the web based on keyword searches.

RATIONALE

Low funnel - last click
Cost-per-click

INVENTORY

Google

TARGETING/DATA

Stonewall will target C-level executives in Key Industries through the development of a keyword build. The build is a comprised of multiple sub-campaigns targeting various industry targets—each with their own set of key words and creative.

GEOGRAPHY



National and International

MEDIA PLAN ALLOCATION

4. Project and Goals

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

WVDO MEDIA PLAN ALLOCATION

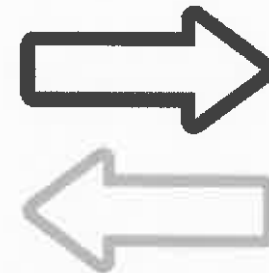
					NET Total	2015		
		DISPLAY	VIDEO	MOBILE	\$325,000	SEP	OCT	NOV
		\$146,250	\$68,250	\$110,500				
		45%	21%	34%				
AWARENESS								
THE TRADE DESK		US	\$23,400	\$44,363	\$34,255	\$102,018		
		INT	\$13,163	\$23,888	\$19,890	\$56,940		
CONSIDERATION								
THE TRADE DESK		US	\$49,725	\$0	\$20,995	\$70,720		
DEMAND BASE								
IDGTECHNETWORK		INT	\$24,863	\$0	\$11,050	\$35,913		
GOOGLE								
LEAD GENERATION								
THE TRADE DESK		US	\$23,400	\$0	\$16,575	\$39,975		
GOOGLE		INT	\$11,700	\$0	\$7,735	\$19,435		

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

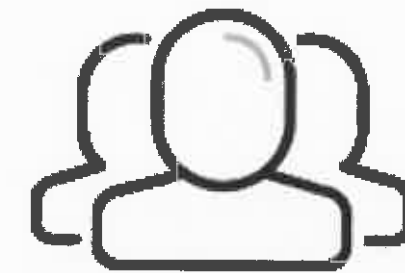
WHAT YOU SHOULD EXPECT



Media **efficiencies** today.



Accelerated **traffic** and **business results** overnight.



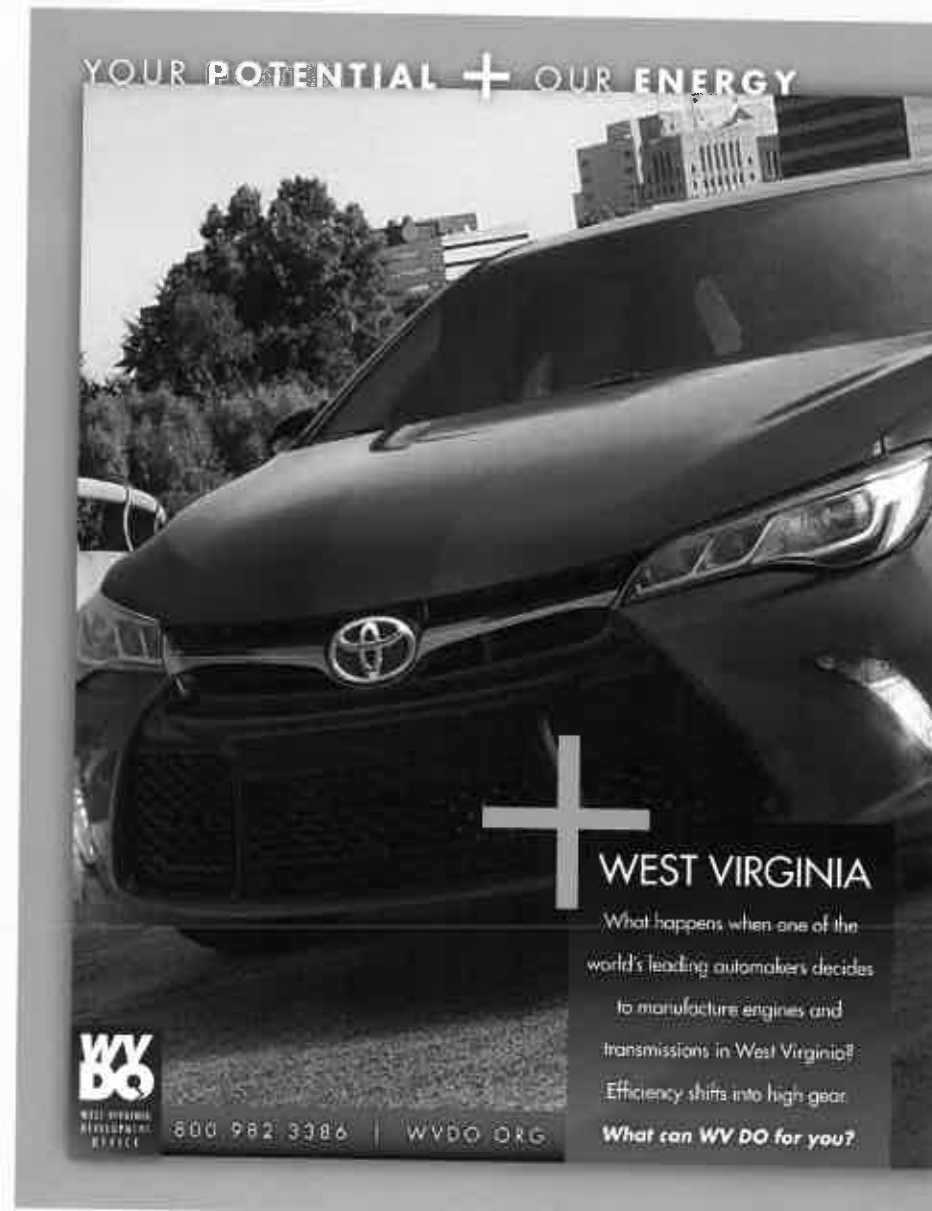
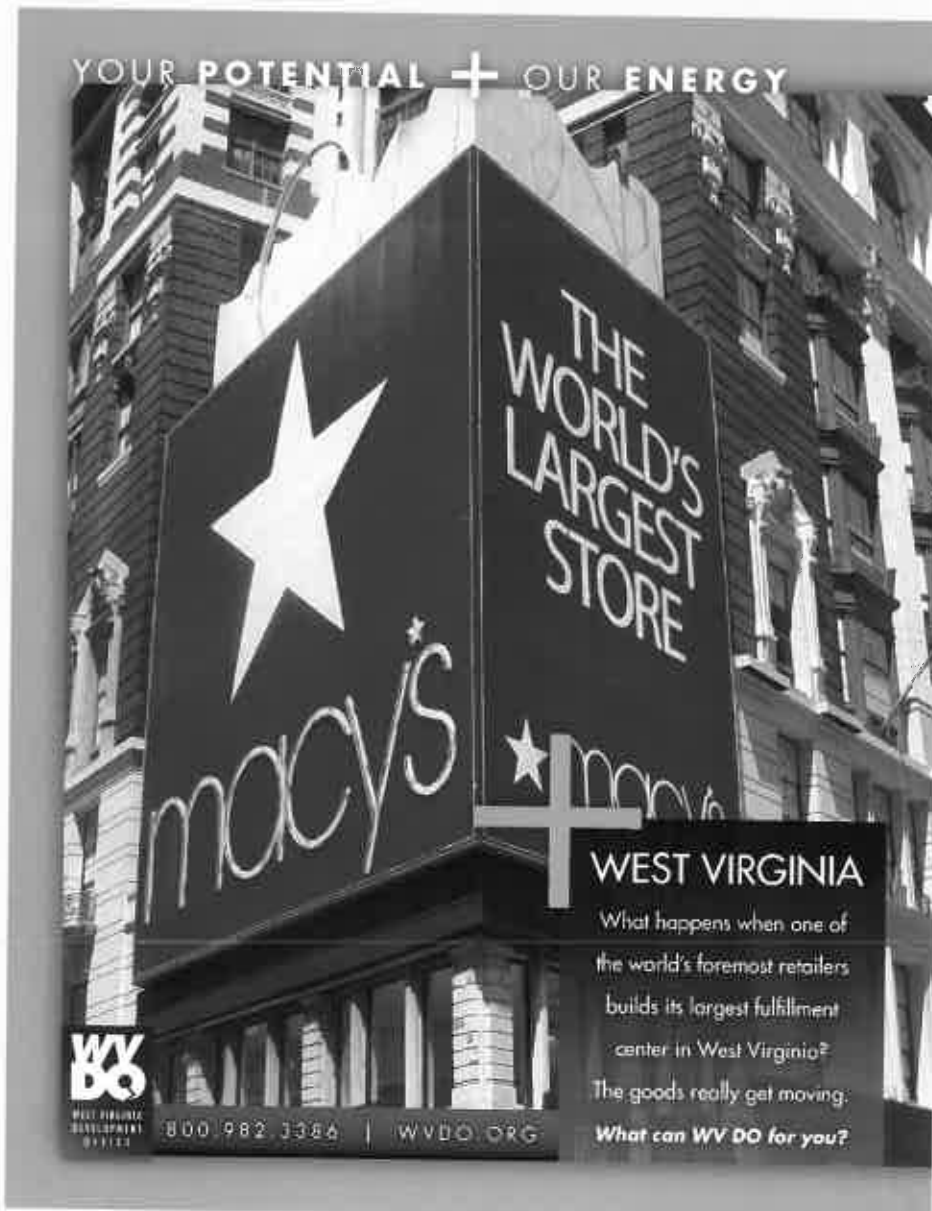
And brand **growth** over time.

This campaign is expected to yield a 10-20% increase in Brand Lift over one year.

4. Project and Goals

WVDO CAMPAIGN PRINT CONCEPTS

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

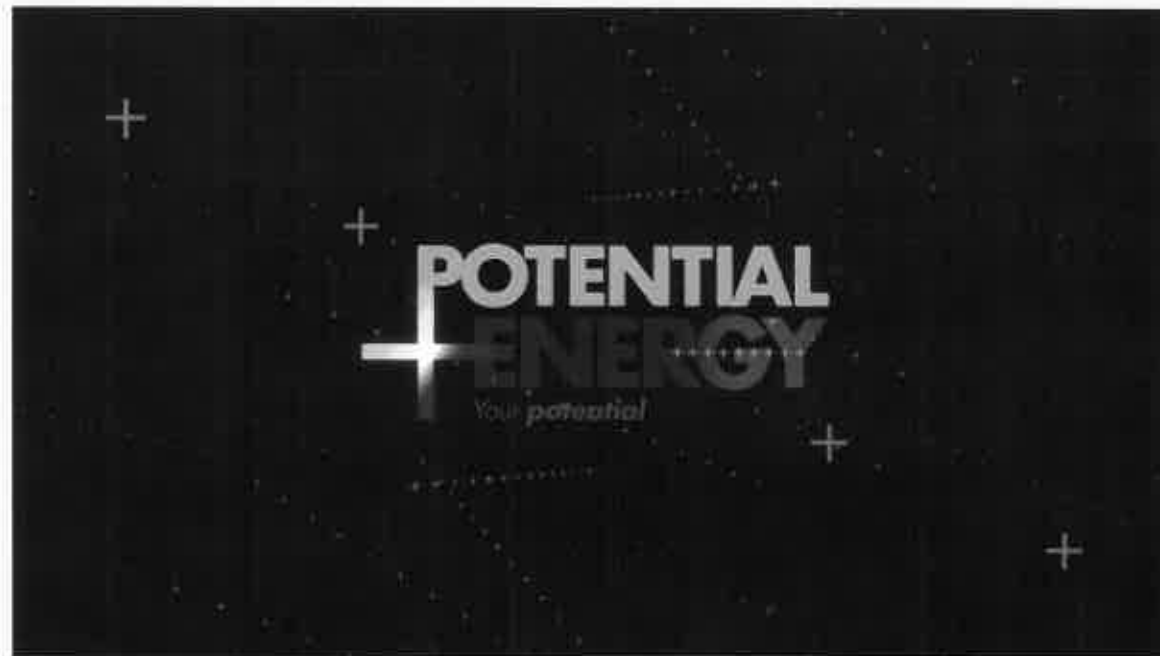


4. Project and Goals

WVDO CAMPAIGN PROMOTIONAL FILM

[HTTPS://VIMEO.COM/127848294](https://vimeo.com/127848294) pass: energy2015

- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



- 4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

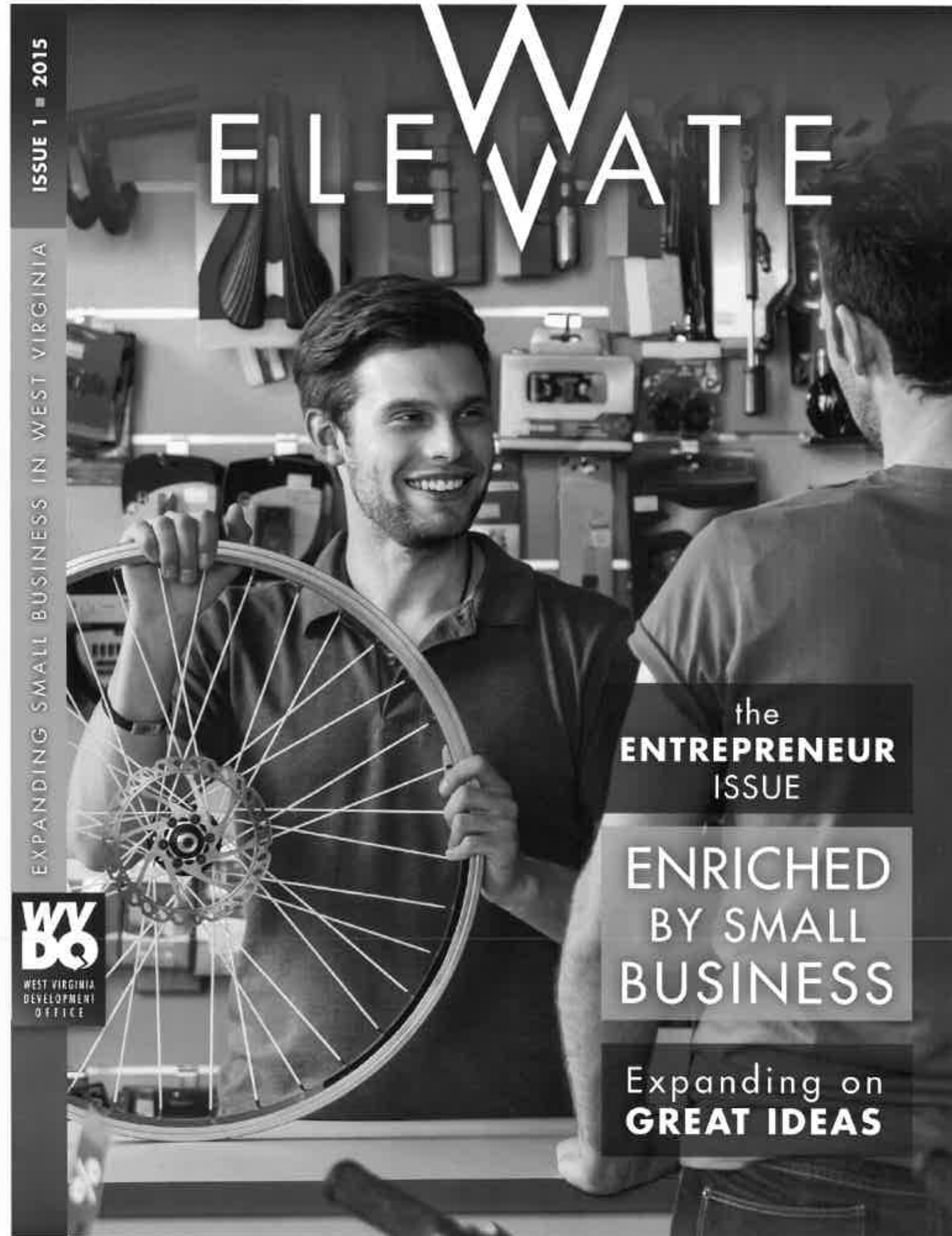
ELEVATE
WITH WEST VIRGINIA

Elevate

“Elevate” is a very direct, concise, energetic and forceful declaration of what the West Virginia Development Office can do for small business. The single-word simplicity suggests a positive upward movement, improvement and progression. The Small Business Development Center’s promotion of growth, expansion, and innovation is well defined by, and contained in, “Elevate.”

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**





4. Project and Goals ELEVATE (EDGE) MAGAZINE CONCEPT

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**



4. Project and Goals

ELEVATE E-NEWSLETTER CONCEPT

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

SMALL BUSINESS HELP?

Reach out to us! >



Get the NEW issue! >

SUCCESS STORIES



MAGGIE COOK-GARCIA

West Virginia is a great place to grow. I like to support West Virginia in what I'm doing.

See all of them! >

WWSBDC ELEVATE offers small business workshop in Ohio County

WHEELING, W.Va. — A workshop on Business Fundamentals is scheduled for 9 a.m. to noon, Tuesday, June 2, in Ohio County. The workshop is part of the West Virginia Small Business Development Center (WWSBDC) training and business coaching program Three Step Jump Start to help small business owners receive the right information at the right time. The workshop will be held at the West Virginia Northern Community College B&O Building, 1704 Market Street, Wheeling.



U.S. Small Business Administration West Virginia District Office announces 2015 Small Business Week award winners

CHARLESTON, W.Va. — The U.S. Small Business Administration's West Virginia District Office recently announced the 2015 Small Business Week award winners along with the state's top small business SBA lenders.

The winners will be formally recognized during a noon luncheon May 27 at Canaan Resort and Conference Center in Davis.

The honors include a national-level award for KeyLogic Systems. This is the first time a West Virginia business has received the National Prime Contractor award from the Small Business Administration:

National Prime Contractor of the Year
Jon Hammock – KeyLogic Systems Inc., Morgantown, WV 26505

The state winners are:

West Virginia Small Business Person of the Year: Jeannette L. King, Strategic Resolution Experts Inc., Martinsburg

West Virginia Family-Owned Small Business of the Year: Rocco Muriale, Muriale's Restaurant, Fairmont

West Virginia Entrepreneurial Success: Justin Seibert, Direct Online Marketing, Wheeling



4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing



ELEVATE

TAKE YOUR BUSINESS HIGHER.

WV DO
WEST VIRGINIA
DEVELOPMENT
OFFICE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper, suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem velum inire dolo in hendrerit in vulputate velit esse molestie consequat, vel illum lunambro dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nulla facilisi.

RECOGNIZE OPPORTUNITY

SMALL BUSINESS HELP?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam corper, suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem velum inire dolo in hendrerit in vulputate velit esse molestie consequat, vel illum lunambro dolore eu feugiat nulla facilisis at vero

800.982.3386 | WVDO.ORG

4. Project and Goals
ELEVATE DIRECT MAIL CONCEPT

4.1. A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing

PUBLIC RELATIONS

To generate and sustain success of the new West Virginia Development Office branding campaign, “Your Potential. Our Energy,” a measureable and strategic public relations campaign needs to be integrated into the overall marketing mix. Stonewall Group will work with the Commerce Communications group to promote the West Virginia Development Office.

Target Audiences:

CEO’s, VP’s, CFO’s, COO’s, Site Selectors, Logistics Managers and Real Estate Operators nationally and internationally along with small business owners throughout West Virginia.

Target Markets:

U.S.A.; International with priority on Japan, Brazil, Germany, Canada, Italy and France; Small businesses throughout West Virginia.

Target Markets:

Plastics/chemicals, oil and gas, fulfillment and distribution, aerospace, building products, metals, automotive, wood products and biometrics. Small business owners throughout West Virginia and neighboring states also represent an important target audience.

Objectives

- Generate exposure for the “Your Potential. Our Energy.” branding campaign translating brand awareness into action and exposure to encourage development in West Virginia
- Provide and arrange for aggressive media outreach, story development, and placement through media contacts that highlight West Virginia as a premier location for businesses
- Communicate with West Virginia business and industry stakeholders to generate interest and exposure for the business climate in West Virginia
- Manage proactive media outreach to sustain visibility on specifically defined topics and target to specifically defined audiences and markets
- Create updated press kits and full media inquiries as needed
- Generate timely press releases and manage economic development release opportunities
- Target specific media outlets and build relationships with editors and writers in traditional and new media venues
- Target in-state media to increase exposure for the West Virginia Small Business Development Center and the many offerings and services they provide to businesses
- Develop public relations initiatives to introduce and sustain the “Elevate” brand positioning for the West Virginia Small Business Development Center
- Work closely with the West Virginia Small Business Development Center to promote services and success stories of West Virginia small businesses
- Develop stories on the economic impact of the West Virginia Development Office’s efforts for in-state, national and international distribution
- Arrange and coordinate press trips for Governor Tomblin, Secretary Burdette and staff members of the Development Office to meet with influential editors and writers to tell West Virginia’s exciting story
- Support West Virginia Development Office trade show and media event opportunities
- Assist with unforeseen crisis management contingencies in cooperation with Commerce Communications
- Manage and maintain a database of press releases and high quality images for quick access and response to media inquiries
- Monitor press exposure and analyze messaging through traditional media and social media and to make certain they are in alignment with desired goals

Collectively, Stonewall Group and Commerce Communications will work to develop public relations plans that build upon past successes of the West Virginia Development office by capitalizing on media exposure and industry outreach for the benefit of all West Virginians. The scope of services will consist of planning, coordination, implementation and administration of public relations on behalf of the West Virginia Development Office.

YOUR POTENTIAL + OUR ENERGY



4. Project and Goals WVDO PR PRESS KIT CONCEPT

- 4.1. **A \$500,000 Proposed Advertising And Public Relations Campaign For The West Virginia Development Office. The Purpose Of The Proposed Campaign Should Be Both To Attract New Businesses To West Virginia And Promote Economic Development Services Available To Help Existing West Virginia Businesses Grow. Campaign Should Not Include Trade Show Marketing**

FLASH DRIVE CONTAINING
PRESS MATERIALS



Budget 2015-2016 Fiscal Year
West Virginia Division of Commerce
 Advertising and Public Relations Plan

BUDGETED ITEMS 4.1

Cost

National and International Communications

Social Lookalike - (Test)	\$ 25,000.00
Search Engine Marketing - (Five Months in coordination with launch of new site)	\$ 100,000.00
Targeted Digital Media - (Three Months)	\$ 325,000.00
Print Ads for <i>to be determined</i> Publications	\$ 35,000.00

West Virginia Small Business Communications

Direct Mailers (3 versions) @ \$5K each	\$ 15,000.00
---	--------------

Total Projected Budget Per RFP

\$ 500,000.00

Additional NON-MEDIA Related Efforts

Development of a new website	Time
Development of new logo and brand positioning	Time
New 3 to 4 minute film promoting economic development/investment in WV - Creative Concept Only	Time
Brand design updates to Commerce Exhibit - Creative Only	Time
Brand redesign of Edge Magazine	Time
WV Small Business eNewsletter template	Time
Public Relations	Time

4.2 A Comprehensive Public Relations Campaign Should Be Developed For The West Virginia State Parks System. The Campaign Should Be Focused Primarily On Earned Media But Has A Promotional Budget Of \$15,000

Public Relations

It is important that public relations serve as an integrated part of West Virginia State Parks marketing efforts. To accomplish this, we have outlined a number of strategies that work in synergy with State Parks existing resources, messaging and campaign themes to increase visitation and promote awareness.

WV State Parks Public Relations Objectives:

- Build awareness, advance and promote the brand persona of the West Virginia State Parks system. Increase visitation to each State Park.
- Gain advocates and supporters within West Virginia to continue the preservation and expansion of State Parks. Essentially, prove that State Parks are economic drivers to the state.
- Generate over \$1,000,000 in incremental earned media for West Virginia State Parks throughout a 12 month timeframe.
- Increase social media traffic and engagement.
- Increase E-newsletter subscription and engagement.
- Enhance relationships between West Virginia State Parks officials and key media outlets.
- Send out media kits electronically to approximately 100 media outlets, travel and blog writers in target market area.
- Host 8 to 10 travel writers/bloggers over a 12 month period of time.

Ongoing Strategies/Tactics:

- Prepare releases/stories to pitch to travel writers/bloggers on travel experiences that West Virginia State Parks deliver best (scenic beauty, outdoor adventure, cabins, family getaways, golf, meetings/reunions, hiking & biking, fishing and canoeing).
- Develop a professional media kit with timely press releases, unique story ideas, maps, background information/facts, Q&A, bio's on management, key contacts, video b-roll and high quality images.
- Enhance social media traffic and interaction by scheduling regular posts containing great scenic visuals + locations, calendar of events, State Park fun facts and current promotions/deals. Additionally, State Parks should engage social users as much as possible—liking comments, reposting images/posts, encouraging others to submit their photos of their favorite State Park, location, trail, canoe spot, fishing spot, etc.
- Establish YouTube channel to house State Park videos, create an Instagram account to encourage users to tag their favorite State Park photos with a common hash tag- #WVStateParks, and develop a well thought out Pinterest page complete with multiple boards such as "Great lodging," "Best Scenic Overviews," "Our favorite State Park Activities," etc.
- Develop lists of travel websites and bloggers who cover family travel, outdoor adventure, camping, and meetings to increase coverage of West Virginia State Parks stories.
- Host familiarization tours with journalists to promote West Virginia State Parks experiences. Coordinate scheduling so the Governor, Secretary of Commerce or State Parks Director can be present to join group for lunch or dinner.
- Revamp the West Virginia State Parks pressroom to give bloggers and writers greater access to comprehensive press resources to cover West Virginia State Parks.
- Redesign and develop a new website for West Virginia State Parks - this is typically the entry point for all interested consumers and journalists/media to learn more. The site lacks in engagement compared to many competitive State Parks sites.
- Incorporate social media features into news releases and press materials.
- Frequently update photography and b-roll video available for journalists and social media posts- schedule seasonal photos and video shoots.
- WV State Parks Personnel to conduct media visits in key markets
 - o Cleveland/Akron, Cincinnati/Dayton, Columbus, Pittsburgh, Roanoke, Charleston/Huntington, Washington, D.C.
 - o Reach out to travel, lifestyle and entertainment writers
 - o Pitch family getaways, scenic beauty, outdoor adventure, cabins, scenic drives, small town charm, and upgrades to Parks
 - o Schedule appointments in advance and plan for 1 to 2 days in each market



4. Project and Goals

4.2 A Comprehensive Public Relations Campaign Should Be Developed For The West Virginia State Parks System. The Campaign Should Be Focused Primarily On Earned Media But Has A Promotional Budget Of \$15,000 Messaging:

Utilize existing messaging to target specific audiences incorporating “Memories Happen Here” for the traditional Baby Boomer and family target audience; “Adventures Happen Here” for the Generation X and Millennial generations; and “Meetings Happen Here” for the business and group-oriented audiences. These messaging points should be wide-spread across all State Park marketing and promotional outlets.

Increase West Virginia State Parks Social Media Engagement:

Tourism and social media are intertwined. Research has shown that social media is extremely influential when it comes to customer buying decisions—encourage people to visit, stay and spend money at West Virginia State Parks.

The importance of vibrant social media programs cannot be overstated as a driving force of information and validation for awareness and preference in selecting vacation destinations. West Virginia State Parks needs to increase social media engagement to compete against other States and destinations in the target area. As a point of comparison, West Virginia State Parks has approximately 10,000 Facebook likes while neighboring Virginia State Parks has over 76,000.

Strategic Promotional Events and Features

In addition to the day-to-day PR strategies and tactics previously mentioned, Stonewall Group recommends consideration of several engaging promotional events that would be implemented to help achieve many of the established objectives.

West Virginia State Parks E-Newsletter Promotion- “Share the Love”

Goals:

- Increase E-Newsletter subscription
- Increase engagement and newsletter open rates
- Increase visitor leads for West Virginia State Parks
- Increase social media interaction
- Create awareness of newsletter



Program:

Stonewall Group proposes that West Virginia State Parks launch an E-Newsletter promotion that would be implemented four times a year with a focus during the shoulder seasons. Each of the newsletter promotions would contain a visually appealing graphic prompting subscribers to “tell us what you love about West Virginia State Parks.” Users submit their comments with photos to be automatically signed up for a “Share the Love” West Virginia State Parks escape package including a \$500 State Park gift card, thus encouraging visitation to a park. The promotion would be promoted via social media, at front desks of State Park Lodges, and through outreach statewide public relations efforts.

West Virginia State Parks “Pickin’ In the Park Music Festival”

Goals:

- Begin an annual State Parks tradition
- Increase awareness of West Virginia State Parks
- Build community and state-wide relationships through business sponsorships
- Create a new level of engagement with West Virginia State Parks



4.2 A Comprehensive Public Relations Campaign Should Be Developed For The West Virginia State Parks System. The Campaign Should Be Focused Primarily On Earned Media But Has A Promotional Budget Of \$15,000

Program:

Music and food festivals have become very popular in attracting Millennials and Boomers. What better place to have a music/food festival than at a West Virginia State Park? West Virginia artists, as well as out other Appalachian based bands could perform over a one or two-day time period at a specific West Virginia State Park. The event would rotate annually and would be held at one of the parks that offer lodging and camping accommodations, thus encouraging festival attendees to stay overnight.

Food and beverage vendors would be invited to participate along with West Virginia artisans. The "Pickin' in the Park Music Festival" would also create an opportunity for the host State Park to showcase their amenities and activities to a large audience. The festival would also give local and state-wide businesses the opportunity to sponsor specific portions of the event, thus encouraging community relationships among stakeholders in the state and offsetting operating expenses for the event. Most importantly, the festival will provide for a family friendly event featuring Appalachian music, food and crafts.

West Virginia State Parks "Meetings Happen Here" Promotional Direct Mail Sweepstakes:

Goals:

- Increase interaction with social media fans and promote meetings/reunions
- Increase visitor leads for West Virginia State Parks
- Drive group/meeting planners to the West Virginia State Parks website, thus increasing web traffic

Program:

Stonewall Group proposes that West Virginia State Parks launch a "Meetings Happen Here" promotional sweepstakes via Direct Mail, Facebook and Instagram, using the hashtag #MeetingsHappenHere to connect with group leaders and meeting planners. The promotion would be based upon providing facts, information, testimonials and reasons to have social, family, military, religious or business meetings at West Virginia State Parks.

Stonewall Group envisions asking participants to answer several questions with multiple choice answers. The correct answers would reinforce the key selling proposition for holding a meeting or reunion at a West Virginia State Park. The answers would always be positive, informative and enlightening to engender an "I didn't know that" response. A sample question would be, "Which of the following State Parks is named after the Shawnee Indian word meaning *medicine waters*?" Answer—Cacapon Resort State Park. The resort's name references the area's mineral waters that have been renowned through history for their healing powers. Enter to win a peaceful, fun-filled getaway for your next business retreat, family reunion or church group outing. The direct mailer would also be full of beautiful imagery and messaging providing the answers to the questions.

The "Meetings Happen Here" sweepstakes card would be perforated with prepaid postage so the respondent simply removes and puts the entry in the mail. Stonewall Group or Commerce Communications would also establish a landing page where users would also have the opportunity to sign up for the sweeps online, thus encouraging web traffic. The promotion would entail discounts on cabins, free meals, etc. for group meetings. All entries would be winners whether it be a 5%, 10%, 20% discount on food or lodging. One grand prize winner would win a meeting complete with lodging and food for 20 people at a West Virginia State Park. Thus, everyone wins in the West Virginia State Parks "Meetings Happen Here" Sweepstakes.

Fun Weekend Themes

Stonewall Group suggests developing predetermined weekly or monthly park themes, which would be consistent state-wide at all participating parks. The weekly themes would provide for a wealth of opportunities for guests to partake in outdoor activities, as well as provide for an opportunity to familiarize themselves with parks they may not have visited otherwise.

Goals:

- Provide fun incentives for families and individuals to visit West Virginia State Parks
- Promote via social media and press releases
- Increase park attendance and overnight stay
- Increase social media interaction
- Build awareness of West Virginia State Parks
- Encourages sustainable, reoccurring attendance



4.2 A Comprehensive Public Relations Campaign Should Be Developed For The West Virginia State Parks System. The Campaign Should Be Focused Primarily On Earned Media But Has A Promotional Budget Of \$15,000

Sample Weekend Park Themes:

West Virginia State Parks “Dog Days of Summer” event.

Visitors would be encouraged to bring their furry family members to a participating West Virginia State Park for a day’s worth of fun-filled activities ranging from dog training sessions, doggie meet-and-greets, Frisbee catch competitions, games of agility, etc. Each dog could be presented with a West Virginia State Parks event bandana or bow. A State Parks photographer would be on hand to take photos of participants that would be added to a digital bulletin board, or shared via social media. The West Virginia “Dog Days of Summer” event creates a wonderful opportunity to explore West Virginia’s State Parks with their beloved best friends while attracting new visitors and promoting a pet friendly-environment.



West Virginia State Parks “Pink Rhododendron Walk, Run & Cycle” event.

This event would allow West Virginia State Parks to partner with a positive cause, like curing breast cancer, to build positive brand associations while increasing awareness and visitation. This would be an activity-driven event with messaging focused on the cause, West Virginia State Parks and the engaging activity. State Parks and the charity would rally support by asking people to partake in the activity with proceeds going to the charity. The selected charity would provide assistance in managing and running the event. West Virginia State Parks would provide the venue and promotional support. These fun, and sometimes physically tough activities are excellent ways to energize people and get them involved. Everyone wins.

West Virginia State Parks “Get Outside” School Outreach Program

Goals:

- Promote park awareness within schools
- Inspire children to get outdoors
- Establish a notable state park figure, or mascot
- Promote social media engagement through a common hashtag
- Encourage family weekend trips



Program:

West Virginia State Parks would team up with schools throughout the state to promote opportunities for outdoor classroom seminars on wildlife, native plants, physical exercise (walking, boating, fishing, etc.) and local history. The afternoon or morning event would be promoted throughout West Virginia elementary and middle schools in partnership with the West Virginia Department of Education creating another synergetic statewide association and garnering positive press.

Stonewall envisions creating a State Park mascot, perhaps a cartoon type character based upon the State Bird...the Cardinal or a Black Bear. The mascot would also be given a name that flows with “Wild and Wonderful”, such as Wilbur. To start out we envision development of a fun and stylized costume that could be worn by a summer intern at events around West Virginia’s State Parks. In addition, large cutouts would be created for photo opportunities. To keep costs down, the large cutouts could travel from State Park to State Park throughout West Virginia. “Get Outside” participants would be encouraged to take a photo with the mascot (or cutout) and post to social media using a designated hashtag such as #WildWonderfulWilbur. We envision this as a wonderful opportunity to get schools and families involved with messaging and a mascot that have the potential to go viral. The mascot would hopefully take on the “Where is Waldo” persona, with families tracking the state park adventures of Wild, Wonderful “Wilbur.”



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
3/25/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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

PRODUCER Reagle & Padden, Inc. 200 Star Avenue, Suite 210 Parkersburg WV 26101		CONTACT NAME: Glenna Schott PHONE (A/C No. Ext): (304) 422-8476 FAX (A/C No.): (304) 428-7374 E-MAIL ADDRESS: glenna@reagle-padden.com															
INSURED STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST MARIETTA OH 45750		INSURER(S) AFFORDING COVERAGE <table border="1"> <tr> <th>INSURER</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A: Sentinel Insurance Co., LTD</td> <td>11000</td> </tr> <tr> <td>INSURER B: BrickStreet Mutual Ins Co</td> <td>12372</td> </tr> <tr> <td>INSURER C: CSU Producer Resources, Inc.</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>		INSURER	NAIC #	INSURER A: Sentinel Insurance Co., LTD	11000	INSURER B: BrickStreet Mutual Ins Co	12372	INSURER C: CSU Producer Resources, Inc.		INSURER D:		INSURER E:		INSURER F:	
INSURER	NAIC #																
INSURER A: Sentinel Insurance Co., LTD	11000																
INSURER B: BrickStreet Mutual Ins Co	12372																
INSURER C: CSU Producer Resources, Inc.																	
INSURER D:																	
INSURER E:																	
INSURER F:																	

COVERAGES CERTIFICATE NUMBER: 2015-16 GL REVISION NUMBER:

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR INSR	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY			40SBATW2278	3/19/2015	3/19/2016	EACH OCCURRENCE \$ 2,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ See Below GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						
A	AUTOMOBILE LIABILITY			40SBATW2278	3/19/2015	3/19/2016	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000
	<input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS					
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	DED						RETENTION \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			WV BrickStreet	1/11/2015	1/11/2016	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER
C	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	Policy #WCB1020576	3/19/2015	3/19/2016	E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	E&O & Professional Liab			CSU0056881	4/9/2014	4/9/2016	Incl Personal & Adv Injury 1,000,000
	Fidelity Bond			CSU0056881	4/9/2014	4/9/2016	1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER **CANCELLATION**

West Virginia Department of Commerce Charleston, WV	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE Glenna Schott/GS <i>Glenna M. Schott</i>

32

REQUEST FOR PROPOSAL
WV Dept. of Commerce Advertising Services

Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.

Qualifications and Experience: Vendors will provide Attachment A: Vendor Response Sheet information regarding their firm and the proposed project team.

Specifically, the vendor will provide the following as listed in *Section 4, Subsection 3*:

3.1.1. Company description, history and experience related to Advertising Services for the past five years.

Vendor Response: RESPONDED

3.1.2. 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 CRFP. Provide resumes for all individuals identified for involvement with Commerce's account along with any special qualifications, degrees, awards, or professional memberships held.

Vendor Response: RESPONDED

3.1.3. Subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this CRFP.

Vendor Response: RESPONDED

3.1.4. A list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost.

Vendor Response: RESPONDED

3.1.5. A list of memberships in any local, national, or international advertising, marketing or public relations associations.

Vendor Response: RESPONDED

3.1.6. Contact names, telephone, and email addresses of two additional clients, who may be contacted by Commerce as references, for which similar Services have been provided as referenced in this CRFP.

REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

Vendor Response: RESPONDED

3.1.7. A list of clients for whom the Vendor has provided Advertising Services with a budget exceeding \$1 million.

Vendor Response: RESPONDED

3.2. Media Buying: The Vendor should have a record of success with media planning and buying to be able to assist Commerce with its media buying.

3.2.1. Describe its in-house media purchasing capabilities, and designate (by name, title and credentials) the employees who will be responsible for media planning and buying for Commerce.

Vendor Response: RESPONDED

3.2.2. Describe its local and regional media buying experience and capabilities and the software used to perform media buying.

Vendor Response: RESPONDED

3.2.3. Provide details of a successful media buy done in the past three years. Provide details on the buy and the effectiveness of the campaign.

Vendor Response: RESPONDED

3.3. Research: The Vendor should have the ability to identify a need for market research, how to apply such research, and how to use it to the client's benefit.

3.3.1. Describe its research capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

Vendor Response: RESPONDED

3.3.2. Provide one example of research used to develop or evaluate a recent comprehensive marketing and paid media advertising campaign.

Vendor Response: RESPONDED

3.4. Website Development: The Vendor should have experience in the design and development of large-scale commercial websites.

REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

3.4.1. Describe its web development capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

Vendor Response: RESPONDED

3.4.2. Provide one example of a recently developed commercial website. Describe functionality, platform and hosting specifications.

Vendor Response: RESPONDED

3.5. Video Production: The Vendor should have experience in the development of professional video production.

3.5.1. Describe its video production capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

Vendor Response: RESPONDED

3.5.2. Provide one example of a recently developed video.

Vendor Response: RESPONDED

3.6. Full Marketing Campaigns: Each bidder should identify one recent and successfully completed, comprehensive marketing project (within the three years preceding the date of the proposal) including, but not limited to, media-related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials, and the individual staff members involved in the three projects. Campaigns or projects that did not use aired or published, paid media shall not be considered as eligible for the purpose of responding to this proposal. Each bidder should also include the name and phone number of a contact person at the client's place of business to serve as a reference for any project submitted. Identical information must also be provided for any principal in a joint venture or subcontractor situation.

Vendor Response: RESPONDED

List of Project Goal and Objectives contained in *Section 4, Subsection 4:*

- 4. Project and Goals:** Each bidder should submit the example creative proposals described in sections 4.1 and 4.2 of this CRFP. These creative proposals are requested only to provide examples of a bidders' ability to provide the desired Advertising Services. The request sample is not necessarily representative of the Advertising Services that will be performed under this CRFP.

REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

By submitting a sample creative proposal as set forth in section four of this CRFP, each bidder acknowledges and agrees that any content, layouts, art work, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of Commerce.

- 4.1. A \$1 million proposed advertising and public relations campaign for the West Virginia Development Office. The purpose of the proposed campaign should be both to attract new businesses to West Virginia and promote economic development services available to help existing West Virginia businesses grow.**

Vendor Response: RESPONDED

- 4.2. A comprehensive public relations campaign should be developed for the West Virginia State Parks system. The campaign should be focused primarily on earned media but has a promotional budget of \$15,000.**

Vendor Response: RESPONDED

Jessie A Crooks
5.20.15

36

REQUEST FOR PROPOSAL
WV Dept. of Commerce Advertising Services

Attachment B: Mandatory Specification Checklist

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

- 5.1. The Vendor must have the professional capability to develop and maintain successful marketing campaigns, including a minimum of at least one fulltime employee to serve as an account representative, on call 24 hours a day, seven days a week with a response time to Commerce of a maximum of sixty minutes.**

Vendor Response: STONEWALL MEETS THIS REQUIREMENT

- 5.2. The Vendor must have a minimum of three years' experience in marketing and strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotion.**

Vendor Response: STONEWALL MEETS THIS REQUIREMENT

- 5.3. The Vendor must have experience in areas related to business marketing.**

Vendor Response: STONEWALL MEETS THIS REQUIREMENT

- 5.4. The Vendor must have provided marketing and/or promotional services substantially similar to the Advertising Services as described in this CRFP with an annual budget of \$1 million or more for at least one client.**

Vendor Response: STONEWALL MEETS THIS REQUIREMENT

- 5.5. The Vendor must have the ability to create and maintain a new website for Commerce. The website's security and performance standards must equal or exceed those of the current site and must meet performance and security standards established by the state's Office of Technology. Website design, upgrades, hosting, and maintenance may be subcontracted to a qualified firm upon approval from Commerce, if said requested services are not available in-house.**

Vendor Response: STONEWALL MEETS THIS REQUIREMENT

- 5.6. The Vendor must comply with a time schedule satisfactory to Commerce in which the Advertising Services occur. Total expenditures for Advertising Services performed under the terms of this Contract shall not exceed the amount set by Commerce unless such change is mutually agreed upon by the Vendor and Commerce**

Vendor Response: STONEWALL WILL MEET THIS REQUIREMENT

37

REQUEST FOR PROPOSAL
WV Dept. of Commerce Advertising Services

5.7. If Commerce desires Advertising Services outside of the United States, the Vendor shall act in good faith with Commerce to establish an acceptable rate schedule.

Vendor Response: STONEWALL WILL MEET THIS REQUIREMENT.

5.8. All content, layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, story boards, and computer data storage devices used in the advertisements or other materials developed or placed by the Vendor for Commerce during the term of this CRFP shall become the exclusive property of Commerce.

Vendor Response: STONEWALL AGREES.

5.9. The Vendor may incorporate intellectual property currently owned and/or maintained by Commerce, including but not limited to, any previous marketing or promotional campaign, audio, video, still images, or any other materials developed by Commerce to promote and market the state of West Virginia ("Commerce IP"). However, the Vendor shall obtain written permission from Commerce prior to using Commerce IP. At the termination of this contract, the Vendor shall return such Commerce IP to Commerce without demand.

Vendor Response: STONEWALL WILL MEET THIS REQUIREMENT.

5.10. The Vendor shall process all payments necessary to perform the Advertising Services described in this CRFP. The Vendor shall maintain appropriate accounting and record keeping activities to document and substantiate all media placed under this CRFP. The Vendor shall submit to Commerce invoices accompanied by proof of payment, screen shot and/or tear sheets. Tear sheets shall be signed certifying the run dates, publication and site of the ad.

Vendor Response: STONEWALL WILL MEET THIS REQUIREMENT.

5.11. During the term of this CRFP, the Vendor shall allow Commerce to utilize its Marketing and Communications office independent of the Advertising Services described in this CRFP, as needed.

Vendor Response: STONEWALL AGREES.

5.12. If the Vendor is unable to perform any component of the Advertising Services during the term of the CRFP, the Vendor shall act in good faith to identify and hire an acceptable subcontractor to perform the desired service. The following mandatory requirements must be met by the Vendor as a part of the submitted proposal. Failure on the part of the Vendor to meet any of the mandatory specifications shall result in the disqualification of the proposal. The terms "must", "will", "shall", "minimum", "maximum", or "is/are required" identify a mandatory item or factor. Decisions regarding compliance with any mandatory requirements shall be at the sole discretion of the Purchasing Division.

REQUEST FOR PROPOSAL
WV Dept. of Commerce Advertising Services

Vendor Response: STONEWALL AGREES

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.

STONEWALL RETAIL MARKETING, INC
(Company)

Jessie A Crooks, President
(Representative Name, Title)

740.373.2334 (Phone) 740.373.3105 (FAX)
(Contact Phone/Fax Number)

5.12.15
(Date)

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

- 1. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or** 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,
- 2. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
- 3. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
- 4. **Application is made for 5% vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,
- 5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,
- 6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
- 7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with *West Virginia Code* §5A-3-59 and *West Virginia Code of State Rules*.**
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Stonewall Retail Marketing, Inc. Signed: Julie A. Crocker
Date: March 25, 2015 Title: PRESIDENT

RFQ No. 0307 DEV1500000002

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: Stonewall Repair Martleby, Inc

Authorized Signature: Justin A. Crooks Date: March 25, 2015

State of OHIO

County of WASHINGTON, to-wit:

Taken, subscribed, and sworn to before me this 25TH day of MARCH, 2015.

My Commission expires 9/23, 2019.

AFFIX SEAL HERE

NOTARY PUBLIC

Randall Jacob Pellett
Purchasing Affidavit (Revised 07/01/2012)



ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: 0307 DEV1500000003

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.

Stonewall Retail Marketing, Inc
Company

[Signature]
Authorized Signature

5.12.15
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

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.

Stonewall Retail Marketing, Inc
(Company)

Leslie A Crooks Leslie A Crooks PRESIDENT
(Authorized Signature) (Representative Name, Title)

140.373.2334 (p) 140.373.3105 (f) March 25, 2015
(Phone Number) (Fax Number) (Date)



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

**State of West Virginia
 Request for Proposal**

Proc Folder: 84325

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES CRFP

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Sollcitation No	Version
2015-03-16	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	1

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

*STONEWALL RETAIL MARKETING, INC
 154 1/2 FRONT STREET
 MARIETTA, OH 45750
 740.373.2334*

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN #

31-1737497

DATE

5.12.15

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



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

**State of West Virginia
 Request for Proposal**

Proc Folder: 84325

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES CRFP

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-02	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	2

BID RECEIPT LOCATION
 BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR
 Vendor Name, Address and Telephone Number:
 STONEWALL RETAIL MARKETING, INC
 154 1/2 FRONT STREET
 MARIETTA, OH 45750
 740.373.2334

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

Signature X *Jessie A. Crocker* FEIN # 31-1737497 DATE 5.12.15

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

DEV150000002	Document Phase Draft	Document Description WV DEPARTMENT OF COMMERCE ADVE RTISING SERVICES CRFP	Page 2
--------------	--------------------------------	--	---------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFQ DEV1500000002

Addendum Number: No.01

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

Addendum issued to distribute and publish the attached information to the Vendor community.

1. Pre-bid sign in sheet from mandatory meeting.
2. Revision to Section 4.1 of the RFP
3. Clarification for Oral Presentations

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

SIGN IN SHEET

Request for Proposal No. _____

PLEASE PRINT

Date: _____

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>Stonewall Group</u>	<u>154 1/2 Front St.</u>	PHONE <u>740-373-2337</u>
Rep: <u>Katie Wise</u>	<u>Marietta, OH 45750</u>	TOLL FREE
Email Address: <u>KWise@stonewallgroup.com</u>		FAX <u>740-373-3105</u>
Company: <u>BULLDOG CREATIVE</u>	<u>1400 Commerce Ave</u>	PHONE <u>304-525-9600</u>
Rep: <u>Chris Michael</u>	<u>Huntington, WV 25701</u>	TOLL FREE <u>877-362-9679</u>
Email Address: <u>cmichael@bulldogcreative.com</u>		FAX <u>304-525-4043</u>
Company: <u>Bulldog Creative</u>	<u>1400 Commerce Ave</u>	PHONE <u>304-525-9600</u>
Rep: <u>Ashleigh Graham-Smith</u>	<u>Huntington, WV 25701</u>	TOLL FREE <u>877-362-9679</u>
Email Address: <u>ashleigh@bulldogcreative.com</u>		FAX <u>304-525-4043</u>
Company: <u>The Marahan group</u>	<u>222 Capital St, Ste 400</u>	PHONE <u>304.343.2800</u>
Rep: <u>Tammy Harper</u>	<u>Charleston, WV 25301</u>	TOLL FREE
Email Address: <u>tharper@marahangroup.com</u>		FAX <u>304.343.2788</u>
Company: <u>Auge & Gray collective works, LLC</u>	<u>210 Brooks St. Charleston WV</u>	PHONE <u>304.926.8010</u>
Rep: <u>Alexandra Fulcher</u>	<u>25301 Suite 310</u>	TOLL FREE <u>926-8010</u>
Email Address: <u>afulcher@augegray.com</u>		FAX

SIGN IN SHEET

Request for Proposal No. _____

PLEASE PRINT

Date: _____

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>Fehlgen Martin</u>	<u>157 SUMMER ST.</u>	PHONE <u>304.340.8092</u>
Rep: <u>Matthew Sutter</u>	<u>Suite 305</u>	TOLL FREE
Email Address: <u>Matthew.Sutter@Fehlgen.com</u>	<u>Charleston, WV 25301</u>	FAX <u>304.382.0002</u>
Company: <u>Image Associates</u>	<u>700 VIRGINIA ST</u>	PHONE <u>304 3454429</u>
Rep: <u>Bill Hogan</u>	<u>Suite 220</u>	TOLL FREE
Email Address: <u>bill@imageassociatesllc.com</u>	<u>CHAS. WV 25301</u>	FAX <u>304 345 4445</u>
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____

**West Virginia Department of Commerce
DEV1500000002-Advertising Services**

ADDENDUM NUMBER ONE

Technical Question Deadline:

The technical question deadline date has been moved to Monday, April 13, at 2:00 pm EST. All technical questions must be submitted in a Microsoft Word format to Guy Nisbet, Buyer Supervisor, West Virginia Purchasing Division. You may email questions to Mr. Nisbet at Guy.L.Nisbet@WV.gov.

Revisions to Section 4.1:

Section 4.1 of the RFP has been changed as discussed during the April 1, 2015, mandatory pre-bid meeting and should now read as follows:

4.1. "A \$500,000 proposed advertising and public relations campaign for the West Virginia Development Office. The purpose of the proposed campaign should be both to attract new businesses to West Virginia and promote economic development services available to help existing West Virginia businesses grow. Campaign should not include trade show marketing."

Clarifications:

All vendors submitting RFP Responses by the Bid opening date and time as well as attending the April 1, 2015, mandatory pre-bid will be given an opportunity to do an oral presentation for the Department of Commerce following the bid opening on May 21, 2015. Please be reminded that during the oral presentations, vendors may not alter or add to their proposal, but only clarify information contained in their proposal.

Scoring of all proposals will not be finalized until after each vendor's oral presentations.

If a vendor is partnering with another vendor, both vendors must have been present at the April 1, 2015, mandatory pre-bid meeting. However, if the vendor chooses to sub-contract portions of the scope of work to a subcontractor, the sub-contractor(s) was not required to attend the mandatory pre-bid meeting.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: _____

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 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.

 STONEWALL RETAIL MARKETING, INC
 Company

 [Signature]
 Authorized Signature

 5.12.15
 Date

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



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

State of West Virginia
 Request for Proposal

Proc Folder: 84325

Doc Description: Addendum No.02, WV Dept. of Commerce Advertising Services

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2015-04-22	2015-05-21 13:30:00	CRFP 0307 DEV1500000002	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

STONEWALL RETAIL MARKETING, INC
 154 1/2 FRONT STREET
 MARIETTA, OH 45750
 740.373.2334

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X

FEIN # 31-1737497

DATE 5.12.15

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

DEV1600000002	Document Phase Draft	Document Description Addendum No.02, WV Dept. of Commerce Advertising Services	Page 2
----------------------	--------------------------------	---	---------------

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFQ DEV1500000002

Addendum Number: No.02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

Addendum issued to distribute and publish the attached information to the Vendor community.

1. Vendor submitted questions and Agency responses.
2. No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

**West Virginia Department of Commerce
DEV1500000002-Advertising Services**

- Q1. Is website development part of the scope of work? If so, can you provide more information about what is needed so that we can provide a more accurate estimate?**
- A1. Website development is included within the scope of work for this contract. At this time, potential vendors are not being asked for individual website cost estimates.**
- Q2. Is there a specific technology platform the site will need built in, or is it the responsibility of the vendor to provide recommendations?**
- A2. We will ask the Vendor to provide recommendations, and then we will collaborate to determine the best solution. Our only recommendation is to find an open-source CMS system. Our current sites were built on custom platforms, which have proven to be very difficult to maintain.**
- Q3. Do we have access to traffic analytics (Google, etc.) as part of our Discovery/Research phase?**
- A3. Unfortunately because of all the redirecting on the current system, our analytics aren't helpful.**
- Q4. Has a budget been determined for the project?**
- A4. We will look to the Vendor to provide an estimate once the contract has been awarded and the project's scope has been defined. Rather than building another interwoven site, we are looking to create individual sites for each Commerce agency.**
- Q5a. Is the 'member's login' area included in this scope?**
- A5a. We have a members' login where our web team can make edits to the site, but we do not use it for project management or any other purpose.**

Q5b. If yes, could we have access to this area to determine functionality, use, etc.?

A6b. Due to security concerns, we can't allow access.

Q6. Could we have a list of vendor feeds and outside tools currently integrated with the site? As well as an understanding if these will be used in the future?

A6. We are looking for the Vendor to provide suggestions for improvements. Those suggestions should include improvements to all tools currently integrated into the sites.

Q7. What is the budget for this contract?

A7. The hours provided on the Cost Estimate Sheet are what we project the agencies would collectively spend in the next fiscal year. However, hour estimates are fluid and often hard to predict.

Q8. In section 4.1, can you provide more detail about what is included in the \$1 million budget (media spend, production costs, agency time, etc.)?

A8. Please see Addendum 1, for a revised version of 4.1 – trade show marketing has been taken out of the hypothetical advertising budget, reducing the total spend to \$500,000.

Q9. In section 4.2, is the \$15,000 budget for the West Virginia Parks taken from the \$1 million from section 4.1, or is the West Virginia Parks budget a separate budget?

A9. No, the two agencies (West Virginia Development Office and West Virginia State Parks, a section within the Division of Natural Resources) have separate budgets.

Q10. Can you please share applicable background assets such as logos, previous creative, brand standards, etc. with us?

A10. Please review the agency's websites and social media pages for current branding.

Q11. Are you inviting all responding firms to the presentation round or will only a few firms present?

A11. Yes, all agencies submitting proposals will be asked to give oral presentations.

Q12. Please confirm that you want responding firms to develop new creative for the Department of Commerce as part of responding to this RFP.

A12. Section 4.1 asks for creative samples for the West Virginia Development Office and Section 4.2 asks for creative samples for West Virginia State Parks—both are agencies within the Department of Commerce. We are not specifically asking for general Department of Commerce creative.

Q13. Regarding the prompt in section 4, we typically provide creative recommendations with much more background information about the organization, its aspirations and its competitors, among many other factors. Are you able to provide us with more background information to inform our creative? Could you share a complete creative brief with us?

A13. Please review the agency's websites and social media pages for current branding and marketing strategy. Once a Vendor is chosen, all strategic information will be shared. At this point, we are only asking potential vendors to provide the sample creative requested in 4.1 and 4.2. This creative should simply include generic recommendations for how to improve basic advertising strategy and reenergize our agencies' marketing efforts.

Q14. What does success look like for your organization?

A14. Since we are only asking for creative for the West Virginia Development Office and West Virginia State Parks, we are answering this question for only those two entities. For State Parks, we are working to sell adventure and experience at our state parks, ultimately, increasing visitors on a year-round basis. For the West Virginia Development Office, we are working to both recruit new businesses to the state and help promote growth among existing West Virginia companies.

Q15. What are your objectives for the next year, and how do you envision your selected agency partner helping you meet those objectives?

A15. Since we are only asking for creative for the West Virginia Development Office and West Virginia State Parks, we are answering this question for only those two entities.

- For State Parks, we are working to sell adventure and experience at our state parks, ultimately, increasing visitors on a year-round basis.
- For the West Virginia Development Office, we are working to both recruit new business to the state and help promote growth among existing West Virginia companies.

Q16. Who are your target audiences?

A16. Since we are only asking for creative for the West Virginia Development Office and West Virginia State Parks we are answering this question for only those two entities.

West Virginia State Parks Target Audiences:

- 1.) Group Meetings (family reunions, corporate meetings, state agency meetings, etc.)
- 2.) Families (start new traditions of regular family visits)

West Virginia Development Office Target Audiences:

- 1.) New businesses or businesses looking to expand
- 2.) Existing businesses in West Virginia

Q17. What have the past few years' marketing budgets looked like?

A17. In recent years, the West Virginia Development Office has had the largest marketing budget within the Department of Commerce. The Division of Natural Resources generally comes in as the second highest spender. Collectively, the agencies spend several million dollars each year.

Q18. What are the primary target industries (by rank) for the West Virginia Development Office, Business and Industrial Development Division?

A18. Target Industries:

- 1.) Plastics/Chemicals

- 2.) Fulfillment and Distribution
- 3.) Aerospace
- 4.) Building Products
- 5.) Metals

Q19. Who are the target audiences by job title (by rank) for each targeted industry, for the West Virginia Development Office, Business and Industrial Development Division?

A19. Because each company's structure is different, we can't rank the titles. For some companies, the West Virginia Development Office works directly with CEOs and vice presidents, whereas other companies may use site selectors, logistics managers or real estate operators to make the initial contacts. It varies based on project size and scope.

Q20. What are the primary international markets (by rank), industries (by rank) and target audiences (by rank) targeted by the International Development Division?

A20. International Markets:

- 1.) Japan
- 2.) Germany
- 3.) France
- 4.) Italy
- 5.) Canada

Targeted Industries:

- 1.) Automotive
- 2.) Plastics/Chemicals
- 3.) Fabricated Metals
- 4.) Building Products
- 5.) Aerospace

Audience: Because each company's structure is different, we can't rank the titles. For some companies, the West Virginia Development Office works directly with CEOs and vice presidents, whereas other companies may use site selectors, logistics managers or real estate operators to make the initial contacts. It varies based on project size and scope.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: _____

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.

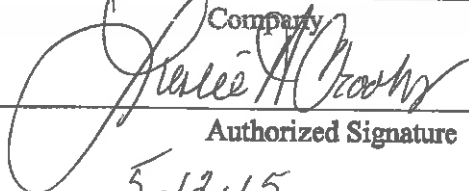
Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input 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.

STONEWALL RETAIL MARKETING, INC

 Company


 Authorized Signature
 5.12.15

 Date

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

Thank you.

Stonewall
GROUP