



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

State of West Virginia  
 Request for Proposal  
 10 – Consulting

Proc Folder: 559537

Doc Description: ADDENDUM 2- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-04-18	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	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:

RECEIVED

2019 APR 26 AM 10:38

WV PURCHASING  
 DIVISION

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

FEIN #

90-0638435

DATE

4/25/19

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



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 Post Office Box 50130  
 Charleston, WV 25305-0130

State of West Virginia  
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Doc Description: ADDENDUM 1- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-04-08	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	2

**BID RECEIVING LOCATION**

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

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Proc Folder: 559537

Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-03-14	2019-04-28 13:30:00	CRFP 0307 DEV1900000001	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:

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2083  
 michelle.l.childers@wv.gov

Signature X

FEIN #

90-0638435

DATE

4/25/19

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**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: DEV1900000001**

**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.

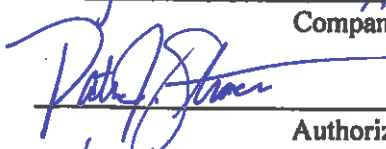
**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**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.

Digital Relativity, LLC  
Company  
  
Authorized Signature  
4/25/19  
Date

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

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: Digital Relativity LLC

Authorized Signature: [Signature] Date: 4/23/2019

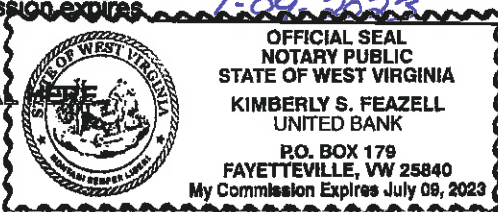
State of West Virginia

County of Fayette, to-wit:

Taken, subscribed, and sworn to before me this 23 day of April, 2019.

My Commission expires 7-09-2023, 20    .

AFFIX SEAL



NOTARY PUBLIC

[Signature]

State of West Virginia  
**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, 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,  
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; 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 that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's 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.
8.  Application is made for **reciprocal preference.**  
 Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

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) rescind the contract or purchase order; 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.

**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: Digital Relativity, LLC Signed:   
 Date: 4/23/2019 Title: Funder/CEO

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

West Virginia Ethics Commission  
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: Digital Relativity, LLC Address: 1295. Cant St. Unit B  
Fayetteville, WV 25840

Name of Authorized Agent: Patrick J. Strader Address: \_\_\_\_\_

Contract Number: DEV1900000001 Contract Description: Advertising Services

Governmental agency awarding contract: WV Department of Commerce

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

- 1. Subcontractors or other entities performing work or service under the Contract  
 Check here if none, otherwise list entity/individual names below.
- 2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)  
 Check here if none, otherwise list entity/individual names below.
- 3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)  
 Check here if none, otherwise list entity/individual names below.

Signature: *Patrick J. Strader* Date Signed: 4/23/2019

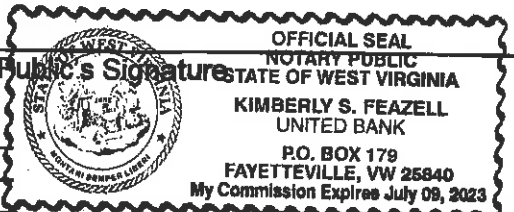
**Notary Verification**

State of West Virginia, County of Fayette

I, Patrick J. Strader, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 23rd day of April, 2019.

*Kimberly S. Feazell*  
Notary Public's Signature



**To be completed by State Agency:**  
Date Received by State Agency: \_\_\_\_\_  
Date submitted to Ethics Commission: \_\_\_\_\_  
Governmental agency submitting Disclosure: \_\_\_\_\_

# REQUEST FOR PROPOSAL

## WV Dept. of Commerce Advertising Services

divided by the cost of the proposal being evaluated to generate a cost score percentage. That percentage is then multiplied by the points attributable to the cost proposal to determine the number of points allocated to the cost proposal being evaluated.

**Step 1: Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage**

**Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score**

**Example:**

Proposal 1 Cost is \$1,000,000

Proposal 2 Cost is \$1,100,000

Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 –  $\$1,000,000 / \$1,000,000 =$  Cost Score Percentage of 1 (100%)  
Step 2 –  $1 \times 30 =$  Total Cost Score of 30

Proposal 2: Step 1–  $\$1,000,000 / \$1,100,000 =$  Cost Score Percentage of 0.909091 (90.9091%)  
Step 2 –  $0.909091 \times 30 =$  Total Cost Score of 27.27273

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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.

Digital Relativity, LLC

(Company)

Patrick J. Strader, FOUNDER/PRESIDENT

(Representative Name, Title)

304-663-6890

(Contact Phone/Fax Number)



# REQUEST FOR PROPOSAL

WV Dept. of Commerce Advertising Services

4/25/19

---

(Date)

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Pat Strader FOUNDER/PRESIDENT  
(Name, Title)  
Patrick J. Strader FOUNDER/PRESIDENT  
(Printed Name and Title)  
129 S. Court St. Unit B Fayetteville, WV 25840  
(Address)  
304-663-6890 304-608-2121  
(Phone Number) / (Fax Number)  
pat@digitalrelativity.com  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated 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.

Digital Relativity, LLC  
(Company)

Pat Strader Patrick J. Strader FOUNDER/PRESIDENT  
(Authorized Signature) (Representative Name, Title)

Patrick J. Strader FOUNDER/PRESIDENT  
(Printed Name and Title of Authorized Representative)

4/25/19  
(Date)

304-663-6890 304-608-2121  
(Phone Number) (Fax Number)

**ADDENDUM ACKNOWLEDGEMENT FORM  
SOLICITATION NO.:**

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*(Check the box next to each addendum received)*

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Digital Relativity LLC  
Company

[Signature]  
Authorized Signature

4/25/19  
Date

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



# WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

**REQUEST FOR PROPOSAL**  
**CRFP 0307 DEV1900000001**

*April 26, 2019*

**TECHNICAL PROPOSAL**

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**Phone: 304.663.6890 Fax: 304.608.2121**  
[digitalrelativity.com](http://digitalrelativity.com)



129 South Court Street, Unit 2  
Fayetteville, WV 25840

108 1/2 Capitol Street  
Charleston, WV 25301

**Pat Strader, Founder & CEO**

(304) 663-6890

[pat@digitalrelativity.com](mailto:pat@digitalrelativity.com)

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# Executive Summary

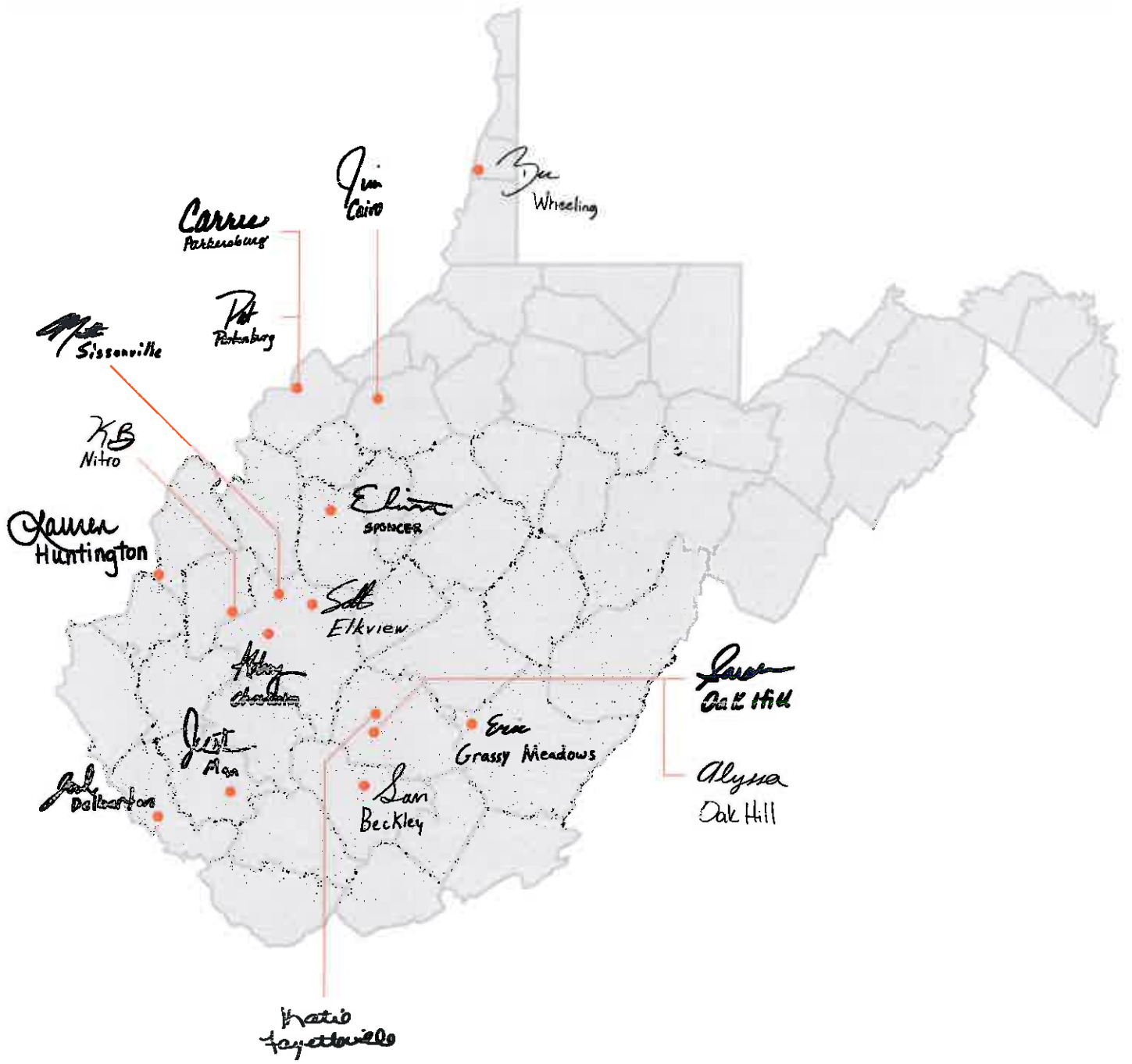
At Digital Relativity (DR), our objective has always been to help partners achieve their goals in an ever-changing marketing landscape. We build holistic marketing plans for partners, but we never forget our roots in digital-first marketing. We consider ourselves to be problem-solvers, being resourceful and creative in how we approach the challenges our partners face.

This response outlines our unique qualifications, innovative ideas, and tried-and-true blueprint for partnering with the Department of Commerce, the West Virginia Tourism Office, and Commerce Communications. We are excited about the opportunity to continue our work with West Virginia Tourism Office and to partner with more Commerce agencies. As a West Virginia-based company, founded by West Virginians, this work is personal for us. We believe deeply in the mission of reshaping how people think about West Virginia. We are passionate about helping grow this state's economy. We are proud of the abundant natural resources in this state and want to share West Virginia with the world.

We hope that this commitment and passion shine through in the creative and ideas presented within this response.

Thank you for the opportunity to share our thoughts and ideas.

**The Digital Relativity Team**







## **SECTION 4: PROJECT SPECIFICATIONS**

---

## 4.2 Project Goals and Mandatory Requirements

***Vendor should describe its approach and methodology to meeting the goals/objectives identified below. Vendor's response should include any information about how the proposed approach is superior or inferior to other possible approaches.***

***Vendor's response should also include creative proposals as examples of a bidder's ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under this RFP but will help to evaluate Vendor's proposal. By submitting sample creative proposals as set forth in section four of this CRFP, vendor 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 Agencies.***

### 4.2.1 - Goals and Objectives

#### 4.2.1.1. Currently Known Projects:

***A. Division of Natural Resources Website Design: Vendor should submit a website proposal for the West Virginia Division of Natural Resources to replace the current WVDNR.gov website. The proposal should include a recommended publishing platform, sample design compositions, sample content plan, strategy for converting online sales, and search engine optimization strategy. It should also include a plan to integrate the hunting and fishing license platform found on wvhunt.com wvfish.com and a strategy for complementing the standalone website for the parks section, wvstateparks.com.***

During the last four years, Digital Relativity has become intimately familiar with the products and divisions that the West Virginia Division of Natural Resources (DNR) represents. It has been an amazing opportunity to be part of the team that has helped bring West Virginia State Parks lodging online. This experience will serve as a springboard to quickly begin work on a West Virginia DNR website that educates and inspires.

We will work with the West Virginia DNR and Commerce Communications teams to organize the vast amount of information and resources that have been painstakingly gathered and published over the years.

The website design and development plan is to build on the data and analytics available to determine the most popular content and ensure that visitors, on any viewing device, can quickly and easily find the information important to them.

We will highlight West Virginia's vast, beautiful, and always improving state parks and lodging opportunities. In addition, we will help create awareness for the Wildlife Center.

Lastly, this plan will ensure that content is organized, discoverable by both visitors and search engines, and focused on converting online sales of hunting and fishing licenses and state parks lodging.

## Publishing Platform

We recommend that the core of the West Virginia DNR website be built using WordPress, a robust and open source content management system, currently the single most popular system of its kind in the world. Because of its popularity, WordPress has an enormous developer community focused on continued innovation, maintenance, and security. WordPress is intuitive, easy to use, and can be easily updated.

We use WordPress as the foundation for each and every website that we build and at any given time, our development team maintains around 70 active WordPress installations. Our entire development stack for new websites — our servers, security infrastructure and system for backups — isn't just WordPress-first: it's WordPress only.

Using WordPress, we have built and managed websites for state agencies, destination marketing organizations, breweries, hotels, retail stores, and many more. We've used WordPress to build custom algorithms for sports rankings, custom website search engines, and even systems for travel recommendations that get more intuitive with time.

The Digital Relativity team has been building websites with WordPress for almost as long as WordPress has existed and as a result are well-acquainted with the platform's capabilities and nuances, specifically as they relate to custom development that is built to last.

We empower our partners to take charge of their own website content, encouraging them to customize and manage everything from page content to photos, videos and more. The Digital Relativity team will always be there for any technical assistance or ongoing support, but ease of use and ease of maintenance are top of mind in every website we build.

You will own the West Virginia DNR website (along with any websites we may subsequently build with you), and your team will always have just as much access to them as our team will.

When it comes time to launch, we will provide training for the West Virginia DNR team to ensure that everyone has the tools needed to manage the site.

## Website Design and Development Process

As part of our response, we have prepared a draft architecture and sample design compositions. However, we felt it was important to outline our typical website design and development process as well. If given the opportunity to work on this project, it will be important to address each of these steps to ensure we are building the best final product.

When the Digital Relativity team begins working on a project with a partner, our journey starts with research. We familiarize ourselves with any existing studies, reports and data about your current initiatives. We gain an understanding of current marketing and advertising plans, goals, and how our work together will support those efforts.

The Digital Relativity team uses a few project management tools, including Workamajig and Basecamp. The Department of Commerce agencies will be given access to these programs for efficient project communication. Using these tools, a detailed production schedule will be created for internal use, outlining the time required and due dates of all project components.

Website design and development begins with a discovery meeting. From there we plan for site architecture, wireframing, design, development, testing, and measurement.

We design functional, attractive sites that cater to all users, regardless of the device and browser they use to access the site. We create intuitive user experiences through logical, visual hierarchy that guides the user, while reducing friction, to their destination.

The Digital Relativity team will work with the West Virginia DNR to create a site architecture that is intuitive and easy for users to navigate. There will be the opportunity for up to three rounds of revisions on the site architecture.

From there, the architecture will be used to create a series of wireframes that, once approved, will be developed into a set of designs (both homepage and interior, desktop and mobile) for review by all stakeholders. It is also during this phase that we will start planning for and testing layouts and ideas on multiple screen sizes and device types to ensure that a consistent experience is provided to all users. Again, there will be the opportunity for up to three rounds of revisions on designs. Once a final design has been selected, our technical team will begin the process of building the design into a fully functional website. The intent is to create a clean, contemporary design that allows for easy, intuitive navigation.

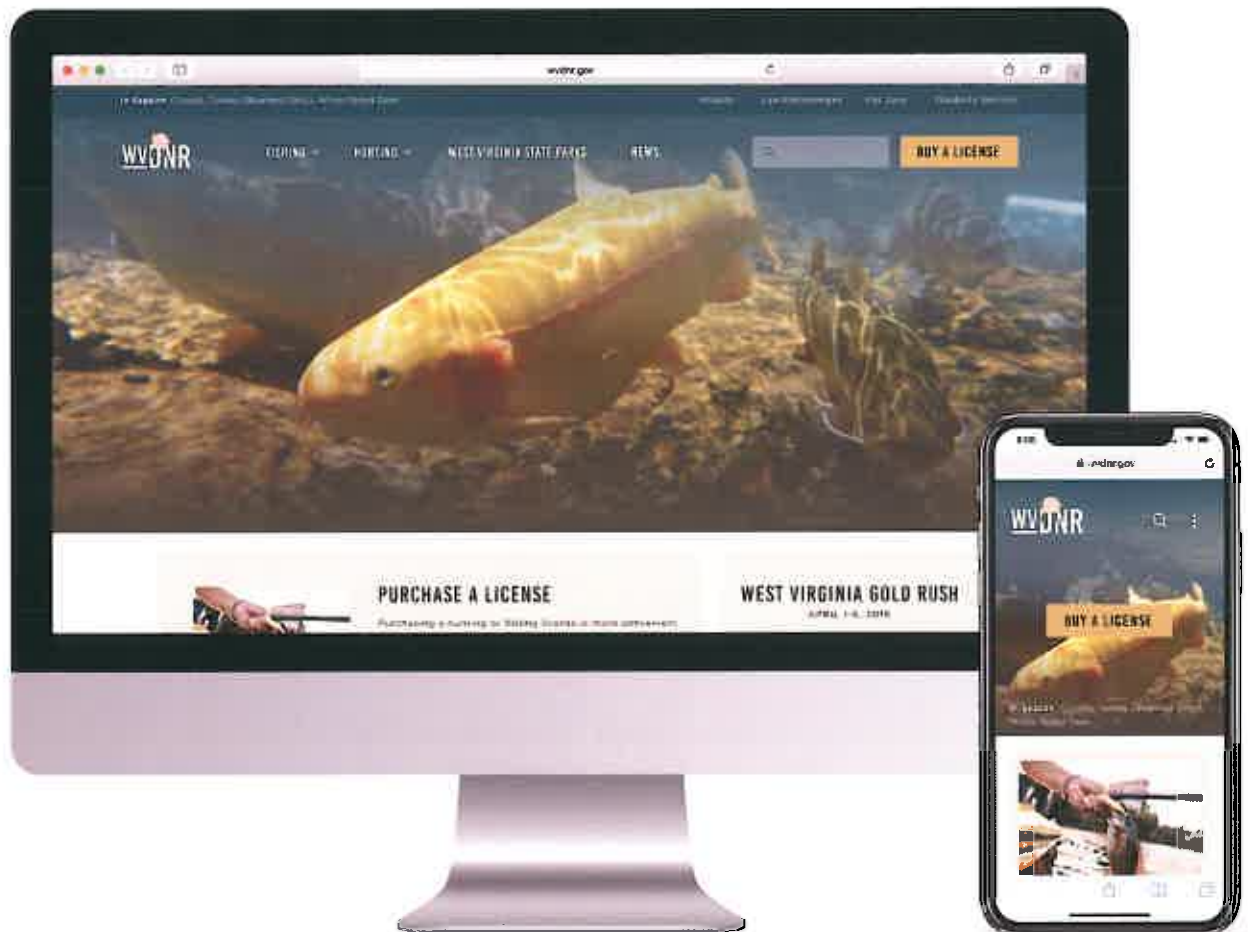
The front end of the website will be developed around a custom WordPress theme designed and built from the ground up to reinforce the West Virginia DNR brand in a fresh, clear way.

For the purpose of this proposal, we have followed these outlined steps to guide the proposed website design. Through our process, it was determined that the site design should focus on both usability and aesthetics. On average, users spend less than 15 seconds on a homepage, which means capturing their attention and compelling them to stay is critical. With this in mind, creating an enjoyable and effortless user experience remains the primary goal of the website design.

The sample designs marry the “Almost Heaven” brand with the updated West Virginia State Parks website design (scheduled to launch on April 26), to create a complementary yet unique design tailored to the West Virginia DNR audience. We have expanded the earth tone palettes of West Virginia Tourism Office and West Virginia State Parks for the West Virginia DNR website. With an emphasis on the more muted tones, the division features its own unique color selections (in addition to the traditional West Virginia Tourism Office palette) which are reflected in the mock-up. The use of the color palette helps establish a hierarchy of information on the site and leads the user through the page content creating an informative experience.

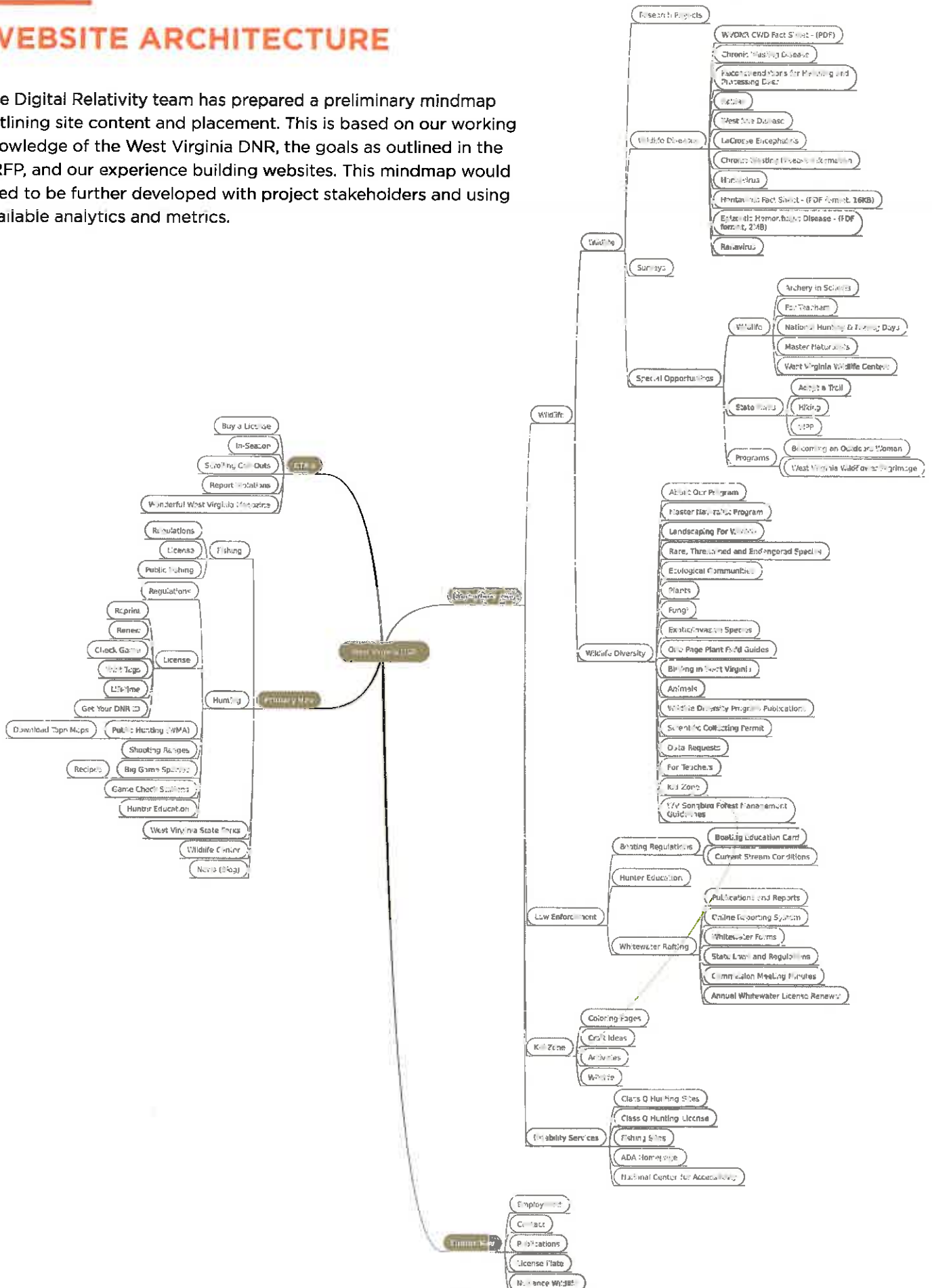
While imagery is scarce on the current West Virginia DNR website, we understand the value of bold imagery and concise copy to compel users to navigate through the site. The design incorporates strong photography, much like the West Virginia State Parks and West Virginia Tourism Office websites, but is partnered with prominent call-to-action boxes giving it a unique look. These call-to-action boxes allow users to quickly and easily navigate to the information they need on the site to maximize their experience.

We are proud to share our sample designs with you here. Additionally, you may view the sample creative online at [digitalrelativity.com/dnrweb](http://digitalrelativity.com/dnrweb).



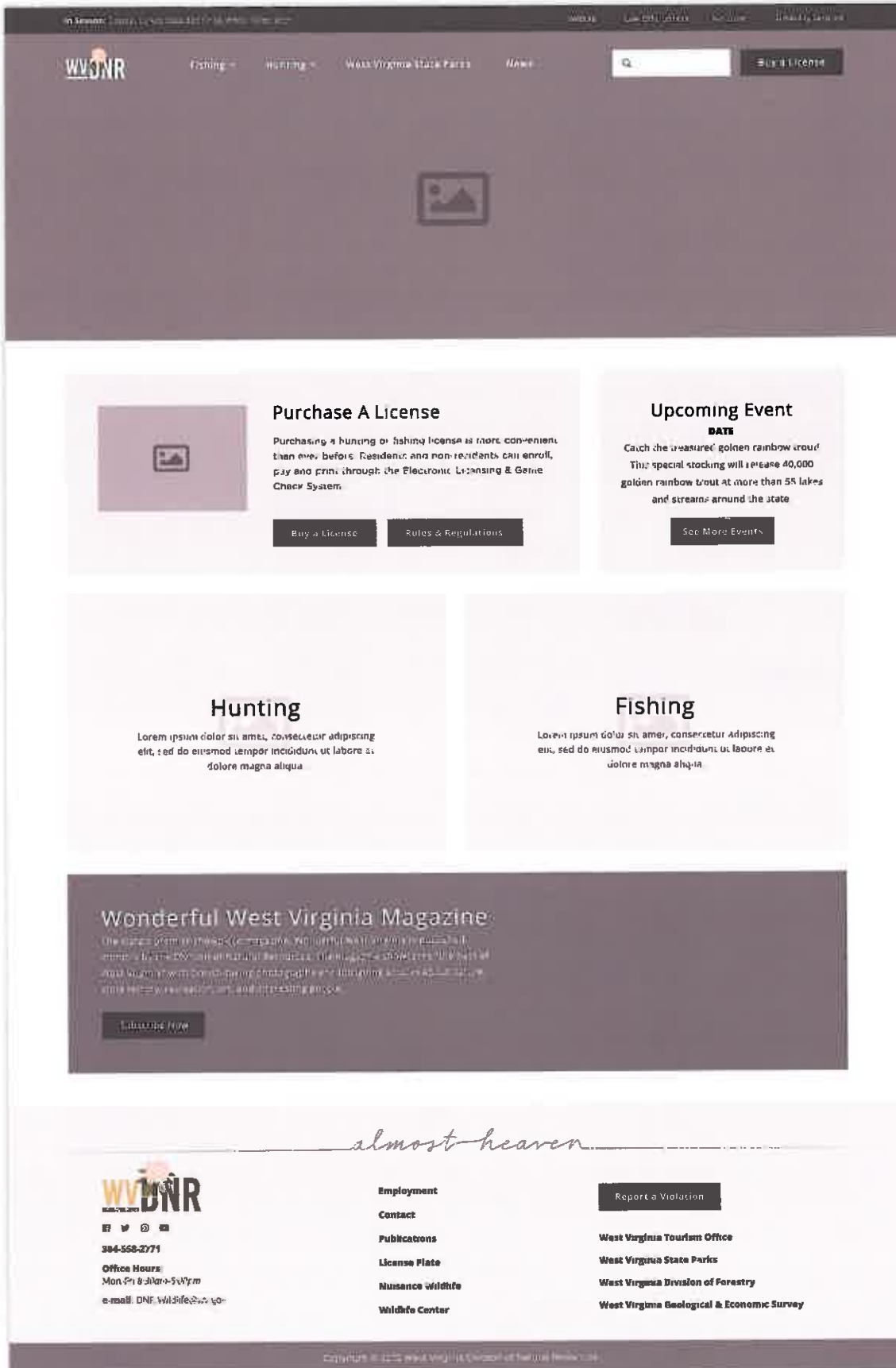
# WEBSITE ARCHITECTURE

The Digital Relativity team has prepared a preliminary mindmap outlining site content and placement. This is based on our working knowledge of the West Virginia DNR, the goals as outlined in the CRFP, and our experience building websites. This mindmap would need to be further developed with project stakeholders and using available analytics and metrics.

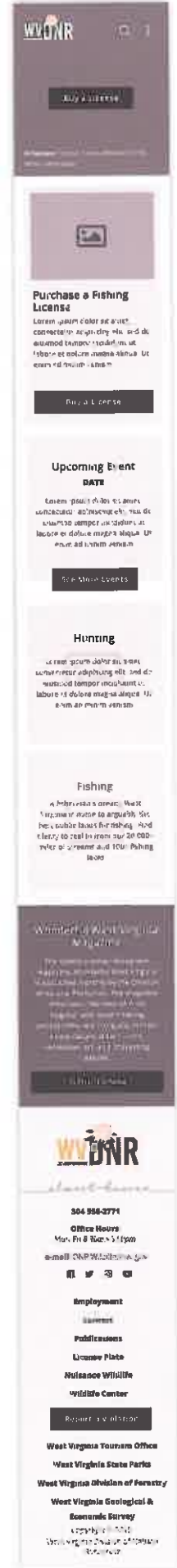


# WEBSITE WIREFRAMES

## Homepage Wireframe



## Homepage Mobile



News Page Wireframe

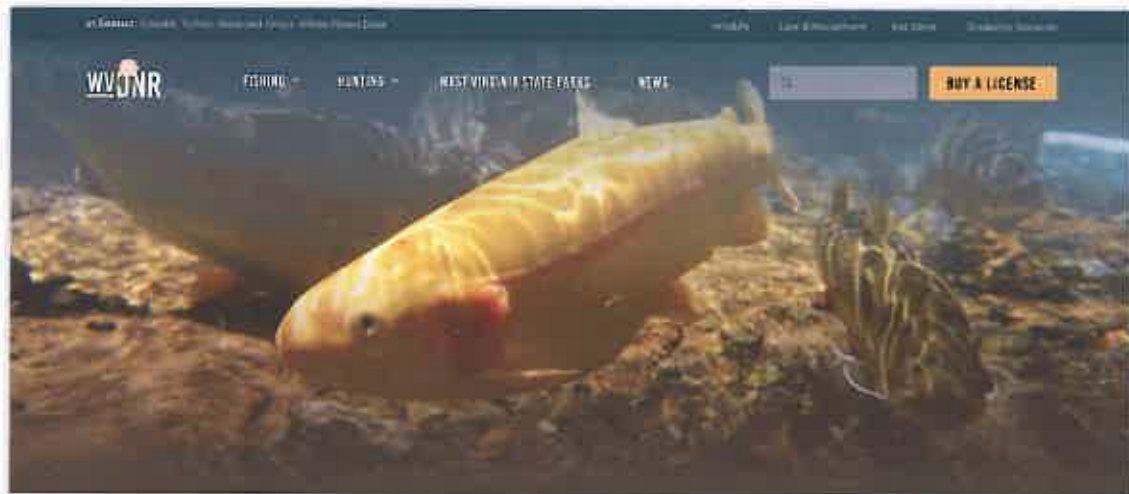
The main wireframe shows a desktop layout for the news page. At the top is a navigation bar with the WV DNR logo, menu items for 'Home', 'About Us', 'Contact Us', and 'Employment', and a search bar. Below the navigation is a large hero section with a placeholder image and the text 'DNR News' and 'Media Kits'. The main content area is a grid of nine news article cards, each with a title, date, a short paragraph of text, and a 'READ MORE' link. At the bottom of the grid is a 'LOAD MORE NEWS' button. The footer features the 'almost-heaven' logo, the WV DNR logo, contact information (phone, office hours, email), and a list of links: Employment, Contact, Publications, License Plate, Nuisance Wildlife, Wildlife Center, and Report a Violation. A secondary list of links includes West Virginia Tourism Office, West Virginia State Parks, West Virginia Division of Forestry, and West Virginia Geological & Economic Survey. Copyright information for 2019 is also present.

The mobile wireframe is a vertical stack. It starts with the WV DNR logo and a search bar. Below is a 'Buy a License' button. A secondary navigation bar contains 'DNR News' and 'Media Kits'. A dropdown menu is set to 'All News'. The main content area contains three news article cards, each with a title, date, a short paragraph, and a 'READ MORE' link. A 'LOAD MORE NEWS' button is positioned below the articles. The footer includes the 'almost-heaven' logo, the WV DNR logo, contact information (phone, office hours, email), and a list of links: Employment, Contact, Publications, License Plate, Nuisance Wildlife, Wildlife Center, and Report a Violation. A secondary list of links includes West Virginia Tourism Office, West Virginia State Parks, West Virginia Division of Forestry, and West Virginia Geological & Economic Survey. Copyright information for 2019 is also present.



# WEBSITE DESIGNS

Homepage - Spring Season



## PURCHASE A LICENSE

Purchasing a hunting or fishing license is more convenient than ever before. Residents and non-residents can avoid pay and print through the Electronic Licensing & Service Check System.

[BUY A LICENSE](#)

[RULES & REGULATIONS](#)

## WEST VIRGINIA GOLD RUSH

APRIL 1-6, 2019

Catch the legendary golden rainbow trout! This special stocking and release of 40,000 golden rainbow trout at more than 75 lakes and streams around the state.

[SEE WHAT'S HOT](#)



HUNTING

Wildlife and the West Virginia Department of Natural Resources are celebrating our state's natural resources and the role of hunting in our lives. The West Virginia Wildlife Center is...



FISHING

Wildlife and the West Virginia Department of Natural Resources are celebrating our state's natural resources and the role of fishing in our lives. The West Virginia Wildlife Center is...

## WONDERFUL WEST VIRGINIA MAGAZINE

The first ever online wildlife magazine, Wonderful West Virginia is published monthly by the Division of Natural Resources. The magazine showcases the best of West Virginia, with breathtaking photographs and compelling articles about nature, state history, recreation, art, and interesting people.

[SUBSCRIBE NOW](#)



304-558-2771

Office Hours:  
Mon-Fri 8:30am-5:00pm

e-mail: [WVDNR@wv.gov](mailto:WVDNR@wv.gov)

[Employment](#)

[Contact](#)

[Publications](#)

[License Plate](#)

[Nuisance Wildlife](#)

[Wildlife Center](#)

[REPORT A VIOLATION](#)

[West Virginia Tourism Office](#)

[West Virginia State Parks](#)

[West Virginia Division of Forestry](#)

[West Virginia Geological & Economic Survey](#)



FISHING

HUNTING

WEST VIRGINIA STATE PARKS

NEWS

SEARCH

BUY A LICENSE



### PURCHASE A LICENSE

Purchasing a hunting or fishing license is more convenient than ever before. Residents and non-residents can enroll, pay and print through the Electronic Licensing & Game Check System.

BUY A LICENSE

FAQS & REGULATIONS

### WILD TURKEY SEASON OPENS

OCT 13, 2019

Fall turkey season returns! The fall season is county specific and hunting hours are from a half-hour before sunrise to a half-hour after sunset.

SEE ALL EVENTS



Headed into the woods, you'll find endless hunting opportunities. Whether you're looking for deer, turkey, or other game, we have what you need for all your hunting adventures.



A fishing license for West Virginia is required for anyone fishing in any of our streams and rivers. We have 10,000 miles of streams and rivers.

**WONDERFUL WEST VIRGINIA MAGAZINE**

The state's premier showcase magazine, Wonderful West Virginia, is published monthly by the Division of Natural Resources. The magazine showcases "the best of West Virginia" with breathtaking photographs and intriguing articles about nature, state history, recreation, art, and interesting people.

**SUBSCRIBE NOW**

*almost heaven*



Facebook, Twitter, YouTube, Instagram icons

304-558-2771

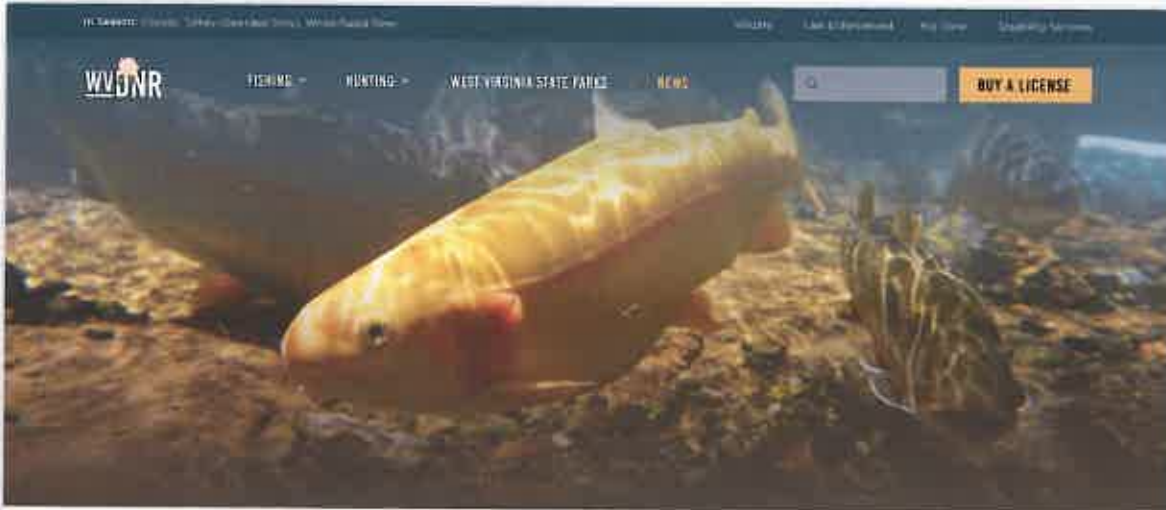
Office Hours: Mon-Fri 8:30am-5:00pm

e-mail: DNRWildlife@wv.gov

- Employment
- Contact
- Publications
- License Plate
- Nuisance Wildlife
- Wildlife Center

REPORT A VIOLATION

- West Virginia Tourism Office
- West Virginia State Parks
- West Virginia Division of Forestry
- West Virginia Geological & Economic Survey



FISHING

HUNTING

WEST VIRGINIA STATE PARKS

NEWS

SEARCH

BUY A LICENSE

## DNR NEWS

MEDIA KITS

ALL NEWS   GENERAL   HUNTING   FISHING   LAW ENFORCEMENT   STATE PARKS & FORESTS

### WEST VIRGINIA SPRING GOBBLER SEASON OPENS APRIL 15TH

April 2nd, 2019

SOUTH CHARLESTON, W.Va. - West Virginia's statewide four-week spring gobbler season opens Monday, April 15, and runs through May 11...

[READ MORE](#)

### WVDNR DELAYS TROUT STOCKING AT MIDDLE WHEELING CREEK LAKE

April 2nd, 2019

TRIADELPHIA, W.Va. - Trout stocking at Middle Wheeling Creek Lake in Ohio County has been delayed due to hazardous road conditions...

[READ MORE](#)

### PLUM ORCHARD LAKE CLOSED TO FISHING AND BOATING APRIL 2-3

March 28th, 2019

PAX, - Plum Orchard Lake in Fayette County will be closed to fishing and boating April 2-3, 2019, while American Electric Power replaces...

[READ MORE](#)

### WHAT TO DO IF YOU ENCOUNTER A BLACK BEAR THIS SPRING

March 27th, 2019

South Charleston, W.Va. - Spring is here and that means West Virginia's black bears are coming out of their winter hibernation and looking for food. Residents are reminded that feeding black bears is a violation of state law as well as a misguided...

[READ MORE](#)

### RIITA MONTROSE WATERCOLOR PAINTING WORKSHOPS AT PIPESTEM RESORT STATE PARK

March 26th, 2019

Pipestem, W.Va. - Watercolor painting workshops for all skill levels will be offered at Pipestem Resort State Park in April and May. This is a new program at the park and will be available at McKeever Lodge...

[READ MORE](#)

### WEST VIRGINIA DNR ANNOUNCES PUBLIC MEETINGS TO DISCUSS PROPOSED HUNTING, TRAPPING AND FISHING REGULATIONS

December 20th, 2018

South Charleston, W.Va. - The West Virginia Division of Natural Resources will hold 12 public meetings in locations across the state...

[READ MORE](#)

### CONAWAY RUN LAKE TROUT STOCKING SUSPENDED UNTIL DAM REPAIRS ARE COMPLETED

January 31st, 2019

CENTERVILLE, W.Va. - Trout stocking at Conaway Run Lake in Tyler County has been suspended until repair work to the dam is completed, the Division of Natural Resources...

[READ MORE](#)

### TROUT STOCKING UNDERWAY FOR 2019 IN WEST VIRGINIA

January 16th, 2019

ELKINS, W.Va. - West Virginia's trout stocking season is now underway, giving anglers and their families several opportunities to enjoy this exciting outdoor pastime. During the season, which runs through May 31, the West Virginia Division...

[READ MORE](#)

### WEST VIRGINIA'S FIRST MOUNTAINEER HERITAGE SEASON IS JAN. 10-13

March 20th, 2018

SOUTH CHARLESTON, W.Va. - Big game hunters in West Virginia will have the opportunity to take part in the state's first Mountaineer Heritage Season this week...

[READ MORE](#)

[LOAD MORE NEWS](#)



Facebook, Twitter, YouTube icons

304-558-2771

Office Hours: Mon-Fri 8:30a-5:00pm

e-mail: [DNR@wvlife.gov](mailto:DNR@wvlife.gov)

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Nuisance Wildlife

Wildlife Center

REPORT A VIOLATION

West Virginia Tourism Office

West Virginia State Parks

West Virginia Division of Forestry

West Virginia Geological & Economic Survey



**WVDNR**

**BUY A LICENSE**

**PURCHASE A FISHING LICENSE**

Headwaters is a favorite of fishing because of its scenic beauty, diverse fishery, and abundant wildlife. It is a great place to enjoy the outdoors and enjoy the beauty of the mountains. Purchase your license through our Electronic Licensing & Game Check System.

**SEE MORE NEWS**

**WEST VIRGINIA GOLD RUSH**  
APRIL 19 - 26 '19

Take the historical gold rush period and bring it back to life with the Gold Rush Festival. Held in the heart of the state, the festival features a variety of activities, including a parade, live music, and more.

**SEE MORE NEWS**

**HUNTING**

**FISHING**

**WONDERFUL WEST VIRGINIA MAGAZINE**

The state's premier outdoor magazine is now available online. It features articles, photos, and more about the state's natural resources.

**304-558-2771**  
Office Hours: Mon-Fri 8:30am-5:00pm  
e-mail: DNR.WV@dnr.wv.gov

**EMPLOYMENT**  
**CONTACT**  
**PUBLICATIONS**  
**LICENSE PLATE**  
**NUISANCE WILDLIFE**  
**WILDLIFE CENTER**

**BUY A LICENSE**

West Virginia Tourism Office  
West Virginia State Parks  
West Virginia Division of Forestry  
West Virginia Geological & Economic Survey  
Copyright © 2019  
West Virginia Division of Natural Resources

# MOBILE DESIGNS




**WVDNR**

**BUY A LICENSE**

**DNR NEWS**

ALL NEWS

**WEST VIRGINIA SPRING GOBBLER SEASON OPENS APRIL 15TH**

April 2nd, 2019

**SOUTH CHARLESTON, W.Va.** - West Virginia's statewide four-week spring gobbler season opens Monday, April 15, and runs through May 11...

**READ MORE**

**WVDNR DELAYS TROUT STOCKING AT MIDDLE WHEELING CREEK LAKE**

April 2nd, 2019

**TRIADELPHIA, W.Va.** - Trout stocking at Middle Wheeling Creek Lake in Ohio County has been delayed due to hazardous road conditions...

**READ MORE**

**PLUM ORCHARD LAKE CLOSED TO FISHING AND BOATING APRIL 2-3**

March 29th, 2019

**PAX** - Plum Orchard Lake in Fayette County will be closed to fishing and boating April 2-3, 2019, while American Electric Power replaces...

**READ MORE**

**LOAD MORE NEWS**

**WVDNR**

**304-558-2771**  
Office Hours: Mon-Fri 8:30am-5:00pm  
e-mail: DNR.WV@dnr.wv.gov

**EMPLOYMENT**  
**CONTACT**  
**PUBLICATIONS**  
**LICENSE PLATE**  
**NUISANCE WILDLIFE**  
**WILDLIFE CENTER**

**BUY A LICENSE**

West Virginia Tourism Office  
West Virginia State Parks  
West Virginia Division of Forestry  
West Virginia Geological & Economic Survey  
Copyright © 2019  
West Virginia Division of Natural Resources

## Content Plan

A website's content should be concise, compelling, written in the proper brand voice, and should lead users to clear conversion goals or KPIs. The West Virginia DNR has a wealth of information that must be easily accessible, and there should be a natural hierarchy to that information that drives visitors to take specific actions. The Digital Relativity team will work with the West Virginia DNR to crystallize those site goals. Captured within those goals will be an emphasis on the sale of hunting and fishing licenses and hunting and fishing regulations, West Virginia State Parks, seasonal updates, violations reports, and information regarding the Wildlife Center.

The Digital Relativity team will begin a content audit with website crawl data to identify all website pages and assets. From there, we can determine what existing content can and should be combined, updated, or repurposed to make content quickly and easily accessible.

We have currently identified 3,290 indexable text/HTML pages. Each crawled page will be placed within a spreadsheet with fields for page titles, metadata, H1 tags, and other important on-page SEO items. Once the necessary pages are identified, the spreadsheet will be updated to include information about the target audience, page type, and other key attributes to make an assessment of whether the page is serving a purpose.

An in-depth look at website analytics will identify the most popular content to highlight and uncover potential content problem areas (pages with high bounce rates and low time on site metrics). Additionally, available analytics, research, and user data will help us develop a picture of the current users and assist in identifying the best ways to deliver content to them.

Analytics will also help to identify content seasonality. This review will ensure that we are prepared to feature different types of content at different times of the year, making it easy for visitors to find the information they need at the time they are looking for it.

We also believe there is an opportunity for outreach to outdoor enthusiasts, asking them what information they are looking for and what types of content are most helpful. This insight can be invaluable to content strategy. For example, we may survey participants and ask:

- "What do you personally use the West Virginia DNR website for?"
- "In your estimation, what do visitors to the West Virginia DNR website use it for?"
- "If you could add, remove, or change one aspect of the West Virginia DNR website, what would it be and why?"

This same approach can be taken with West Virginia DNR staff, gathering feedback received from front-line personnel.

Collaborative planning with Commerce Communications and the West Virginia DNR team will ensure that the most critical content is highlighted, current, findable, and accurate. The site architecture, also a collaborative project, will serve as the blueprint to develop new content or modify existing content.

In addition to reviewing page copy, time will be dedicated to identifying and placing existing photography and videography assets. This will provide a richer, more vibrant experience for the site visitor.

The content plan and the SEO plan will work in tandem to ensure that all SEO considerations are accounted for and optimized.

## **Incorporate Hunting and Fishing License Platforms ([wvhunt.com](http://wvhunt.com)/[wvfish.com](http://wvfish.com)) and Compliment WV State Parks Website**

Integration with the hunting and fishing license portals will begin with reaching out to the third-party vendor for all appropriate documentation. This would provide the framework to create any necessary customizations that the software allows. Properly integrated, we are confident that we can build a streamlined process for purchasing hunting and fishing licenses.

One of the primary areas of focus for the website design will be to highlight critical calls-to-action including those to [wv.hunt.com/wvfish.com](http://wv.hunt.com/wvfish.com) and the WV State Parks website. Clearly defining and describing where to go to purchase licenses and stamps online will be at the forefront of our strategy.

The website design will be built to complement the WV State Parks design. The proposed design is based on the new WV State Parks website design with special attention to making the WV DNR site unique, but incorporating similar elements across both sites to allow users to clearly understand the relationship between the two..

## Converting Online Sales

Advertising is only as effective as the extent to which it can be measured. Without being able to see how specific initiatives are performing, it can be challenging to determine what particular aspects of the marketing and sales process need to be adjusted to boost sales and increase conversions.

We recommend a data implementation that allows all of the agencies within the West Virginia Department of Commerce to ethically and efficiently make their data interoperable for marketing and cross promotion.

In reviewing cursory code audits, it does not appear that online sales of hunting and fishing licenses are currently being accounted for by an analytics provider or measured using Google Analytics or other web analytics tools. Without this data, there is no clear way to determine how the West Virginia DNR or Department of Commerce advertising or organic efforts are impacting sales.

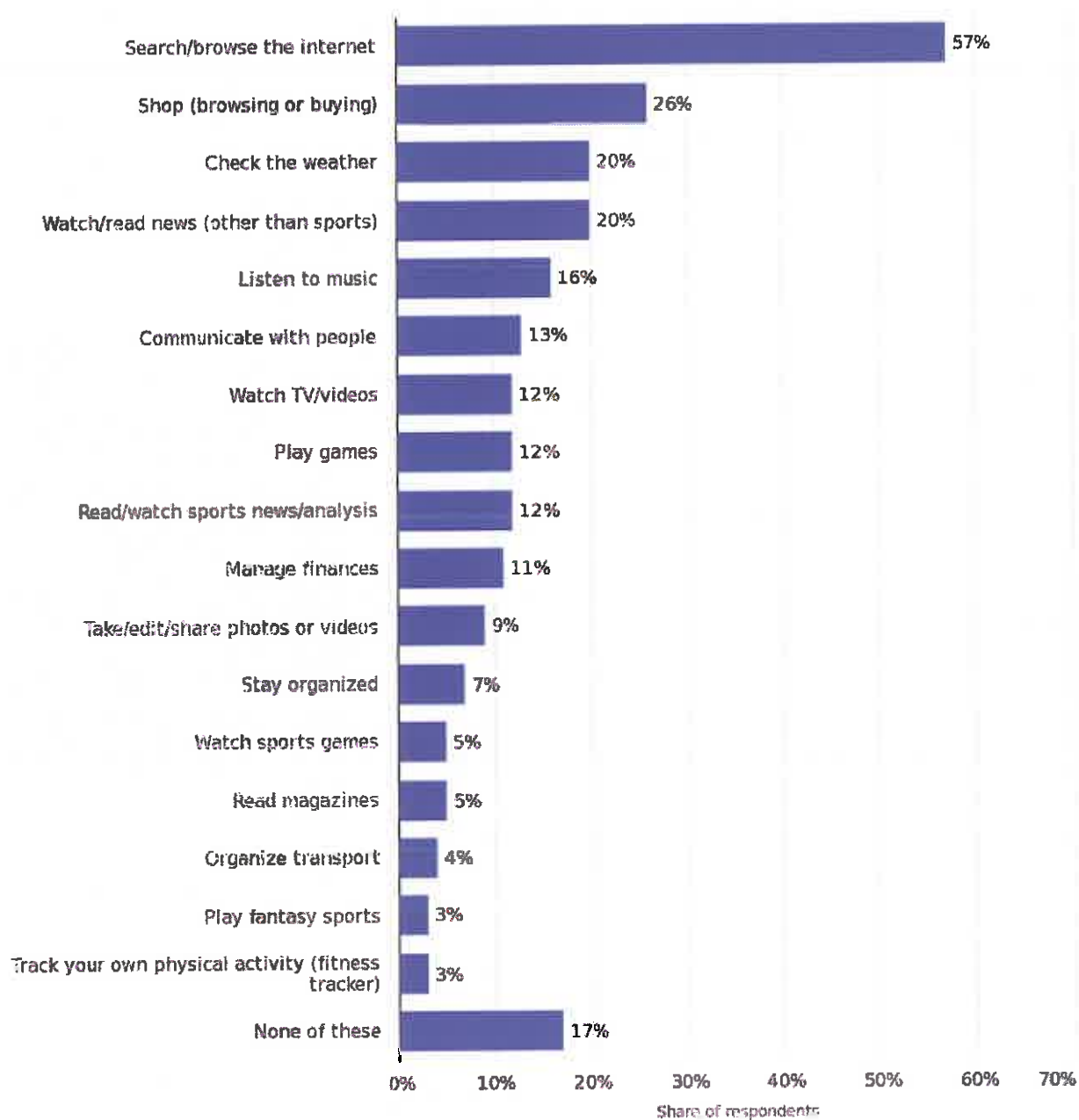
We have extensive experience running effective, measurable digital campaigns that get results. This expertise, combined with our hands-on knowledge of the people and markets of West Virginia, gives us the unique ability to make some inferences about how to boost and expand sales upon receiving access to review all data sources.

Research has shown that 52% of all global web pages are served to the user on a mobile device, with 57% of that activity related to search/browse behavior\*. We can expect improvements in online conversions by merely moving the West Virginia DNR website to a mobile-first, mobile-friendly strategy.

We will be continuously monitoring and reporting on online conversions and trends as well as making incremental adjustments to boost conversion rates. We will use heatmapping tools such as HotJar to better understand user behavior on pages and apply these learnings to develop and optimize landing pages focused upon conversion.

Our experience with online lodging in popular tourist locations and the sale of ATV permits on the Hatfield and McCoy Trails website provides excellent insight in successful conversion pathways. Using lessons learned in the field, we can implement these tested and proven techniques for all West Virginia Department of Commerce websites.

## Most popular mobile browser activities according to smartphone users in the United States as of May 2017



Source  
Ipsos MORI  
© Statista 2018

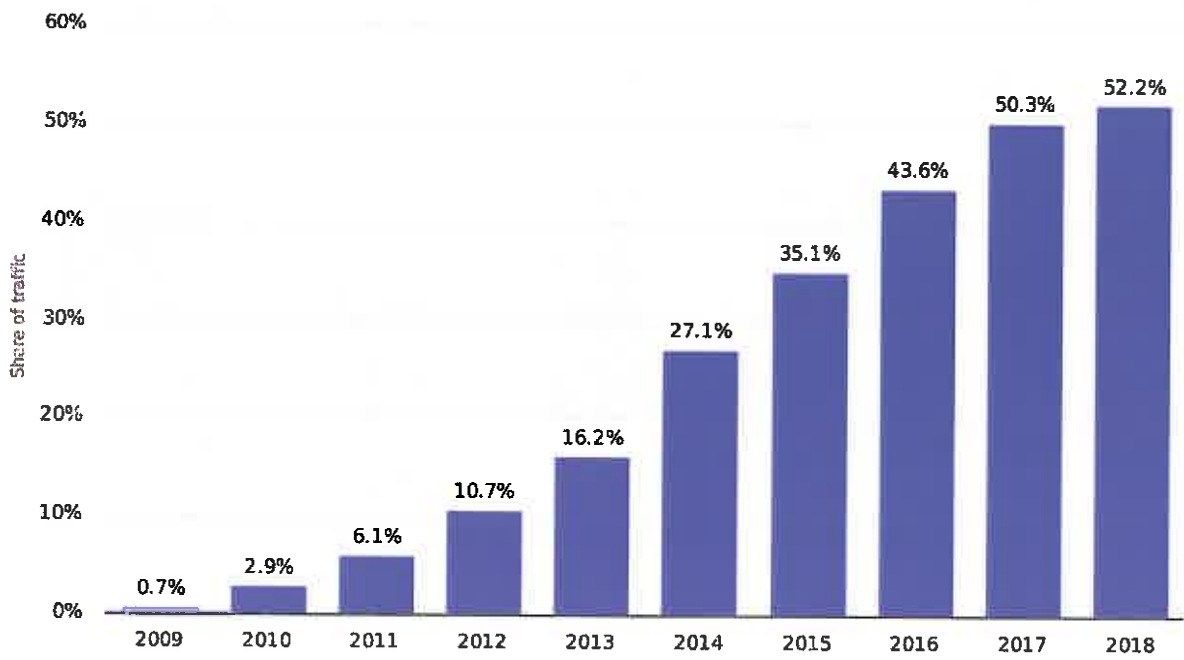
Additional Information:  
United States; Ipsos MORI; May 2017; total survey n=12,301; 18 to 64 years; in the past 30 days

### Cited Source:

\*<https://www.statista.com/statistics/267348/mobile-browser-activities-usa/>



### Percentage of all global web pages served to mobile phones from 2009 to 2018



Sources  
We Are Social; StatCounter  
Statista 2019

Additional Information:  
Worldwide; StatCounter: 2009 to 2018

**Cited Source:**

<https://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/>

## Search Engine Optimization

The first cached snapshot of WVDNR.gov is from September 26, 2003, with links dating to news items in 1999. The oldest link on the website was created a minimum of 19 years, six months and 30 days earlier than the day this response was due. The age of the domain paired with a responsive design will create huge dividends as the findability of the website will increase exponentially. To maximize search engine visibility, the Digital Relativity team will make use of modern, efficient SEO practices that have shown measurable, proven results time and time again.

Our work on developing a comprehensive SEO strategy will begin with a crawl of the entire West Virginia DNR website to identify all existing URLs and assets, in addition to other various diagnostic tools to identify backlinks, anchor text, and neighborhoods of websites where links exist.

- We have currently identified 3,290 indexable text/HTML pages on WVDNR.gov.
- Approximately 3,104 have the same meta description with little variation in page titles (see attached).

Youth Waterfowl Hunt September 23, 2006		A	B
62	<a href="http://www.wvdnr.gov/Map/map.asp">http://www.wvdnr.gov/Map/map.asp</a>		1 WV State Parks and Forest Interactive Map
63	<a href="http://wvdnr.gov/admin/AR2010-2011/annualreport2012/index.html">http://wvdnr.gov/admin/AR2010-2011/annualreport2012/index.html</a>		1 WV DNR
64	<a href="http://wvdnr.gov/admin/AR2010-2011/annualreport2011/index.html">http://wvdnr.gov/admin/AR2010-2011/annualreport2011/index.html</a>		1 WV DNR
65	<a href="http://wvdnr.gov/admin/AR2010-2011/annualreport2010/index.html">http://wvdnr.gov/admin/AR2010-2011/annualreport2010/index.html</a>		1 WV DNR
66	<a href="http://wvdnr.gov/admin/2013annualreport/index.html">http://wvdnr.gov/admin/2013annualreport/index.html</a>		1 WV DNR
67	<a href="http://wvdnr.gov/admin/AR2010-2011/annualreport2015/issue1/index.html">http://wvdnr.gov/admin/AR2010-2011/annualreport2015/issue1/index.html</a>		1 WV DNR
68	<a href="http://www.wvdnr.gov/admin/AR2010-2011/annualreport2011/index.html">http://www.wvdnr.gov/admin/AR2010-2011/annualreport2011/index.html</a>		1 WV DNR
69	<a href="http://www.wvdnr.gov/admin/AR2010-2011/annualreport2015/issue1/index">http://www.wvdnr.gov/admin/AR2010-2011/annualreport2015/issue1/index</a>		1 WV DNR
70	<a href="http://www.wvdnr.gov/admin/2013annualreport/index.html">http://www.wvdnr.gov/admin/2013annualreport/index.html</a>		1 WV DNR
71	<a href="http://www.wvdnr.gov/admin/AR2010-2011/annualreport2010/index.html">http://www.wvdnr.gov/admin/AR2010-2011/annualreport2010/index.html</a>		1 WV DNR
72	<a href="http://www.wvdnr.gov/admin/AR2010-2011/annualreport2012/index.html">http://www.wvdnr.gov/admin/AR2010-2011/annualreport2012/index.html</a>		1 WV DNR
73	<a href="http://wvdnr.gov/Wildlife/Magazine/wvwm-11-1/">http://wvdnr.gov/Wildlife/Magazine/wvwm-11-1/</a>		1 WV DNR
74	<a href="http://wvdnr.gov/wildlife/magazine/wvwm-11-1/">http://wvdnr.gov/wildlife/magazine/wvwm-11-1/</a>		1 WV DNR
75	<a href="http://www.wvdnr.gov/wildlife/magazine/wvwm-11-1/">http://www.wvdnr.gov/wildlife/magazine/wvwm-11-1/</a>		1 WV DNR
76	<a href="http://www.wvdnr.gov/Wildlife/Magazine/wvwm-11-1/">http://www.wvdnr.gov/Wildlife/Magazine/wvwm-11-1/</a>		1 WV DNR
77	<a href="http://wvdnr.gov/2007news/07news103.shtm">http://wvdnr.gov/2007news/07news103.shtm</a>		1 WV Division of Natural Resources Files Legislative Rules for Review
78	<a href="http://www.wvdnr.gov/2007news/07news103.shtm">http://www.wvdnr.gov/2007news/07news103.shtm</a>		1 WV Division of Natural Resources Files Legislative Rules for Review
79	<a href="http://wvdnr.gov/2007news/07news020.shtm">http://wvdnr.gov/2007news/07news020.shtm</a>		1 WV Becoming an Outdoors-Woman Program Plans Spring Workshop

This presents a tremendous opportunity to help make content and information quickly available through search engines by creating page titles and descriptions unique to each page, and ensure the best pieces of content are the ones indexed on a particular subject. We would perform this task by making use of various link directives that help bots from search engines identify the most important pages on a particular subject.

Performing a site-wide crawl is very important; this ensures that all pages are correctly accounted for and that the critical and often overlooked 301 redirects, which maintain search engine visibility for older pages, are successfully placed for all content that has moved to a different location.

A 301 redirect is a response code that tells Google and other search engines that a piece of content has permanently moved to a new location. The importance of these redirects cannot be overstated as they preserve the equity that has been built over the years and the integrity of search engine visibility. Unlike many other agencies, Digital Relativity has more than 20 years of search engine optimization experience and has managed hundreds of 301 redirects on other projects in the past. We are fully prepared to manage this task for the West Virginia DNR website project.

### **Components of Our SEO Plan:**

- Running of various diagnostic tools to identify backlinks, anchor text, and neighborhoods of websites where links exist
- Ensuring that each page template includes best practice on page SEO components such as proper use of H1 tags, page titles, and structured data
- Use of structured data (Schema, Facebook Open Graph and Twitter Cards)
- Ongoing monitoring and optimization as necessary
- Responsive, mobile-first, design and development
- Addition of SSL certificates

By using microdata best practices for agency information, events, news, and licenses, tools such as Schema, Facebook Open Graph, and Twitter Cards, we can build a website that is as readable and friendly to computers and search engines as it is to real visitors. With compelling, targeted content, and specialized tools like Accelerated Mobile Pages (AMP) for news posts, we can ensure that the new website is appropriately optimized for organic search. Through research, it would appear that the vast majority of the traffic to the current West Virginia DNR website is from organic search; with this plan, we will sustain and grow that foundation.

Traffic and other data will be measured and monitored using tools like Google Analytics, Google Search Console, Bing Webmaster Tools, Google Places for Business, and campaign URLs for specific initiatives. These tools will be used to measure and report on key performance indicators (to be determined in the discovery sessions).

By monitoring analytics and performance, changes to the site can be made as needed to optimize landing pages, content, and forms. Using Google Analytics' browser usage data, we can determine the most popular browsers and focus our testing and quality assurance efforts on the tools that our visitors are using.

Ongoing search engine optimization will be dictated by what we learn from the data in Google Search Console, Google Analytics, and Bing Webmaster tools. These, along with our 20+ years of SEO industry experience, will allow us to make any necessary updates to account for changes in search behavior or algorithm construct. Monthly reports will make note of any changes or fluctuations that we find and our recommendations to address them.

These robust reporting capabilities will allow the WV Department of Commerce to gain a better understanding of what efforts are working and which are not, including metrics on campaigns, social sharing, digital and traditional advertising, public relations, and more. The Digital Relativity team will compile and prepare a monthly analytics report for the WV Department of Commerce. This report will include insights and recommendations based on trends that we see in the website usage data. These recommendations could include things like creating new pages for content that we know users are looking for or tweaking copy to make sure things are labeled in a way that users expect.

During the course of our research, several audits of the existing West Virginia DNR website were performed to determine what, if anything, could be done to improve the SEO performance of the website.

As part of the website development process, we will address the following items uncovered by the audit:

### **Addition of Important SSL/HTTPS**

There are numerous benefits to encrypting a website with an SSL certificate and they are not all limited to security. In years past, SSL was widely considered to be a requirement of financial institutions and websites with shopping/checkout functionality but that is no longer the case. Not only can encrypting a website with SSL (commonly referred to as HTTPS) make it safer for users, but encrypted websites are given preference in organic search and generally tend to perform better than similar unencrypted websites.

- Our hosting infrastructure includes all SSL encryption and related security concerns for no additional cost.
- The current West Virginia DNR website is not encrypted, though wvfish.com and wvhunt.com are.

### **Responsive Website Build**

Similar to SSL, building websites responsively was at one time widely considered to be an afterthought or even outright unnecessary for most websites. In the modern web, this could not be further from the truth. Never let anyone tell you that there is a standard screen size for desktop or mobile because there simply isn't one. Responsive web development is how we accommodate the growing ecosystem of different device sizes. A responsive website is one that scales, both larger and smaller, to properly display its content on any screen size. Responsive websites are given preference in organic search and create a user experience that has become the standard of the modern web.

- The Digital Relativity team has been on the cutting edge of the responsive web since the techniques were standardized in 2013. Each and every website that we build is designed with the responsive web in mind, not a specific size or class of device.
- The current West Virginia DNR website is not optimized for mobile in any way, including being responsive. The Electronic Licensing systems at wvhunt.com and wvfish.com appear to be responsive.

## Appropriate Inclusion of H1, H2 tags

Some pieces of code and types of formatted text are considered standard for web pages. Specifically, heading tags, commonly referred to as they appear in code, (H1, H2, H3, etc.) are used to explicitly describe to users and machines alike what pages and sections within them are “about”. Having H1s on every page that clearly describe the topic of the page is a fundamental practice in web development. Where applicable, subheadings like H2s and H3s are also helpful not just for SEO, but for users.

- Building with Wordpress gives us access to a robust templating system, making it easy to ensure that necessary tags and pieces of code are used site-wide without the need to edit dozens or even hundreds of files.
- Our audits indicate that many pages (70.69% of pages) on the West Virginia DNR website do not include a single H1 tag and almost as many (58.62% of pages) do not include H2s, with several including neither.

## Unique Page Descriptions

Just like H1s and H2s, there are specific pieces of code used to describe the subject matter of a page. These should always be page-specific because they are what a user sees in search results below the title of a page. They are not only to help search engines find and prioritize pages, but to help entice visitors to click through to a page once it appears in their results.

- On top of Wordpress, we use an industry-standard SEO framework that makes it simple to create, measure and maintain metadata like these descriptions.
- In the results of our audit, we can see that almost every page (98.62% of pages) on the West Virginia DNR website has the exact same meta description, often more than once. This will be addressed as part of our plan.

***B. Promotion of West Virginia State Parks: Vendor should propose a print collateral piece for West Virginia State Parks in coordination with the Tourism Office's Almost Heaven brand that showcases all 45 parks and forests in the system with an emphasis on revenue-producing facilities. This piece should complement the Tourism Office's Vacation Guide but also work as a standalone piece. The plan should include a recommended content strategy, as well as spec design, size and plan for distribution.***

Travel guides are an efficient and effective way to communicate and inspire travelers. While it is often widely assumed that print is dead, the recent 2018 Brochure Distribution survey, conducted by graduate students and faculty advisors at Bentley University's Center of Marketing Technology indicates otherwise:

- On average, 79% of visitors picked up a brochure (up from 67% in 2016).
- After searching the web, printed brochures are the next most popular source of information for trip planners with a usage rate of 52%.
- 85% of visitors became aware of an attraction or business as a result of picking up a brochure.
- 61% of visitors planned to purchase tickets or merchandise they learned about from a brochure.
- 73% of visitors would consider altering their plans because of a brochure.

This research speaks to the effectiveness of attracting and inspiring visitors through travel guides. With this information in mind, we recommend a WV State Parks and Forests Vacation Guide as the proposed print collateral piece.

The Digital Relativity team is well-versed in the creation of travel guides. We have developed visitor guides and large collateral pieces for many partners, including Visit Southern West Virginia, the New River Gorge Convention & Visitors Bureau, the Convention & Visitors Bureau of Marion County, and for the WV Tourism Office (a series of seasonal and niche pocket guides). We have used our expertise and background in the tourism industry paired with our knowledge of WV State Parks to develop the sample vacation guide. The guide will serve as a companion piece to the West Virginia State Tourism Vacation Guide, both with the goal to showcase West Virginia to travelers and motivate visits to the state.

## Spec Design

The Digital Relativity team has worked with WV State Parks since 2017, collaborating on the development of a new website, integration of an online booking platform, and managing digital advertising campaigns. During that time, we have become very familiar with the facilities, activities, and amenities offered within the state parks system and have garnered a thorough understanding of the messaging and imagery that appeals to this audience.

As referenced in the RFP, the design of the vacation guide is inspired and informed by the West Virginia Tourism Office's "Almost Heaven" branding. In working with the WV Tourism Office since the release of the new brand, Digital Relativity has become very familiar with its application and has also helped inform its utilization across various mediums. Most recently, DR has worked with the WV Tourism Office to help refine the color palette for the updated WV State Parks style guide and worked in coordination with the WV Tourism Office on the design of the new WV State Parks website, bringing it in line with the "Almost Heaven" branding.

Through our experience with the WV Tourism Office, we have attained a thorough understanding of the vision and goal to expand the reach of the "Almost Heaven" brand to form a cohesive look across all materials promoting West Virginia. This experience and knowledge have driven our designs for the vacation guide. Full-bleed beauty shots showcasing the parks' natural beauty, descriptive copy with an ethereal spirit, and clean lines allowing for ease in readability culminate in the layout of the pages of the vacation guide. The guide possesses a similar but unique look to the state vacation guide, allowing these two pieces of collateral to work in conjunction to inspire travelers.



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# Spec Creative

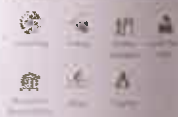




**Class 197**  
**CASS SCENIC RAILROAD STATE PARK**

Traveling back in an era when steam locomotives were an essential part of every day life, rides on Cass Scenic Railroad State Park are filled with rich history, unparalleled views and the sights and sounds of an original traveling train. The park's 1.1-mile long heritage railroad and authentic equipment were an early part of the state's most popular tourist attraction. The Cooperstown, Texas, depot is a popular destination and museum. The Cass River Restaurant, gift shop and museum. Cass Scenic Railroad State Park also is one of America's only outdoor operating museums of lumber railroading.

**Activities**



**Park Accommodations**

**COMFORT HOUSING**

Comfort housing and other amenities are available for visitors. The historic hotel is a landmark and is open to the public for tours.

**CAROUSEL RHYTHMS**

One of the great old-time carousels with music accompaniment is open to the public. Daily shows, Friday 11:00 AM and Sunday 10:00 AM.

**August 1857, 1917**  
**COOPERS ROCK STATE FOREST**

Just about the center of Cooper Rock State Forest, located 21.5 miles from Marquette, a few miles of forest in MI, the forest is named for Cooper Rock, a series of jagged rocks above the Great River Gorge that offer breathtaking views. Each week, the forest is a great getaway with swimming, fishing, camping, and more than 100 miles of hiking and biking trails winding throughout the forest's massive headwaters and cliffs. Licensed hunting and fishing is permitted and a six-acre pond, which was formed on the north side of the forest,

**Activities**



**Park Accommodations**

**CAMPING**

The campground has 25 sites, 20 with electrical hookups, a full-service camp store, and a full-service picnic house. ADA-compliant and pet-friendly sites are available.

**Hunting or Fishing**

**HUNTING PROSPECTS**

Wild Game Includes Turkey

**LAKE FISH**

Carp, Rock Bass, Sunfish, Trout

## FISHING TOURS

... refreshing shade. Clean, ...  
... River Gorge at Pipestem ...  
... place for a guided trout fishing ...  
... wilderness adventure you won't find ...  
... rainbow trout. Pipestem's ...  
... now open to guided fishing ...  
... fishing experts. Because ...  
... fished through



## WINTER WONDERLAND

Plan a visit in the winter! This park has 7 ungrouted trails for experienced cross-country skiers and snowshoers on its pristine land.



## FORE!

Bring your clubs and take a swing on one of the two golf courses: an 18-hole par 73 championship course and a challenging 9-hole par 3 course.

## Content Strategy

The creative in the sample guide is indicative of the direction the Digital Relativity team would take for a WV State Parks and Forest guide. In coordination with the WV Department of Commerce, West Virginia Tourism Office and WV State Parks, the Digital Relativity team would refine the layouts, copy points, and feature stories to create a final piece that not only serves to promote WV State Parks and Forests to visitors, but also inspires travel and becomes a keepsake for travelers.

The sampling shown on the previous pages and and illustrated in the hard copies included with our response is a small representation of the proposed full guide. The examples included demonstrate a variety of layouts that can be utilized to customize the look of the book. The copy and feature stories were crafted by our experience working with WV State Parks and the “Almost Heaven” brand. The photography included serves as a placeholder and will be re-evaluated with access to the WV State Parks library.

To make the guide interactive and engaging, we have included a proof of concept for augmented reality. Specific stories and listings include this user enhancement by featuring an icon that indicates interactive content is available. The interactive content is meant to enhance the experience, and will not include any essential information should a user be unable access this platform.

The interactive experience does not require the installation of an app or the downloading of any special software. It is simply a web address that will prompt the user to point their camera at the icons within the printed piece.

The experience does require that users view the content with a supported browser. In the event that their browser is not supported, we will still provide these users with alternative content that is engaging and actionable.

In our testing, we found that the augmented reality experience worked best on the current versions of Chrome for Android and Safari for iOS, specifically. Performance may vary by device.

Once their smartphone camera is open, the user would locate the marker in frame. For an optimal viewing experience, devices should be in a landscape (or horizontal) orientation while keeping the marker in frame. After the experience has loaded it is important that the viewer keep their device hovered over the marker. Then, the viewer can move their device closer or further from the marker to properly interact with the experience. For iOS users, once the experience has loaded, it is required to select the unmute button to play audio.

## Recommended Size

Digital Relativity recommends the dimensions of the vacation guide be 6.25” wide by 9” tall. We have found that travelers prefer something a little smaller than a traditional magazine size as it allows them to tuck it into a purse or bag. In our experience, these dimensions provide easy readability and limit waste in the printing process.

Ideally, the vacation guide should be between 60-80 pages to accommodate the recommended content and listings. The printing techniques utilized in the samples provided are our proposed recommendations with consideration to the "Almost Heaven" brand. Upon the award of the contract, the Digital Relativity team will work with the WV Department of Commerce to determine the most cost-effective printing techniques as it applies to this project and the defined budget.

## Distribution

The West Virginia State Parks and Forests Vacation Guide will be distributed in a similar method to the West Virginia State Tourism Vacation Guide. Guides will be available in visitor centers and welcome centers statewide and through online and phone requests. Knowing that 85% of visitors become aware of an attraction as a result of picking up a brochure and that 73% of visitors consider altering their plans because of a brochure, we recommend that vacation guides also be placed on-site at state park lodges, cabins, and activity centers, in addition to park and forest headquarters.

We recommend dedicating a media budget to digital and social campaigns that will promote the guide and encourage potential visitors to request a copy. These digital campaigns can coincide with the launch of the guide and other key timeframes when people are researching and booking vacations, such as after the holidays/beginning of a new year.

## 4.2.2. Mandatory Requirements

***The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.***

### 4.2.2.1.

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

The Digital Relativity team understands and can meet these requirements. As illustrated throughout this response, we have the expertise, tools, and experience to develop and maintain marketing campaigns that get results.

Responsiveness is a core value for us, and it shows in how we communicate with our partners. We know that we need to be readily available to our partners and that we need to act fast in the ever-changing marketing and advertising space. WV Department of Commerce team members will have easy access to us and should expect prompt and timely communications across the board. Our account team is proactive, reaching out to partners daily about the status of projects and campaigns, pitching new ideas and strategies, and keeping their finger on the pulse of everything we are working on for a partner.

As outlined in our proposed staffing plan in section 4.3.1.1. B. ii., a minimum of two account executives will be assigned to this contract. They will be available and on call 24 hours per day, and will respond within the required four hours to agency requests and needs. Agencies will be able to reach account executives via phone, text, or email, via video conferencing, and, of course, through in-person meetings. With offices in Charleston and Fayetteville, our team can easily be available to meet as required with agencies.

We'd recommend setting weekly in-person meetings with Commerce Communications, the WV Tourism Office, and other agencies to touch base on any work-in-progress. This will help ensure that projects and questions are being addressed and that we are working through all project elements in a timely fashion.

#### 4.2.2.2.

***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.***

A full-service agency with over nine years of experience, Digital Relativity offers the following services:

##### — **Strategy and Marketing Development**

Not all great creative ideas work. We go beyond big ideas, and even big numbers. We think first, then act, focusing on the metrics that actually count. We build roadmaps from research, then continually refine our approach to keep those key metrics trending upward. We understand the sales funnel and help our partners meet their revenue goals.

##### — **Responsive Website Development and Search Engine Optimization**

We use carefully planned information architecture to create the foundation for a dynamic, user-friendly experience that guides visitors seamlessly toward conversions, no matter what device they're using—all SEO-streamlined to boost organic traffic.

##### — **Creative and Graphic Design**

Our designs bring beauty and psychology together in a powerful package that compels audiences and reinforces branding with a memorable, meaningful visual identity. We boil down complex concepts into elegantly simple, actionable visuals, whether those are online, in print, or out of home.

##### — **Multimedia**

We capture gripping moments and ideas in video, photography, and illustrations, and bring them to life. Through editing and animation we will share your story in a way that grabs—and keeps—attention through the media clutter.

##### — **Content and Social Media Strategy**

We speak with our audience, not at them. With creative, salient campaigns, and strategic content that meets the audience where they are, we dig beyond “likes” to create purposeful two-way engagement that deepens brand investment and increases KPIs.

##### — **Media Buying, including Programmatic Buys**

We make sure your messaging is leveraged fully but targeted efficiently. We evaluate the reach, audience and value of every ad buy individually (personally and with fine-tuned algorithms), and use that information to confidently guide negotiations so we can guarantee ROI.

## — Video Production

We speak the language of film. Carefully crafted concepts and imaginative scripts are the soul of our video production execution. From short interviews to large scale productions, b-roll shots to full-length commercials, we create meaningful content that connects with and motivates the audience.

## — Public Relations

We build relationships with all of your target audiences—stakeholders, customers, even employees—so we can build support with everyone involved with your brand. Even media relations goes beyond just sharing; we plan ahead to make sure you're creating valuable things to say.

Please refer to our case studies and examples of work on pages 110-139 to learn about how we have provided these services across a variety of projects.

### 4.2.2.3.

#### ***The Vendor must have experience in areas related to business and tourism marketing.***

The Digital Relativity team has worked with a diverse array of organizations including businesses involved in travel and tourism, government agencies, professional services, nonprofits, retailers, b2b companies, and more. The company is well-versed in crafting holistic strategies that engage, educate, and compel potential customers to convert. Marketing strategies and plans for clients emphasize approaching digital and traditional advertising as cooperative efforts, designed to be mutually supportive.

In 2015, Digital Relativity was selected as an agency of record for the WV Tourism Office. In that role, we also had the opportunity to work with WV State Parks on a diverse set of projects, including a website rebuild, consequent website reskin, digital campaigns, creative development, and more. In addition to the WV Tourism Office and work with WV State Parks, we handle marketing and strategy for a large number of other partners in the travel and tourism industry, including Bridge Day, Visit Southern West Virginia, the Cabell-Huntington Convention & Visitors Bureau (recently rebranded as the Huntington Area Convention & Visitors Bureau), the Convention & Visitors Bureau of Marion County, the New River Gorge Convention & Visitors Bureau, the Mercer County Convention & Visitors Bureau, the Braxton County Convention & Visitors Bureau, Salt Water Vacations (Destin, FL), and others.

The Digital Relativity team is currently the agency of record for both the West Virginia Lottery and GoMart. We are the West Virginia agency of record for the Center for Organ Recovery & Education (CORE). We have developed websites, digital strategy, sales strategy, and more for a variety of other clients, including Destin Commons, the Charleston Town Center, NightWatch RX, Enviroscience, Inc., Bear Republic Brewing Company, and CGI Windows and Doors, amongst others.

Case studies and examples of our award-winning work can be seen on pages 110-139 of this response.



#### 4.2.2.4.

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

Digital Relativity has provided marketing and promotional services similar to as described in this CRFP for the following clients with budgets exceeding \$1 million:

- West Virginia Lottery
- WV Tourism Office
- GoMart
- Visit Southern West Virginia

#### 4.2.2.5.

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

Digital Relativity's in-house team has been successfully building and maintaining websites since the company's inception. At any given time, we manage approximately 70 WordPress installations on more than 70 unique cloud server instances.

For Wordpress hosting, we work with WP Engine, a fully-managed WordPress hosting platform. You can think of this like the relationship between a public utility like water or electricity (WP Engine), and the entity maintaining a piece of property that uses the utility (Digital Relativity).

While WP Engine manages the physical infrastructure and underlying system architecture of our web servers, the Digital Relativity team manages the application layer, where the website itself lives. This allows the Digital Relativity team to focus on things like strategy, design, and development. We work with WP Engine to keep everything running smoothly and securely.

Because WP Engine is tailored to WordPress specifically, it is able to offer features that most hosts are not, such as:

- Daily snapshots of the entire website are captured and stored offsite to ensure that there is always a current backup available.
- Support is available 24/7/365 via email and support forums. Phone and chat support are also available during business hours and holidays.
- Newly released security updates are installed automatically once they have been tested by both the WordPress development team and the WP Engine engineering team.
- A state-of-the-art firewall will be hosted and managed by WP Engine, with regular malware scans and free security maintenance.

Below, you will find a technical summary of the WP Engine security infrastructure:

- All facets of server security and networking are managed full time
- Disk Write Protection: Only specific processes get write access
- Disk Write Limitations: All disk writes are logged
- Disallowed Plugins: Every plugin is scrutinized and if found to be malicious or vulnerable, automatically disabled
- Backups kept logically separate from other data
- In-House vulnerability scanning for all infrastructure, servers, databases and applications
- Annual external penetration testing by an independent, qualified vendor
- Firewalls configured based on the principle of least privilege
- Intrusion detection
- Background screenings for all personnel (employees and contractors)
- Managed patching and updates
- State of the art SSL installation, management and renewal included
- Load balancing and object caching built in for instant scaling
- 99% uptime
- WP Engine blocks over 150 million malicious events each month

In our work with the WV Tourism Office, WV State Parks, and the West Virginia Lottery, we've worked closely with the West Virginia Office of Technology. Our team is familiar with the relationship between West Virginia state agencies and the Office of Technology. We've worked with the Office of Technology on issues related to website hosting, domain registration, DNS and network management, and website security.

We recently worked with the Office of Technology on a full security audit of the new West Virginia Lottery website, where every piece of the website, server, and hosting environment were audited and scrutinized. Our hosting infrastructure was found to be wholly compliant and well within the expectations of the Office of Technology.

While the Digital Relativity team uses WordPress for new websites that we build, we are comfortable hosting and maintaining websites built on a variety of platforms and frameworks. Our development team has experience with a wide variety of frameworks and content management systems.

#### **4.2.2.6.**

***The Vendor must comply with a time schedule satisfactory to Agencies 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 Agencies unless such change is mutually agreed upon by the Vendor and Agencies.***

Digital Relativity understands and can meet this requirement. Together, we will work with the Department of Commerce's agencies and Commerce Communications to develop project timelines and production schedules that meet required deadlines. We can provide an individual estimate for each project or group of projects as required to ensure that project costs are staying within budget.

#### **4.2.2.7.**

***Vendor must have the capability to perform Advertising Services outside of the United States either in house or through subcontractors. If Agencies desire Advertising Services outside of the United States, the Vendor shall act in good faith with Agencies to establish an acceptable rate schedule. Any rates established for advertising outside of the United States must be processed as a change order to this Contract prior to beginning performance.***

Digital Relativity understands and can meet this requirement.

#### **4.2.2.8.**

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

Digital Relativity understands this requirement and will maintain asset storage as required by Commerce agencies. Internally, we use Google Drive to manage and store assets. We collaborate with the West Virginia Tourism Office in Image Relay, their dedicated digital asset management tool.

#### **4.2.2.9.**

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

Digital Relativity understands this requirement and is familiar with working with intellectual property and assets from previous campaigns.

#### **4.2.2.10.**

***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 Agencies 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.***

Digital Relativity understands and can meet this requirement for payment processing and documentation.

#### **4.2.2.11.**

***During the term of this Contract, the Vendor shall allow Commerce, Tourism, and other agencies to perform Advertising Services in-house with state employees or through Commerce's Marketing and Communications unit independent of the Advertising Services described in this Contract. The Tourism Office may also continue to use its existing Advertising Services Contract.***

Digital Relativity understands this requirement.

#### **4.2.2.12.**

***At the request of the Agencies, the Vendor will travel to and from the Agencies' offices, and travel-related expenses incurred, are the responsibility of the Vendor and not reimbursable.***

Digital Relativity understands this requirement and is familiar with this stipulation from work with West Virginia state agencies.

#### **4.2.2.13.**

***Prior to the commencement of work on any project, the Vendor will provide the Agencies with cost estimate to include personnel hours and costs, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in the cost proposal.***

Digital Relativity understands and can meet this requirement. Our internal project management tools, Workamajig and Bionic, allow us to prepare project estimates, purchase authorizations, media authorizations and more so that partners can approve costs prior to the execution of work.

#### **4.2.2.14.**

***Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets, to include but is not limited to: equipment, materials, data, video, photos, etc., owned by the Agencies to a successor, successor being either the Agencies or another Vendor.***

Digital Relativity understands and can meet this requirement. We maintain an internal catalog of all partner assets that will be provided as required during a transition.

#### **4.2.2.15.**

***The Vendor will be permitted, upon request of Agencies to make subcontract(s) with other entities for furnishing any of the Advertising Services (as hereinbefore defined) for the Agencies. Agencies may request that Vendor subcontract for Advertising Services in the event that Vendor is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion (and even if Vendor can provide the Advertising Services in question) that subcontracting is in the best interest of the State. Vendor's fee for providing such assistance shall not exceed 3% of the subcontracted price. All subcontracting must be approved by the requesting Agency in advance.***

Digital Relativity understands and can meet this requirement.

#### **4.2.2.16**

***Vendor's media buy markup fee must not exceed 3% of the price paid for the media buy.***

Digital Relativity understands and can meet this requirement.

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## 4.3 Qualifications and Experience

***Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information and documentation should include, but is not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.), references for prior projects, and any other information that vendor deems relevant to the items identified as desirable or mandatory below.***

### 4.3.1 Qualification and Experience Information

***Vendor should describe in its proposal how it meets the desirable qualification and experience requirements listed below.***

#### 4.3.1.1. Professional Experience and Financial Stability

##### ***(A). Financial Stability***

***(i.) Vendor should have the ability to pledge and place commitments of advertising media under this Contract, up to as much as \$1 million at any one time prior to reimbursement. Vendor should describe its current financial status and ability to comply with this item in its response. Agencies reserve the right to review Vendor's audited financial statements for the past three (3) years and to cancel this Contract should Agencies deem, in its sole discretion, that the Vendor's financial stability is in question.***

Digital Relativity is in good financial standing, maintaining positive profit & loss and balance sheets, and can pledge and place media commitments up to \$1 million before reimbursement. We have had, and have maintained, this ability for the duration of our contracts with the WV Tourism Office (May 2015) and the West Virginia Lottery (January 2016).

Digital Relativity has a longstanding professional relationship with Dimit Accounting Services (DAS) and CPA Rebecca Dimit. They currently serve as Digital Relativity's accounting agency. DAS is currently preparing documents to conduct the audit if requested. We are ready to, at anytime, provide unaudited financials for the past three years including profit and loss statements and balance sheets. Attached on page (105) is an accounting review letter from our current CPA regarding our financial practices and policies.

Digital Relativity has maintained strong relationships with local, regional, and national media vendors and holds two open lines of credit in good standing, which further bolster our ability to commit to media placements for the Department of Commerce.

## ***B). Professional Experience***

***(I). Vendor should provide a company description, history and experience related to Advertising Services for the past five years, 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 Contract.***

Digital Relativity is not your typical advertising agency. We have a "tradigital" philosophy, which means we combine digital and traditional marketing techniques to create a unique marketing strategy that solves problems and exceeds expectations. We pride ourselves on this distinct approach that no other agency in West Virginia can provide.

Our CEO, Pat Strader, got his start in SEO, running digital campaigns before Google existed. In the early days, the team focused on digital marketing and website development, but soon saw an opportunity to expand into other areas of marketing and advertising. Today, we are a full-service marketing agency with a wide range of capabilities, but our approach to every project remains the same: digital first. We are always thinking about each and every project holistically, even those that at first blush might not appear to have any digital possibilities. By incorporating digital elements into strategies and tactics, we can expand our reach and gather important metrics and data that only digital can provide.

Our digital first philosophy means that we are always working to incorporate new ways to collect the data needed to measure the effectiveness of campaigns. We work closely with our partners to ensure that data collection is happening wherever possible, and make that information easily accessible to all stakeholders.

A central tenet to our company culture is a sense of place. We are a team of marketers, developers, strategists, and creatives. However, we are first and foremost a West Virginia company.

It has long been our mission to build a world-class marketing and advertising agency right here in West Virginia, and prove to those both in and outside of the state that innovative and creative work can happen here. We want our talented residents to know that they don't have to leave the state to do meaningful creative work. We want to be part of the solution when it comes to attracting new residents to West Virginia and building the economy of our communities.

Digital Relativity is proud to have been named #202 on Inc. Magazine's 2018 Inc. 5000 list, their annual compilation of the fastest-growing private companies in the United States. We provide good-paying jobs, health care, retirement benefits, and a rewarding workplace to our team. Our hometowns include Man, Delbarton, Oak Hill, Beckley, Wheeling, Huntington, Parkersburg, Cairo, Elkview, Sissonville, Spencer, Grassy Meadows, Nitro and Union. We have brought natives home to good-paying jobs, and we have attracted talent from outside our state borders as well.

Our work, created here in West Virginia, has been exported to companies in Pennsylvania, Ohio, Florida, North Carolina, California and throughout the U.S. We find it especially rewarding to know that these businesses are investing in the future of West Virginia.

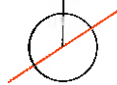


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## About Us

Digital Relativity has been successfully executing marketing and advertising projects for over nine years for businesses throughout the United States. As outlined in section 4.2.2.3. and other areas of this response, we work with a diverse set of partners on a wide range of award-winning marketing and advertising efforts.

We envision that every member of our team could be working to help execute the marketing strategy and tactics for Department of Commerce agencies, with direction from a team of account executives, our creative director, and our technical director, as outlined in section 4.3.1.1. B. (ii.).



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## The DR Team

DR's team is nimble and efficient, with the ability to act quickly on market trends, current events, and last-minute opportunities. Our entire team pulls together to work on projects for all partners to ensure a well-rounded and thoughtful concept.



**Pat Strader**  
Founder & CEO

Pat has more than 18 years of professional experience in marketing and advertising, working with companies to develop branding campaigns and media, organic search, paid search and social media strategies. He has a B.A. in sociology from West Virginia University. Pat has been invited to speak by numerous trade and marketing associations including PubCon Las Vegas, PubCon Austin, the West Virginia Governor's Conference on Tourism, the Kentucky Department of Agriculture, the Asheville Brewers Alliance, the West Virginia Fairs & Festivals Association and the Apple Processors Association.



**Sarah Powell**  
Chief Operating Officer

Sarah has over 15 years of professional experience working in marketing, sales, and project management roles, including the creation of marketing plans and brand development. Work experience has taken her from the Walt Disney World Resort in Lake Buena Vista, FL, to Wake Forest University and the Graylyn Estate in Winston-Salem, NC, and finally back home to West Virginia and Digital Relativity. She has a B.S. in business administration (marketing emphasis) from West Virginia University and a master of business administration from Wake Forest University.



**Carrie Nesselrode**  
Director of Account Services

Carrie has more than 27 years of experience in marketing. She is responsible for account management, strategic planning, event management, and brand identities for Digital Relativity partners. She has worked for several Fortune 500 companies including GE Plastics and Fortune Brands in the home and hardware division. Carrie is a graduate of the Marshall University Page Pitt School of Journalism.



**Abbey Fiorelli**  
Creative Director

Abbey understands client needs and has been producing award-winning advertising campaigns for over 14 years. She started her career in retail advertising prior to moving to West Virginia and has worked with Partners both large and small including The Hartford Financial Services Group, the West Virginia State Treasurer's Office, and the West Virginia Department of Transportation, to name a few. Her unique skill set paired with an understanding of the big picture means advertising campaigns are executed seamlessly under her direction. She has a B.F.A. from New York State College of Ceramics at Alfred University.



**Matt Sanchez**  
Art Director

Matt is an experienced and award-winning multimedia producer and art director who got his start in video production and animation. At Digital Relativity, he helps lead the creative team and specializes in graphic design, motion graphics and animation, photography, and video. He has a B.F.A. in art and design (with an emphasis in electronic media) and a minor in art history from West Virginia University.



**Justin Ferrell**  
Technical Director

Justin manages Digital Relativity's development team, coordinating website projects between the development and creative teams, ensuring that website designs meet client expectations and industry standards. He is an experienced back-end developer, specializing in responsive web development. He got his start in mobile development almost 10 years ago, shortly after the launch of the App Store. Justin has been invited to present about technology at the West Virginia Governor's Conference on Tourism as well as regional trainings and workshops throughout West Virginia and Ohio.



**Katie Washington**  
Account Executive

Katie is responsible for account management, strategic planning and content creation for Digital Relativity partners. She has a background in marketing, public relations and content management. She received her Bachelor's Degree in Journalism and Mass Communication from St. Bonaventure University. Her work has been recognized numerous times by the American Society of Business Publication Editors.



**Lauren Barker**  
Account Executive

Lauren is responsible for account management and strategic planning. She has over 10 years of professional experience in advertising, marketing, and public relations, including 4 years of experience with print production design and agency coordination. Lauren has developed, implemented and managed a variety of large-scale advertising campaigns, with a focus on public health and non-profit organizations. She has a B.A. in Communications Studies from Marshall University.



**Seth Burdette**  
Production Manager

Seth has a background in natural resource development and most recently worked for the West Virginia Department of Environmental Protection. At Digital Relativity, he is responsible for project and production management. He has a B.S. in forest resource management from West Virginia University and a MBA from Seton Hill University with a specialization in entrepreneurship.



**Bill Frye**  
Content Delivery Coordinator

Bill is responsible for content publishing and monitoring across a variety of channels, including social media and websites. In his 10-plus years in print journalism, Bill had roles as a page designer, copy editor, photographer, reporter and editor. He has a wide range of writing experience ranging from new editorial content to public relations. Bill has both a B.S. and M.S. in journalism from West Virginia University.



**Alyssa Dreihaupt**  
Media Coordinator

Alyssa is responsible for developing and managing media buys, coordinating digital campaigns, tracking placements, and reporting. She has a programmatic certification from The Trade Desk. She has been a radio DJ and News Director and has managed promotions for stations. Alyssa has a B.A. in journalism and mass communications (broadcast specialization) from Edinboro University of Pennsylvania.



**Josh Adams**  
Graphic Designer

Josh is an experienced graphic designer, specializing in illustration, digital design and various printing techniques. Josh's comprehensive illustration techniques span both freehand and vector digital illustration, with an emphasis in character design with work that includes company mascots, travel posters, spot illustrations, children's characters, and coloring books. He received his B.F.A. in advertising and graphic design from The Columbus College of Art and Design.



**Sam Babcock**  
Digital Media & Analytics

Sam manages research, analytics, reporting, and digital ad campaigns at Digital Relativity. He is Google Analytics and Adwords certified, and oversees campaigns in The Trade Desk, where he holds a programmatic certification. He has a B.A. in advertising from Marshall University.



**Ben Amend**  
Multimedia Producer

Ben is a multi-disciplined artist with over 7 years of experience helping companies and designers create visuals that fit their brand's needs. At Digital Relativity, he is responsible for video, photography, animation and on-location directing, producing and cinematography. He is an awarded gallery artist and published wedding photographer. He has a B.F.A in intermedia from West Virginia University.



**Elizabeth Pabst**  
Graphic Designer

Elizabeth has a background in publication, layout and ad design, the latter of which has earned her various West Virginia Press Association awards. She is an experienced designer for a variety of mediums and has previously worked on athletic-specific designs including intercollegiate athletics for West Liberty University along with football and track and field promotional ads for the Charleston Gazette-Mail. She has a B.S. in graphic design from West Liberty University.



**Eric Jackson**  
Web Developer

Eric has 10 years of experience in website design and development across a variety of software and tools. At Digital Relativity, he is responsible for website navigation, architecture, and design with a focus on usability and interaction. As a lead front-end developer, Eric is able to leverage his extensive experience with writing clean and efficient Javascript.



**K.B. Carte**  
Web Developer

At Digital Relativity, K.B. is responsible for back-end website and Wordpress development. He works with the rest of the development team to ensure that everything under the hood is running smoothly while helping to improve performance and security. He has a background in PHP, Python, SoHo Network Engineering, Linux, game development, and computer and network security.



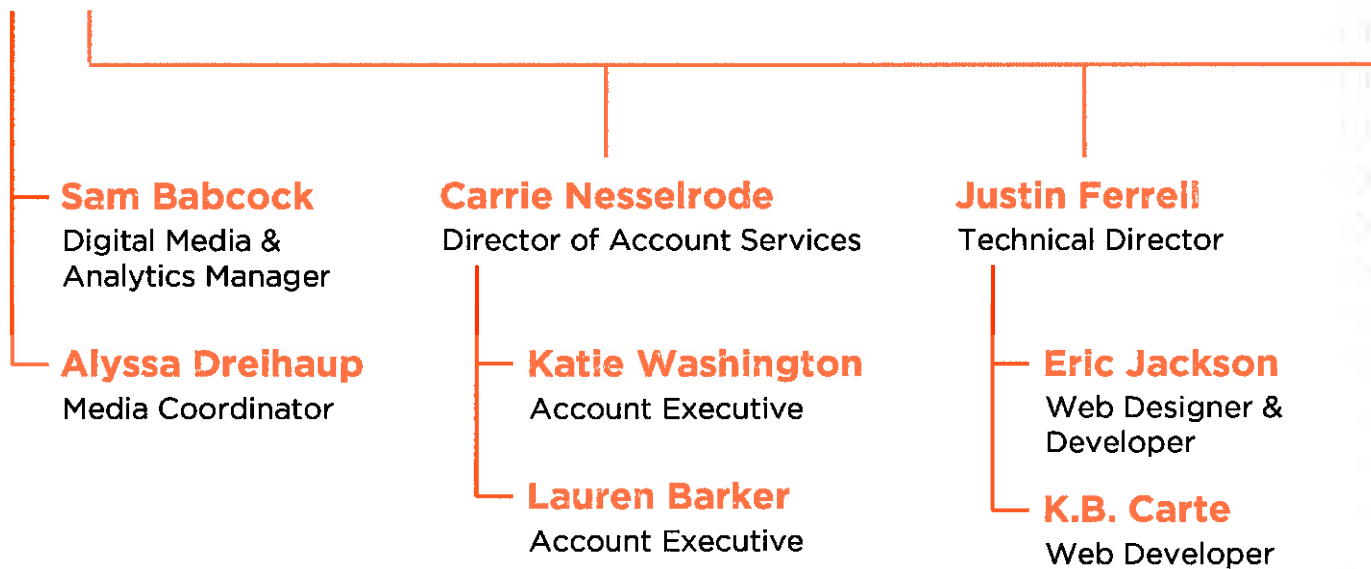
**Jim Strader**  
Business Strategist

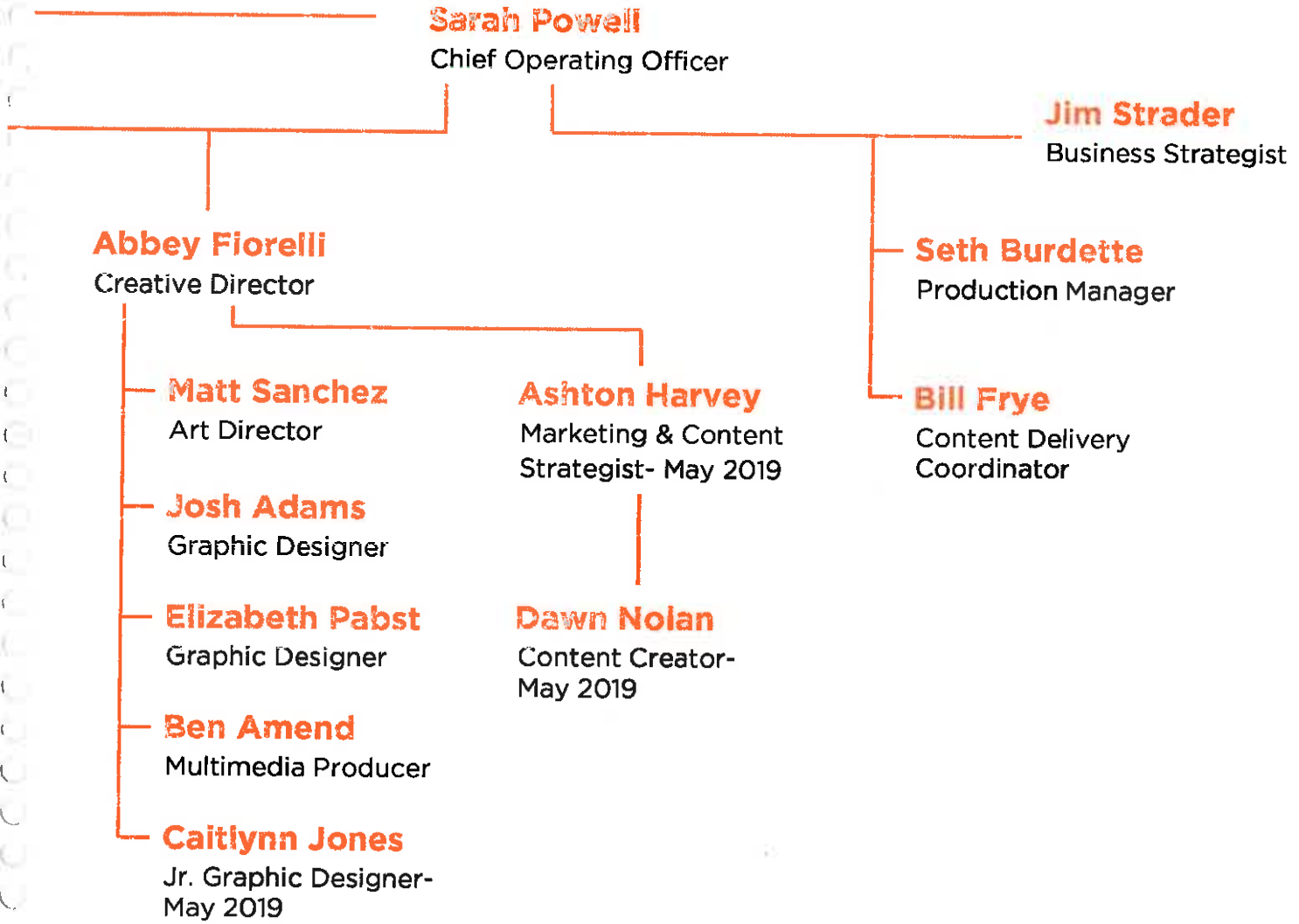
Jim is responsible for business and financial affairs at Digital Relativity. He also facilitates strategic planning for partner organizations and businesses. He is a seasoned executive, serving as the general manager of Simonton Windows' Vacaville, CA plant from 1996 - 2000 and as the organization's Vice President of Organizational Development from 2000 - 2007.

# Organizational Chart

**Pat Strader**

Chief Executive Officer







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## Awards

### INC. 500: AMERICA'S FASTEST-GROWING PRIVATE COMPANIES 2018

Digital Relativity is ranked 202



### PUBLIC RELATIONS SOCIETY OF AMERICA - WEST VIRGINIA 2018 CRYSTAL AWARDS

Crystal Award for Integrated Communications Campaign

*It Could Happen to You for West Virginia Lottery*

### AMERICAN ADVERTISING FEDERATION - DISTRICT 5 2018 AMERICAN ADVERTISING AWARDS

Silver Award for a Regional/National Television Commercial Campaign

*Lotto Bros TV for West Virginia Lottery*

### SOUTHEAST TOURISM SOCIETY SHINING EXAMPLE

Best Marketing Award with budget of less than \$100,000:

*The Convention & Visitors Bureau of Marion County "Middle of Everywhere" campaign*



# AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2018 AMERICAN ADVERTISING AWARDS

## **Best of Show**

*Lotto Bros TV for West Virginia Lottery*

## **Gold Award for Best Elements of Advertising; Animation, Special Effects or Motion Graphics**

*Lotto Bros Meteor TV for West Virginia Lottery*

## **Gold Award for Elements of Advertising; Still Photography Campaign**

*Photos for West Virginia Tourism Office*

## **Gold Award for Elements of Advertising; Still Photography**

*Photos for Bridge Day*

## **Gold Award for Cross Platform; Integrated Branded Content Campaign**

*Stay a Little Longer Campaign for Visit Southern West Virginia*

## **Gold Award for Cross Platform; Integrated Branded Identity Campaign**

*Brand Launch Campaign for Marion County*

## **Gold Award for Cross Platform; Integrated Consumer Campaign**

*Lottery Bros Campaign for West Virginia Lottery*

## **Gold Award for Film, Video, & Sound; Television Advertising Campaign**

*Lotto Bros TV for West Virginia Lottery*

## **Gold Award for Film, Video & Sound; Television Advertising**

*Lotto Bros Sasquatch TV for West Virginia Lottery*

## **Gold Award for Online/Interactive; Consumer Website**

*Website for Visit Southern West Virginia*

## **Gold Award for Online/Interactive; Consumer Website**

*Website for Marion County*

## **Gold Award for Sales & Marketing; Publication Design**

*VSWV Travel Guide for Visit Southern West Virginia*

## **Silver Award for Online/Interactive; Advertising Industry Self-Promotion**

*Website for Digital Relativity*

## **Silver Award for Elements of Advertising; Still Photography Campaign**

*Photos for Visit Southern West Virginia*

# AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2017 AMERICAN ADVERTISING AWARDS

## **Judges' Choice Award**

*Pigs Flying TV for West Virginia Lottery*

## **Best of Show**

*Passport to Southern West Virginia for Visit Southern West Virginia*

## **MPB Excellence in Printing Award**

*ReCreate Memories Postcards for Visit Southern West Virginia*



## AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2017 AMERICAN ADVERTISING AWARDS (CONT.)

### **Gold Award for Best Elements of Advertising, Still Photography**

*Photo for Bridge Day*

### **Gold Award for Best Sales & Marketing, Brochure**

*Passport to Southern West Virginia for Visit Southern West Virginia*

### **Gold Award for Best Film, Video, & Sound, Television Advertising**

*It Could Happen to You TV for West Virginia Lottery*

### **Gold Award for Best Film, Video, & Sound, Single Spot**

*Pigs Flying TV for West Virginia Lottery*

### **Gold Award for Best Cross Platform, Integrated Advertising Campaigns**

*It Could Happen to You Campaign for West Virginia Lottery*

### **Gold Award for Best Online/Interactive, Website**

*Website for West Virginia State Parks*

### **Gold Award for Sales & Marketing, Direct Mail-Flat Campaign**

*ReCreate Memories Postcards for Visit Southern West Virginia*

### **Gold Award for Film, Video, & Sound, Television Advertising Campaign**

*Lucky Cat Holiday TV Spots for West Virginia Lottery*

### **Silver Award for Film, Video, & Sound, Single Spot**

*Lucky Cat Holiday TV for West Virginia Lottery*

### **Silver Award for Online/Interactive, Digital Publications**

*Fall Digital Magazine for Visit Southern West Virginia*

### **Silver Award for Cross Platform, Integrated Campaigns**

*ReCreate Memories Campaign for Visit Southern West Virginia*

### **Silver Award for Elements of Advertising, Still Photography Campaign**

*Photos for Arrowhead Bike Farm*

### **Silver Award for Elements of Advertising, Logo Design**

*Logo for Arrowhead Bike Farm*

### **Silver Award for Elements of Advertising, Still Photography**

*Moxxee Coffee Stout for Bridge Brew Works*

### **Silver Award for Print Advertising, Spread, Multiple Page or Insert**

*Better Homes & Gardens Ad for West Virginia Tourism Office*

# AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2016 AMERICAN ADVERTISING AWARDS

## **Gold Award for Best Online/Interactive Websites, Microsites**

*Lake Shawnee for Visit Southern West Virginia*

## **Gold Award for Best Sales Marketing, Collateral, Report**

*Annual Report for Wild, Wonderful West Virginia*

## **Gold Award for Best Sales Marketing, Collateral, Brochure Campaign**

*Guides for Wild, Wonderful West Virginia*

## **Gold Award for Best Film/Video, Single Spot, Regional**

*Oglebay Park Video for Wild, Wonderful West Virginia*

## **Gold Award for Best Out of Home, Poster Campaign**

*Park Posters for Wild, Wonderful West Virginia*

## **Gold Award for Best Integrated Consumer Advertising Campaign**

*West Furginia for Wild, Wonderful West Virginia*

## **Gold Award for Best Online Interactive, Social Media Campaign**

*Marion County Home for the Holidays, The Convention & Visitors Bureau of Marion County*

## **Gold Award for Best Print Advertising, Magazine, Campaign**

*New River Gorge George, New River Gorge Convention and Visitors Bureau*

## **Silver Award for Illustrations, Series**

*Beer Labels (4), Tomoka Brewing Company*

## **Silver Award for Video, Online Commercial**

*Bridge Day for New River Gorge Convention and Visitors Bureau*

## **Silver Award for Film/Video, Single Spot, Local**

*Clay Center Video for Wild, Wonderful West Virginia*

## **Silver Award for Print Advertising, Magazine, Single Page**

*Snow, Wild, Wonderful West Virginia*

## **Silver Award for Print Advertising, Magazine, Single Page**

*Wonder, Wild, Wonderful West Virginia*

## **Judges' Choice Award**

*Parks Campaign for Wild,  
Wonderful West Virginia*

## **Best of West Virginia**

*#myWV for Wild,  
Wonderful West Virginia*

## **Best of Show**

*Guides for Wild,  
Wonderful West Virginia*

## SOUTHEAST TOURISM SOCIETY 2016

### Shining Example Award

*Wild, Wonderful West Virginia, Best Marketing Award > \$500K*

## AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2015 AMERICAN ADVERTISING AWARDS

### Gold Award for Best Online/interactive Websites, Microsites

*Bridge Day 2015 for Visit Southern West Virginia*

### Silver Award for Logo Design

*GoToWV Logo for Wild, Wonderful West Virginia*

### Silver Award for Marketing Campaign

*Real. GoToWV for Wild, Wonderful West Virginia*

### Silver Award for Print Media Campaign

*Real. GoToWV for Wild, Wonderful West Virginia*



***(ii.) Vendor should discuss staffing levels it can devote to this Contract and whether Vendor intends to hire additional staff to meet its contractual obligations.***

Digital Relativity currently has team capacity to manage this contract. Given the estimated hours and scope of work outlined in the CRFP documents, we recommend the following staffing plan:

- We suggest a minimum of two account executives to collaborate with Commerce Communications, the WV Tourism Office, and the other agencies within the Department of Commerce. The split of these “accounts” would be determined in collaboration with the Department of Commerce stakeholders. We currently envision that one account executive would be dedicated to the WV Tourism Office and one to the Commerce Communications and other Department of Commerce agencies. We are flexible in this arrangement, and are willing to assign other account executives if all parties deem necessary due to the volume of needs.
- A Digital Relativity marketing coordinator would be included on project communications and deliverables to ensure we are keeping projects moving in a timely manner.
- Agencies and project managers would have direct access to Digital Relativity’s technical director. In our work with the WV Tourism Office, we have found that our digital collaborations are more efficient and productive when our technical director is directly included. The account executives would continue to be involved in these communications in order to effectively manage projects.
- Also, agencies and project managers would have direct access to Digital Relativity’s creative director. The account executives would continue to be involved in these communications in order to effectively manage projects.

***(iii.) Vendor should provide a list of memberships in any local, national, or international advertising, marketing or public relations associations.***

Digital Relativity is currently a member of the following associations:

- American Marketing Association
- American Advertising Federation (AAF-WV)
- Public Relations Society of America (PRSA)
- West Virginia Hospitality and Tourism Association
- Southeast Tourism Society

***(vii.) Vendor should provide 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.***

## **Partner References**

### **Terry Smith**

Assistant GM  
GoMart Inc.  
304-364-8000 ext: 1118  
TSmith@GoMart.com

### **Ian Stewart**

Marketing Director  
GoMart Inc.  
304-364-8000 ext: 1126  
IStewart@GoMart.com

### **Shantelle Dedicke**

Founder  
Frances Roy Agency  
850.389.8523  
shantelle@francesroy.com

### **Sharon Cruikshank**

Executive Director  
New River Gorge CVB/  
Bridge Day  
800-927-0263  
sharon@newrivergorgecvb.com

### **Kayla Brown**

Deputy Director of Marketing  
West Virginia Lottery  
304-558-0500  
KBrown@wvlottery.com

### **Tommy Young**

Deputy Director of Marketing  
(December 2015  
- November 2018)  
West Virginia Lottery  
304-546-5777  
tommy.young@k12.wv.us

### **Melanie Seiler**

Executive Director  
Active Southern West Virginia  
304-254-8488  
melanie@activeswv.com



***(V). Vendor should list subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this Contract.***

All work required as part of this CRFP, and as described within the spec creative and response requirements, will be done in-house by Digital Relativity. No work as described will be outsourced..

#### **4.3.1.2. Media Buying**

***The Vendor should have a record of success with media planning and buying to be able to assist Agencies with its media buying. Vendor should:***

***(A.) 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 Agencies.***

The Digital Relativity team has been helping companies craft marketing strategies that get results since our inception. Our digital-first approach has positioned us as an industry leader in this space, and our team has the tools and in-house digital expertise (we never outsource this work to third parties) to run partner campaigns, leading to better results and a higher return on investment. We have extensive experience in purchasing broadcast (TV, Cable and Radio), print media, Out-Of-Home (OOH), Over-the-Top Television (OTT) in addition to our in-house digital capabilities.

An advantage to having in-house digital tools is the ability to create layers of targeting based on demographics, interests, and behavioral information and pair this with geotargeting, which, for example, allows us to target anywhere from a specific state/region down to one particular building or park. This type of granularity will enable us to purchase impressions and clicks strategically within the digital space.

Our experience in media buying for marketing campaigns spans a variety of industries, but some of our most notable successes have come from campaigns for destination marketing organizations and businesses in the tourism space. These campaigns include Salt Water Vacation Rentals, Destin Commons, WV State Parks, the WV Tourism Office, Visit Southern West Virginia, the Convention & Visitors Bureau of Marion County, Mercer County Convention & Visitors Bureau, and the New River Gorge Convention & Visitors Bureau. We have also helped the West Virginia Lottery, GoMart, the Charleston Town Center, NightWatch RX, Solar Holler, and others hit their campaign goals.

To monitor the success of digital campaigns, our analytics team utilizes several powerful tools and makes recommendations based on this data. Our media buying and analytics team is not only fluent with these tools, they collectively have certifications in Google Analytics, TradeDesk Programmatic, Google Ad Search and Video, and WAZE navigation. While we are always exploring new platforms, our current list of digital campaign tools includes:

- Bionic - This powerful planning software is used to create media plans, including digital, Out-Of-Home (OOH), broadcast, Over-the-Top Television (OTT), print and has the ability to create media authorizations. With this tool, we can manage budget allocations and keep track of placements and spend in one place. Also, this tool can send and receive media RFPs from vendors including information on reach, frequency, and GRP. Digital Relativity is currently evaluating additional media planning tools and expects to sign a contract with Strata in the coming month.
- Google Analytics - This platform tracks website traffic, behavior, conversions, and user acquisition. By reviewing and interpreting these analytics, we can make recommendations on adjustments to initiatives and campaigns as they are underway.
- Google Tag Manager - This platform is used to efficiently implement tracking code, set up additional tracking for analytics and extra security for code. We save time by creating, testing, and making any tracking code live without needing to work with the back-end developers of the website.
- TapClicks - This platform is used for comprehensive reporting across channels and allows partners to see their reports in real-time.
- Hotjar - This platform measures user behavior on a website by using heatmaps and scroll maps. We use this tool to make quick changes to landing pages based on that behavior.
- The Trade Desk - This platform is used to run digital ads across various channels and devices with extensive targeting capabilities. We have access to a vast quantity of ad inventory through this platform, ensuring the ads will get in front of the right consumer.
- AdButler - This is an ad serving platform that our digital placement team uses to create ad zones, which are sent to our media partners to place on their websites. With this tool, we can change ad creative in real-time, as well as add weighting, priority, flight dates, URL parameters, and third-party impression trackers. AdButler also allows us to keep an eye on impressions and clicks in real-time to ensure estimates are accurate and performing well, eliminating the back-and-forth between ad reps.

The following Digital Relativity team members will be responsible for media strategy and buying:

### **Pat Strader, CEO**

- Google Analytics Certification
- Google Ads, Search Certification
- WAZE Ads Certification

### **Sam Babcock, Digital Media and Analytics Manager**

- Google Analytics certification
- TradeDesk, Digital Programmatic certification
- Google Ads, Search certification
- Google Ads, Video certification

### **Alyssa Dreihaup, Media Coordinator**

- Google Analytics certification
- TradeDesk, Digital Programmatic certification

#### ***(B.) Describe its local and regional media buying experience and capabilities.***

Digital Relativity has extensive experience in negotiating media buys for a variety of formats including digital display, programmatic, native, print, social media, broadcast radio, spot cable, pre-roll video, and network broadcast. We understand the value of building strong relationships with media providers. This, in addition to efficiencies that are inherent in an agency buying for multiple partners from common providers, will allow us to get the best rates for the WV Department of Commerce.

In particular, we have strong relationships with the West Virginia press community. We partnered with the West Virginia Press Association (WVPA) to develop a digital program with 30 daily and weekly newspapers in West Virginia. This program allows buying of valuable inventory with consistent CPMs and IAB ad sizes across all publications with only one insertion order and one invoice. We can use AdButler to maintain control of all creative and management of inventory, allowing for all involved (Digital Relativity and WVPA alike) to quickly and accurately fulfill their promised obligations.

Here is what some of the advertising representatives we work with have to say:

## Media References

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The depth of knowledge, practical experience and know-how in strategic, solution based media planning and buying by Digital Relativity exceeds all high-watermark expectation. Pat Strader, and his team of top-shelf professionals, make keen business decisions that deliver ROI results for their portfolio of clients. It is a sincere pleasure and honor to work in “partnership” with Digital Relativity.

**Shafali Reed**

Account Executive  
Suddenlink Media  
304-716-6775

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Working with Digital Relativity has always been a smooth and successful process in all aspects of pre- and post-sale communication and negotiations. More specifically, Pat Strader and his team communicate and demonstrate planning and preparedness within a friendly atmosphere to reach a mutually beneficial outcome. I always look forward to seeing an email or getting a phone call from Pat because I know that a friendly, creative and result-driven conversation will follow.

**Terri Mays**

Washington Post Digital  
Senior Digital Specialist  
202-497-8930



I have worked with Digital Relativity on many digital campaigns in the past, and I always come away impressed with their breadth of knowledge of the digital tactics available in the marketplace and how to get the most out of them within their budgets. Walking the line between the best rates and best performance can be a difficult balancing act, but it is one that their team does exceptionally well. During the RFP process for a new campaign I will bring a handful of options to the table, and they take the time to dig into the nuances of the various tactics and analyze each one based on how it historically performs alongside benchmarks for newer technologies to make sure it the best fit for the goals of the campaign and budget. If a line item cost is too high based on what they can expect out of it against their client's goals then they will negotiate to have that rate reduced, or in other instances have Added Value built in to ensure that those goals are met. Knowing the true value of a tactic gives them a strong position to negotiate, and they will work back with us tirelessly to make sure that the value of each tactic is in line with the cost they are getting.

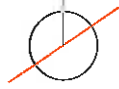
In other instances they have asked us to price out our tactics using various pricing models (CPM, CPL, CPC, CPCV, etc.) to see where they can find an opportunity to get more results for the client at the best cost. One of my favorite examples of this came when we were negotiating a Native advertising plan with them for one of their clients. The standard way to buy Native advertising has typically been on a Cost Per Click model, and we built out a very targeted plan using this pricing model. They asked us if we could look into the same product and targeting methods, but see what it would look like at the same budget level on a Cost Per Impression basis. When they dug into the benchmarks with this product they found an opportunity to get more traffic to their client's site if they went outside of the normal pricing model of a Cost Per Click, while also being able to optimize towards the best performing traffic to the site as well. They negotiated with us on the Cost Per Impression model to get the most impressions possible with their budget levels. Most of my clients would simply run with the Cost Per Click model in this situation, but they found a more efficient way to buy the campaign and went with it. At the end of the campaign we had actually delivered double the amount of traffic that would have been delivered in the other pricing model! Getting double the amount of traffic for a client for the same amount of money is no easy task, but it is one they were able to do, and all because they did not accept the standard pricing model and continued to work back with us until they found the pricing that made the most sense for their client's goals.

I work with a lot of agencies who treat rate negotiation as a box that should be checked on the way to launching a campaign without much regard to getting the most out of the actual campaign. Digital Relativity negotiates to make sure they are getting the best possible rate, but more importantly the best results for their client. It may seem obvious to negotiate in this way, but it is assuredly not the norm.

**Brendan Kennedy**

Account Development Manager

Harpoon Digital at MNI Targeted Media Inc., a Time Inc. company  
804.839.6250



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

# Salt Water Vacations 2019 Campaign

## About:

Salt Water Vacations ([www.saltwatervacay.com](http://www.saltwatervacay.com)) is a vacation rental and property management company located in Destin, Florida. They manage rentals for a variety of vacation properties throughout Destin, Fort Walton Beach, South Walton, and other area beaches. In mid-2018, we partnered with them to create and manage digital campaigns. The goal is to attract new visitors, specifically families and fishing enthusiasts.

## Objective:

1. Increase revenue and bookings of vacation rental properties

## Contact:

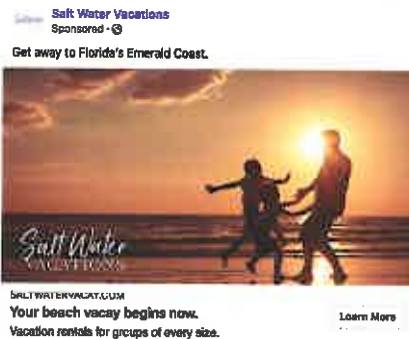
**Shantelle Dedicke**

President and CEO

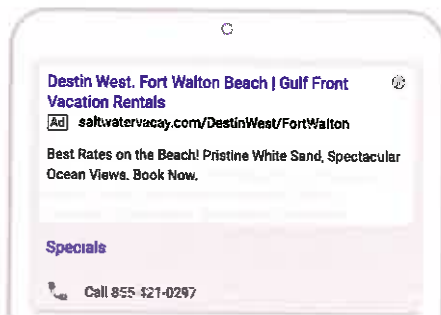
Frances Roy Agency

307-631-7644

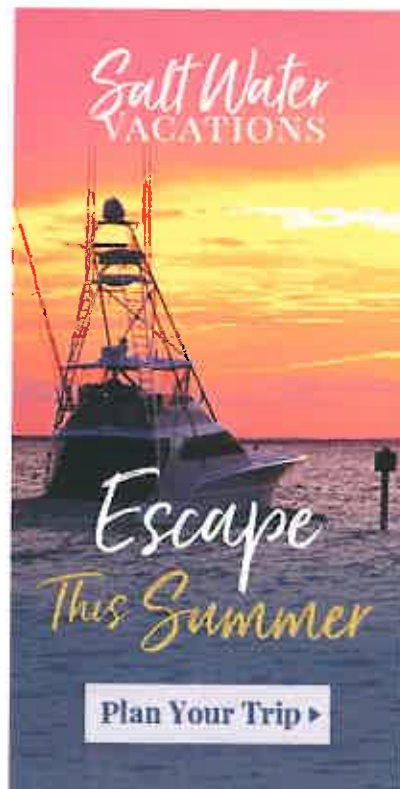
[shantelle@francesroy.com](mailto:shantelle@francesroy.com)



Facebook ad



Google text ad



Digital ad

## Strategy/Tactics:

During our campaign initiation and discovery, the Digital Relativity team learned the company had launched a new website, and with that came the unintended consequence of losing historical analytics with no options for recovery. Our first step upon award of the contract was to immediately set up a new Google Analytics account, along with other vital tracking pixels using Google Tag Manager. This allowed us to start gathering information about the partner's consumers, optimize the campaigns, and add additional tracking for our ongoing campaigns.

We also found that the company was using a powerful tool for CRM and reservations. However, the available data and insights from that tool to guide marketing decisions was not currently actionable.

We began with using an already established Google Adwords text campaign, where we adjusted bids and geographical targeting based on data within the platform and information from the partner. We also worked to organize analytics accounts, analyzing all the available data, and ensuring best practices in tracking set-up. Having these elements in place to provide actionable data was crucial to attribute revenue to our campaign efforts.

During the initial campaign launch, we had a budget of \$28,565.26 and limited data and tracking measures in place. We collaborated with Salt Water Vacations on ways to improve the performance of the current ad placements, including brainstorming new targeting initiatives according to booking cycles and interests, and taking a deep dive into the historic knowledge we could obtain. It was during these conversations with the partner that we discovered an untapped data source that was initially unavailable to us. Their CRM tool, Navis, allowed us to see historical data about their customers, track calls from each ad group, and attribute revenue to those sources. This was a turning point in the campaign.

Through the tool, we could see that family vacations accounted for 70% of bookings. We could also see what properties they wanted, and when they wanted them. Having this new data source and knowledge from the initial campaign helped us plan appropriately and make necessary adjustments and optimizations. We connected each ad group to Navis to start tracking each call throughout the campaign, and this allowed us to make additional changes based on performance.

The current digital campaign includes the following targeting tactics:

- **Behavior:** Families who have previously taken a beach vacation, or families who are currently looking at beach vacations
- **Interest:** Users who are interested in fishing trips
- **Lookalike:** Users who have similar interests/behaviors as Salt Water Vacation's converting customers
- **Retargeting:** Salt Water Vacation's database of past customers and users who previously visited the website
- **Text ads:** Users based on the keywords searches

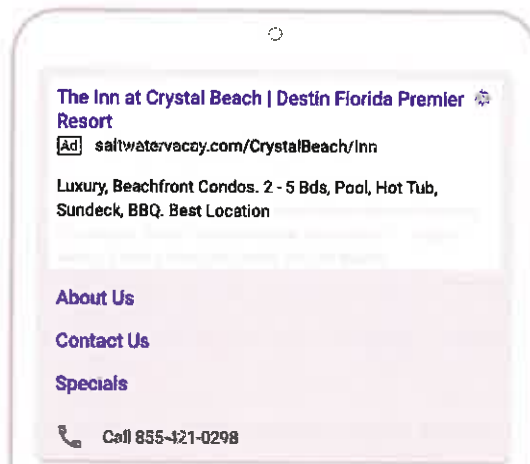


## Results:

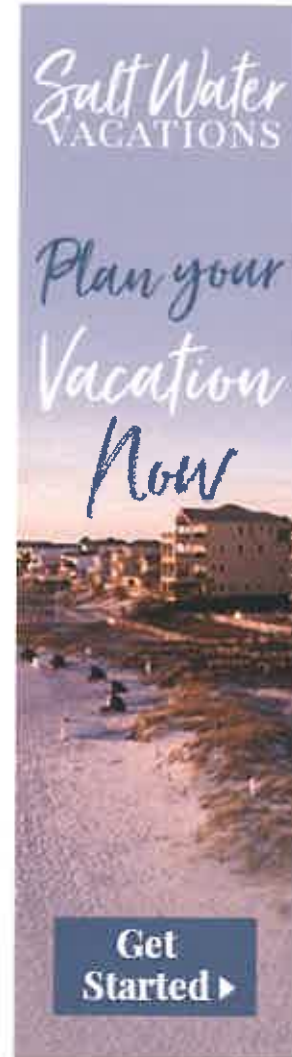
In 2019, we have spent \$23,271.70 on this campaign. This has garnered **5,613,072 impressions** and **20,690 clicks** to landing pages on saltwatervacay.com. We have seen impressive growth from both call-in reservations and online reservations that can be attributed directly to our work. To date, **\$74,522.87 in revenue** has been booked from calls and **\$99,289.83** has been booked online, for a total of **\$173,812.70**. We continue to optimize campaign parameters and monitor performance.



Digital ads



Google text ads



# Visit Southern West Virginia

## Stay a Little Longer Campaign

### About:

Visit Southern West Virginia promotes travel and tourism for nine counties in southern West Virginia. The "Stay a Little Longer" campaign encourages visitors to consider extending their vacation by a few extra days to take in everything that the region has to offer. This campaign, which began in 2018, has been continuously optimized based upon the data and also makes use of new advertising technology that allows us to connect digital ad exposure to hotel stays. The campaign began in early 2019 and will run throughout the year. To date, we have spent \$32,000 and have a budget of \$116,900 for the entire campaign.

### Objective:

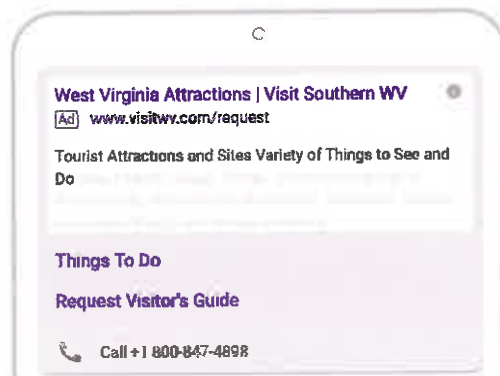
1. Measure hotel visits from digital marketing
2. Increase website conversions YoY

### Contact:

**Becky Sullivan**  
Marketing Director  
Visit Southern West Virginia  
304-252-2244  
becky@visitwv.com



Seasonal digital ad



Google text ad



Digital ad

Campaign Creative

## Strategy/Tactics:

A key element of this campaign's strategy is location measurement, which allows us to match a user's ad impression with their device when it arrives at a hotel (or any lodging property) in Visit Southern West Virginia's member region. At the start of the campaign, we created geofences around lodging properties (hotels, Airbnbs, cabins) and gave each property a unique conversion number. This allows us to see where and when users are arriving from the digital campaign. This arrival measurement is one of the true data points CVBs/DMOs can capture since many of them do not have the data or tools to attribute direct revenue to their efforts.

Secondary conversions for this campaign are guide requests, newsletter signups, and clicks to CVB member websites.

This digital campaign includes the following targeting tactics:

- **Behavior:** Users whose location history suggests that they are parents with young children, and who are adventurous and active in the summer
- **Interest:** Users who would be interested in activities to do in the area (hiking, scenic drives, weddings, Spartan race, etc.)
- **Lookalike:** Users who have similar interests/behaviors as Visit Southern West Virginia's existing converting customers
- **Retargeting:** Visit Southern West Virginia's database from past campaigns and users who previously visited the website
- **Text ads:** Users based on the keywords they are searching for

## Current Results:

With a spend of \$32,000 to date, we have received over **6,800,000 impressions** and over **21,900 ad clicks**. Visit Southern West Virginia has seen **623 hotel visits** from users exposed to digital ads, and they have also had 1,729 other website conversions (guide requests, newsletter signups, etc.). As an added value conversion, the campaign has also generated almost 242 clicks to partner websites. We continue to optimize each placement, using the data that is coming in daily to adjust targeting, budget allocations, and even creative as necessary.

# GoMart, Inc.

## 2018 Naughty or Nice Campaign

### About:

GoMart is a regional convenience store chain headquartered in West Virginia, with stores throughout the state, and in Ohio and Virginia. Digital Relativity is GoMart's agency of record. We recently assisted with the launch of an app that offers monthly coupons for their customers. We have integrated contests into the app, like the holiday-themed Naughty or Nice campaign, in order to drive more users to this new program.

The 2018 campaign gave users the opportunity to win one of four different prize packages that they could select when visiting the campaign landing page. Entries for one of the packages were collected solely through the app in order to generate downloads.

The campaign had a budget of \$7,500 for creative and media and ran from November 1 - December 10, 2018.

### Objective:

1. Increase GoMart's database for future promotions
2. Increase brand awareness for GoMart
3. Increase total conversions/entries, while also integrating with the new GoMart app.

### Contact:

**Ian Stewart**

Marketing Director  
GoMart Inc.  
304-364-8000 ext: 1126  
IStewart@GoMart.com



Facebook ad



Digital ad



Digital ad

Campaign Creative

## Strategy/Tactics:

The campaign's media plan was based on the results of the previous year's digital campaign and existing metrics. A large portion of the budget was dedicated to targeting mobile device users to reach those who were more likely to download and enter through the app.

The following targeting tactics were incorporated:

- **Interest:** User groups based on each package (shopping, gaming, sports, etc.) with variations based on the packages users could win
- **Lookalike:** Users who had similar interests/behaviors as GoMart's customers.
- **Retargeting:** Users who previously visited the website and those who entered past contests

## Results:

A \$5,000 spend resulted in **750,000 impressions** and over **12,000 clicks** to the GoMart website. There were **18,297 entries** in the contest, which was a **59% increase year over year**. There were **1,671 entries** through the app and an additional **796 clicks** to the app store from the campaign. These clicks to the app store most likely contributed to app downloads, which was an added value conversion for the partner.



Win a Fallout 76 Pipboy Kit, game and a FunkoPop! Also, you can win a Playstation Mini, Fortnite shirt and stuffed llama! Enter now to win!



GOMART.COM

**Naughty or Nice - Gaming**

He's making his list and checking it twice. Sign up today to...

[Sign Up](#)

Facebook ad

### 4.3.1.3. 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. Vendor should:***

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

The Digital Relativity team strives to find every opportunity to make data-driven marketing and advertising decisions. Every piece of information that we can gather is organized, reviewed, and evaluated in search of ways to improve efforts with targeting, creative, and delivery. All available analytics and reports on digital efforts, website traffic, and user-centric behavioral research on the ways people are currently interacting with websites and creative are prized. Additionally, information from surveys, user data, booking data, vehicle tracking, and more are data we consider valuable to research efforts.

We feel it is very important to utilize third-party research specialists when budgets are available. By working with third-party specialists' advanced tools and tactics such as dyads, diagnostic interviews, and ethnography studies in addition to traditional telephone and internet surveys, we will have stronger actionable data to drive marketing and advertising decisions.

Our current and recent work with research providers includes Longwoods International, Dean Runyan, Research America, and Arrivalist.

Internally, we make use of a variety of digital research and diagnostic tools to help identify trends and opportunities as well as monitor and adjust current digital messaging.

Our Google Analytics certifications have given team members the knowledge to interpret website traffic data. This information is invaluable when evaluating the types of content that are most important, geographic areas of interest, and website calls-to-action to develop for higher conversion rates. HotJar, a tool to display user behavior through heatmaps, provides additional insight into the actions website visitors are taking and helps identify top performing content and calls-to-action.

Other website and digital research related to search engine optimization and paid search efforts will make use of powerful tools such as Ahref and Woorank. These platforms provide valuable information to identify useful backlinks and backlink possibilities, anchor text, and internal linking structures, as well as ensure that all on-page elements, such as H1 tags and page titles, are correctly implemented. Valuable keyword research can also be performed with these tools in addition to data gathered in Google Search Console and Bing Webmaster tools.

Lastly, all data and research available in manipulatable formats will be imported into TapClicks, a powerful data visualization and analytics dashboard that will provide near real-time data for driving decision making.

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

## West Virginia Lottery

### “It Could Happen To You” Campaign

#### Research

The West Virginia Lottery commissioned a segmentation study from Repass to help identify opportunities to bolster declining ticket sales. This study delivered information on player segments and their corresponding tendencies in game type and frequency, demographics, and purchase drivers. Segments such as “All In”, “Lottery Skeptics”, and “In it for the Big Win” each were associated with a set of social attitudes and demographics to create profiles for each type of player and their playing habits. ongoing continuing education, including:

#### Planning

Digital Relativity relied heavily on this research to drive the creative for three new video productions and corresponding digital ads, out of home, and POS for the “It Can Happen to You” campaign. The campaign centered around the idea of “You Never Know. It Could Happen to You,” by highlighting things that might be seen as rare or out of the ordinary, like flying pigs or a blue moon, and actions that would normally result in bad luck, such as a black cat crossing your path or mirrors breaking, and turning them into realities. Guerrilla marketing tactics were planned to accompany the campaign launch with surprises like flying “pigs,” black “cats” at state events and festivals, and blue moon projections on public buildings.

The research informed the targeting for digital and broadcast media plans for each spot, which were intended to appeal to different audiences, with one spot developed to have overarching appeal. Program profiles and digital targeting attributes were matched with the profiles from each segment to assist in targeting for each piece of creative. The “Pigs Flying” spot was for the broad audience, “Blue Moon” was geared toward older audiences (45+), and “Lucky Cat” had a younger appeal, with ages 18-34 being the target demographic.

Tactics and channels were re-evaluated for the implementation of this campaign. Traditional broadcast was utilized in addition to connected TV (Hulu) and pre-roll video. The relationship of the West Virginia Lottery and state newspapers shifted from a traditional ongoing print campaign to a targeted and agile digital program developed in conjunction with the West Virginia Press Association. Other digital tactics included the development of custom audiences, retargeting, and social media placements.

The total budget for this project was \$625,000. This campaign was initially launched with

## Execution

Digital advertising display and pre-roll placements had over 30,000,000 impressions in less than three months as the campaign launched. The launch resulted in digital ads realizing a \$1.29 CPM and a \$2.20 CPC. The “Pigs Flying” creative was the ad group which received the best response, winning a 71.69% completed video view rate in pre-roll placements. Broadcast spots were placed with traditional networks and cable television such as Comcast and Time Warner, in addition to limited radio placements and sponsored live reads with the WV MetroNews network. These networks covered all state markets, with a total of 9,700 spots airing over the initial rollout from September through November 2017.

All out of home elements, including static and digital billboards and bus wraps, were updated to reflect aspects of the new campaign.

To complete the omni-channel approach, all in-store and point-of-sale creative was updated to reflect the new campaign. Several guerilla tactics were utilized, including projecting a blue moon graphic on the Lottery headquarters building in Charleston during an actual blue moon. This effort was supplemented with corresponding social posts. Additionally, a 25-foot helium inflatable pig promoted the campaign throughout the state, including at Bridge Day in October 2017 and at Joan C. Edwards Stadium in Huntington.

## Evaluation

The campaign launched in Q3 of 2017, and through Q2 of 2018, West Virginia Lottery sales realized an overall lift of 3% in instant game sales, 12% lift in online sales (Powerball, Mega Millions, etc.) and a total 7% lift in traditional lottery sales. These are direct sales numbers as reported by West Virginia Lottery retailers.



Print Ad



Digital Ad

### Contact:

**Kayla Brown**

Deputy Director of Marketing

West Virginia Lottery

304-558-0500

[KBrown@wvlottery.com](mailto:KBrown@wvlottery.com)



#### 4.3.1.4.

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

**(A). 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.**

Digital Relativity has a seasoned in-house development team that is always working on creating, maintaining, and optimizing a host of websites.

We use a variety of software tools for development. These include code editors like Visual Studio Code and Coda, all the way up through administrative and diagnostic tools like Transmit for connecting to our servers, and Integrity and Screaming Frog SEO Spider for testing websites and links.

Beyond the tools from companies like Panic and Microsoft, there are several tools and development frameworks used by the development team that were built and maintained internally for internal use. These include things like DRapes, our custom in-house boilerplate for Wordpress development, and new tools currently in development, including a C# .NET app to automate the preparation of video content for use on the web.

Our development team has worked with a variety of development platforms and frameworks beyond the web too, with experience using tools like Node.js, Python, Electron, .NET and in some cases, even old school COBOL.

The Digital Relativity development team holds a number of certifications and engages in ongoing continuing education, including:

##### **Google - Mobile Sites Certification**

Justin Ferrell  
K.B. Carte  
Eric Jackson

##### **Treehouse - Accessibility**

Justin Ferrell  
K.B. Carte

##### **Treehouse - Web Accessibility Compliance (ADA)**

Justin Ferrell  
K.B. Carte

##### **Grow With Google Scholarship Recipient**

K.B. Carte

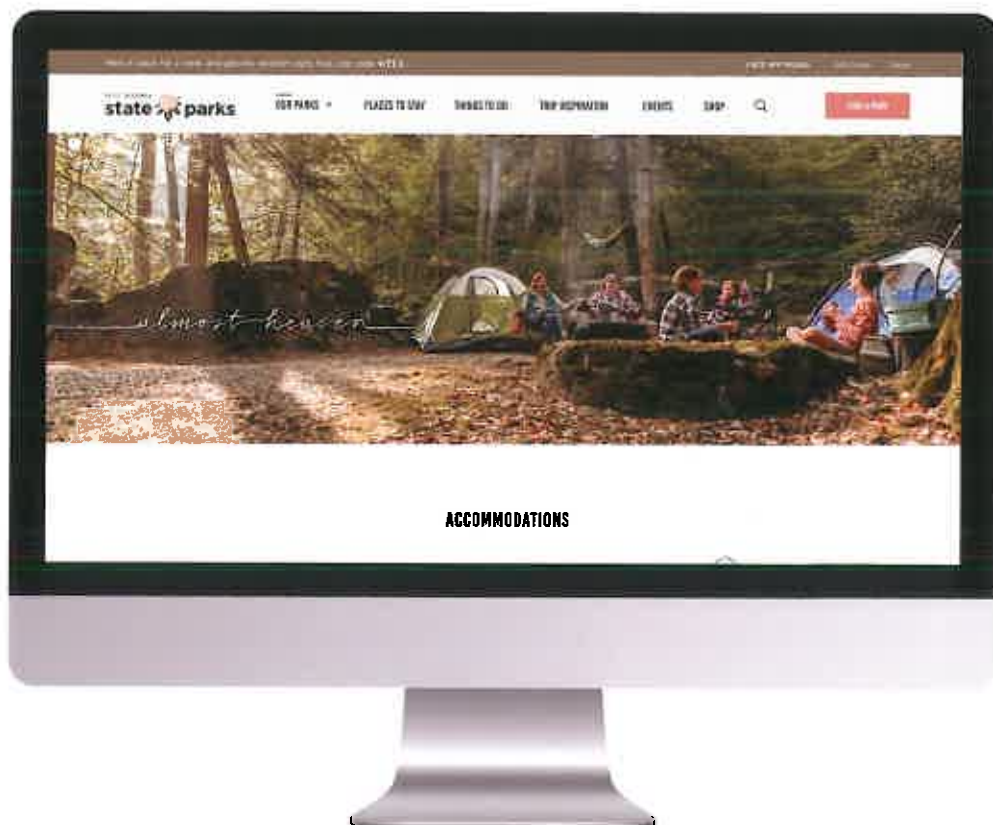
Digital Relativity does not subcontract any website design or development work. As projects require, we may contract with a third-party service for user testing once development work on a particular site is nearly final.

**(B). Provide one example of a recently developed commercial website with an online sales component. Describe functionality, platform and hosting specifications and sales conversion strategy.**

In 2017, Digital Relativity was asked to redesign the WV State Parks website and help implement Parks' new online booking engine, Inntopia. Digital Relativity partnered with the West Virginia DNR and the WV Tourism Office to combine the 40+ websites that represented the various state park properties that make up the WV State Park system into a single, easy-to-use website, along with making the online reservations process simple and straightforward.

Noteworthy functionality and features of the build included:

- Transition of 40+ websites, including a blog on wordpress.com, into a single website on a single domain.
- Integration with Inntopia, a system for online reservations in WV State Parks.
- A custom park-management system for sorting and organizing parks, including automatic weather updates, related events, and related content.
- Extensive use of custom Google Maps with GPS integration, including the ability to show mobile users information about their nearest park.



For website hosting, we worked with WP Engine, a fully-managed WordPress hosting platform. You can think of this like the relationship between a public utility like water or electricity (WP Engine), and the entity maintaining a piece of property that uses the utility (Digital Relativity).

While WP Engine manages the physical infrastructure and underlying system architecture of the website's server, the Digital Relativity team manages the application layer, where the website itself lives. This allows the Digital Relativity team to focus on things like strategy, design, and development. We work with WP Engine to keep everything running smoothly and securely.

Because WP Engine is tailored to WordPress specifically, it is able to offer features that most hosts are not, such as:

- Daily snapshots of the entire website are captured and stored offsite to ensure that there is always a current backup available.
- Support is available 24/7/365 via email and support forums. Phone and chat support are also available during business hours and holidays.
- Newly released security updates are installed automatically once they have been tested by both the WordPress development team and the WP Engine engineering team.
- A state-of-the-art firewall will be hosted and managed by WP Engine, with regular malware scans and free security maintenance.

Below, you will find a technical summary of the WP Engine security infrastructure:

- All facets of server security and networking are managed full time
- Disk Write Protection: Only specific processes get write access
- Disk Write Limitations: All disk writes are logged
- Disallowed Plugins: Every plugin is scrutinized and if found to be malicious or vulnerable, automatically disabled
- Backups kept logically separate from other data
- In-House vulnerability scanning for all infrastructure, servers, databases and applications
- Annual external penetration testing by an Independent, qualified vendor
- Firewalls configured based on the principle of least privilege
- Intrusion detection
- Background screenings for all personnel (employees and contractors)
- Managed patching and updates

- State of the art SSL installation, management and renewal included
- Load balancing and object caching built in for instant scaling
- 99% uptime
- WP Engine blocks over 150 million malicious events each month

Since the launch of the new website, our team has closely monitored sales and conversion metrics on a near-daily basis. To track the consumer journey through [wvstateparks.com](http://wvstateparks.com) and the e-commerce subdomain, we first needed to set up cross-domain tracking to allow users to travel in-between sites without losing their cookie information. We were then able to see valuable information about the users who interact with each website and what pages they used to enter the e-commerce subdomain.

Next, we set up tracking code which allowed us to see how much money was being spent and which cabins/lodge rooms were being purchased. Additionally, we tracked when users dropped out of the sales funnel, allowing us to pin down where users were having the most trouble in the checkout process and make changes to improve the conversion rate. Once we established a few months of baseline data, we collaborated with WV State Parks stakeholders on how to improve conversion rates in the online booking engine. This is where the majority of users were falling out of the sales funnel.

The first conversion update was related to the selection of dates of travel by users. When the website was first designed, the website did not require that a user select dates before seeing lodging inventory. The website simply defaulted to the coming weekend, with the idea being that users would see the park they wanted and they could then adjust their dates accordingly. What we found was that when users saw inventory without having selected dates, it became confusing as to what they needed to do next to book a trip for a given date. Most ended up getting to the parks they wanted, realizing they had to change the dates, searching the entire booking engine (across all parks) for their desired dates and essentially starting their sales journey over.

An update was made to the website so that all of the “Book Now” calls-to-action that had previously sent users into the booking engine (with no dates selected) were updated to require date selection first. New calls-to-action presented users with a prompt to select dates. Once users selected their dates, they were sent into the booking engine with those dates, and in many cases, their park already selected.

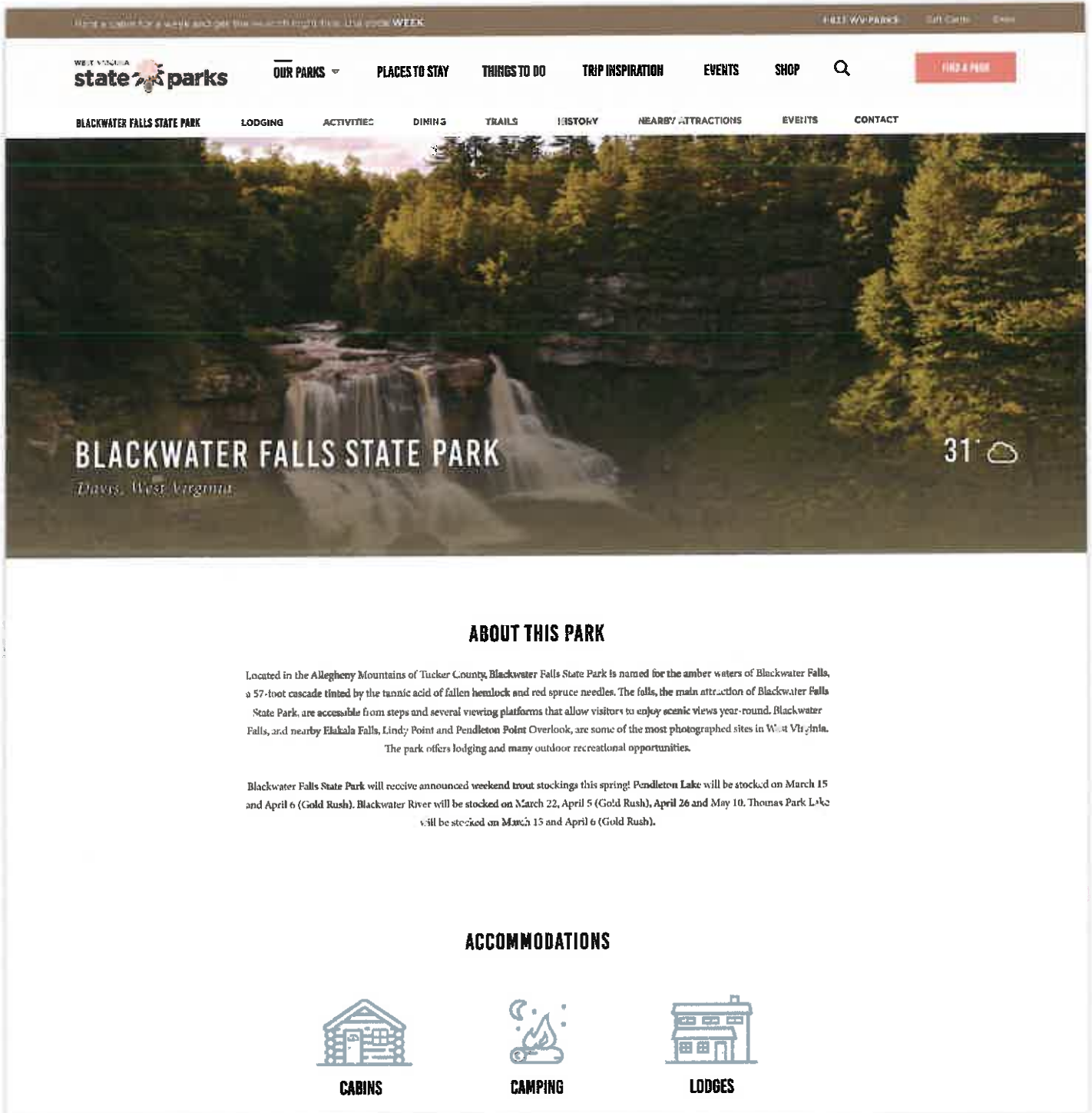
As a result of this change, we have seen an 18% increase in revenue, a 6.3% increase in conversion rate, and a 21.5% increase in transactions since June 22, 2018 compared to the prior period.

In 2019, Digital Relativity was asked to work on a reskin of the site, updating the user-facing portions of the website with a new look and feel, updating navigation and expanding content to highlight camping, lodging, and activity options within the parks. Alongside the reskin of the website, our team was tasked to work on the implementation of Spotlio, a booking engine platform that works with Inntopia to present the existing lodging and inventory in a more user-friendly and customizable way.

First, our team worked on a series of designs that incorporated stakeholder feedback and analytics and heatmap findings, along with the refreshed state parks brand. A new navigation was developed with usability in mind, drawing from metrics that showed that the vast majority of users were searching for a specific park and then going into the existing booking engine. The new design aimed to refine this booking path, removing extraneous “clicks” and getting users through the sales funnel, starting with specific parks, much more quickly.

By all measures, these changes over the last two years have been a success. Since launch, the site has generated over \$5.9 million in revenue for the WV State Parks system.





### ABOUT THIS PARK

Located in the Allegheny Mountains of Tucker County, Blackwater Falls State Park is named for the amber waters of Blackwater Falls, a 57-foot cascade tinted by the tannic acid of fallen hemlock and red spruce needles. The falls, the main attraction of Blackwater Falls State Park, are accessible from steps and several viewing platforms that allow visitors to enjoy scenic views year-round. Blackwater Falls, and nearby Elkala Falls, Lindy Point and Pendleton Point Overlook, are some of the most photographed sites in West Virginia. The park offers lodging and many outdoor recreational opportunities.

Blackwater Falls State Park will receive announced weekend trout stockings this spring! Pendleton Lake will be stocked on March 15 and April 6 (Gold Rush). Blackwater River will be stocked on March 22, April 5 (Gold Rush), April 26 and May 10. Thomas Park Lake will be stocked on March 15 and April 6 (Gold Rush).

### ACCOMMODATIONS



CABINS



CAMPING



LODGES

### Partners:

West Virginia Tourism Office,  
West Virginia State Parks, and  
Commerce Communications

### 4.3.1.5. Digital Marketing and Advertising:

***The Vendor should have experience in digital marketing and advertising. Vendor should:***

***(A). Describe its digital marketing capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.***

We utilize in-house digital marketing tools to create comprehensive digital strategies that get results. Our experience and knowledge are evident in the success of our digital campaigns for various partners in the tourism space.

The Digital Relativity team has been helping companies craft marketing strategies that get results since our inception. Our digital-first approach has positioned us as an industry leader in this space, and our team has the tools and expertise in-house (we never outsource this work to third parties) to run partner campaigns, leading to better results and a higher return on investment.

An advantage to having in-house tools is the ability to create layers of targeting based on demographics, interests, and behavioral information and pair this with geotargeting, which, for example, allows us to target anywhere from a specific state/region down to one particular building or park. This type of granularity will enable us to purchase impressions and clicks strategically within the digital space.

To monitor the success of digital campaigns, our analytics team utilizes several powerful tools and makes recommendations based on this data. Our media buying and analytics team is not only fluent with these tools, they collectively have certifications in Google Analytics, TradeDesk Programmatic, Google Ad Search and Video, and WAZE navigation. While we are always exploring new platforms, our current list of digital campaign tools includes:

- Bionic - This powerful planning software is used to create media plans and authorizations. With this tool, we can manage budget allocations and keep track of placements and spend in one place. Also, this tool can send and receive media RFPs from vendors including information on reach, frequency, and GRP. Digital Relativity is currently evaluating additional media planning tools and expects to sign a contract with Strata in the coming month.
- Google Analytics - This platform tracks website traffic, behavior, conversions, and user acquisition. By reviewing and interpreting these analytics, we can make recommendations on adjustments to initiatives and campaigns as they are underway.
- Google Tag Manager - This platform is used to efficiently implement tracking code, set up additional tracking for analytics and extra security for code. We save time by creating, testing, and making any tracking code live without needing to work with the back-end developers of the website.

- TapClicks - This platform is used for comprehensive reporting across channels and allows partners to see their reports in real-time.
- Hotjar - This platform measures user behavior on a website by using heatmaps and scroll maps. We use this tool to make quick changes to landing pages based on that behavior.
- The Trade Desk - This platform is used to run digital ads across various channels and devices with extensive targeting capabilities. We have access to a vast quantity of ad inventory through this platform, ensuring the ads will get in front of the right consumer.
- AdButler - This is an ad serving platform that our digital placement team uses to create ad zones, which are sent to our media partners to place on their websites. With this tool, we can change ad creative in real-time, as well as add weighting, priority, flight dates, URL parameters, and third-party impression trackers. AdButler also allows us to keep an eye on impressions and clicks in real-time to ensure estimates are accurate and performing well, eliminating the back-and-forth between ad reps.

The following Digital Relativity team members will be responsible for media strategy

### **Pat Strader, CEO**

- Google Analytics Certification
- Google Ads, Search Certification
- WAZE Ads Certification

### **Sam Babcock, Digital Media and Analytics Manager**

- Google Analytics certification
- TradeDesk, Digital Programmatic certification
- Google Ads, Search certification
- Google Ads, Video certification

### **Alyssa Dreihaup, Media Coordinator**

- Google Analytics certification
- TradeDesk, Digital Programmatic certification



(B.) Provide one example of a recently executed digital marketing campaign and its results.

Although previously referenced in our response, the following case studies are also excellent examples of digital marketing campaigns.

# Salt Water Vacations 2019 Campaign

## About:

Salt Water Vacations (www.saltwatervacay.com) is a vacation rental and property management company located in Destin, Florida. They manage rentals for a variety of vacation properties throughout Destin, Fort Walton Beach, South Walton, and other area beaches. In mid-2018, we partnered with them to create and manage digital campaigns. The goal is to attract new visitors, specifically families and fishing enthusiasts.

## Objective:

1. Increase revenue and bookings of vacation rental properties

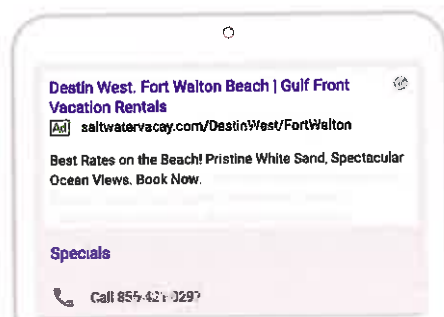
## Contact:

**Shantelle Dedicke**  
President and CEO  
Frances Roy Agency  
307-631-7644  
shantelle@francesroy.com

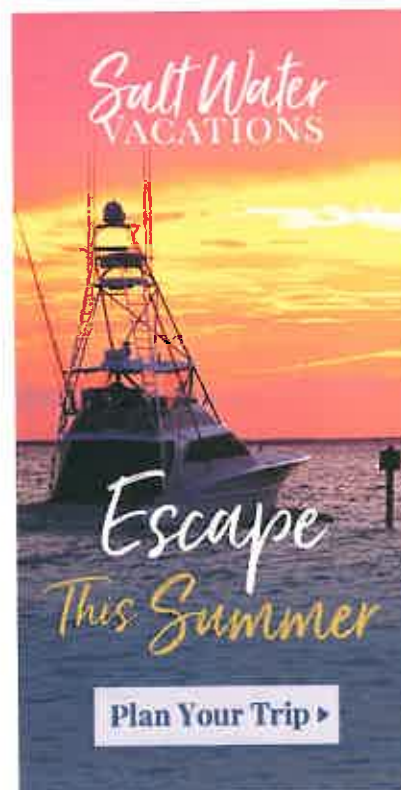
Campaign Creative



Facebook ad



Google text ad



Digital ad

## Strategy/Tactics:

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We also found that the company was using a powerful tool for CRM and reservations. However, the available data and insights from that tool to guide marketing decisions was not currently actionable.

We began with using an already established Google Adwords text campaign, where we adjusted bids and geographical targeting based on data within the platform and information from the partner. We also worked to organize analytics accounts, analyzing all the available data, and ensuring best practices in tracking set-up. Having these elements in place to provide actionable data was crucial to attribute revenue to our campaign efforts.

During the initial campaign launch, we had a budget of \$28,565.26 and limited data and tracking measures in place. We collaborated with Salt Water Vacations on ways to improve the performance of the current ad placements, including brainstorming new targeting initiatives according to booking cycles and interests, and taking a deep dive into the historic knowledge we could obtain. It was during these conversations with the partner that we discovered an untapped data source that was initially unavailable to us. Their CRM tool, Navis, allowed us to see historical data about their customers, track calls from each ad group, and attribute revenue to those sources. This was a turning point in the campaign.

Through the tool, we could see that family vacations accounted for 70% of bookings. We could also see what properties they wanted, and when they wanted them. Having this new data source and knowledge from the initial campaign helped us plan appropriately and make necessary adjustments and optimizations. We connected each ad group to Navis to start tracking each call throughout the campaign, and this allowed us to make additional changes based on performance.

The current digital campaign includes the following targeting tactics:

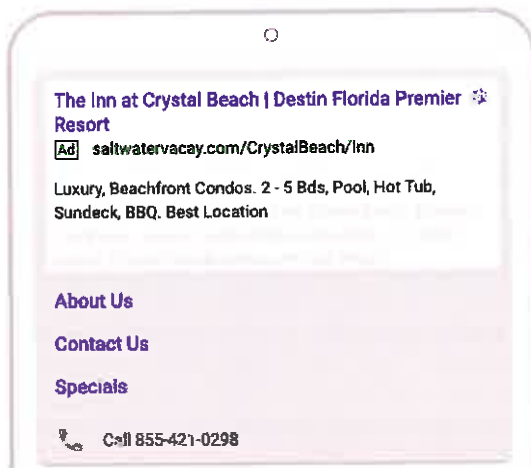
- **Behavior:** Families who have previously taken a beach vacation, or families who are currently looking at beach vacations
- **Interest:** Users who are interested in fishing trips
- **Lookalike:** Users who have similar interests/behaviors as Salt Water Vacation's converting customers
- **Retargeting:** Salt Water Vacation's database of past customers and users who previously visited the website
- **Text ads:** Users based on the keywords searches

## Results:

In 2019, we have spent \$23,271.70 on this campaign. This has garnered **5,613,072 impressions** and **20,690 clicks** to landing pages on saltwatervacay.com. We have seen impressive growth from both call-in reservations and online reservations that can be attributed directly to our work. To date, **\$74,522.87 in revenue** has been booked from calls and **\$99,289.83** has been booked online, for a total of **\$173,812.70**. We continue to optimize campaign parameters and monitor performance.



Digital ads



Google text ad



# Visit Southern West Virginia

## Stay a Little Longer Campaign

### About:

Visit Southern West Virginia promotes travel and tourism for nine counties in southern West Virginia. The “Stay a Little Longer” campaign encourages visitors to consider extending their vacation by a few extra days to take in everything that the region has to offer. This campaign, which began in 2018, has been continuously optimized based upon the data and also makes use of new advertising technology that allows us to connect digital ad exposure to hotel stays. The campaign began in early 2019 and will run throughout the year. To date, we have spent \$32,000 and have a budget of \$116,900 for the entire campaign.

### Objective:

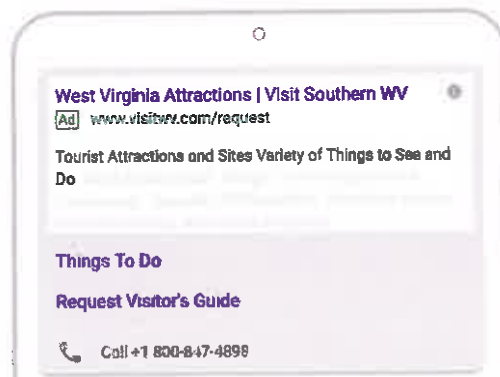
1. Measure hotel visits from digital marketing
2. Increase website conversions YoY

### Contact:

**Becky Sullivan**  
Marketing Director  
Visit Southern West Virginia  
304-252-2244  
becky@visitwv.com



Seasonal digital ad



Google text ad



Digital ad

## Strategy/Tactics:

A key element of this campaign's strategy is location measurement, which allows us to match a user's ad impression with their device when it arrives at a hotel (or any lodging property) in Visit Southern West Virginia's member region. At the start of the campaign, we created geofences around lodging properties (hotels, Airbnbs, cabins) and gave each property a unique conversion number. This allows us to see where and when users are arriving from the digital campaign. This arrival measurement is one of the true data points CVBs/DMOs can capture since many of them do not have the data or tools to attribute direct revenue to their efforts.

Secondary conversions for this campaign are guide requests, newsletter signups, and clicks to CVB member websites.

This digital campaign includes the following targeting tactics:

- **Behavior:** Users whose location history suggests that they are parents with young children, and who are adventurous and active in the summer
- **Interest:** Users who would be interested in activities to do in the area (hiking, scenic drives, weddings, Spartan race, etc.)
- **Lookalike:** Users who have similar interests/behaviors as Visit Southern West Virginia's existing converting customers
- **Retargeting:** Visit Southern West Virginia's database from past campaigns and users who previously visited the website
- **Text ads:** Users based on the keywords they are searching for

## Current Results:

With a spend of \$32,000 to date, we have received over **6,800,000 impressions** and over **21,900 ad clicks**. Visit Southern West Virginia has seen **623 hotel visits** from users exposed to digital ads, and they have also had 1,729 other website conversions (guide requests, newsletter signups, etc.). As an added value conversion, the campaign has also generated almost 242 clicks to partner websites. We continue to optimize each placement, using the data that is coming in daily to adjust targeting, budget allocations, and even creative as necessary.

# GoMart, Inc.

## 2018 Naughty or Nice Campaign

### About:

GoMart is a regional convenience store chain headquartered in West Virginia, with stores throughout the state, and in Ohio and Virginia. Digital Relativity is GoMart's agency of record. We recently assisted with the launch of an app that offers monthly coupons for their customers. We have integrated contests into the app, like the holiday-themed Naughty or Nice campaign, in order to drive more users to this new program.

The 2018 campaign gave users the opportunity to win one of four different prize packages that they could select when visiting the campaign landing page. Entries for one of the packages were collected solely through the app in order to generate downloads.

The campaign had a budget of \$7,500 for creative and media and ran from November 1 - December 10, 2018.

### Objective:

1. Increase GoMart's database for future promotions
2. Increase brand awareness for GoMart
3. Increase total conversions/entries, while also integrating with the new GoMart app.

### Contact:

**Ian Stewart**

Marketing Director

GoMart Inc.

304-364-8000 ext: 1126

IStewart@GoMart.com



Facebook ad



Digital ad



Digital ad

## Strategy/Tactics:

The campaign's media plan was based on the results of the previous year's digital campaign and existing metrics. A large portion of the budget was dedicated to targeting mobile device users to reach those who were more likely to download and enter through the app.

The following targeting tactics were incorporated:

- **Interest:** User groups based on each package (shopping, gaming, sports, etc.) with variations based on the packages users could win
- **Lookalike:** Users who had similar interests/behaviors as GoMart's customers.
- **Retargeting:** Users who previously visited the website and those who entered past contests

## Results:

A \$5,000 spend resulted in **750,000 impressions** and over **12,000 clicks** to the GoMart website. There were **18,297 entries** in the contest, which was a **59% increase year over year**. There were **1,671 entries** through the app and an additional **796 clicks** to the app store from the campaign. These clicks to the app store most likely contributed to app downloads, which was an added value conversion for the partner.



**GoMart**  
Sponsored · 🌐

Win a Fallout 76 Pipboy Kit, game and a FunkoPop! Also, you can win a Playstation Mini, Fortnite shirt and stuffed llama! Enter now to win!



GOMART.COM  
**Naughty or Nice - Gaming**  
He's making his list and checking it twice. Sign up today to...

[Sign Up](#)

Facebook ad

### 4.3.1.6 Full Marketing Campaigns

**Vendor 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 project. 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.**

On the heels of the successful "It Could Happen to You" campaign for the West Virginia Lottery, the Digital Relativity team was tasked with developing a comprehensive plan that would maximize the budget and allow for flexibility to customize television spot end-tags with various calls-to-action. After careful consideration of various conceptual developments, we crafted a campaign that would become a playful extension of the themes leveraged the previous year, introducing the "Lotto Bros" as an entertaining new spin to the creative. The spots allowed the audience to follow along in the pair's absurd adventures exploring ideas and situations that were "never going to happen."



The campaign strategy spanned across multiple channels including television and pre-roll, radio, digital ads, and digital out of home. Capitalizing on the two recognizable characters, Digital Relativity, in partnership with the West Virginia Lottery, explored bringing the characters to life through engaging social stories and public appearances at the West Virginia State Fair along with West Virginia University and Marshall University football games. While on location, the Lotto Bros helped distribute promotional items, including t-shirts, to those who took selfies with the Bros. Instagram stories documenting the adventures of the Bro's received strong engagement and outperformed all other Instagram posts. The stories continue to grow in views since their creation, with the "Lottery App" story boasting the most views for a combined total of 1,268.



The primary goal for this campaign was to increase overall ticket sales, but specifically to increase scratch-off tickets (Instant Games) sales by 10%. For each 30-second television spot, Digital Relativity planned to customize the tag-out with a specific scratch-off ticket. Corresponding digital ads for the ticket itself, as well as digital billboards, were placed to increase visibility.

Targeting for digital and broadcast planning was informed by research and the previous campaign metrics. A secondary goal was to target a younger demographic but continue to reach a broad audience with the messaging. To do this, the campaign focused on more traditional ideas of situations that were “never going to happen” for overall appeal, but they were delivered in a somewhat absurd, over-the-top style that would appeal to a younger audience.

Digital advertising pre-roll placements garnered 3,926,116 impressions in the four months they ran. The campaign resulted in digital ads realizing a \$4.30 CPM and a \$3.37 CPC. The “Hole in One” video received the best response, receiving a 73.38% completed video view rate in pre-roll placements. Broadcast spots were placed with traditional networks and cable television such as Comcast and Time Warner, in addition to radio placements and sponsored live reads with the WV MetroNews network. These networks covered all state markets, with a total of 5,187 spots airing over the initial rollout through February of 2019.

Year-over-year comparisons to date for Fiscal Year 2019 show a 17.78% increase in instant game sales, almost eight percent more than the original objective. These are direct sales numbers as reported by West Virginia Lottery retailers.

## Contacts:

### Kayla Brown

Deputy Director of Marketing  
West Virginia Lottery  
304-558-0500  
KBrown@wvlottery.com

### Sara Harpold

Advertising Manager  
West Virginia Lottery  
304-558-0500  
Sharpold@wvlottery.com

The following staff members were involved with this project:

Abbey Fiorelli	Justin Ferrell
Ben Amend	Sarah Powell
Matt Sanchez	Lauren Barker
Pat Strader	Elizabeth Pabst
Sam Babcock	Josh Adams
Alyssa Dreihaup	

A banner for the West Virginia Lottery. On the left, two people in colorful shirts stand on a green mat next to a large blue and red striped cone. To the right is a red circular logo with the West Virginia Lottery name. The text on the banner reads: "You never know: It could happen to *you*." followed by "Play Today!". At the bottom right are social media icons for Facebook, YouTube, and Instagram, along with the website "wvlottery.com".

**“Lotto Bros” campaign results:**

**3,926,116**  
IMPRESSIONS

**73.38%**  
COMPLETED VIDEO  
VIEWS

**17.78%**  
INCREASE IN  
INSTANT GAME  
SALES

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## 4.4 Oral Presentations

***The Agencies have the option of requiring oral presentations of all Vendors participating in the RFP process. If this option is exercised, it would be listed in the Schedule of Events (Section 1.3) of this RFP. During oral presentations, Vendors may not alter or add to their submitted proposal, but only clarify information. A description of the materials and information to be presented is provided below:***

***Materials and Information Requested at Oral Presentation:***


### 4.4.1

***The Vendor should present both of the sample creative projects described in Section 4 of this CRFP, at the discretion of the Vendor. All strategic and creative elements included in the proposal and presented orally to the evaluation committee should be developed and executed by current employees of the Vendor. Commerce recommends that vendors not use outside consultants and freelancers in the oral presentation. The account person designated as the primary contact should play a role in presenting to the evaluation committee. This presentation is designed to demonstrate the Vendor's analytical, strategic, and creative capabilities. It is NOT designed to assess finished art and production values. Vendor should provide all written materials with its technical proposal for evaluation prior to the Oral Presentation.***

Digital Relativity understands the requirements and instructions pertaining to oral presentations. We are prepared to present as described if selected.



# Request For Proposal


	<b>Purchasing Division</b> 2019 Washington Street East Post Office Box 60130 Charleston, WV 25305-0130	<b>State of West Virginia</b> <b>Request for Proposal</b> <b>10 – Consulting</b>
---	---	--

<b>Proc Folder: 559537</b> <b>Doc Description: WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES</b> <b>Proc Type: Central Master Agreement</b>				
Date Issued	Solicitation Closes	Solicitation No		Version
2019-03-14	2019-04-26 13:30:00	CRFP	0307 DEV1900000001	1

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

VENDOR
<b>Vendor Name, Address and Telephone Number:</b> Digital Relativity 129 South Court Street, Unit 2 Fayetteville, WV 25840 Phone: 304.663.6890 Fax: 304.608.2121

<b>FOR INFORMATION CONTACT THE BUYER</b> Michelle L Childers (304) 658-2083 michelle.l.childers@wv.gov
---

Signature X 	FEIN # 90-0638435	DATE 4/25/19
All offers subject to all terms and conditions contained in this solicitation		

# REQUEST FOR PROPOSAL

## WV Dept. of Commerce Advertising Services

divided by the cost of the proposal being evaluated to generate a cost score percentage. That percentage is then multiplied by the points attributable to the cost proposal to determine the number of points allocated to the cost proposal being evaluated.

**Step 1: Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage**

**Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score**

**Example:**

Proposal 1 Cost is \$1,000,000

Proposal 2 Cost is \$1,100,000

Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 –  $\$1,000,000 / \$1,000,000 = \text{Cost Score Percentage of } 1 \text{ (100\%)}$   
Step 2 –  $1 \times 30 = \text{Total Cost Score of } 30$

Proposal 2: Step 1 –  $\$1,000,000 / \$1,100,000 = \text{Cost Score Percentage of } 0.909091 \text{ (90.9091\%)}$   
Step 2 –  $0.909091 \times 30 = \text{Total Cost Score of } 27.27273$

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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.

Digital Relativity, LLC  
(Company)

Patrick J. Strader, FOUNDER/PRESIDENT  
(Representative Name, Title)

304-663-6890  
(Contact Phone/Fax Number)

Revised 06/02/2018

4/25/19  
(Date)

# Designated Contact

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Pat J Strader FOUNDER/PRESIDENT  
(Name, Title)  
Patrick J. Strader FOUNDER/PRESIDENT  
(Printed Name and Title)  
129 S. Court St. Unit B Fayetteville, WV 25840  
(Address)  
304-663-6890 304-608-2121  
(Phone Number) / (Fax Number)  
pat@digitalrelativity.com  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated 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.

Digital Relativity, LLC  
(Company)

Pat J Strader Patrick J. Strader FOUNDER/PRESIDENT  
(Authorized Signature) (Representative Name, Title)

Patrick J. Strader FOUNDER/PRESIDENT  
(Printed Name and Title of Authorized Representative)

4/25/19  
(Date)

304-663-6890 304-608-2121  
(Phone Number) (Fax Number)

# Addendum Acknowledgment

## ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CRFP 0307 DEVI900000001

**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.

Digital Relativity, LLC  
Company

[Signature]  
Authorized Signature

4/25/19  
Date

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





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

State of West Virginia  
 Request for Proposal  
 10 - Consulting

Proc Folder: 559537

Doc Description: ADDENDUM 1- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-04-08	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	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:**

Digital Relativity  
 129 South Court Street, Unit 2  
 Fayetteville, WV 25840  
 Phone: 304.663.6890 Fax: 304.608.2121

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X 

FEIN # 90-0638435

DATE 4/25/19

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

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: DEV1900000001**

**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.

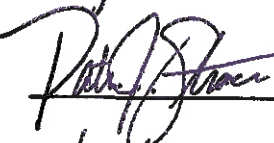
**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**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.

Digital Relativity, LLC  
Company  
  
Authorized Signature  
4/25/19  
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 60130  
 Charleston, WV 25305-0130

State of West Virginia  
 Request for Proposal  
 10 - Consulting

Proc Folder: 559537

Doc Description: ADDENDUM 2- WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
2019-04-18	2019-04-26 13:30:00	CRFP 0307 DEV1900000001	3

**BID RECEIVERS LOCATION**

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

**VENDOR**

Vendor Name, Address and Telephone Number:

Digital Relativity  
 129 South Court Street, Unit 2  
 Fayetteville, WV 25840  
 Phone: 304.663.6890 Fax: 304.608.2121

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

FEIN # 90-0638435

DATE 4/25/19

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

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# Accounting Review Letter



**Dimit  
Accounting  
Corp.**

729 29<sup>th</sup> Street Parkersburg, WV 26101  
P: 304-615-3419 • F: 304-205-1711

---

April 23, 2019

To Whom It May Concern,

Dimit Accounting Corp has been handling portions of the accounting records for Digital Relativity LLC since the business began in 2011. Our firm assists with monthly invoicing, accounts receivable, monthly bank reconciliations, payroll, and preparation of required federal and state quarterly filings. In addition, we prepare the annual 1120S Income Tax form and are regularly available for consulting and various other accounting services as needs arise.

Digital Relativity is a single member LLC maintained by, Pat Strader. Pursuant to the request of Mr. Strader, our firm has been engaged to compile the financial statements including footnote disclosures of Digital Relativity for the calendar years ended 2016, 2017, and 2018. We anticipate this compilation will be completed by June 1, 2019.

If you have any questions regarding the accounting services we provide or the compilations being prepared, please feel free to contact me using the information above.

Sincerely,

*Rebecca L Dimit, CPA*

Rebecca L Dimit, CPA  
Dimit Accounting Corp

# Certificate of Insurance



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/23/2019

**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 have ADDITIONAL INSURED provisions or 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).**

<b>PRODUCER</b>		<b>CONTACT NAME:</b> Jenney Wilson	
Curtis Miller Insurance Agency, Inc.		<b>PHONE (A/C, No, Ext):</b> 304-485-6431	<b>FAX (A/C, No):</b> 304-485-8139
1800 Blizzard Drive		<b>E-MAIL ADDRESS:</b> jenney@curtismillerins.com	
Parkersburg WV 26101		<b>INSURER(S) AFFORDING COVERAGE</b>	<b>NAIC #</b>
		<b>INSURER A :</b> The Hartford	11000
		<b>INSURER B :</b> Travelers	
		<b>INSURER C :</b>	
		<b>INSURER D :</b>	
		<b>INSURER E :</b>	
		<b>INSURER F :</b>	

**INSURED**

Digital Relativity LLC  
129 South Court Street  
Unit B  
Fayetteville WV 25840

**COVERAGES**

**CERTIFICATE NUMBER:**

**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 CBR	INSR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			415BAIW0896	06/01/2018	06/01/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 350,000 MED EXP (Any one persn) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			415BAIW0896	06/01/2018	06/01/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> <b>EXCESS LIAB</b> OCCUR CLAIMS-MADE DED RETENTION \$			415BAIW0896	06/01/2018	06/01/2019	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	UB-1J748252-19-42-G	03/28/2019	03/28/2020	PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	Fallsafe Mega Technology Errors or Omissions Liability			415BAIW0896	06/01/2018	06/01/2019	Each Occurrence \$ 300,000 Aggregate \$ 300,000

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

**CERTIFICATE HOLDER**

**CANCELLATION**

WV Development Office Administration  11900 Kanawha Blvd. E Bldg. 3, Suite 800 Charleston WV 25305	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 <i>Jenney Wilson</i>
--	---

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# Purchasing Affidavit

STATE OF WEST VIRGINIA  
Purchasing Division

## PURCHASING AFFIDAVIT

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** 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 §81-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: Digital Relativity LLC

Authorized Signature: [Signature] Date: 4/23/2019

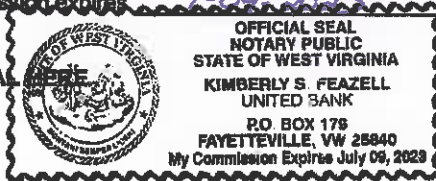
State of West Virginia

County of Fayette, to-wit:

Taken, subscribed, and sworn to before me this 23 day of April, 2019.

My Commission expires 7-09-2023, 20  .

AFFIX SEAL



NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 01/19/2018)

# Disclosure of Interested Parties

## West Virginia Ethics Commission



## Disclosure of Interested Parties to Contracts

Pursuant to *W. Va. Code* § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

**"Business entity"** means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

**"Interested party" or "Interested parties"** means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company), and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

**"State agency"** means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of *W. Va. Code* § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

*This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304)558-0664, fax: (304)558-2169; e-mail: [ethics@wv.gov](mailto:ethics@wv.gov); website: [www.ethics.wv.gov](http://www.ethics.wv.gov).*

Revised June 8, 2018

# Disclosure of Interested Parties

West Virginia Ethics Commission  
**Disclosure of Interested Parties to Contracts**  
(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: Digital Relativity, LLC Address: 129 South Court Street, Unit 2  
Fayetteville, WV 25840

Name of Authorized Agent: Patrick J. Strader Address: 129 South Court Street, Unit 2  
Fayetteville, WV 25840

Contract Number: CRFP 0307 DEV1900000001 Contract Description: Advertising Services

Governmental agency awarding contract: West Virginia Department of Commerce

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract  
 Check here if none, otherwise list entity/individual names below.
2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)  
 Check here if none, otherwise list entity/individual names below.
3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)  
 Check here if none, otherwise list entity/individual names below.

Signature:  Date Signed: 4/23/2019

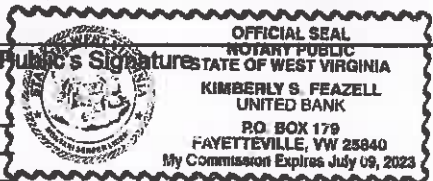
### Notary Verification

State of West Virginia, County of Fayette

I, Patrick J. Strader, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 23<sup>rd</sup> day of April, 2019.

To be completed by State Agency:  
Date Received by State Agency: \_\_\_\_\_  
Date submitted to Ethics Commission: \_\_\_\_\_  
Governmental agency submitting Disclosure: \_\_\_\_\_





# Vendor Preference

WV-10  
Approved / Revised  
06/08/18

## State of West Virginia 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, 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,  
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; 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 that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's 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.
8.  **Application is made for reciprocal preference.**  
 Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

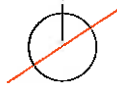
Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to (a) rescind the contract or purchase order, or (b) assess a penalty against such Bidder 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.

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.

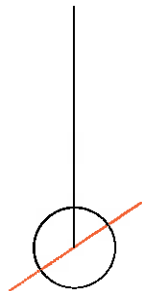
Bidder: Digital Relativity, LLC Signed: [Signature]  
Date: 4/23/2019 Title: Funder/CEO

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.





## Work Samples



## THE CONVENTION & VISITORS BUREAU OF MARION COUNTY

We are the agency of record for the Convention & Visitors Bureau of Marion County and have been working with them since 2013. In the past year alone, we have tackled a new branding project, complete with a new website, visitors guide, postcards, rack cards, newsletter template, photography, videography, and digital advertising.

### Services

Creative Strategy	Website Design and Development
Illustration	Video Production
Graphic Design	Motion Graphics
Project Management	Digital Campaign Strategy and Execution
Copywriting	
Photography	
Print Management	

### Contact:

**Leisha Elliott**  
Executive Director  
CVB of Marion County  
304.368.1123  
[leisha@marioncvb.com](mailto:leisha@marioncvb.com)

# The Convention & Visitors Bureau of Marion County

## Marion County “The Middle of Everywhere”

The Convention & Visitors Bureau of Marion County Inc. wanted to create a new brand to focus on being the central point of access to the region’s best attractions. During focus groups to find out what people thought of “Marion County,” one common theme stood out - how centrally located the county is. It was also noted that when Fairmont was first incorporated in 1820, its original name was Middletown. Digital Relativity created the tagline “The Middle of Everywhere” and a fresh new logo that reflected the past with the use of the courthouse in the map point with vibrant colors.

Along with the new tagline and logo, Digital Relativity also created a new website and travel guide. The website and travel guide features everything to do in Marion County, including unique attractions, lodging, history and heritage, outdoor recreation and dining opportunities. New rack cards that gave more detail about themed itineraries in the area were also created.

## Stats from 7/2 - 9/15 following the new website launch:

# 43% INCREASE

in page views

- **26.5%** increase in sessions
- **39%** increase in unique users
- **13%** Increase in pages/sessions
- **4%** decrease in bounce rate



Desktop



Mobile

# The Convention & Visitors Bureau of Marion County



## Redesigned Visitor Guide

The updated visitor guide uses bright, colorful imagery and engaging information. It features everything to do in Marion County, including unique attractions, lodging, history and heritage, outdoor recreation and dining opportunities.

Check out our new travel guide! From delicious dining and comfortable lodging to family fun and outdoor adventure, discover everything that makes us the middle of everywhere.

[Get a Guide](#)

## Launch Email & Newsletter Format

# 21.1% OPEN RATE

# CLICK RATE OF 5.1%



### Itineraries

Ready for your Marion County getaway? Find an itinerary perfect for your type of trip, or plan out your own with our custom itinerary builder!

[Plan My Trip](#)



### End of Summer Getaways

Don't be bummed, summer isn't over yet! Check our calendar of events for getting back into business or take of family fun arranged for a relaxing summer getaway. Whether you're looking for a family getaway or a romantic escape, we have you covered.



### Football Season is Almost Here

It's almost time for the boys of fall to take the field! Whether you're cheering on the Mountaineers or the Fighting Hawks, you'll love the excitement of the season. Don't forget to check out our game guides for more information on the season's events.

Rack Cards



Discover old-world charm in Marion County. Italian heritage runs deep here - in fact, West Virginia's state food, the peppercorn roll, was created here! Visit Country Club Bakery to taste two original recipes. Then, gather the whole family for a classic Italian meal in the middle of everywhere.

PLACE  
STAMP  
HERE



MARIONCOUNTY.COM  
800.238.1122

*"We are so excited to be launching this new brand, Marion County is thriving, and with this brand we have a new excitement about promoting everything Marion County and this region has to offer. We're hoping this encourages visitors to the area to stay in Marion County, even when visiting surrounding areas."*

**Leisha Elliott, Marion CVB**  
Executive Director

Postcards



# The Convention & Visitors Bureau of Marion County



Convention & Visitors Bureau of Marion County

July 26 at 9:28 AM · 🌐

Marion County has a new look! Our region is thriving, and we're celebrating everything that makes it special. It's time to re-discover Marion County—the middle of everywhere.

Discover for yourself at <http://ow.ly/t3JX30I848m>

#mymarionwv #almostheaven



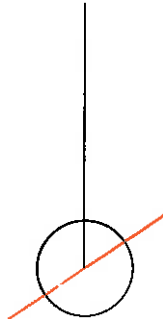
## Launch Video

The video on Facebook has had thousands of views.

## Digital Ads

Since launch period of 7/26-9/15 2018, ads have gotten 3,222,665 impressions and 6,649 click-throughs to [marioncvb.com](http://marioncvb.com).





## VISIT SOUTHERN WEST VIRGINIA

Visit Southern West Virginia promotes travel and tourism for nine counties in Southern West Virginia. Digital Relativity has worked with the agency for years but just recently took over all the marketing efforts including the visitor guide, digital advertisements, print, and collateral design. The “Stay a Little Longer” campaign, a new campaign that encourages visitors to stay a few extra days to take in everything that the region has to offer, was launched with the release of the 2018 travel guide and is supported through print and digital placements.

### Services

Creative Strategy

Illustration

Graphic Design

Project Management

Copywriting

Photography

Print Management

Website Design  
and Development

Video Production

Digital Campaign  
Strategy and  
Execution

### Contact:

**Becky Sullivan**

Marketing Director

Visit Southern West Virginia

304-252-2244

[becky@visitwv.com](mailto:becky@visitwv.com)

# Visit Southern West Virginia

## “Stay a Little Longer” Campaign

The “Stay a Little Longer” Campaign encourages visitors to extend their stay in southern West Virginia by highlighting just how much there is to do in the region. With this campaign, Digital Relativity created a new travel guide along with digital and print ads. A new website launched October 24, 2018.

Ads focus on outdoor adventure, relaxing family moments, unique heritage and small town charm. The guide promotes southern West Virginia as a travel destination for all seasons and is organized by the nine counties. Featuring articles on unique activities in each county in the region, the guide highlights things that first-time visitors may miss and encourages visitors to stay a little longer and experience all that southern West Virginia has to offer. The guide also uses beautiful scenic imagery to tell the story of the region’s many recreation opportunities.



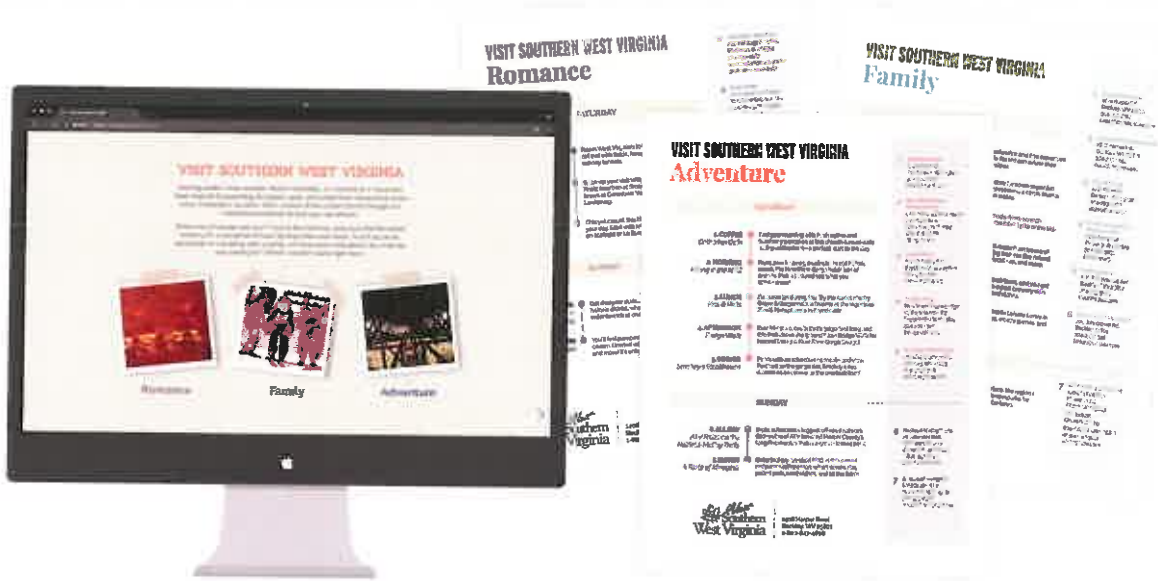
Since the latest guide was released in March 2019:

**4,417**  
ONLINE GUIDE  
REQUESTS

**609**  
ONLINE  
DOWNLOADS

**90,000**  
MAILED  
GUIDES

# Digital Magazine



Web Component  
[visitwv.com/winter/](http://visitwv.com/winter/)

Printable Itineraries

# Marketing Collateral

2017 Annual Report



2018 Marketing Plan



Brand Guidelines

# Visit Southern West Virginia

## Out-of-Home Travel Plaza Signage

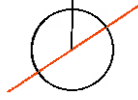


## Digital Ads



## Print Ads





## GOMART

GoMart is West Virginia's original gas station built on small-town, family-owned values. Digital Relativity started working with GoMart in 2015, with the goal to take the nostalgia of the brand into a new era through creative executions including the re-introduction of Marty, the "Go for Good Times" Gopher, WVU's Mantrip Contest, the Go to the Movies Contest, updated photography, video production, a new website, and the launch of a new app.

### Services

Creative Strategy	Print Management
Illustration	Website Design and Development
Graphic Design	Video Production
Project Management	Animation
Copywriting	Motion Graphics
Photography	Social Media Strategy
Digital Campaign Strategy and Execution	

### Contact:

**Ian Stewart**  
Marketing Director  
GoMart Inc.  
304-364-8000 ext: 1126  
IStewart@GoMart.com

# GoMart, Inc.

GoMart, Inc. is a convenience store chain based in Gassaway, West Virginia. The company currently operates over 120 stores in West Virginia and border areas of Virginia, Kentucky, and Ohio.

Our work with GoMart began in 2015 by analyzing research on the brand, customer demographics and behaviors. This information was used to develop tools and tactics to address three of GoMart's key goals:

1. Increase their database for use with future promotions
2. Increase their brand awareness
3. Begin to appeal to a younger demographic

To grow and expand GoMart's reach, we needed to make this convenience store brand more engaging. We rolled out new elements that built on their brand to create more consistency and richer content opportunities. Then we created campaigns that strategically partnered with product brands to broaden and deepen GoMart's appeal.



Revised Mascot

## Branding

### Marty

Our first step to creating more engaging content was to tie things together with Marty, a revival of GoMart's old gopher mascot. The vintage throwback was nostalgic for older customers and playfully engaging for new customers. A partnering agency had redesigned Marty, but we saw his full potential and gave the little guy the support he needed to be a real driver of the brand. Our design team created different versions of Marty to tailor to individual campaigns, fleshing out his look with a solid go-get-'em personality. He's not just the "spokesgopher", he's a memorable representative of the things people identify with about the GoMart brand. Plus, he's been a hit on social media.

Marty allowed us to streamline the social media editorial calendar to be more efficient. We're generating the same engagement with roughly a quarter of the posts.

We've also seen  
**4,580+**  
NEW PAGE LIKES

the newsletter email has an astounding  
**73%** CONVERSION  
RATE

## WVU Mantrip

GoMart is a sponsor of the WVU Mantrip, a home game tradition where the West Virginia University Mountaineer football team enters the stadium by walking through tailgating fans. Players feel the energy from their fans and the walk has become an integral part of the gameday process. This tradition is named after a mantrip, which is a low-to-the-ground system of shuttle cars that was, and still remains, the main transportation for workers entering and exiting an underground coal mine. Sponsoring the Mantrip helps to increase GoMart's brand awareness and connection to the state of West Virginia.

### DIGITAL ADS:

**2,874,910**  
IMPRESSIONS

**19,549**  
CLICKS

**68%**  
CTR AND \$.33 CPC

**534,309** SOCIAL MEDIA REACH

**18,928** SIGNUPS

**66%** NEW PAGE LIKES

### Digital Ad





# GoMart, Inc.



Signage



Social post graphics

## Deepening content & engagement campaigns

### “Go To the Movies” Campaign

The “Go to the Movies” campaign was created to build more brand awareness by partnering with brands GoMart carries in-store to create prize packages for highly anticipated movie releases. Marty, the company mascot, was transformed into featured movie scenes which were used across various platforms including social, digital advertising and point of purchase. The promotion increased participation each year and paid for itself through partnerships.



Social post graphic



Digital Ad

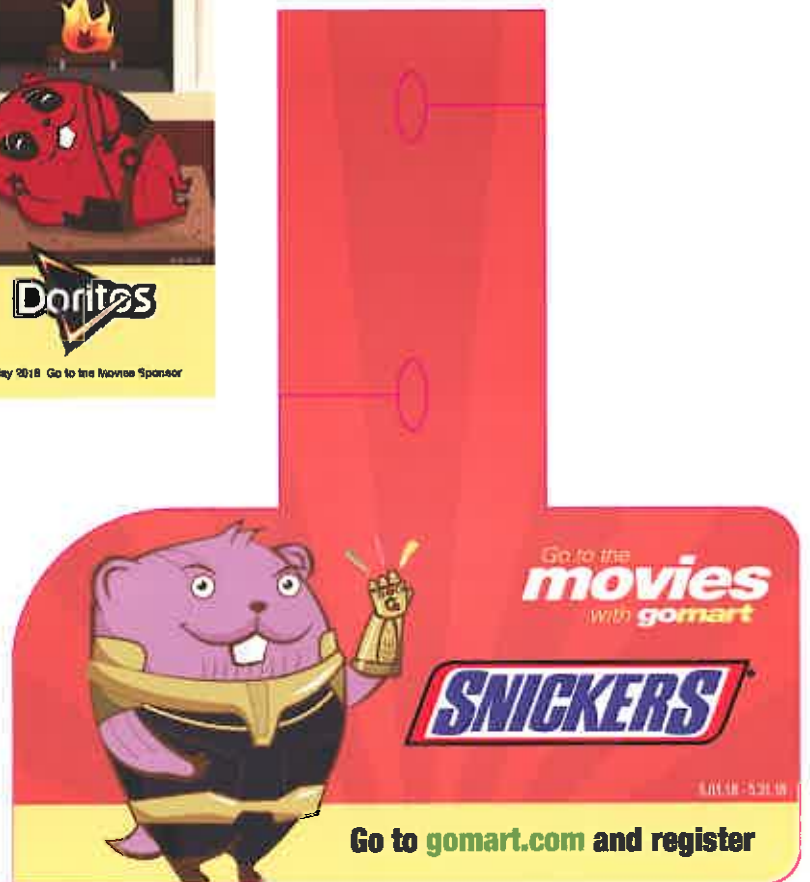
**3,799**  
ENTRIES

**338+**  
NEW FACEBOOK  
PAGE LIKES

**53.87%**  
EMAIL CONVERSION  
RATE

# GoMart, Inc.

## Gas Pump Extenders



Sponsor Rack Hanger

## “Naughty or Nice” Contest

When we took over the GoMart account, the “Naughty or Nice” campaign was an established success. The goal was to increase the email database in advance of an upcoming rewards program launch. The campaign ran about a month and a half and we made some updates to increase the results.

We noticed several of the entries from the launch year were far outside the GoMart area, automated sweepstakes entries, or repeat entrants. Instead of focusing on just boosting the number of entries we honed in on gathering more qualified leads. We ended the 2018 campaign with significantly more usable contacts overall than the previous year.

We created custom URLs for prize partners and shared promotional materials with them so they could activate their fan bases, too. This significantly expanded our social reach beyond our page’s average without monetary investment.

We uncovered some unique trends that drove our prize packages for 2018: in our strongest age ranges, ‘nice’ prizes were more popular across-the-board, while younger entrants selected both sides more evenly. We also added the ability to choose your individual prize package, so we could track their popularity to guide next year’s partnerships.

**4,986,764**  
IMPRESSIONS

**22,798**  
PAGE VIEWS

**80%**  
CONVERSION  
RATE

**59% INCREASE IN SIGNUPS FROM 2017**



Digital Ads



Gas Pump Topper

# GoMart, Inc.

## GoMart App Launch

To keep up with digital trends, GoMart decided to develop an app. The app is designed to reach a younger demographic and offer a more current means of offering coupons and savings to customers. We worked with another developer who created the app for them based on unique requirements and needs for convenience stores. We created an app launch promotion plan and continue to do promotions and communications for the app. This includes in-store signage, app coupons, videos, emails, social media posts and radio and digital advertising.

**9,790 verified users** have downloaded the app since its launch on April 2, 2018.

**Over 50,000 coupons** have been redeemed since the app launch.



App Coupons

**765,000**

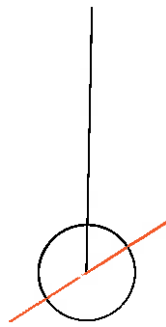
IMPRESSIONS

**6,830**

CLICKS

**7,088**

additional clicks to the app store  
from the website



## WEST VIRGINIA LOTTERY

Digital Relativity became the agency of record for the West Virginia Lottery in January 2017 and immediately started concepting a new campaign that would help drive ticket sales. A comprehensive campaign including TV, digital advertising, out-of-home, and print advertisements was launched in August 2017. This campaign, coined “It Could Happen to You”, played on idioms of luck to drive home the idea that winning the lottery “could happen to you.” After much success, the campaign was extended with a focus on the idea that your chance of winning the lottery is better than you think. The year-long campaign is currently running featuring the “Lotto Bros.” These TV spots are being paired with a comprehensive advertising strategy to support the campaign including social, print and out-of-home advertising.

### Services

Creative Strategy	Print Management
Illustration	Website Design and Development
Graphic Design	Video Production
Project Management	Animation
Copywriting	Motion Graphics
Photography	Social Media Strategy
Digital Campaign Strategy and Execution	

### Contact:

**Kayla Brown**  
Deputy Director of Marketing  
West Virginia Lottery  
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KBrown@wvlottery.com

## West Virginia Lottery

We are the agency of record for the WV Lottery. In that role, we assist with advertising campaigns and work with media to negotiate placements and manage buys. Our work with them is focused on a couple of simple goals: sell more tickets and increase awareness (both of lottery games and proceeds distribution).

Commercial Spot



### **“It Could Happen To You” Campaign**

In 2017, we developed a campaign for the WV Lottery around idioms associated with luck and the likelihood of an event taking place. We created spots based on flying pigs, blue moons, and actions that would normally result in bad luck (like a black cat crossing your path, mirrors breaking, etc.) actually not impacting luck at all. These concepts were readily accepted by the Lottery, and we incorporated them into various projects.

Specific campaign actions include:

- **Commercial spots.** These spots relied on minimal dialogue and visual imagery to grab the audience's attention and tell a story. Our creative team collaborated with Animal Studio to create three spots that were playful and engaging.
- **Radio spots.** Our content team wrote scripts for professional voice actors. In keeping with the campaign's playful tone, each radio spot used humor to engage listeners.
- **Digital and print ads.** Focusing on the flying pigs and blue moon creative specifically, these ads grabbed the audience's attention with dynamic imagery, engaging copy, and strong calls to action.
- **Guerrilla marketing tactics.** Our team planned surprises like flying "pigs" over the WV Lottery headquarters; black "cats" at state events and festivals; and blue moon projections on public buildings. Nothing grabs attention faster than the unexpected!
- In the first 10 days of the campaign, WV Lottery's website received **2,347 unique visits** from the campaign.

The pre-roll component of the campaign generated

**5,246,140**  
IMPRESSIONS

Please visit <https://digitalrelativity.com/digital-relativity-portfolio> to review the creative from this campaign.



# West Virginia Lottery

## Advertising



Print Ads



Digital Ads



Guerrilla Marketing Promo Card

## Guerrilla Marketing



Blue Moon Projection



Inflatable Pig

## Media Buys

WV Lottery media buys can be complex; placements are managed primarily with the use of Bionic media planning and buying software, which is a comprehensive portal for managing and reporting on media buys. We can create media plans, media authorizations for each campaign, and insertion orders and broadcast orders to send to vendors. We also have the ability to create flow chart-based reports showing what is running, has run, or will run in the future. We can create reports based on how budgets are being allocated. These can be categorized by advertiser, individual campaign, vendor, channel, etc. These reports can be pulled within individual campaigns or cross-campaigns.

## Jackpot Alerts

An ongoing media placement for the WV Lottery is Jackpot Alerts. These are media placements that we handle when jackpots reach certain levels. To fulfill these, we use Workamajig project management software to create the broadcast/insertion orders and Bionic to keep them accounted for. We request signed copies of vendors' orders that we also keep track of internally for both Jackpot Alerts and individual campaigns.

## Video Games Live Sponsorship Campaign

We helped the WV Lottery campaign for their sponsorship of the Video Games Live event at the Clay Center in February 2017. At this event, musicians perform selections from the music of video games, and the games are synced to the music. We worked with the WV Lottery to develop a digital campaign leading up to the event and an in-house promotion during the show. This campaign was targeted at those interested in games and gaming and reached a younger demographic; the WV Lottery is working to build awareness with millennials. 3 NES Classic systems were given away (two via a social media contest before the event, and one at the event itself). Large televisions were set up in the Clay Center lobby, and participants could compete and play Mario Kart while signing up to win one of the video gaming systems. The Mario Kart matches were streamed live on Twitch, a social channel for gaming, and on Facebook live.

Social engagement was impressive. For the short time that the contest was promoted, **over 120,000 people** were reached on social networks. During the event, there were **over 6,000 views** of the live gaming feeds.

# West Virginia Lottery

Video Spots



Print Ads

Digital Ads

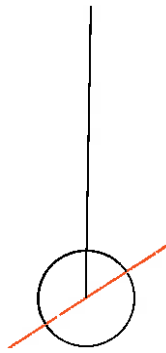
## Lotto Bros

“Never Going to Happen” is a funny and visually playful extension of the themes established in the “It Could Happen to You” campaign. The introduction of the “Lotto Bros” characters bring an entertaining new spin to the creative and allows the audience to follow along in the pair’s absurd adventures exploring ideas of situations that are “never gonna happen,” but do. The “Lotto Bros” are featured on TV, print, outdoor, and social media along with in-person appearances at special events as part of the comprehensive build-out of this year-long campaign.

**3,926,116**  
IMPRESSIONS

**3,009**  
CLICKS

**15%**  
CTR



## BRIDGE DAY

Bridge Day, West Virginia's largest one-day festival, attracts BASE jumpers, rappellers, and thousands of international spectators to Fayetteville each year. Over the years, Digital Relativity has helped Bridge Day build its digital presence from the ground up, starting with a website and pivoting to creating engaging social media content and strategy and compelling video and photography.

### Services

Creative Strategy	Website Design and Development
Illustration	
Graphic Design	Video Production
Project Management	Digital Campaign Strategy and Execution
Copywriting	
Photography	

### Contact:

**Sharon Cruikshank**  
Executive Director  
New River Gorge CVB  
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# Bridge Day

## Sponsorship

**Bridge Day**  
NEW RIVER GORGE, WEST VIRGINIA

**BRIDGE DAY 2018** RECAP

From leaps in social media engagements to outstanding daredevil stunts, Bridge Day 2018 was one to remember! Check out these impressive stats from the world's largest BASE jumping festival and West Virginia's most extreme one-day event.

**WEEK OF STATS** OCT 14 - 20, 2018

**FACEBOOK (OCT 14 - 20, 2018)**

- 338,098 PEOPLE REACHED
- 1,627 NEW PAGE FOLLOWERS
- 125,150 POST ENGAGEMENTS
- 19,216 REACTIONS
- 1,610 NEW PAGE LIKES
- 10,000 VIDEO VIEWS
- 2,715 PAGE VIEWS

**TWITTER (OCT 14 - 20, 2018)**

- 30 TWEETS
- 29,554 IMPRESSIONS
- 17 RETWEETS
- 10 MENTIONS
- 28 LINK CLICKS

**INSTAGRAM (OCT 15 - 21, 2018)**

- 40,367 INSTAGRAM IMPRESSIONS
- 1,196 PROFILE VISITS
- 2,132 ACCOUNTS REACHED

**ON BRIDGE KIT**

- 2.5x MORE PEOPLE ENGAGED ON THE NEW BRIDGE SOCIAL MEDIA
- 12,534
- 43.1%
- 1,500
- 18,084
- 3,210
- 11,373

**YEARLY STATS** OCT 2017 - OCT 2018

- 152,432 SESSIONS
- 248,521 PAGEVIEWS
- 2.15 PAGE CONVERSIONS
- 87% OF VISITORS ON MOBILE
- 22.8% OPEN RATE
- 15.9% CLICK RATE
- 13,990 LEADS ACQUIRED
- 900 RAPPALS
- 724 BASE JUMPS
- 16 DIFFERENT STATES
- 4 COUNTRIES REPRESENTED
- 17 FIRST TIME JUMPERS
- 40 CANYON LAUNCHES
- OVER 60 CLIMBS
- 17 OLDEST JUMPER

Sponsorship Package Kit

## Advertising



Print Ad

Bridge Day West Virginia  
It's a great day to fly!

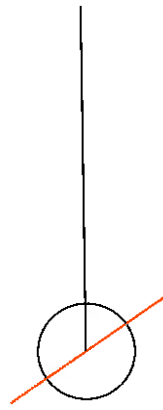
Bridge Day West Virginia  
It's a great day to fly!

Bridge Day West Virginia  
It's a great day to fly!

Social Media

## Photography





## ACTIVE SOUTHERN WV

In 2018, Digital Relativity worked with Active Southern West Virginia to layout four program manuals for use by program coordinators to illustrate the details of each program and walk the coordinators through the implementation process. A style for the manuals was established based off the existing Active Southern West Virginia logo and color palette with the addition of custom icons and elements to help illustrate the details of each program.

### Services

Creative Strategy  
Illustration  
Graphic Design  
Project Management

### Contact:

Melanie Seiler  
Executive Director  
Active Southern West Virginia  
304-254-8488  
[melanie@activeswv.com](mailto:melanie@activeswv.com)

# Active Southern WV

## Manuals



Community Captains Manual



40+ Icons



Creating a Bike/Walk Community



Kids Run Club Manual



Workplace Wellness