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WV PURCHASING DIVISION



WEST VIRGINIA STATE TREASURER'S OFFICE

REQUEST FOR PROPOSAL

CRFP STO2100000002

ADVERTISING/MARKETING/PR

July 13, 2021

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digitalrelativity.com



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About Us

For over 10 years, Digital Relativity has been successfully executing marketing and advertising projects for businesses and organizations throughout the United States.

Specifically, Digital Relativity has worked with a diverse set of partners including businesses involved in travel and tourism, professional services, non-profits, associations, restaurants and retail. The company is well-versed in crafting holistic strategies that engage and educate customers. Our marketing strategies and plans for partners emphasize approaching digital and traditional advertising as cooperative efforts, designed to be mutually supportive.





The DR Team

Digital Relativity'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 23 years of professional experience in marketing, sales 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, America Outdoors, La Fleur's Lottery World 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 National Apple Processors Association.



Sarah Powell
Chief Operating Officer

Sarah has over 17 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 MBA from Wake Forest University.



Abbey Reifsnnyder
Creative Director

Abbey understands partner needs and has been leading and producing award-winning advertising campaigns for over 16 years. She started her career in retail advertising prior to moving to West Virginia, where she found her passion in agency work assisting partners, both large and small, in achieving their marketing goals. While formally trained in print advertising, she is also a skillful writer, director and strategist. 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.



Cheryl Walker
Director of Account Services

Cheryl is a communications professional with over 28 years of experience. She started her career as a production assistant, assignment editor and reporter in local television. She honed her marketing skills at nonprofit organizations, in telecommunications and higher education. Cheryl has worked with partners in the healthcare, gaming, tourism, nonprofit and retail industries, to name a few. Cheryl has a B.S. in communications from West Virginia State University and a M.A. in communication studies from West Virginia University.



Jonathan Danz
Director of Ad Ops and Analytics

Jonathan has over ten years of experience in digital marketing including SEM, analysis and reporting, content production, planning and strategy and account management. At Digital Relativity, he helps to manage the ad operations and web development teams. Jonathan has a B.S. in journalism from Syracuse University and M.A. in archaeology from Washington State University.



Carrie Nesselrode
Director of DR Accelerator

Carrie has more than 30 years of experience in marketing. She is responsible for oversight and management of DR's new internship program, the Accelerator by DR. She has worked for several Fortune 500 companies, including GE Plastics and Fortune Brands in the home and hardware division. Carrie has a B.A. in advertising and graphic arts from Marshall University.



Josh Adams
Art Director

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 and work that includes company mascots, travel posters, children's characters and animated spots. He received his B.F.A. in advertising and graphic design from The Columbus College of Art and Design.



Caitlynn Jones
Graphic Designer

Caitlynn is a skilled designer and a 3D modeling specialist. She helps develop augmented reality and virtual reality experiences for DR partners and implements digital layouts for a variety of channels. Caitlynn has a B.F.A. in graphic design from Marshall University and has a background in game design and animation.



Matt Sanchez
Director of Digital Design

Matt is an experienced and award-winning multimedia producer and director who got his start in video production and animation. At Digital Relativity, he helps lead the creative team in the digital space, overseeing digital ads, UX/UI design and collaborating with the web development team on visual aspects. Matt 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.



Ben Amend
Multimedia Producer

Ben is a multi-disciplined artist with over ten 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.



Emily Akers
Content Coordinator

At Digital Relativity, Emily is responsible for social media and content coordination. She has a background in public relations writing and content creation and experience in the tourism industry. Emily has a B.A. in public relations from West Virginia Wesleyan College.



Katie Washington
Senior 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. Her work has been recognized numerous times by the American Society of Business Publication Editors. She received her B.A. in journalism and mass communication from St. Bonaventure University.



Michelle Bauer
Account Executive

Michelle is responsible for account management and strategic planning for Digital Relativity partners. She has almost 20 years of experience in sales, marketing, advertising, and analytics. Michelle has worked in television and media relations. She received her B.A. in advertising and integrated strategic communications at the University of Kentucky.



Kelli Steele
Account Executive

Kelli is responsible for account management and strategic planning for Digital Relativity partners. She has over 20 years of experience in marketing, advertising, event management and graphic design. Kelli has worked in a variety of industries including tourism, healthcare, nonprofit and beauty. A West Virginia native, she earned her B.A. in journalism and M.A. in counseling from Marshall University.



Meghann Ferguson
Account Executive

Meghann is responsible for account management and strategic planning for Digital Relativity partners. She has a background in marketing, public relations, event management, business development and community outreach. Meghann has worked in a variety of industries including campus ministry, nonprofit consulting, small business management and legal marketing. A Charleston native, she earned her B.A. and M.A. in journalism from Marshall University.



Lauren Barker
Project Manager

Lauren is responsible for project management and vendor coordination for Digital Relativity's partners. She has over 13 years of experience in advertising, marketing and public relations, four of which have also been in print production design and agency coordination. Lauren has developed, implemented and managed a variety of large-scale advertising campaigns ranging from public health, nonprofit organizations and, most recently, tourism. She has a B.A. in communications studies from Marshall University.



Justin Ferrell
Technical Director

Justin 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 and virtual conferences on technology and web development.



Aaron Gooden
Web Developer

Aaron has a wide range of skills and experience that he gained over 20 years of service in the nonprofit world. As a web developer at Digital Relativity, he focuses on back-end development — helping to make sure that everything is working “under the hood.” A West Virginia native, Aaron has a B.A. in philosophy and religion from Ohio Northern University and two M.A.s in Christian education and divinity from The Methodist Theological School in Ohio (Methesco).



Eric Fizer
Ad Ops and Analytics
Coordinator

As an Ad Operations and Analytics Coordinator at Digital Relativity, Eric helps oversee the input, targeting, optimization and performance analysis of digital ads. Born and raised in Morgantown, he holds a B.S.M.E. and M.S.M.E. in mechanical engineering from West Virginia 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.



Alyssa Dreihaup
Media Coordinator

Alyssa is responsible for billing and other financial affairs, as well as developing and managing media buys and organizing traditional media placements. She has a B.A. in journalism and mass communications, with a broadcast specialization from Edinboro University of Pennsylvania.



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.

Awards

INC. 5000: AMERICA'S FASTEST-GROWING PRIVATE COMPANIES 2019

Digital Relativity is ranked 1,225



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

Digital Relativity is ranked 202



THE TELLY AWARDS - 41ST ANNUAL TELLY AWARDS 2020

Silver Telly Award for General - Travel/Tourism for Regional TV

"Almost Heaven Winter" for West Virginia Department of Tourism

Bronze Telly Award for General - Travel/Tourism for Non-Broadcast

"The Place I Belong" for West Virginia Department of Tourism

Bronze Telly Award for General - Event Promotional Video

"Mountaineer Mantrip" for GoMart

AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2019 AMERICAN ADVERTISING AWARDS

Best of Show

WV Tourism Pocket Passport

Judges' Choice Award for Film/Video/Sound Branded Content More Than :60

WV Tourism Destination Unknown

Judges' Choice Award for Magazine Design

New River Gorge CVB Visitors Guide

Gold Award for Internet Commercial Campaign

WV Tourism Winter Brand Spots

Gold Award for Magazine Advertising Campaign

Huntington Redefined Print Campaign

Gold Award for Integrated Brand Identity Campaign

Huntington Area CVB Brand Redesign

Gold Award for Magazine Design

Bridge Day Magazine

Gold Award for Integrated Advertising Campaign Regional/National - Consumer

Lottery Bros Believe Campaign for West Virginia Lottery

Gold Award for Consumer Website

New River Gorge CVB Website

Gold Award for Integrated Brand Identity Campaign

New River Gorge CVB Brand Launch

Gold Award for Logo Design

New River Gorge CVB Logo

Silver Award for Regional/National Television Commercial

WV Tourism Winter Brand TV Spot

BEST OF SHOW

DIGITAL RELATIVITY

LOTTO BROS TV

WEST VIRGINIA

LOTTERY

Silver Award for Black & White/Color/Digitally Enhanced-Campaign

WV Tourism Winter Brand TV Spot

Silver Award for Black & White/Color/Digitally Enhanced-Campaign

Huntington Brand Photos

Silver Award for Card, Invitation or Announcement

Bridge Day Poster

Silver Award for Regional/National Television Commercial Campaign

Lottery Bros Believe Campaign for West Virginia Lottery

Silver Award for Brochure

Visit Southern West Virginia Wedding Guide

Silver Award for Consumer Website

West Virginia State Parks Website Update

Silver Award for Internet Commercial

GoMart Mantrip Spot

**PUBLIC RELATIONS SOCIETY
OF AMERICA - WEST VIRGINIA 2019 CRYSTAL AWARDS**

Marion County CVB Website

WV Lottery Never Gonna Happen Campaign

**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

Marion County CVB "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 Department of Tourism

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 CVB

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 CVB

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

BEST OF SHOW
DIGITAL RELATIVITY
LOTTO BROS TV
WE-13 VIRGINIA
LOTTERY

4.2 Project Goals, Objectives, and Mandatory Requirements

Throughout the year, the Agency needs advertising and promotional support services and materials for each of its public programs. The actual amounts expended will be determined solely by the Agency and will vary from year-to-year. Nothing in the RFP or any contract/purchase order issued shall prohibit the Agency from performing certain or all of the services contemplated in this RFP, nor from obtaining the services from another vendor if in the best interest of the Agency and/or the State of West Virginia. The Vendor should describe its approach and methodology to providing the service or solving the problem described by meeting the goals/objectives identified below. A Vendor's response should include any information about how the proposed approach is superior to other possible approaches.

4.2.1.1. Goal: Comprehensive marketing and/or advertising campaign

Discuss your firm's approach to plan, budget, design, and execute a comprehensive marketing and/or advertising campaign. Explain how you will use available funds in an efficient and cost-effective manner. Include your effort to ensure the creative material is relevant to the campaign goals. Discuss your approach in determining the best strategy, including the range of media that would be considered appropriate, such as newspaper/print, broadcast (television/radio), direct mail, or online, including your methods to place and track media. Detail how you will measure results. Provide examples of similar campaigns completed within the last 24 months.

At Digital Relativity, campaign planning is a collaborative strategic approach that first begins with understanding the goals and objectives of the campaign.

Learnings from the performance of previous campaign tactics are analyzed to make informed choices in the early planning stages. By understanding the approach, outcomes and budgets of previous campaigns, we will eliminate wasted effort and maximize the opportunity for efficiency and success.

Establishing the expected outcomes is essential to the process of developing a campaign. Knowing the desired results will guide us in identifying the audiences we will need to reach and the actions we wish for them to take. To determine and reach the appropriate audiences, we will examine the market and locations, how the audience engages with advertising content and their buying and lifestyle habits. Then, with the objectives and audiences identified, we will work in partnership with WVSTO to clearly understand what we will specifically measure and monitor to ensure progress towards those expected outcomes.

With that work completed, we will then have the necessary information to map content, creative and media channels to our target audience(s) and objectives. Next, we will develop cohesive messaging, reflected in the language and creative, that resonates across campaign channels with overarching goals and objectives in mind. We will construct these campaigns to work on multiple levels to build awareness, create consumer consideration and ultimately, compel the audience to convert — whether filling out a form, sharing information or making a purchase.

A holistic approach with a tradigital mindset will help determine budget allocations and appropriate media placements with efficiencies and accountability in mind. Utilizing long-standing relationships with West Virginia media vendors, we will create awareness via traditional channels such as newspapers, billboards, radio and TV as appropriate for the desired reach and frequency.

Additionally, we will lean heavily on digital placements for the value it provides, dollar for dollar in being able to reach specific audiences where they spend online time (specific websites and devices), how they live (occupations, interests, shopping behaviors) and where they are in any part of the world (geotargeting). Digital channels provide additional insights by connecting the dots from when a person views an ad to when they take action. These channels also provide the flexibility to be nimble and make necessary real-time adjustments based upon performance.

WVSTO will be provided with dashboards as well as regular progress reports from their DR Account Executive, to provide complete transparency of the status and performance of campaigns. Custom dashboards will display various metrics in near real-time such as budget status, website traffic, digital campaign metrics and other key performance indicators.

This information will provide opportunities for feedback and the necessary data to adjust the course of the campaign as needed, whether it be reallocating the budget for underperforming efforts or refreshing the creative.

Detailed comprehensive marketing and advertising campaign case studies are provided on **pages 57-97.**

4.2.1.2. Goal: Targeted digital advertising campaign

Discuss your firm's approach to planning, budgeting, and executing an effective digital marketing campaign. Explain how you will research and target appropriate audiences for program-specific messages and use available funds in an efficient and cost-effective manner. Discuss your ability to successfully use microtargeting to capitalize on consumer data, predict behavior, and develop a hyper targeted advertising strategy. Including your methods to place media and track results. Detail your effort to ensure the creative material is relevant to the campaign goals. Discuss how you will involve the Agency in finalizing plans. Provide examples of a similar campaign completed within the last 24 months.

First and foremost, Digital Relativity digital advertising campaign creation starts with data. We pair partner direction, budget parameters and timelines with website data, lead data and available industry research to identify target audiences. From there, we craft a detailed media plan outlining relevant ad platforms and budget allocations.

We are well-versed in digital advertising on The Trade Desk programmatic platform (display, video, audio and native), Google Ads (search, display, YouTube, shopping and location), Facebook/Instagram (display, video, instant experience, carousel and dynamic ads), Twitter, Spotify, Microsoft Ads (search and display) and locally served ads via AdButler ad server.

Using the audience and geotargeting tools in each platform, we build a focused plan designed to get key messaging to the right audiences. While we and our partners have assumptions about who we should target based on anecdotal information, we must always be testing those assumptions to avoid missing out on audience segments we may not have considered.

Creating audience segments across ad platforms allows us to see who responds to campaign messaging as well as the ad placements themselves. For example, during the WVDNR's annual Gold Rush fishing event, we targeted audiences with an affinity to hunting. As we monitored results we could see if our hunting audience responded well to fishing ads. Further still, we could see if our hunting audience responded to the fishing ads better on Facebook or programmatic display, desktop or mobile, in Morgantown or Charleston, and so forth. With that information, we were able to determine where best to allocate digital ad budgets to get the most effective results.

Our ad ops and creative teams work closely to marry targeted audiences with the right message points in service of the campaign goals. DR has a proven track record of identifying target audiences and getting documented results, from developing a younger audience for the West Virginia Lottery, to increasing organ donor designation in West Virginia among outdoors enthusiasts to growing New River Gorge CVB travel guide requests among families and outdoor adventurers.

Part of DR's success in creating strategies that get results can be attributed to the in-house digital marketing tools we use to create comprehensive digital strategies and 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 to purchase impressions and clicks strategically within the digital space. Using demographic, interest and behavioral targeting in combination with geotargeting (focusing on relevant places, from entire states or regions to one particular building or park), we help our partners reach the right people at the right place and time.

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:

- **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.
- **Google Search Console** - This service offered by Google helps us monitor, maintain and troubleshoot a site's presence in Google Search results. It's a complementary tool to Google Analytics in that it focuses on a site's organic search engine page results.
- **Google Data Studio** - This is a fully customizable data visualization tool that, using our Funnel.io connector platform, can bring in data from just about any other platform such as Google, Bing, Facebook, LinkedIn, Twitter, etc. Google Data Studio's real-time data integration saves time each month pulling reports.
- **Microsoft Clarity** - This new analytics platform provides basic information on sessions, interactions and engagement and breaks users down by device type, country and other dimensions. In addition, Clarity also provides heatmaps and session recordings to help better understand website users and identify sticking points. That information can then be used to optimize an existing website (or landing page) or reveal additional needs.

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- **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 offers a vast ad inventory across various channels (audio, video, display, native) outside the closed ad environments offered by Google and Facebook. In addition, its data management platform provides extensive targeting capabilities, ensuring the ads get in front of the right audience at the right time in the right place.
 - **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.
 - **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.

Example 1: 2020 Census

The 2020 Census campaign consisted of two phases, a recruitment phase to hire census workers, followed by a general phase to increase awareness around the census and encourage West Virginians to complete their surveys.

The goal for the recruitment phase of the campaign was to create awareness around U.S. Census Bureau jobs available for West Virginians. The messaging, developed by WV Commerce Communications in an effort to appeal to a wide variety of motivations, focused on the different ways that census workers could use the extra money they earned and highlighted the flexibility of working part-time.

DR employed a combination of traditional and digital advertising tactics in this phase. Traditional advertising included billboards and medical waiting room ads, as well as radio and print ads across West Virginia MetroNews and West Virginia Press Association outlets.

On the digital front, DR utilized display, social media and search ads. We kept a steady stream of ads running for the public at large, but also targeted segmented audiences to reach audiences that were deemed more likely to apply for census jobs such as veterans, single parents, college students, and retirees. We also segmented our audiences via geotargeting, working to reach audiences in specific counties that were not at the 50% staffed threshold prior to the recruitment phase.

In phase 2, the goal was maximum reach and frequency to create awareness of the census and encourage citizens to complete their surveys. This was achieved by creating a variety of messages that appealed to different target audiences. During phase 2, DR developed and placed multiple sets of creative, including video and display for social media, programmatic display and TV and Patient Point (waiting room video). DR also ran Google Search click-to-call ads, giving residents a quick way to complete their census survey by phone. Additionally, DR utilized a highly targeted SMS texting campaign, which included four rounds of texts prompting the audience to respond to the census and provided them with a link to do so.

From mid-April through September, DR refreshed campaign creative to avoid ad fatigue and keep messages visible and relevant. As individual county response data came in, we were able to move quickly to focus our display, search and video ad advertising to those counties that needed it the most. As response rates increased in targeted counties, we then shifted our priorities as needed throughout the census period.

Phase 2 targeted the general public because more overall responses to the census yields better results for the state over the next 10 years. In addition, we segmented our audiences to reach those demographics who were either low response or who had influence in their communities including low-income citizens, minorities, public educators, trade workers/laborers, healthcare professionals, parents, military personnel and college students.

Please refer to the full case study on [page 84](#).

Example 2: The Center for Rural Health Development COVID-19 Vaccine Awareness and Registration

This campaign was important to us not only professionally, but also as West Virginians. We were given the opportunity to have a direct impact on the well-being of people in our communities. As to be expected, the biggest challenge of this project was navigating the ever-changing COVID-19 communications landscape due to the rapidly evolving nature of vaccine availability, distribution and awareness.

We came into the project with a well-crafted plan based on the concept of the statewide, phased rollout of the vaccine, targeting front line workers with messaging early on and then integrating additional essential audiences.

When vaccine availability turned out to be more sporadic and distribution turned out to be more complex than anticipated, DR had to pivot marketing strategies to target those geographical areas that had vaccines available as well as engage in an awareness campaign for the ever-changing vaccine availability on a weekly basis, if not more frequently.

Another challenge of the campaign was providing factual information in an online landscape cluttered with noisy misinformation. Messaging needed to be straightforward, yet compelling to help overcome vaccine hesitancy on the part of some West Virginians.

Throughout the campaign, we offered our partners timely input on messaging and implementation and kept our creative nimble to reflect changing sentiments about the COVID-19 vaccine throughout the winter and spring. When the WV Department of Commerce introduced a vaccine registration portal in an attempt to centralize vaccination efforts, we pivoted our messaging and creative to encourage people to sign up for notifications on when the vaccine would be available.

When the dust had settled, we served over 23.4 million ad impressions, 175,000 clicks and almost 600,000 vaccine registration button clicks across search, display, social, video, connected TV and native media.

As part of this awareness and registration campaign, DR managed the vaccine information website page with direction from the WV state joint task force responsible for administering vaccination efforts, implementing changes on a daily basis. We updated FAQs as vaccine availability and rollout evolved, created and provided access to the social media toolkit for stakeholders (a key piece of our awareness efforts) and tracked user interactions on the vaccine page to understand the effectiveness of how we organized information.

Our ability to adapt to changing conditions and get relevant information and messaging to West Virginians across the state contributed to the Mountain State being viewed as a model of how to roll out a mass vaccination program in the face of a global pandemic.

To view some of the creative associated with this campaign, please refer to [page 95](#).

4.2.1.3. Objective: Account Management

Discuss your firm's approach to account management. Include ways you develop and manage all projects in a cost-effective manner. Discuss how you consult clients on best strategies and comprehensive campaigns.

When we consult clients on best strategies and comprehensive campaigns, DR always starts with data and research. We discuss our findings and recommend strategies that have worked for us in the past. We also listen closely to the partner on what tactics they have used before, what worked and what didn't work, and brainstorm on how to improve those tactics. We also are open to experimentation and finding the best way to move the needle and get results. All in all, it is very much a collaborative effort.

As for the account management hierarchy, DR's Director of Account Services leads the entire Account Executive (AE) team and each account is led by an assigned and an internal Project Manager (PM). The AE is the liaison between the partner and DR's internal PMs and teams.

DR uses a project management software called Workamajig that tracks each project from beginning to end, developing timelines and managing budgets, communications and more. As projects go into this system, the AE has a kick-off meeting with team members to discuss overall goals and objectives. This initial gathering gives the team a chance to brainstorm, understand what is expected of their department and know the timelines. Creative check-in meetings are held three times a week with the creative team and PMs to assess the status of all projects. AE and ad-ops meetings are held weekly to review dashboards and make sure everyone is on the same page digitally.

The PM, AE and all staff can review hours assigned to each person and hours left on each project. Email notifications are sent to the AE when there is a project that is within 20% of the approved budget total. Shared calendars, scheduled tasks with digital proofing and revisions save time throughout the process. Our invoicing and billing comes from this system as well.

To meet the needs of the partner, weekly, bi-weekly or monthly meetings are held to discuss projects between the AE and partner. If a need is urgent, spur-of-the-moment virtual meetings can also happen. Other team members can be involved in meetings as well. For example, the Creative Director or Director of Ad-Ops and Analytics may be part of a virtual meeting or at the in-person meeting to present their department's portion of the overall campaign. These discussions are very productive and oftentimes new ideas or strategies can be discovered.

4.2.1.4. Objective: Creative Services

Explain your ability to provide creative services, including design, copy, graphics, photography, storyboards, audio, video, print, digital content, and other creative advertising and marketing items.

DR's creative team has a wealth of experience across mediums and channels. We offer 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.

4.2.1.5. Objective: Video/Audio Production

Explain your ability to develop and produce video and audio production used for commercials, tutorials, interviews, documentaries that may be used by the Agency for various purposes including television, radio, digital or other types of broadcasts or viewings.

Telling a story isn't always linear. Audio, graphics, characters, motion and live action combine in uncommon ways connecting audiences, narrating brand stories and communicating campaign messaging.

DR has worked in production, both audio and visual, since its inception. From concept development through script writing, audio and visual execution and editing, DR's in-house full-service production and animation team has the experience needed to create a final product that will speak to the audience and garner results.

Over the past 10 years, DR has worked on long form explainer videos, thirty-second TV spots, stop motion animation, 2D animation, documentary-style interviews, and radio production. Our portfolio includes award winning original content created in collaboration with partners such as Bluefield State University, The Hive, West Virginia Department of Tourism, Center for Organ Recovery and Education (CORE), GoMart, West Virginia Lottery, Governor's Highway Safety Program and FestivALL.

View work examples at digitalrelativity.com/showcase.

4.2.1.6. Objective: Digital Production

Explain your ability to develop and produce digital designs and advertisements including the development of products that could include websites, internet portals, intranet sites, digital advertisements, digital billboards, promotional emails, electronic newsletters, or social media.

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 Nova, 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 our use. These include things like DRapes, our custom in-house boilerplate for Wordpress development, and new tools currently in development, including a suite of native Mac apps to assist in web development tasks like prepping video content for the web and testing links.

Our development team has worked with a variety of development platforms and frameworks beyond the web too, with experience using tools like Node.js, Ruby, Electron, Swift and in some cases, even old school COBOL and pre-relational DMS systems. This 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.

Websites

Digital Relativity has been building and maintaining websites for over 10 years, with some members of our staff having worked in web development for nearly 30 years. While we specialize in and prefer the use of Wordpress, our development team has experience working with a wide variety of website frameworks, content management systems and tools. Partners using our proven hosting stack benefit from a minimum of 99% uptime and up to a 90% reduction in bandwidth and server capacity needs.

Portals

Not only has our team custom-built internet portals with custom user roles and enterprise-grade security, but we've helped integrate third-party portals like Salesforce and Simpleview as well. Our custom portals, used by organizations ranging from state-wide sports and education nonprofits to agencies within state government, have helped our partners not only streamline old and inefficient tools, but modernize their actual business processes and find new, compelling means to engage their users.

Email Marketing

The Digital Relativity team has been working in email marketing for as long as email marketing has existed. Using a data-driven approach and industry-standard tools for compatibility and performance, DR has helped numerous partners shatter industry standards for open rates and content engagement. With a holistic approach, using email as a delivery mechanism for dynamic, engaging content, the DR team is able to make the most of the capabilities of the platform and of the available content.

Digital Media

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

- Google Ads Search Certification
- Google Analytics Individual Qualification
- Trade Desk - Edge Academy Certified: Marketing Foundations
- Trade Desk - Trading Academy Certified - Practitioner
- Trade Desk - Trading Academy Certified - Connected TV
- Trade Desk - Trading Academy Certified - Professional

Social Media

At Digital Relativity we help make your content count. Every brand has its own unique story. We help our partners nurture and scale their digital marketing efforts through social media marketing services tailored specifically to their brand. Our team prioritizes strategies to support specific campaign goals, from increasing brand awareness and community engagement to generating web traffic and sales. We are able to organize and execute our partner's social media strategy across various social media platforms and connect them to their target audience, while continually exploring new emerging social media platforms and trends to optimize our efforts.

4.2.1.7. Objective: Print Production

Explain your ability to develop and produce print advertisements, newspaper inserts, documents, reports, signs, logos, manuals, guides, handouts, direct mail advertisements, and any other related printing and procurement of items that may be distributed at events, meetings, and other functions.

DR has a wide range of experience creating compelling print ads, collateral and visuals. Once all assets and specifications are received for a new design project, DR's creative director, art director and graphic designers work together to create art that is appropriate for print or placement and adheres to brand standards. When copywriting is required, the content team collaborates with the design team. Once designs are internally approved, a creative deliverable is sent to the partner to review, comment and request edits. Design revisions take place until externally approved. Final files are then packaged and sent directly to publications or printers.

On the production side, we work closely with numerous publishers and printers throughout West Virginia and the United States to place ads, produce print collateral and procure various items for events, meetings and other functions on behalf of our partners. Our creative team works closely with our vendor coordinator to outline specs and get at least three competitive bids, if possible, on each print project. We have many long-standing relationships that are valuable in helping to negotiate the best price and ensure that quality work is done on time, on budget and to our specifications.

4.2.1.8. Objective: Survey Analysis/Evaluation

Discuss your ability to survey, analyze and evaluate for pre-project and post-project needs. Include ways you will measure success of efforts.

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.

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.

4.2.1.9. Objective: Advertisement Placement Buys

Explain your ability to secure advertisement placement or media buys including radio or television time; newspaper, magazine, or other print space; outdoor billboards; digital billboards; social media; or other forms of advertisements.

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 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) and 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 in both the public and private sectors. These campaigns include: The Center for Rural Health Development, Center for Organ Recovery and Education, WV Governor's Highway Safety Program, WV Development Office, WV State Parks, the WV Department of Tourism, GoMart Stores, Visit Southern West Virginia, the Convention & Visitors Bureau of Marion County, Mercer County Convention & Visitors Bureau and the New River Gorge Convention & Visitors Bureau.

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 WVSTO.

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.

Media References

“The print production process is a collaborative effort by nature, and Pat’s team at Digital Relativity is a terrific partner. Always attentive to detail and immediately responsive to any issue or complication that might arise in production, they help us maintain smooth production cycles that result in the best possible end products for their clients. The team at Digital Relativity is extremely competent and professional, and they always treat us with respect and consideration – truly the mark of a top-notch agency.”

Mark Brown

Account Manager

MPB Print and Sign Superstore

Morgantown, WV

“We enjoy working with Digital Relativity! Their team is organized, professional, accommodating and very easy to work with. They create a partnership with their vendors in order to get the best quality product possible.”

Lisa Foster

Sales Representative

RR Donnelley Pittsburgh

“Working with Digital Relativity is always a rewarding experience. We love that Pat Strader and his team at DR want to discuss all options and build marketing plans that are results-driven. Their willingness to communicate needs and share goals has allowed our industry to react and create the print and digital marketing opportunities DR is seeking for their clients. Working with Digital Relativity has been a win-win situation for their clients and our industry.”

Don Smith

Executive Director

West Virginia Press Association

“My experience working with Digital Relativity has been extremely smooth. I have worked in the TV business for nearly 20 years and 12 as a manager so I have a lot of experience dealing with advertising agencies from across the country. Good communication makes for an easy working relationship and my experience with the entire team at Digital Relativity has proven they get back to you in a timely fashion and clearly communicate targets and goals. The Digital Relativity team in my experience has been very quick to respond to anything that needs fixed as well. All of this leads to a smooth working relationship which accomplishes a very important task in my book and that is efficiency. We all have limited time and I have enjoyed working with Digital Relativity most of all because of their efficiency.”

John Swann

General Sales Manager

WDTV-WVFX-EVFX-EDTV

“It’s been terrific working with DR over the past decade for/on both traditional and non-traditional campaigns. Digital Relativity is always open to entertaining new ideas and approaches in pursuit of their clients’ goals. Professional, knowledgeable, courteous, and responsive - the DNA of Digital Relativity.”

Larry M. Pfost, Jr.

Sales Manager

Director, Government Relations

MetroNews Networks / West Virginia Radio / PikeWood Digital

4.2.2. Mandatory Project 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.

Documentation, references, or other information to confirm compliance or experience with the goals and objectives are preferred with the bid submission but may be requested after bid opening for evaluation purposes and prior to contract award.

4.2.2.1.

The Vendor must be capable of providing or securing a full range of advertising services for multiple Agency programs simultaneously, prior to reimbursement by the Agency. These services shall include, but are not limited to, project planning and budgeting; project management; development of advertising and promotional themes and related materials; development of campaigns and associated materials for each project; production and/or procurement of collateral materials (including direct mail, flyers, pamphlets, brochures, booklets, manuals, signs, posters, and displays); production and/or procurement of audio/visual materials; media procurement; event management; market research (including surveys and focus groups); social media strategies and implementations.

DR understands and can meet this requirement. This arrangement is what we have in place with our other WV state agency partners, and with our private sector partners as well.

Please review the letter from our CPA on [page 56](#) on our financial position.

4.2.2.2.

For each strategy or project, the Vendor must develop and propose an itemized plan and budget. The Agency and Vendor shall mutually determine timeframes and deadlines for each project. All materials and campaigns must be approved in advance by the Agency before work commences.

DR 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. These estimates will be provided to WVSTO before project work commences in order to ensure everyone is aligned on cost and schedules. DR uses this process in our work with other state agencies, including the West Virginia Department of Commerce, the West Virginia Department of Tourism, West Virginia State Parks and others. Once approvals are in place, work begins.

4.2.2.3.

The Vendor is responsible for finding low-cost providers and negotiating favorable rates for advertising and other third-party purchases. Whenever possible, a minimum of three (3) detailed cost estimates from three (3) different subcontractors should be presented for review and final approval from the Agency with the exception of media buys. The Vendor shall remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether the Vendor has yet to be reimbursed by the Agency.

DR understands and can meet this requirement. We follow this process in our other work with West Virginia state agencies. We understand the necessity of getting at least three bids and ensuring we have done our due diligence on price, timing and who can provide the best final product. All bids will be presented to WVSTO stakeholders in order to make a final decision on the vendor. Our long-standing relationships with various vendors, both in-state and out-of-state, are valuable in working through pricing and negotiations for vendors and advertisers.

Please refer to our media references on [page 28](#).

4.2.2.4.

All materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time during the engagement of the contract, as well as after the contract expires or is terminated.

DR understands and can meet this requirement, and we make it easy for partners to access and manage materials. DR's project management systems assign a job number to each project/creative, and assets are organized within those projects/under those job numbers. DR can work with whatever asset management tool WVSTO currently uses, or can provide organized assets via Google Drive. allowing for easy sharing, the ability to collaborate live in files, version histories and more organizational tools that make finding and accessing files simpler and more efficient.

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 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.

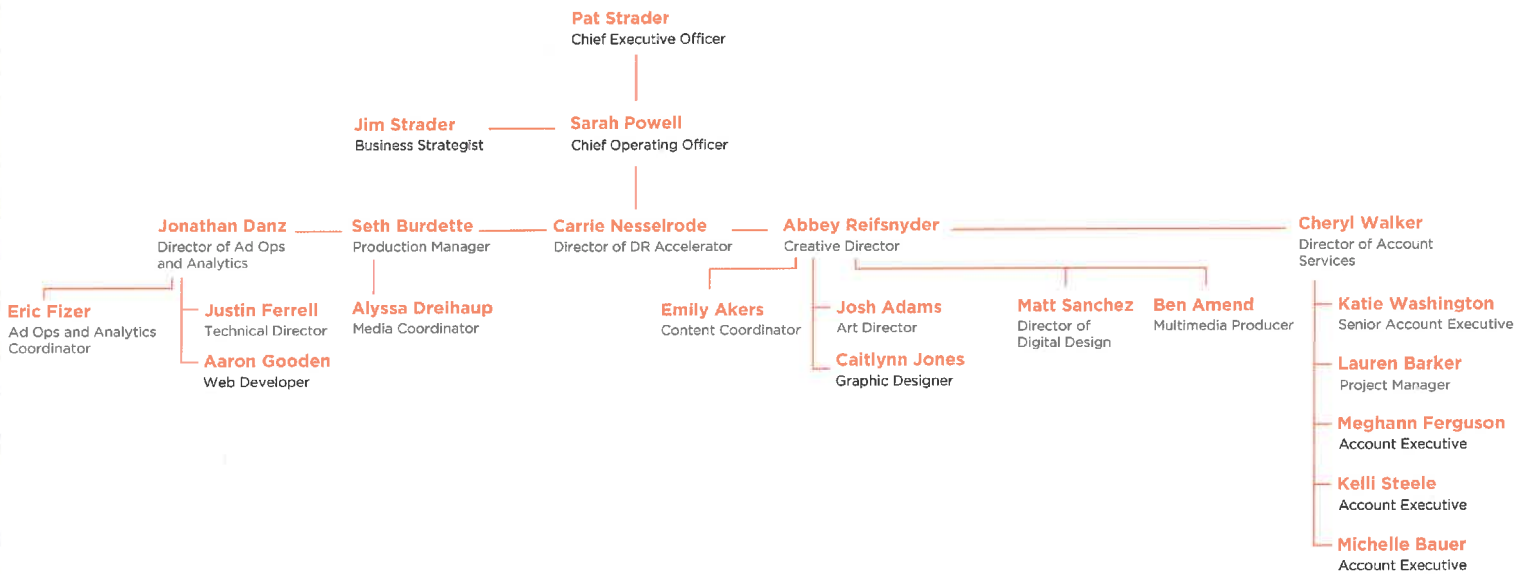
Documentation, references, or other information to confirm compliance or experience with the goals and objectives are preferred with the bid submission but may be requested after bid opening for evaluation purposes and prior to contract award.

4.3.1.1.

Detail Vendor company information, including company description, legal structure, ownership, staffing numbers, organizational chart, pending contracts to merge or sell any portion of the firm and any information that will assist in evaluation

Digital Relativity, LLC is a full service marketing and advertising agency headquartered in Fayetteville, WV with an additional office in Charleston, WV. It is owned solely by Patrick Strader. There are currently 22 employees. There are no pending contracts to merge or sell any portion of the agency.

Organization Chart



4.3.1.2.

Describe the scope and length of experience of your firm in providing services similar to those requested in this RFP. In your discussion, please include:

a. Size and types of engagements handled by your firm;

b. In-house capabilities;

c. Location from which services will be provided;

d. Any other information you believe distinguishes your firm.

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 helped 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.

a. Size and types of engagements handled by your firm;

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** (Agency of Record 2016-2020)
- **WV Commerce Department and associated agencies** (Agency of Record)
- **GoMart** (Agency of Record)
- **Visit Southern West Virginia** (Agency of Record)

A few other clients we provide services for:

- **Festivall** (Video Production, Digital ads, Social Media Support)
- **Mountain Stage** (Website, Branding, Web Support)
- **Marion County CVB** (Website, Branding, Campaign Management)
- **Tucker County CVB** (Website, Branding, Campaign Management)
- **Pocahontas County CVB** (Website, Visitors Guide, Content Strategy)
- **Huntington Area Convention & Visitors Bureau** (Website, Branding, Campaign Management)
- **New River Gorge CVB** (Visitors Guide, Content Strategy, Ad Campaigns)
- **Bridge Day** (Social Media, Newsletters, Web Support)
- **Mercer County CVB** (Website, Blogs, Social Support)
- **Mountaineer Gas** (Website support)
- **Bluefield State** (Digital Campaigns)
- **Center for Organ Recovery and Education CORE** (Digital Campaigns, Photography, Video Production, Collateral, Partnerships, Social Media Support, Public Relations)

Digital Relativity is in good financial standing, maintaining positive profit & loss and balance sheets.

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 any time, provide unaudited financials for the past three years including profit and loss statements and balance sheets.

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 WVSTO.

b. In-house capabilities;

A full-service agency with over 10 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 work samples on [pages 57-97](#) to learn about how we have provided these services across a variety of projects.

c. Location from which services will be provided;

DR maintains two offices in West Virginia, in Fayetteville and Charleston. Services would primarily be provided from those locations.

d. Any other information you believe distinguishes your firm.

At Digital Relativity, we feel that our core values truly set us apart from the rest. We believe that every voice matters — it's how we give our partners the very best we have to offer. It also means that we stop to listen and understand the needs and goals of those we are helping. We never want to stop learning and are always challenging ourselves to do something new, something different, something bold. It's how we ensure that we are putting our best foot forward for the ones who entrust their business to us. We are real with our relationships, both in our office and with our partners. We treat our partners how we want to be treated — with respect, integrity, kindness, perseverance and of course, some humor. We are proud to be a part of the great state of West Virginia and want to prove that everything you can find in a big city agency can also be found right here. We want to see every business in West Virginia succeed. We entrench ourselves in what we do, meaning that we don't just talk the talk, we walk the walk.

When it comes to the opportunity to work with the WVSTO, it's personal. Nearly half of our team and their families have benefited from programs like SMART529. We know that the success of these programs enriches and enhances the lives of our fellow West Virginians, and we would welcome the opportunity to be part of the team helping these programs flourish.

Partner References

Sharon Cruikshank

Mayor
Town of Fayetteville,
West Virginia
(304) 663-8575

*Engagement: January 2011-
November 2019 (Bridge Day,
New River Gorge CVB)*

Andy Malinoski

Director of Marketing and
Communications
West Virginia Department
of Commerce
(304) 553-9305

*Engagement:
May 2019-Present*

Chelsea Ruby

Secretary of Tourism
West Virginia Department
of Tourism
(304) 558-2200

*Engagement:
January 2017-Present*

Tommy Young

Deputy Director of Marketing
(December 2015
- November 2018)
West Virginia Lottery
(304) 546-5777

*Engagement:
January 2016-December 2020*

Terry Smith

Assistant General Manager
GoMart Inc.
(304) 364-8000 ext: 1118

*Engagement:
January 2014-Present*

In addition to what has already been presented on previous projects and outcomes, full case studies and work samples can be found on **pages 57-97**. To view just some of DR's award-winning audio and videography work, please visit: digitalrelativity.com/showcase

4.3.1.3.

Identify the person who will have overall, hands-on account management responsibilities for the services, who will be known as the account executive. Provide a resume for this individual, including his or her qualifications, experience, expertise with similar projects, number of years with your firm and primary work location.

Meghann Ferguson will be the account lead for DR if we have the opportunity to work with WVSTO. Meghann works out of DR's Charleston location.



Meghann Ferguson
Account Executive

Years at DR: 2

Role: project management

Meghann has been the lead AE for several West Virginia Commerce Department agencies, including Commerce Communications, Workforce West Virginia, Small Business Development, West Virginia Department of Arts, Culture and History, West Virginia Office of Miners Health, Safety and Training, the West Virginia Governor's Highway Safety Program and more. In her work with these agencies, she has guided them through a diverse set of projects including campaign strategy and implementation, reporting, website builds, collateral development, public relations efforts, content marketing and more. She has been with DR for nearly two years, and previously served as the Marketing Director for Bailey & Wyant, PLLC which included offices in Charleston, Wheeling and Martinsburg, WV. She has worked in a variety of other industries including nonprofit consulting and small business management. A Charleston native, she earned her B.A. and M.A. in journalism from Marshall University.

4.3.1.4.

Identify the person(s) in your firm, other than the account executive, who will generally be assigned to provide the services. Describe the role of each person listed and provide a brief resume of each person listed which includes his or her qualifications, experience, expertise with similar projects, and number of years with your firm.



Sarah Powell
Chief Operating Officer

Years at DR: 10

Role: strategic planning, project management, marketing strategy

Sarah has 20 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. At DR, she has worked extensively as an account executive, project manager and strategist with the West Virginia Department of Tourism, West Virginia State Parks, and the West Virginia Division of Natural Resources. In her role as COO, she has provided direction to a variety of other projects and partners, in tandem with account executives and other team leaders.



Pat Strader
Founder and CEO

Years at DR: 10

Role: strategic planning, analytics, digital media, social strategy

Pat has 23 years of professional experience in marketing, sales 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, America Outdoors, La Fleur's Lottery World 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 National Apple Processors Association.



Jonathan Danz

Director of Ad Ops and Analytics

Years at DR: 2

Role: media planning, website development oversight, analysis and reporting

Jonathan has over 15 years of experience in digital marketing including SEM, analysis and reporting, content production, planning and strategy that spans the outdoor service, outdoor retail, nonprofit, construction and travel industries. At Digital Relativity, he manages the ad operations team, implementing campaign strategies across social, SEM, display and programmatic ad platforms, as well as working closely with DR's technical director to oversee web development projects. In these roles, he applies problem-solving skills honed in his former careers as an environmental consultant and managing partner of a whitewater rafting outfitter. Jonathan has a B. S. in journalism from Syracuse University and an M.A. in archaeology from Washington State University.



Cheryl Walker

Director of Account Services

Years at DR: 1

Role: strategic planning, staff management, marketing insights

Cheryl has 29 years of experience in the field of communications. Positions in television, telecommunications, higher education, non-profit organizations and at an advertising firm have all contributed to her vast experience in marketing and public relations. These roles required great attention to detail, organization and meeting deadlines. She has written and carried out communication plans and led an organization through a brand transition. She has a B.S. in communications from West Virginia State University and an M.A. in communication studies from West Virginia University. At Digital Relativity, Cheryl oversees the account executive team and works with several partners including the Center for Organ Recovery and Education (CORE) and the Governor's Highway Safety Program (GHSP).



Abbey Reifsnyder
Creative Director

Years at DR: 4

Role: creative development, strategy and oversight, strategic planning, production

Abbey has over 17 years of experience in graphic design and creative direction and development. She started her career in retail advertising prior to moving to West Virginia and has worked with partners both large and small including the West Virginia Department of Tourism, the West Virginia Lottery 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.



Lauren Barker
Project Manager

Years at DR: 3

Role: project management, print production, account support

Lauren has over 13 years of professional experience in advertising, marketing, public relations, 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, non-profit organizations and most recently travel/tourism. She started at Digital Relativity three years ago as an account executive on the West Virginia Lottery account. Her work has taken her to the happiest place on earth, Walt Disney World, the sun city of El Paso, TX, the music city of Nashville, TN, the mountains of Montana and back to her home state of West Virginia. She has a B.A. in communications studies from Marshall University.



Justin Ferrell

Technical Director

Years at DR: 10

Role: development lead, technical oversight

Justin manages the technical aspects and implementation details of Digital Relativity’s development work, ensuring that website designs meet client expectations and industry standards. He is an experienced web and mobile developer, specializing in responsive web development. He got his start in mobile development over 10 years ago, shortly after the launch of the App Store. During his time at Digital Relativity, Justin has been the technical lead for nearly 100 website development and maintenance projects, including new websites for the West Virginia Department of Tourism, West Virginia State Parks, the West Virginia Secondary School Activities Commission and the West Virginia Lottery. As part of his role, Justin’s responsibilities include advising DR partners on a number of technical and development-related needs including integration with third-party vendors like Salesforce and Inntopia, as well as custom in-house development. Justin has been invited to present about technology and development at the West Virginia Governor’s Conference on Tourism as well as regional trainings and workshops throughout West Virginia, Ohio and North Carolina.



Josh Adams

Art Director

Years at DR: 5

Role: creative development, creative alignment, graphic design

Josh works with graphic designers, the multimedia producer and website developers to ensure that creative meets partner brand standards and style guidelines. He is an experienced graphic designer, specializing in illustration, digital design and various printing techniques. He received his B.F.A. in advertising and graphic design from The Columbus College of Art and Design. His work has garnered numerous American Advertising Federation WV ADDY awards and the Scholastic Art and Writing Award.



Ben is a multi-disciplined artist with over 10 years of experience helping companies and designers create visuals that fit their brand's needs. At Digital Relativity, he is responsible for photography, animation and directing, producing and cinematography. In his role, he has traveled extensively to capture award-winning assets for DR partners. He is an awarded gallery artist and published photographer. He has a B.F.A. in intermedia from West Virginia University.

Ben Amend

Multimedia Producer

Years at DR: 4

Role: photographer, videographer, editor, audio mixing, marketing strategy

4.3.1.5.

Describe your company's approach when there is turnover on a project team, including your ability to continue client services at the established level of quality without interruption.

DR's collaborative project management tools ensure that if there are any team departures, communications and assets will always be available to those who need them to make certain project work can continue. If turnover occurs, the appropriate DR team leader will step in to review communications and ensure that tasks are reassigned as necessary. When there is notice that a team member is departing, DR leadership will work with the departing employee to prepare a comprehensive assessment of all outstanding projects and key information that needs to be shared with the rest of the team. WVSTO would be informed of any key departures and how those transitions are being managed.

4.3.2. Mandatory Qualification/ Experience Requirements

The following mandatory qualification/experience requirements must be met by the Vendor as a part of its submitted proposal. Vendors should describe how it meets the mandatory requirements and include any areas where it exceeds the mandatory requirements. Failure to comply with mandatory requirements will lead to disqualification, but areas where the mandatory requirements are exceeded will be included in technical scores where appropriate. The mandatory qualifications/experience requirements are listed below.

4.3.2.1.

The Vendor must have a managing member or director with a minimum of five (5) years of previous management-level experience in providing the advertising services requested to agencies or companies with similar needs.

DR meets and exceeds this requirement.

Pat Strader, company owner and CEO, has over 20 years of experience in developing and implementing marketing strategies for partners. His roots are in digital marketing and search engine optimization.

Sarah Powell, COO, also has over 20 years of marketing experience, including 10 years with DR in account management, content strategy and team management roles.

Abbey Reifsnnyder, Creative Director, has 17 years of advertising experience in graphic design, creative direction, art direction, copywriting and strategic development.

Cheryl Walker, Director of Account Services, has 29 years of marketing experience, including television, telecommunications, higher education and non-profit organizations.

Jonathan Danz, Director of Ad Ops and Analytics, has over 15 years of experience in digital marketing including SEM, analysis and reporting, content production, planning and strategy.

Carrie Nesselrode, Director of Accelerator by DR, has over 30 years of marketing experience including communications, account management, strategic planning and event organization.

4.3.2.2.

Vendor must have a managing member or director who has managed or directed at least two (2) previous engagements with annual billings of more than \$250,000 within the last three years. Vendor should describe each qualifying engagement, listing the managing member or director, the name of the client, the length of the relationship, and the services provided.

DR meets and exceeds this requirement.

The team listed in section 4.3.1.4 have all worked in various capacities with partners on the following projects with billings of more than \$250,000:

WV Commerce Department and associated agencies (Agency of Record)

7 years with the WV Department of Tourism; **3 years** with the parent agency
Department of Commerce

Services: website design and development, graphic design, collateral design and production, multimedia production, software support and implementation, event support, media planning, campaign development and execution, reporting and more

GoMart (Agency of Record)

6 years

Services: social content, branding, website, store signage, app and rewards card promotions and maintenance, promotions and contests, radio, TV and photography

Visit Southern West Virginia (Agency of Record)

10 years

Services: website, design and production of travel guide, advertising, photography and promotions

West Virginia Lottery (Agency of Record 2016-2020)

4 years

Services: multimedia productions including television, radio, motion graphics and animations, website design and development, software support and implementation, social media organization, event support, traditional media (TV, radio) planning and buying, digital campaign development and execution, reporting, traditional billboard design and coordination, print production and more

CORE (Agency of Record)

2 years

Services: digital campaigns, photography, video production, print collateral, partnerships, social media support and public relations

4.3.2.3.

Vendor's supervising staff member assigned to this account must possess a bachelor's degree, or five (5) years of related experience in lieu of a degree, in the areas of advertising, communications, or a related field such as journalism or marketing/sales. If the Vendor substitutes staff for this account, the experience, and qualification levels must be of a similar quality. The Agency reserves the right to approve and/or reject the Vendor's staff recommended to work on the account

DR meets and exceeds this requirement.

Meghann Ferguson will be the account lead for DR if we have the opportunity to work with WVSTO. Meghann has been the lead AE for several West Virginia Commerce Department agencies, including Commerce Communications, Workforce West Virginia, Small Business Development, West Virginia Department of Arts, Culture and History, West Virginia Office of Miners Health, Safety and Training, the West Virginia Governor's Highway Safety Program and more. In her work with these agencies, she has worked on a diverse set of projects including campaign strategy and implementation, reporting, website builds, collateral development, public relations efforts, content marketing and more. With over 10 years of experience, she has been with DR for nearly two years, and previously served as the Marketing Director for Bailey & Wyant, PLLC which included offices in Charleston, Wheeling and Martinsburg, WV. She has worked in a variety of other industries including nonprofit consulting and small business management. A Charleston native, she earned her B.A. and M.A. in journalism from Marshall University.

Meghann works out of DR's Charleston location.

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: 7/8/21

State of West Virginia

County of Raleigh, to-wit:

Taken, subscribed, and sworn to before me this 8th day of July, 2021.

My Commission expires May 5, 2025

AFFIX SEAL HERE



NOTARY PUBLIC

[Signature]
Purchasing Affidavit (Revised 01/19/2018)



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
07/08/2021

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).

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

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	ADDSUBR	INSD	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <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:				41 SBA IW0896	06/01/2021	06/01/2022	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY				41 SBA IW0896	06/01/2021	06/01/2022	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$				41 SBA IW0896	06/01/2021	06/01/2022	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below				UB-1J748252-21-42-G	03/28/2021	03/28/2022	PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

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

CERTIFICATE HOLDER CANCELLATION

West Virginia State Treasurer's Office Capitol Bldg 1 RM E-145 1900 Kanawha Blvd E 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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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: 7/12/21

Title: FOUNDER / CEO

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



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

State of West Virginia
 Centralized Request for Proposals
 Service - Prof

Proc Folder: 876247			Reason for Modification: Addendum No. 1 - to provide responses to vendor questions and extend the bid opening.
Doc Description: Advertising/Marketing/PR			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2021-07-01	2021-07-13 13:30	CRFP 1300 STO210000002	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: VS0000002227
 Vendor Name: Digital Relativity, LLC
 Address: 211 W. Maple Ave.
 Street: 211 W. Maple Ave.
 City: Fayetteville
 State: WV Country: USA Zip: 25840
 Principal Contact: Patrick J. Strader
 Vendor Contact Phone: 304-663-6890 Extension:

FOR INFORMATION CONTACT THE BUYER
 Melissa Pettrey
 (304) 558-0094
 melissa.k.pettrey@wv.gov

Vendor Signature X  FEIN# 900638435 DATE 7/12/21

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

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.

Patrick J. Strader Founder / CEO

(Name, Title)
Patrick J. Strader Founder / CEO

(Printed Name and Title)
211 W. Maple Ave. 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.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law.

Digital Relativity, LLC

(Company)

 Patrick J. Strader Founder / CEO

(Authorized Signature) (Representative Name, Title)

Patrick J. Strader Founder / CEO

(Printed Name and Title of Authorized Representative)

7/12/21

(Date)

304-663-6890 | 304-608-2121

(Phone Number) (Fax Number)

REQUEST FOR PROPOSAL

(West Virginia State Treasurer's Office RFP STO2100000002)

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 X 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 X 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
(Representative Name, Title)

304-663-6890 pat@digitalrelativity.com
(Contact Phone/Email)

7/12/21
(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP STO210000002

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


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

Addendum Numbers Received:

(Check the box next to each addendum received)

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

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that 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
7/12/21
Date

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



Dimit
Accounting
Corp.

729 29th Street Parkersburg, WV 26101
P: 304.615.5419 • F: 304.205.1711

June 29, 2021

West Virginia State Treasurer's Office
1900 Kanawha Blvd E #145
Charleston, WV 25305

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. The LLC runs on an accrual basis and maintains its cash and cash equivalents in high credit quality financial institutions. The organization follows standard business practices and traditional policies and procedures for this type of business. The organization is also in good standing with all connected agencies and taxing authorities.

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
Dimit Accounting Corp



Case Studies



**HUNTINGTON
AREA CVB**

DR CASE STUDY

Huntington Area Convention and Visitors Bureau

Rebrand

Digital Relativity has worked with a number of partners on rebranding efforts. As a full-service tradigital agency, we know how important it is for a brand to be reflective of the organization or business it represents. Solidifying a strong visual identity and maintaining a consistent message across all communication platforms and channels is at the center of success. Rebranding alongside the “(re)defined” campaign provides an example of this work and its power.

SERVICES

Creative Strategy
Graphic Design
Project Management
Copywriting

Photography
Print Management
Website Design and
Development

Video Production
Digital Campaign Strategy
and Execution

DESIGN



The Challenge

As a city, Huntington has had its fair share of challenges and associated negative perceptions; however, with a rich history, diverse restaurants and shopping, inspiring art scene and unlimited entertainment options, it also has a lot to offer. Partnering with the Cabell-Huntington Convention and Visitors Bureau (now the Huntington Area Convention and Visitors Bureau), Digital Relativity reinvented the brand to highlight the area's positive attributes and reconnect the organization with its audience.

The Details

In 2018, the Cabell-Huntington Convention and Visitors Bureau (CHCVB) wanted to reevaluate their marketing goals and execution. They partnered with Digital Relativity (DR), who assessed the current brand to help determine the best path forward. During this evaluation, it became clear that the CHCVB's brand messaging was inconsistent and outdated, thus affecting visitors' ability to connect with the area and the CHCVB. The associated advertising wasn't conveying the best that the area had to offer. Upon DR's recommendation, the CHCVB decided to update their brand to reflect Huntington's thriving revitalization efforts and develop marketing collateral to match.

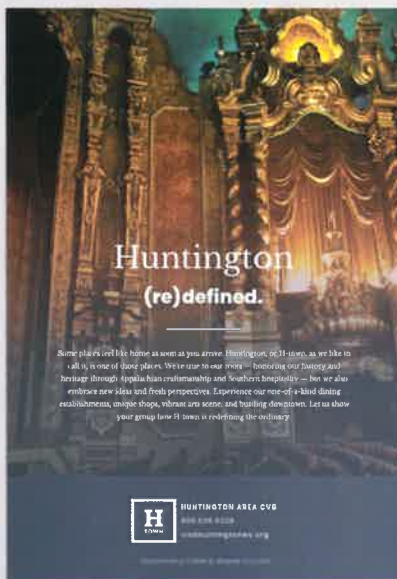
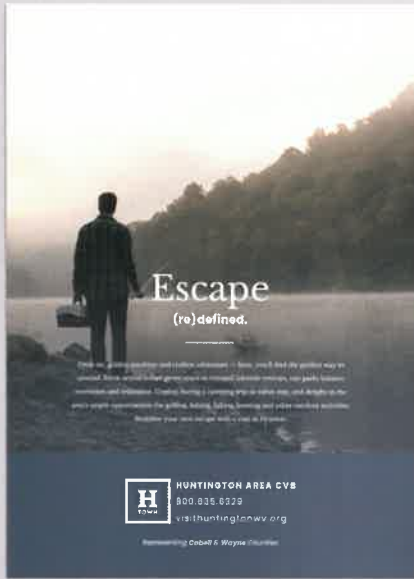
Knowing the CHCVB was working with a limited budget, DR combined firsthand, key stakeholder interviews with secondary research and social media monitoring to help shape the rebrand. Through this research, a couple of key points were uncovered. One, visitors were drawn to Huntington rather than Cabell County as a whole and two, Huntington needed to redefine their brand to communicate the positive attributes of the region. Huntington is the third-largest city in West Virginia, and it is home to Marshall University. These are just two sources of pride.



With this knowledge, DR proposed that focusing on Huntington to draw visitors into the area would be far more beneficial than continuing to use the full Cabell-Huntington CVB name. The organization's name was updated to Huntington Area Convention and Visitors Bureau (HACVB). The new brand used modern styling to complement a fresh way of presenting the HACVB as H-town. The shortened, contemporary nickname speaks directly to the renaissance of the city and region while leaning on the locals' lingo, bringing a personal touch to the brand.

The idea of “(re)defining” Huntington was selected as the focus for the marketing campaign to launch the new brand. This comprehensive approach was two-fold. It not only promoted Huntington as a premier urban destination with plenty to discover, it also, more importantly, challenged people's negative perceptions — highlighting the city's fresh outlook and positive developments as it strives to overcome its issues.





CITY	MILES	HOURS
ATLANTA, GA	893	7.5
CHARLOTTE, NC	374	3
CHICAGO, IL	442	4
CINCINNATI, OH	189	2
COLUMBUS, OH	127	1
INDIANAPOLIS, IN	285	2.5
LEXINGTON, KY	127	1
NASHVILLE, TN	358	3
NEW YORK, NY	460	4
PHILADELPHIA, PA	510	4.5
PITTSBURGH, PA	290	2.5
RICHMOND, VA	365	3
TORONTO, ON	875	7.5
WASHINGTON, DC	414	3.5

BOOK YOUR GROUP

- WARM WELCOME
- PROMOTIONAL MATERIALS
- SAM DOWNS
- ACCOMMODATION ASSISTANCE
- ITINERARY DEVELOPMENT
- COMPLIMENTARY STEP-UP BUYES

CVB SERVICES

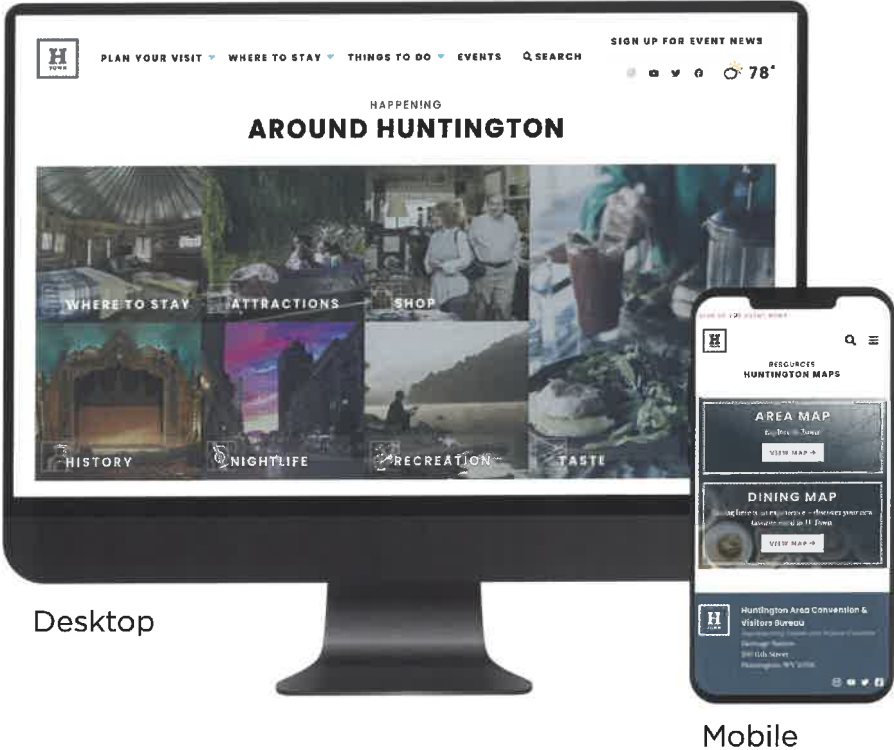
CONTACT
 HUNTINGTON AREA CVB
 211 MARKET STREET, HUNTINGTON, WV 25701
 ANNA TAYLOR
 800.835.8329
 ataylor@huntingtonwv.org



Launch Materials

DR developed new marketing elements including a fresh logo, website redesign for visithuntingtonwv.org, brand standards guide, brand video, rack card, group itinerary piece and various print ads to promote the (re)defined brand.

A press event was held to announce the rebrand and press coverage was secured. The Huntington Area CVB also partnered with local attractions to promote “Funington — Huntington Fun for Kids” in the summer of 2019 using the (re)defined theme.



Desktop

Mobile

The Results

Since the new website launched on April 14, 2019, there have been:

112% increase in pageviews	Sessions	84% Increase
	Unique users	94% Increase
	Pages/session	15% Increase
	Bounce rate	4% Decrease

Prior to the new site launch, the CVB did not measure outgoing clicks to local partner websites, including lodging, dining and area attractions. Since the site was launched, there have been **over 3,500 partner clicks recorded**, demonstrating the value of the CVB website to participating partners.



DR CASE STUDY

New River Gorge Convention & Visitors Bureau

Rebrand

In mid-2018, the New River Gorge Convention & Visitors Bureau (NRGCVB) approached DR regarding a website update. After an initial evaluation, it was determined that a new website would be best executed with a new logo and brand approach for the CVB. Long overdue, the dated brand no longer carried the energy and spirit of the region and needed to be re-evaluated.

SERVICES

Creative Strategy
Illustration
Graphic Design
Project Management

Copywriting
Photography
Print Management
Website Design and Development

Video Production
Motion Graphics
Digital Campaign Strategy and Execution



Brand Guide Spread

The Details

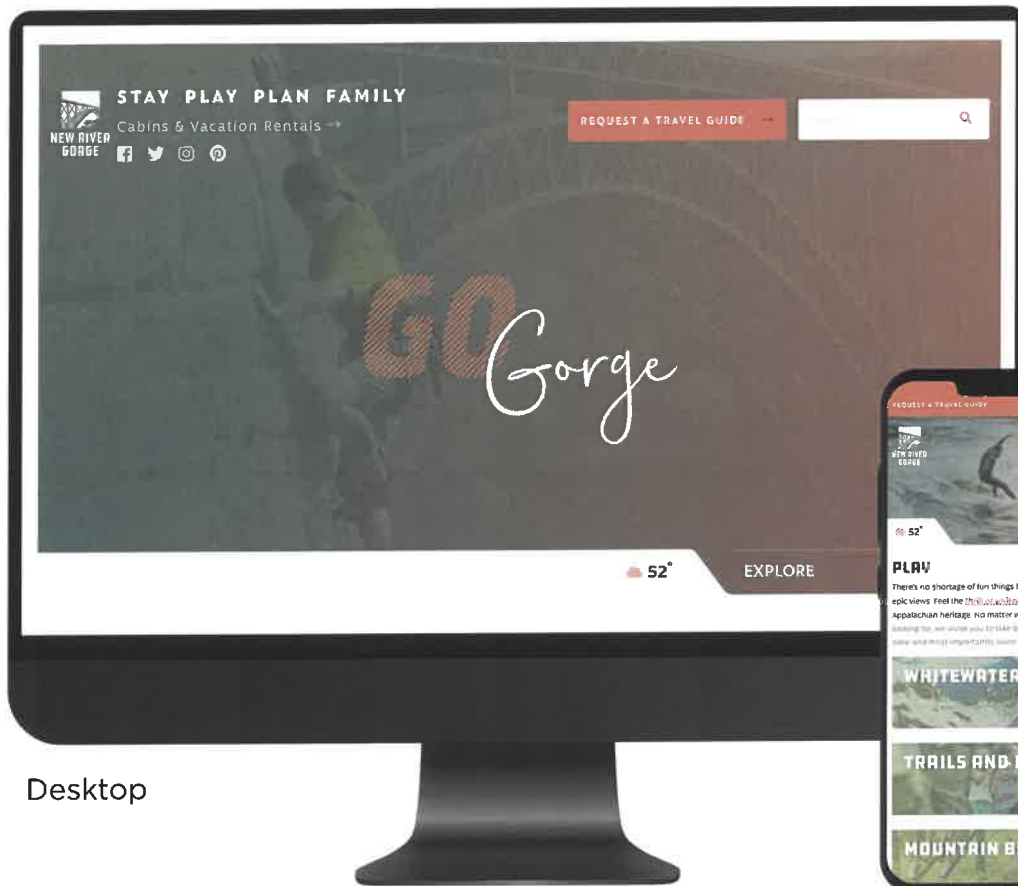
In late 2018, DR, in conjunction with the NRGCVB, kicked off the rebranding project by completing stakeholder interviews, web analytics and secondary research to understand the primary and secondary audiences and regional tourism goals, identifying the most desired attractions and activities. After the research phase was completed, the DR team distilled the findings resulting in the creation of three logo options to present to the CVB board branding committee. The goal of the end product was to appeal to the target audiences, communicating the vibrancy and enthusiasm of the New River Gorge. After two rounds of refinement, the New River Gorge CVB brand was born and with it, a new way to attract visitors to this iconic region of West Virginia.



Travel Guide

As part of the rebranding, Digital Relativity created a new logo, website and travel guide. The new logo displays the iconic New River Gorge Bridge and uses bold, yet muted, earthy colors reminiscent of the area's landscape, and the tagline "Go Gorge" is used to evoke action and inspire travel.

The new brand highlights the various adventures offered in the Gorge through the perspectives of local experts. On the website, for example, a modern approach known as a playlist was used instead of a traditional blog post. These playlists have an interactive map that features places to go and things to do in the area as suggested by a knowledgeable local/expert.



Desktop

Mobile



Annual Report



Digital ads



The Results

Stats for the year following the new brand launch in April 2019

Website

154%

New Guide Requests

- **242,690** pageviews
- **102,001** sessions
- **87,374** unique users
- **127** newsletter sign-ups

Social Media

Facebook

38,409

Followers

213k

Reach

770 link clicks

Twitter

3,570

Followers

240

Retweets

120 impressions

Instagram

1,390

Followers

12.27k

Likes

183 comments



DR CASE STUDY

Center for Organ Recovery and Education

Donate Life West Virginia Campaigns

In 2018, Digital Relativity (DR) began working with the Center for Organ Recovery and Education (CORE), a federally designated nonprofit organization headquartered in Pennsylvania. CORE serves more than five million people in West Virginia, western Pennsylvania and Chemung County, New York, coordinating the surgical recovery and computerized matching of organs, tissues and corneas for transplantation. CORE's mission is to Save and Heal lives through donation, ultimately ending the wait for those on the transplant waiting list, while maintaining integrity for the donation process, dignity for the donors and compassion for their families.

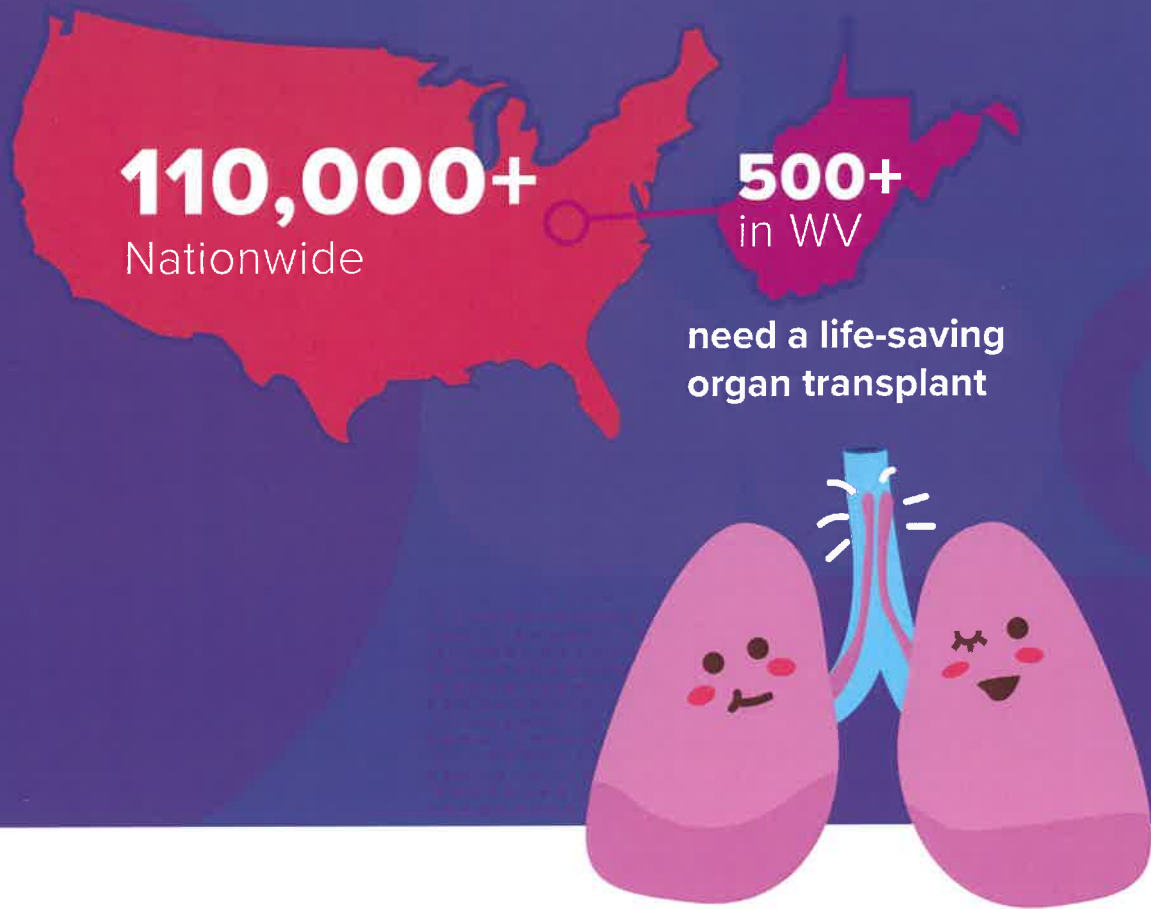
Prior to awarding DR the contract, CORE had only worked with agencies outside of West Virginia and realized those relationships were lacking market knowledge. CORE turned to DR to increase brand awareness and increase donor registrations in the state based on DR's demonstrated expertise with West Virginia audiences.

SERVICES

Creative strategy
Graphic design
Project management

Copywriting
Print management
Website design and development

Video production
Digital campaign strategy and execution
Public relations

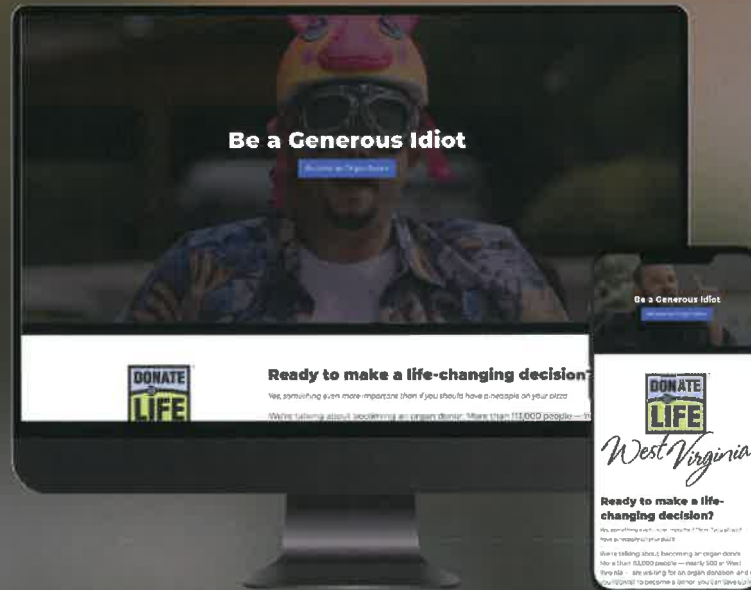


The Challenge

CORE had two distinct goals:

1. increase brand awareness by connecting with a West Virginia audience
2. increase the number of designated organ donors in West Virginia

CORE and its nonprofit partner, Donate Life WV, determined an initial target audience based on DMV donor registration data. In West Virginia, the group with the lowest donor designation rate has historically been Caucasian males, ages 35-44. After researching this demographic specifically in West Virginia, DR determined that the messaging this audience responded to most often was humor, which meant finding a way to make the serious subject of organ donation light.



The Details

Generous Idiot Campaign

Digital Relativity's first campaign introduced "Donor Dan," a snarky know-it-all who interrupted people making foolish decisions to confirm they were registered organ donors just before engaging in a risky, outrageous act. The premise was that Dan does not judge you for making an incautious decision, but he asks that, before you proceed, to make sure you are a registered organ donor. In other words, "If you're going to be an idiot, be a generous idiot." The aim of the approach was to weave factual information about organ donation into humorous situations to spark dialogue about donation, creating top-of-mind awareness and leaving an impression on the target audience about the importance of registering to be an organ donor.

Tactics

- **Paid social media (Facebook, Twitter)** - Social media proved to be the perfect place to create awareness via boosted posts and paid social ads. The additional bonus of audience engagement gave these paid efforts an additional lift via likes, shares and comments.
- **Programmatic display ads** - Display ads were deployed to reach people across a wide variety of digital platforms, from websites to in-app, desktop to mobile. Programmatic display offered the ability to create a continuity of experience beyond a single ad platform such as Google or Bing.
- **Programmatic pre-roll** - Much like display, programmatic pre-roll was used to take advantage of a vast video inventory to show ads to the target audience in the right place at the right time.
- **Connected TV** - CTV programmatic ad buys were utilized to reach the target audience, serving video ads on streaming video channels such as A&E, live sports and news shows.
- **Traditional media partnerships** - News and broadcast channels served as the best medium for reaching many of West Virginia's more rural audiences.



Geography

DR used geotargeting to reach users via video, social media and online ads, focusing on zip codes most likely to contain the target audience. In an effort to maintain consistent reach, geotargeting was also used to deliver mobile ads at events specific to the target audience, such as WVU Mountaineer football games.

Because West Virginia residents can register to be a donor when they get or renew their driver's license, DMV offices were also geofenced during the campaign to capitalize on creating awareness at the moment potential donors would choose to register. Relevant Donate Life WV ads were served to potential donors waiting inside and around DMV offices.

Campaign Results

2019 Generous Idiot Campaign Results (Sept 1, 2019 - Dec 31, 2019)

Spend

\$9,334.06

3,375,097

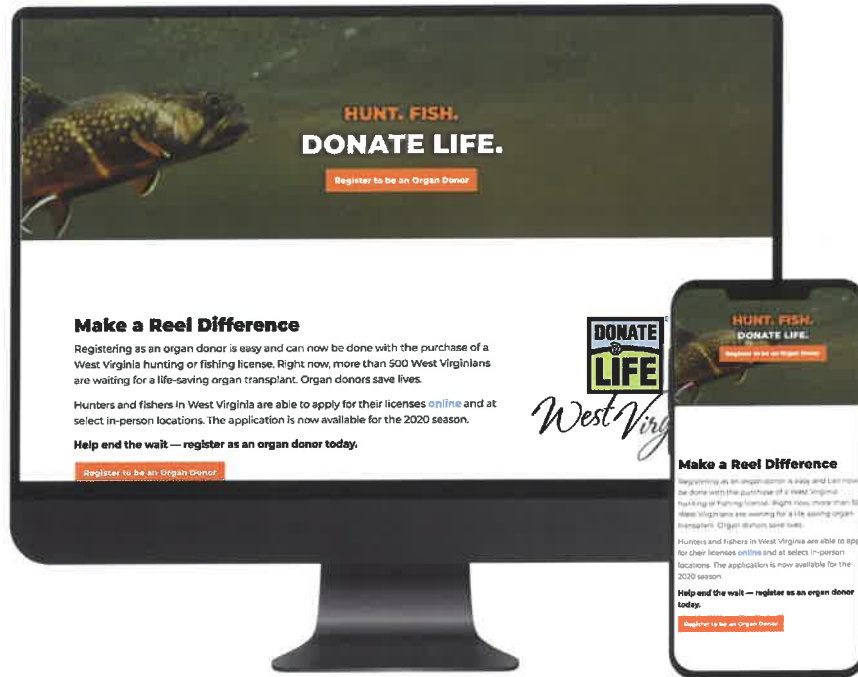
Impressions

\$2.77

CPM

8,111

Sessions



West Virginia Division of Natural Resources Hunting & Fishing Partnership

In December 2019, new legislation was passed that, for the first time in West Virginia's history, allowed individuals to designate as an organ donor when purchasing a WV hunting or fishing license. This combined effort between the WVDNR, Donate Life WV and CORE was a progressive step to give West Virginians more opportunities to register to be an organ donor.

To raise awareness of this new designation option, DR created a year-long, multi-faceted strategy to promote organ donation to WV hunting and fishing licensees that utilized the same humorous messaging established in the original Generous Idiot campaign. In this video campaign, Donor Dan returns to speak to a hunter and a fisher who consider the safety precautions of their sport as "suggestions." In these ads, the characters respond that they are registered on their hunting and fishing license, respectively, emphasizing the new registration option.

Tactics

- **WV Hunting & Fishing Show collateral** - CORE and Donate Life WV volunteers attended the West Virginia Hunting and Fishing Show in January 2020 to connect with the target audience. Eye-catching, relevant creative featured the “Hunt. Fish. Donate Life.” message on booth collateral and giveaways, and volunteers connected with the target audience, creating awareness, positive perspectives and donor designation registrations.
- **Facebook ads** - To create awareness among the hunting and fishing audience, interest targeting was used to deliver relevant “Hunt. Fish. Donate Life.” messaging via video and display ads.
- **Digital programmatic** - Because awareness is a critical component of this initiative, a combination of display, pre-roll and CTV ads were served via programmatic buys. This approach created a comprehensive delivery of messaging across digital channels and devices, boosting top-of-the-funnel awareness. Programmatic ad buys included geofencing areas around hunting and fishing stores the target audience was likely to visit.



Campaign Results

2020 Hunting & Fishing Results (Aug-Oct 31, 2020)

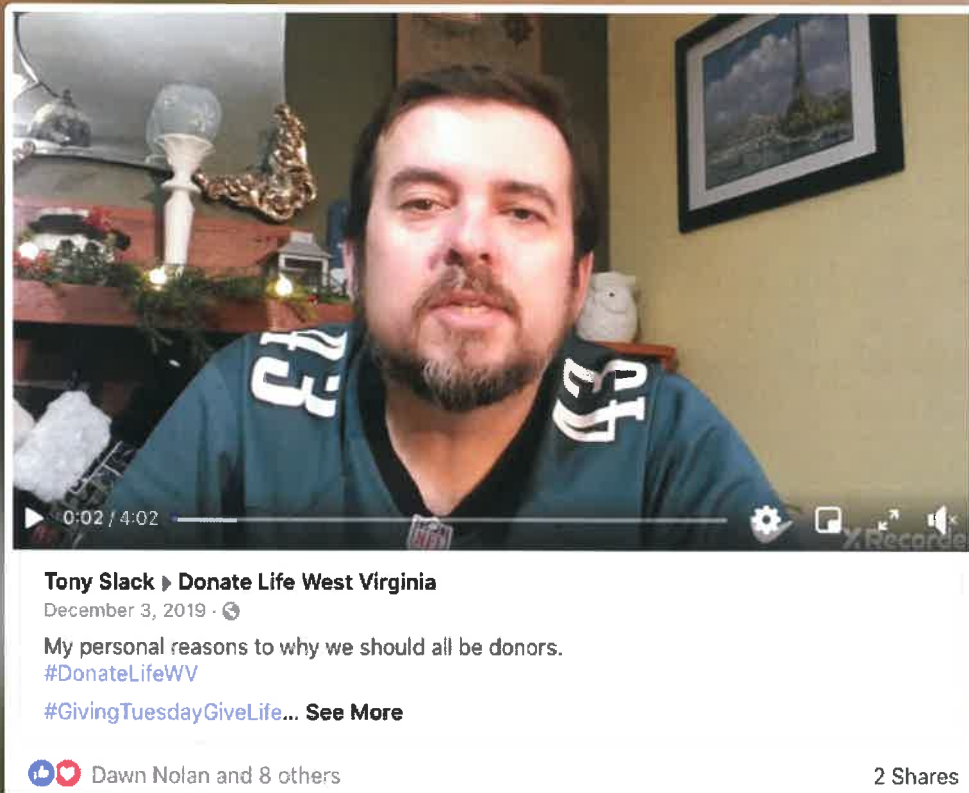
Spend
\$5,834.19

3,189,567
Impressions

\$1.83
CPM

5,850
Sessions





Giving Tuesday

On Giving Tuesday 2019, DR partnered with CORE and Donate Life WV volunteers and advocates to shift the focus of Giving Tuesday from the usual messaging of monetary donations to encourage individuals to give the greatest gift: the gift of life. Prior research had shown that advocacy for organ donation is more powerful when messaging is spread through personal or community connections. With this in mind, DR and Donate Life WV connected seventeen social media influencers, from TV personalities to musicians, to serve as advocates for organ donation on Giving Tuesday. Their videos were unscripted to maintain genuine messaging to their respective audiences.

Tactics

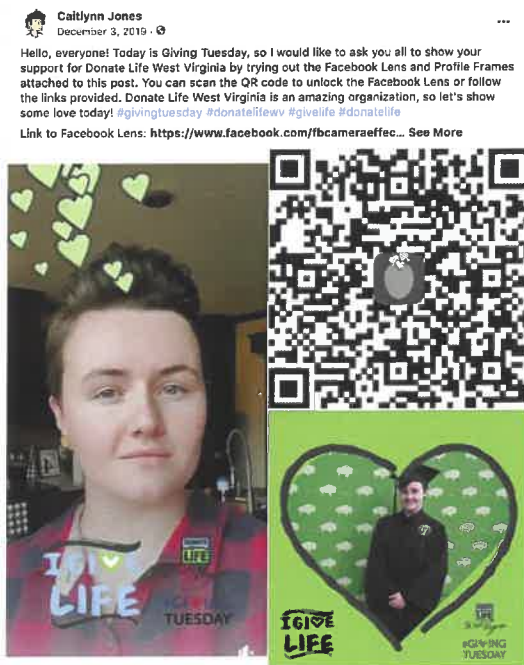
- **Press release** - The unique take on Giving Tuesday was picked up by many local news outlets, amplifying the total campaign reach through traditional media in addition to the efforts on social media.
- **Campaign-designated hashtags** - Three hashtags were used to connect all stories, and direct tags and links to the donatelifewv.org website were used to encourage registration.
- **Branded Facebook frames and filters** - A Facebook Frame and Facebook Lens were created so users could show their support of organ donation via their profile picture or Facebook Story.

Campaign Results

#donatelifewv

#givingtuesdaygivelife

#beanorgandonor



👍 Meghann Ferguson, Abbey Reifsnnyder and 14 others · 3 Comments 3 Shares

👍 Like

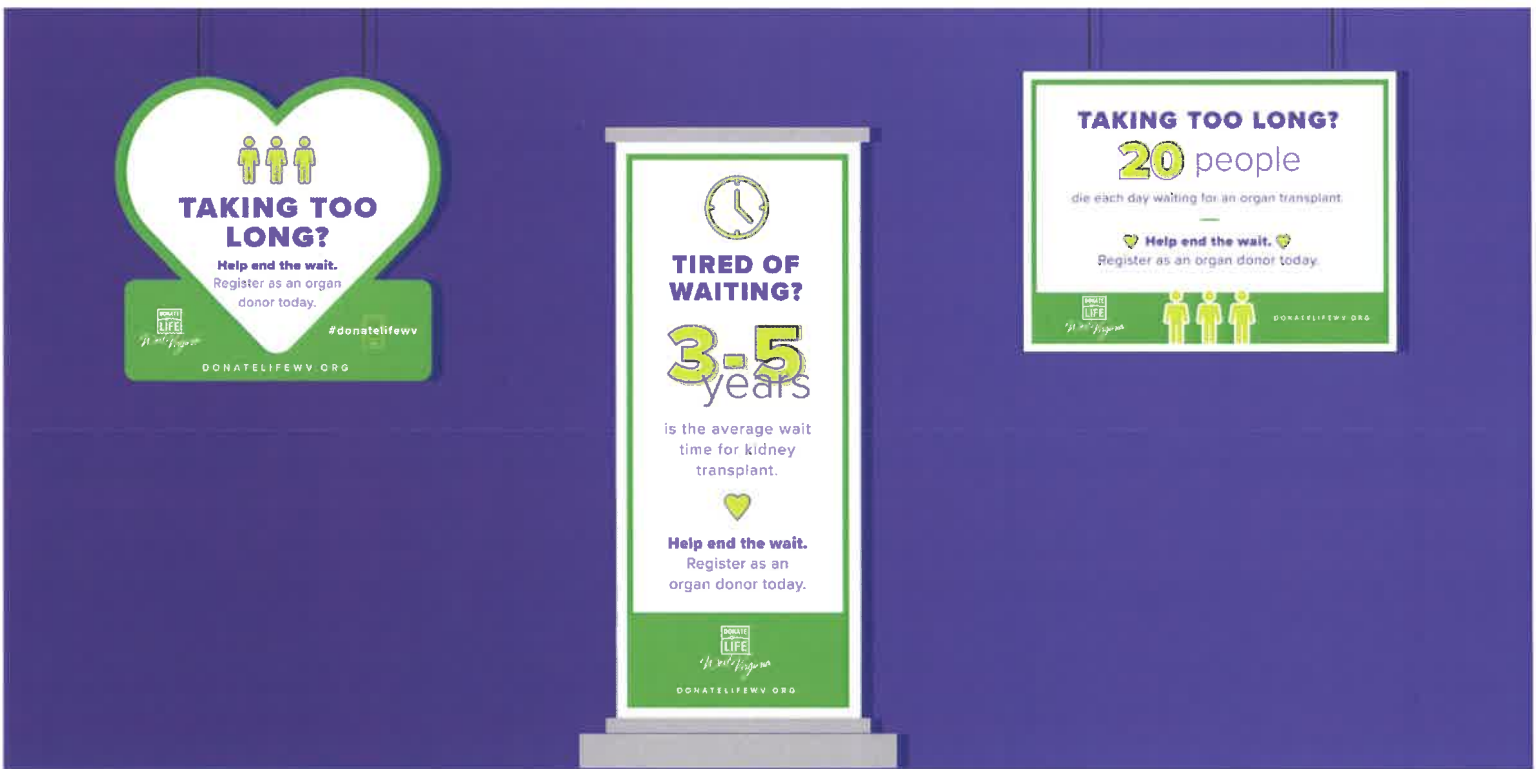
💬 Comment

🔗 Share

Chris Foo is with Amanda Luther Foo
December 3, 2019 · 🌐

People always think there's more time to sign up to be an organ donor. On this giving Tuesday, I urge you to sign up to be an organ donor! I received a heart transplant in Jan 2009 and thanks to a random stranger, my life has been extended. Without organ donation, I would never have gotten to experience so many wonderful things! I'm now the father to a wonderful little girl, I get to spend time laughing with and loving my beautiful wife and making memories with my family and ... See More





DMV Partnership “Wait” Campaign

Historically, DMV locations are the primary point where organ donation registration occurs because individuals are asked during the driver’s licensing process. In 2019, DR installed a variety of signs and visual components at 25 DMV locations across the state to create awareness for organ donation registration. Graphic elements were used to relate the average wait time at the DMV to the average time recipients wait to receive an organ transplant.

In 2020, DR added four videos, focusing on transplant wait times, to the campaign creative. These videos are broadcast on the DMVs’ digital communications network and play on a loop within each location across the state. The message of waiting is highlighted in motion graphics and engages the viewer in a “Did You Know” format to educate West Virginians on the facts of organ donation.

Additionally, DR produced a full-page infographic that was placed in the WV Driver’s Licensing Handbook and on the DMV website and utilized as a social media asset.

The Results

The combination of traditional and digital advertising across multiple channels, as well as partnerships, have increased awareness and registrations, helping CORE surpass quarterly and annual goals for new donor registrations.

Despite the fact that the COVID-19 pandemic put paid digital advertising on hold for several months in 2020, CORE has still seen an unprecedented increase through both the West Virginia state donor registry and the National Donate Life registry. This is primarily due to the West Virginia Division of Natural Resources Hunting & Fishing partnership, which has resulted in a total of over 23,000 donor designations added to the National Donate Life registry since 2019.

Digital ads continue to run, boosting public awareness with over three million impressions via display and video ads and delivering important facts about organ donation.



NATIONAL DONATE LIFE REGISTRY

(DNR and donatelifewv.org registrations)

5.7k
registrations in 2019

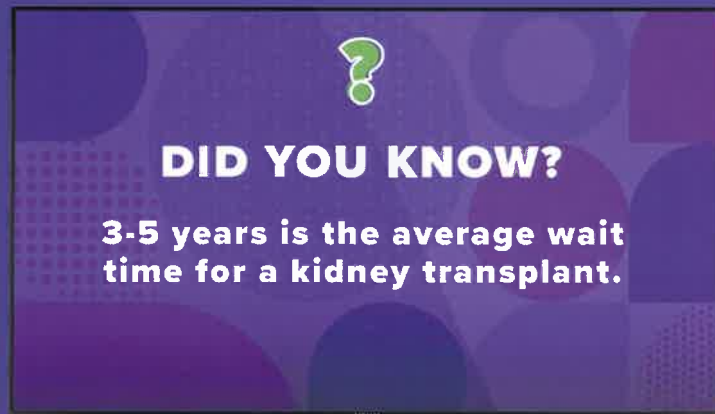
17.4k
registrations in 2020
(YTD Oct 31)

DONATE LIFE WV REGISTRY

(DMV registrations)

33.77%
Donor designation share
of DMVs Q1 2019

34.07%
Donor designation share
of DMVs Q3 2020



The Press

HUNTING & FISHING

[The Record Delta](#): 'Generous Idiot' encourages organ donation registration on hunting, fishing license applications

[WV Executive](#): New Organ Donation Ads Released for National Hunting & Fishing Month, Feature West Virginian with Special Connection to Organ Donation

[WV Public Broadcasting](#): West Virginian featured in new organ donation ads released for National Hunting & Fishing Month

[Blue Ridge Outdoors: Outdoor Updates](#): WV fishing license applicants can now opt into organ donation

[My Buckhannon](#): West Virginia hunting and fishing license application includes organ donation option for the first time

[WDTV](#): W.Va. hunting and fishing license application includes organ donor option

[Register-Herald](#): Hunting licenses organ donation bill out of committee

[Business Insider](#): Historic State Milestone: West Virginia Hunting And Fishing License Application Now Includes Option For Organ Donation

[PR Newswire](#): Historic State Milestone: West Virginia Hunting And Fishing License Application Now Includes Option For Organ Donation

[Yahoo Finance](#): Historic State Milestone: West Virginia Hunting And Fishing License Application Now Includes Option For Organ Donation

GIVING TUESDAY

[WV Executive](#): Donate Life West Virginia to Highlight the Greatest Gift on Giving Tuesday

[WOWK](#): Donate Life using #GivingTuesday to encourage organ donation

[Register-Herald](#): Donate Life W.Va. is highlighting "greatest gift"

[WBOY](#): Donate Life WV wants you to consider becoming an organ donor this Giving Tuesday

[WVNS-TV](#): Donate Live WV to focus on Giving Tuesday

[WSAZ](#): Given the gift of life, now they give the gift of hope

[WTRF](#): Make a difference this #GivingTuesday



DR CASE STUDY

Department of Commerce

2020 West Virginia Census Campaign

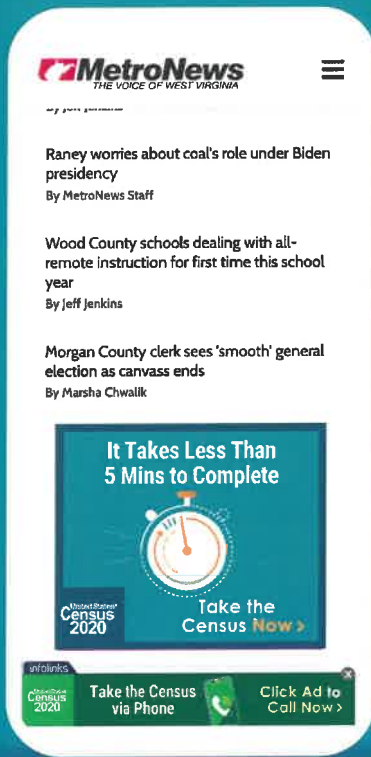
Digital Relativity (DR) was approached about working with the West Virginia Department of Commerce on the 2020 Census. The census determines each state's federal representation and federal funding for a number of major programs.

Every decade, the seats in the U.S. House of Representatives are recalculated based on the latest census data. According to Election Data Services, West Virginia was projected to lose a congressional seat and electoral college seat in 2020. In addition, it is estimated that each individual who is not counted for the census decreases the state's federal funding by \$20,000 over the course of 10 years. As a West Virginia agency, it is part of DR's mission to help improve the lives of the residents who make this state their home. The 2020 Census was the perfect opportunity to do just that.

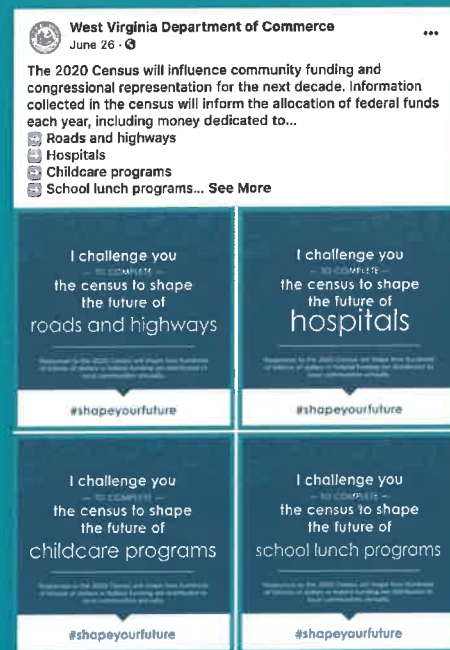
SERVICES

Creative strategy
Graphic design
Project management

Copywriting
Digital campaign strategy
and execution
Public relations



Mobile banner ads



Social media strategy

The Challenge

In 2010, the overall census response rate in WV was 65%.³ The West Virginia Department of Commerce set an internal goal to improve the state's response rate by at least 10%.

Digital Relativity understands the people of this state. They are family, friends and neighbors. West Virginian culture is not something you can guess at; it is learned and ingrained after living here for many years.

DR began to work on this project in January 2020 and had strategy and tactics determined and ready to implement promptly upon award of the contract. Of course, like much of 2020, the effects of the pandemic changed the course of plans, resulting in major adjustments to in-person recruiting efforts and a focus on hyper-relevant messaging to break through the overall noise of 2020.

The Details

Working with nine different state agencies, DR followed a phased approach to increase census participation. Beginning in February and continuing into March, the goal of the first phase was to recruit individuals to work door-to-door canvassing jobs for the U.S. Census Bureau. Phase two, which began in March and continued through September, focused on encouraging individual residents of WV to respond to the census.

Recruitment Phase Strategy & Tactics

The goal for the recruitment phase of the campaign was to create awareness that there were U.S. Census Bureau jobs available for West Virginians. The messaging, developed by WV Commerce Communications, focused on paying off debt or earning money to pay for a vacation and highlighted the flexibility of working part-time.

The tactics employed were a combination of traditional and digital advertising. This included out-of-home advertising with billboards and medical waiting room ads, as well as radio and print ads across West Virginia MetroNews and West Virginia Press Association outlets. On the digital front, display ads that targeted distinct audiences in specific counties that were not at the 50% staffed threshold prior to the recruitment phase were utilized.

TARGET AUDIENCES

General public

Single parents

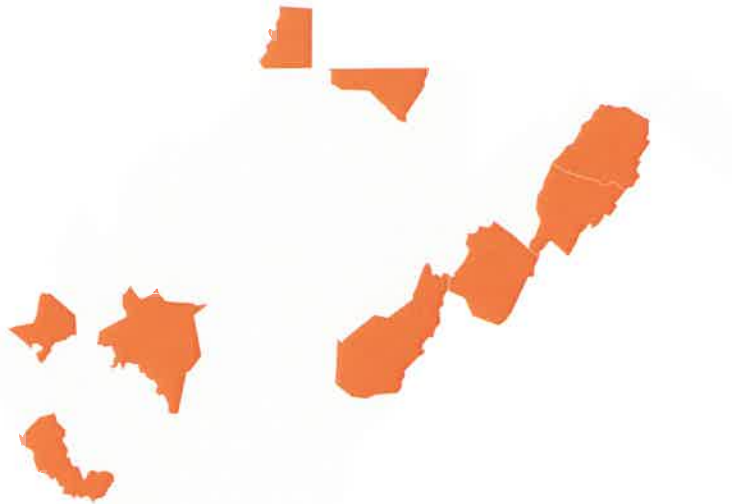
Veterans

College students

Retirees

TARGET COUNTIES

Cabell
Hampshire
Hardy
Kanawha
Marshall
Mingo
Monongalia
Pendleton
Pocahontas



TRADITIONAL MEDIA

Billboards - WV Outdoor, Lamar
Broadcast - WV Press Association
Radio - MetroNews

NON-TRADITIONAL MEDIA

Medical waiting room ads - PatientPoint®
Online job recruitment events - JobCase

DIGITAL MEDIA

Display ads - Trade Desk, MetroNews
Search ads - Google
Social media ads - Facebook
Connected TV / Over-the-top media - Trade Desk

EARNED MEDIA

Press releases
Organic social media posts
Employee advocacy
State & county influencers

Response Phase Strategy & Tactics

Towards the end of March, messaging switched to focus on census response. The goal was maximum reach and frequency to create awareness of the census, and this was achieved by creating a variety of messages that appealed to different target audiences.

Between mid-April and the end of September, Digital Relativity continued to refresh campaign creative to combat ad fatigue and keep messages visible. As information was reported about individual county response rates, display ad targeting was adjusted based on geography.

This phase included multiple sets of creative used for social media and digital programmatic. Video assets were created and updated for PatientPoint that encouraged responses to the census, and those video assets were also placed on CTV. DR utilized Google Search and placed click-to-call ads, giving residents quick access to call and complete their census survey. Additionally, a texting campaign was utilized, which included four rounds of texts prompting the audience to respond to the census and provided them with a link to do so.

TARGET AUDIENCES

Low-income citizens

Minorities

Public educators

Trade workers/laborers

Healthcare professionals

Parents

Military personnel

College students

West Virginia Department of Commerce
May 2 · 🌐

Responding to the 2020 Census takes less than 15 minutes of your time and helps secure federal funding for various programs in your community.

Your response will help secure funding for West Virginia's roads and infrastructure, schools, healthcare, emergency services and MORE.

Call 844-330-2020 or go to 2020Census.gov and respond TODAY!

**I'm challenging you to
complete the
2020 Census
today.**

#shapeyourfuture

West Virginia Department of Commerce
Government Organization

Learn More

Social media ad strategy

DIGITAL MEDIA

- Display ads** - Trade Desk, MetroNews
- Search ads** - Google
- Social media ads** - Facebook
- Connected TV / Over-the-top media** - Trade Desk

TRADITIONAL MEDIA

- Billboards** - WV Outdoor, Lamar
- Broadcast** - WV Press Association
- Radio** - MetroNews

NON-TRADITIONAL MEDIA

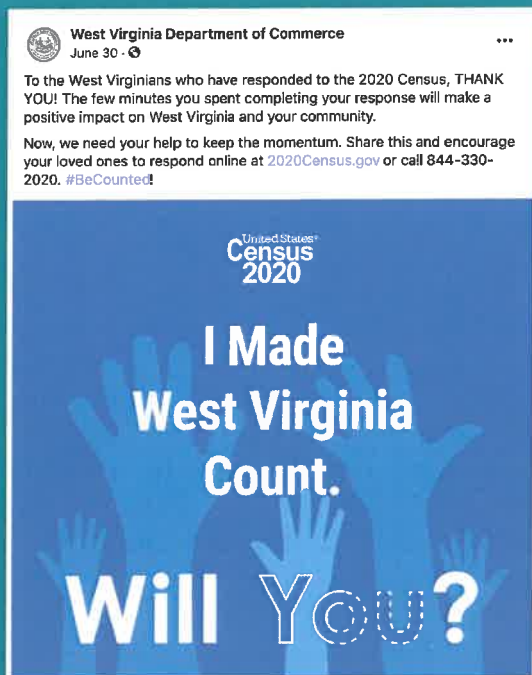
- Medical waiting room ads** - PatientPoint®
- SMS texting** - Public Results

EARNED MEDIA

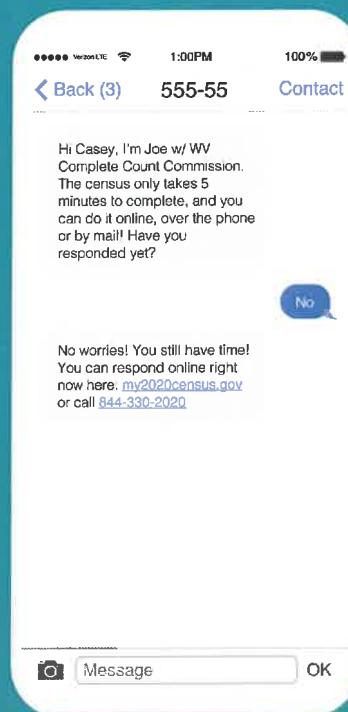
- Press releases**
- Organic social media posts**
- Employee advocacy**
- State and county influencers**



Organic social media strategy



Social media ad creative



SMS texting

The Results

Recruitment Phase

At the close of the campaign, the U.S. Census Bureau's operations in WV reached a staffing level of 79%, which aided in the work of reaching rural, non-mailable addresses.

Response Phase

West Virginia's 2000
U.S. Census Response rate

68% ³

West Virginia's 2010
U.S. Census Response rate

65% ³

West Virginia's 2020
U.S. Census Response rate

99.9% ²

56.2% via mail-in surveys, click-to-call
and online participation

43.7% door-to-door completion by
U.S. Census Bureau employees



Click-to-call ads

63,374
Impressions

2,222
Clicks

3.51%
Click-Through Rate

\$4⁴⁹
Cost per Click

389
Calls

\$25⁶⁵
Cost per Call

17.51%
Conversion Rate

FACEBOOK

9.3M
Impressions

7,958
Clicks

0.09%
Click-Through Rate

\$3⁹⁹
Cost per Click

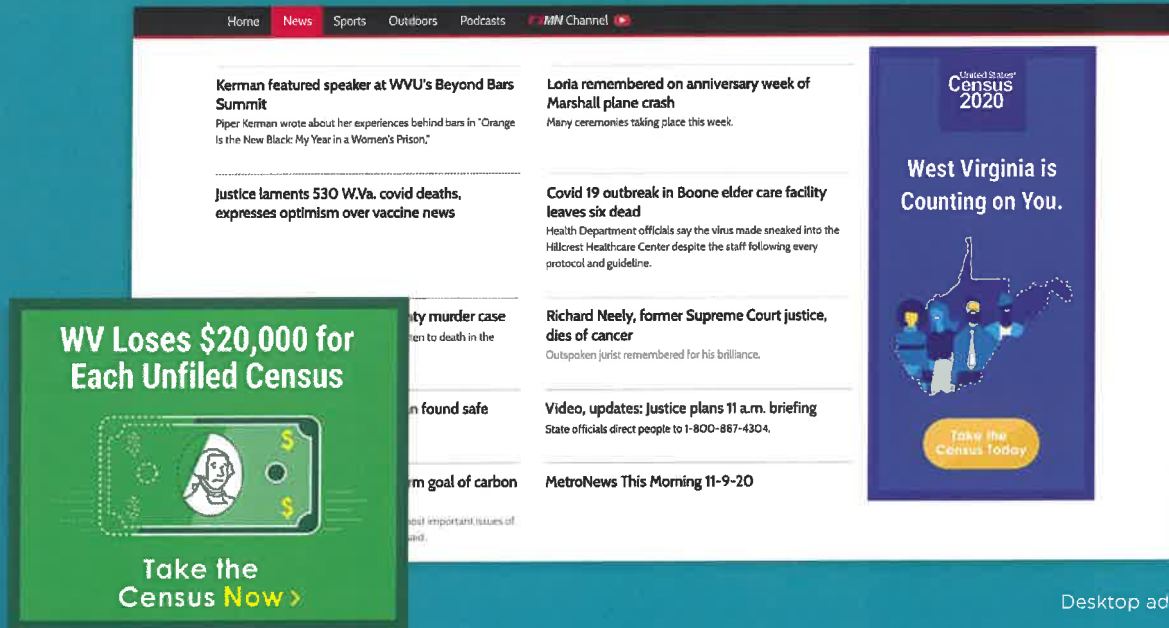
 theTradeDesk
Programmatic

105.4M
Impressions

123,234
Clicks

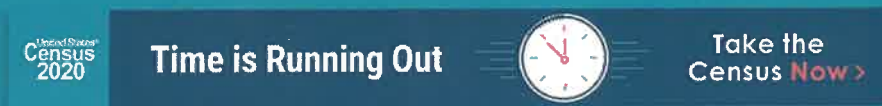
0.12%
Click-Through Rate

\$2⁴⁹
Cost per Click



Desktop ad

Desktop ad creative



Desktop banner ad

Sources

- 1 [West Virginia and the Census](#) - National Conference of State Legislatures
- 2 [State by State Total Response Rate](#) - United States Census Bureau
- 3 [2010 Census Participation Rates](#) - United States Census Bureau



Work Samples

R WORK SAMPLE

Rocky Mountain Rafts

RMR

THE CRASH PAD

Whether you use it to sleep on, cushion your cooler lid, pad out your van life or as a dog bed, this updated river classic is a must-have. It's the ultimate accessory for your next camping or multi-day river trip. No matter how you roll it, lay it, strap it or fold it — you need a Crash Pad.

BUY NOW

For less than \$5 a day, you can own a Klarna.

Klarna.

JUST ADD WATER

RMR

ROCKYMOUNTAINRAFTS.COM

RMR

FIND A DEALER →

SHOP NEW INVENTORY

Summer just got waaaay better! Grab your new RMR products and just add water.

CHECK IT OUT

Sign up to get notified when our new TR-126 is back in stock!

A Crash Pad and Double River Tube make for the perfect float/camp trip.

SHOP NOW

For less than \$5 a day, you can own a Klarna.

Klarna.

Emails

STOKED ABOUT YOUR RMR BUY?
Show Us Some Love with a Review

RMR

Digital Ads

Rocky Mountain Rafts

MORE THAN JUST A PLACE TO CRASH

CRASH PADS — CP

PRICING

	PRESEASON (60%)	1-4 (85%)	5+ (95%)	RETAIL
CP-72283	\$119	\$139	\$129	\$177

COLORS

Orange Lime Green White

SPECS

72" x 25" x 3"

CATARRAFTS — CT

SPECS

	LENGTH	WIDTH	TUBE	CRAWBARS	O-RINGS
CT-148	14'	22"	--	6	16
CT-160	12'	5'0"	23"	4	22

COLORS

Blue Red Evergreen
Waterfall Orange Gray
Lime Green Yellow Electric Raspberry

COME ON IN, THE WATER'S GREAT

RIVER TUBES — RT

PRICING

	PRESEASON (60%)	1-4 (85%)	5+ (95%)	RETAIL
RTB-44	\$102	\$119	\$110	\$149
RTD-44	\$109	\$125	\$116	\$179
RTB-48	\$113	\$132	\$123	\$189
RTD-48	\$119	\$139	\$129	\$197
DRT	\$174	\$202	\$189	\$289

COLORS

Blue Lime Green Orange
Waterfall Red Yellow
Electric Raspberry

Dealer Catalog

NEW FOR
2020

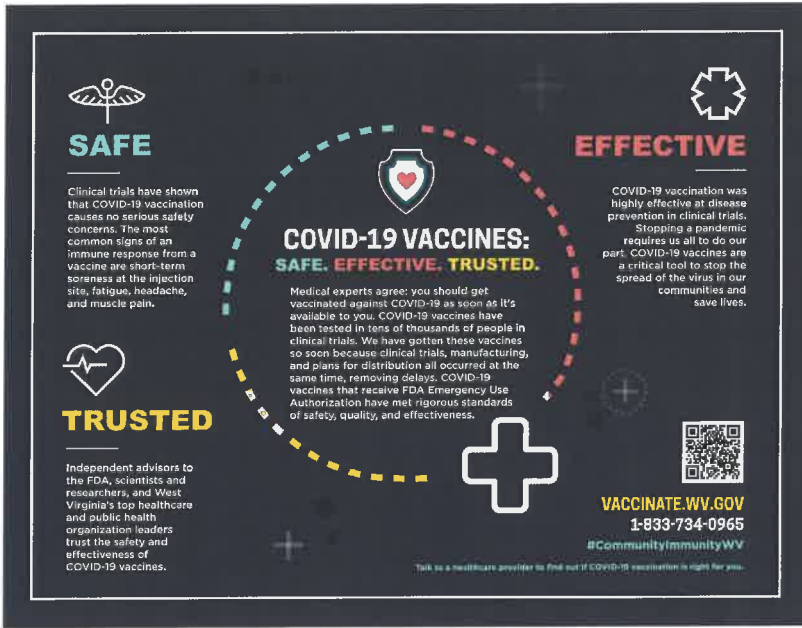


DOUBLE RIVER TUBES DRT

The only 2-year warranty in the industry!

Sales Flier

The Center for Rural Health Development



Sticker

Printable Infographics



Registration Digital Ad



Awareness Social Post

Visit Southern West Virginia



2020 Press Kit



Visitors Guide

Bridge Day



Event Magazine



Social Media Graphics

