



WEST VIRGINIA DEPARTMENT OF COMMERCE ADVERTISING SERVICES

REQUEST FOR PROPOSAL
CRFP 0327 COM2300000001

TECHNICAL PROPOSAL

April 18, 2023

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04/18/23 12:56:09
WV Purchasing Division



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Executive Summary

At Digital Relativity (DR), our mission has always been to act as true partners for our clients, together building a team that works hand-in-hand to navigate the constantly evolving marketing landscape. We excel at constructing comprehensive marketing strategies for our partners while staying true to our digital-first marketing roots. Our team is a group of passionate, dedicated problem-solvers who approach our partners' challenges with resourcefulness and creativity.

This response showcases our exceptional qualifications, forward-thinking concepts and dependable blueprint for collaborating with the West Virginia Department of Commerce and its agencies, Commerce Communications and the West Virginia Department of Tourism.

We are excited about the opportunity to continue our partnership with the Department of Commerce and its agencies. This work is close to our hearts as a West Virginia-based company, founded by West Virginians. We firmly believe in reshaping people's perceptions of West Virginia and are passionate about contributing to the state's economic growth. We take immense pride in the state's abundant natural resources and aspire to share the beauty of West Virginia with the world.

We hope our unwavering commitment and enthusiasm shine through in this response's work samples and ideas.

Thank you for allowing us to share our thoughts and ideas.

Best regards,

The Digital Relativity Team



**SECTION 4: PROJECT
SPECIFICATIONS**

4.1. Background and Current Operating Environment:

The Department contains seven agencies: the West Virginia Division of Forestry, the West Virginia Geological and Economic Survey, the West Virginia Division of Labor, the West Virginia Office of Miners' Health, Safety & Training; the West Virginia Division of Natural Resources; and WorkForce West Virginia. The marketing efforts for these agencies are managed by the Department's Marketing and Communications unit, and that unit will be the exclusive conduit between the agencies and the Vendor. Vendor is also expected to provide Advertising Services to agencies outside of the Department if those agencies have opted to use the Department's Marketing and Communications unit and that unit has instructed the Vendor to perform Advertising Services for the outside agency. However, Advertising Services for the Department of Tourism, to the extent this contract covers such services, will be directed by the Department of Tourism.

4.2. Project Goals and Mandatory Requirements:

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

Vendor's response should also include examples of creative proposals as examples of a bidders' ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under this RFP but will help to evaluate a vendor's proposal. By submitting samples of creative proposals as set forth in section four of this RFP, vendor acknowledges and agrees that any content, layouts, artwork, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of the Department.

4.2.1. Goals and Objectives - General Advertising Services

(A). Vendor should describe how it will assist in the providing of Advertising Services (defined above) to the Department, the Department of Tourism, and other agencies utilizing the Department's Marketing and Communications unit with specific information provided on Media Buying, Research, Website Development, Digital Marketing and Advertising, and Full Marketing Campaigns. More detail about the desired information can be found in Section 4.3.

Digital Relativity has been successfully providing advertising and marketing services for over 12 years for businesses throughout the United States. Over the course of our history, we have created and executed comprehensive marketing campaigns for partners, including strategies for media buying, research initiatives and data interpretation, website design and development, digital marketing and advertising and more. As the current agency of record for the Department of Commerce, we work daily with the Department's marketing and communications unit, the Department of Tourism, and other Commerce agencies as required based on our current joint project list. Our work together is a true partnership, with each party knowledgeable and engaged as a team in all of our work together.

Throughout this response you will get an in-depth look at our capabilities and services, our team, how we approach projects, examples of our work and a clear understanding of how Digital Relativity is an ideal partner to continue to assist the Department of Commerce and its agencies with marketing initiatives. This expertise is outlined in the responses to questions and requirements in sections 4.2., 4.3 and their associated sub-sections, and in the supplemental case studies, work examples and other details about our work provided throughout the response.

Speculative Strategic Ideas

Digital Relativity (DR) has prepared two examples to demonstrate how the team could assist in helping achieve the goals and objectives regarding Advertising Services for the Department of Commerce and its agencies. The following examples exhibit the team's capability to develop creative strategy, including a comprehensive brand awareness campaign for WorkForce West Virginia and a proposal to expand and modernize the West Virginia State Parks (WVSP) Very Important Parks Person (VIPP) program.

WorkForce West Virginia

WorkForce West Virginia is the state's agency for employment-related services, including unemployment benefits and career resources for individuals, resources for employers to find qualified workers and other labor force tools. As West Virginia continues to attract new businesses to the state, it is imperative that a capable workforce be in place to support that growth.

The proposed campaign aims to position WorkForce West Virginia as an employment agency that assists both job seekers in finding employment and employers in finding the right talent for their business. To achieve this, DR proposes an advertising campaign that targets three different groups: employers with 25-100 employees who need additional workers, students preparing to graduate from high school, college or two-year programs looking for employment, and those who are underemployed and not using their training and degrees to the fullest. The proposed creative for this campaign includes messaging, visuals, sample advertisements, landing page designs, scripts and storyboards, along with media placement and targeting recommendations for a comprehensive branding campaign.

Objectives:

- Increase awareness of WorkForce West Virginia's services among the three target audiences
- Generate leads and increase engagement with job seekers and employers
- Increase website traffic

DR proposes a campaign theme of “Start With WorkForce.” As the premier agency for West Virginia’s WorkForce resources, this theme directly states where job seekers and employers should start their searches. The theme serves as both the call to action and messaging for the entire campaign and can be customized with specific messaging for each target audience. Repetition of the theme across all campaign materials generates top-of-mind awareness of WorkForce West Virginia as the primary agency for employment assistance.

The campaign’s creative direction comes to life through the use of bright colors, direct headlines and graphic elements. By incorporating WorkForce West Virginia’s website color palette and maintaining a clean design, the campaign’s creative direction captures attention and inspires audiences with captivating visuals that align with the campaign’s theme.

Target Audiences:

- Employers with 25-100 employees who need additional workers
- Students preparing to graduate from high school, college or two-year programs looking for employment
- Those who are underemployed and not using their training and degrees to the fullest

Key Messages:

- For employers: “Find the Right Talent for Your Business with WorkForce West Virginia”
- For students: “Start Your Career with WorkForce West Virginia”
- For those who are underemployed: “Unlock Your Potential with WorkForce West Virginia”

To create and implement this comprehensive campaign in partnership with WorkForce West Virginia and the West Virginia Department of Commerce, DR recommends the following phases to ensure that all elements are in place and positioned for success prior to campaign launch:

Phases/Categories:

- **Asset Identification and Development**
 - Digital Display
 - Paid Search
 - Paid Social
 - Landing Pages
 - Audio Scripts
 - Video/Motion Graphics
 - Audience Creation
- **Marketing Stack Development**
 - CRM Configuration
 - Leadfeeder/Dealfront Code
 - GA4 Goals, Events and Segments Created
 - Looker Studio Dashboard Created
- **Awareness and Reach**
 - Digital Display
 - Paid Search
 - Paid Social
- **Follow Up and Follow Through**
 - Broadcast and Streaming Audio/Video
 - Retargeting
 - Google Segments
 - Lookalike Audiences
- **Message Refinement and Reinforcement**

The timing of phases will depend upon a number of factors, including approval of campaign elements, marketing stack development and the build-out of lead nurturing steps.

Once foundational steps are in place, the campaign will begin. Specifically, the proposed campaign aims to increase awareness of WorkForce West Virginia's services among the three identified target audiences, generate leads and increase engagement with job seekers and employers, increase website traffic and track and analyze key performance indicators.

The following campaign tactics are recommended:

Media Channels:

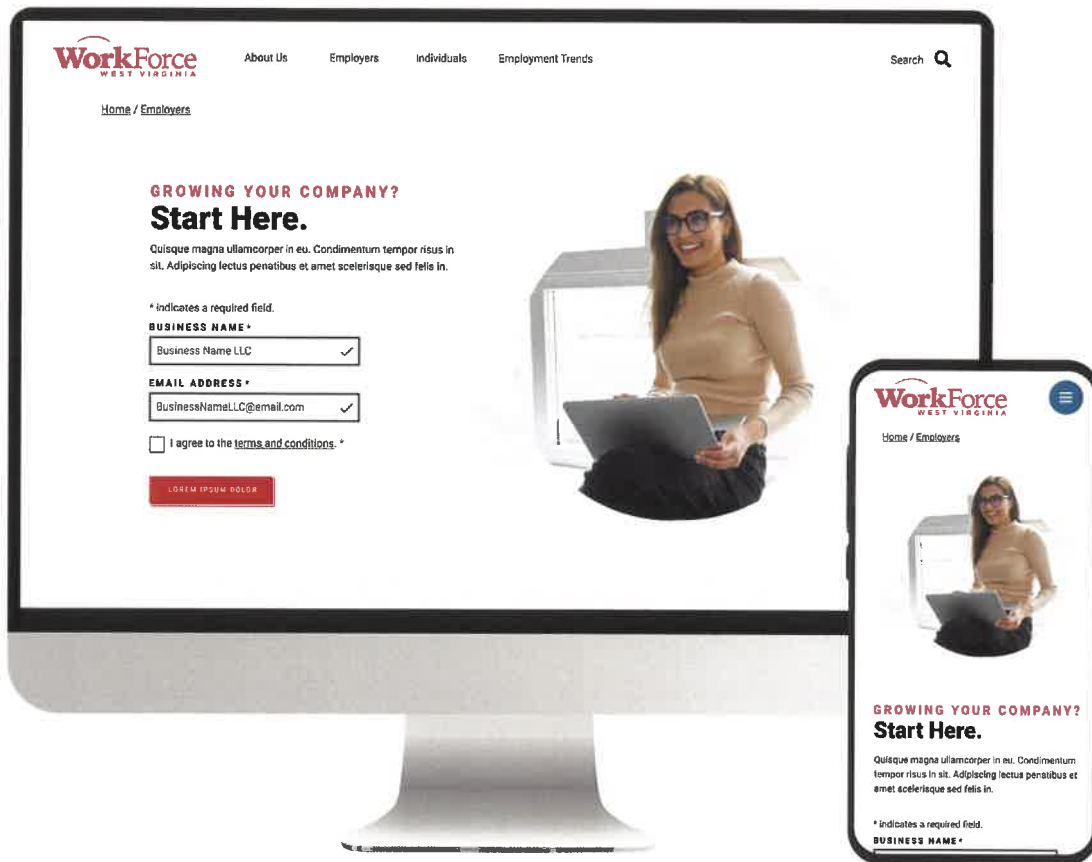
- Digital Display Ads: Targeted display ads on job boards, news websites and social media platforms such as Facebook and LinkedIn
- Terrestrial Radio: Ad spots on local radio stations during peak commute hours
- Streaming Radio: Audio ads on streaming services such as Pandora, Spotify and iHeartRadio
- Cable and Broadcast TV: TV commercials on local cable and broadcast channels during prime time and news programming
- Social Media: Regular posts on social media platforms such as Facebook, Twitter and LinkedIn to share job listings and success stories
- Employee Advocacy Platform: Use EveryoneSocial to create awareness and broaden reach

Advertising Targeting:

- Digital Advertising Targeting: Use Google Analytics 4 to create segmented lists for digital advertising targeting based on demographics, interests and behaviors
- CRM: Use HubSpot CRM to track leads generated from the advertising campaign and communicate with them via email and social media

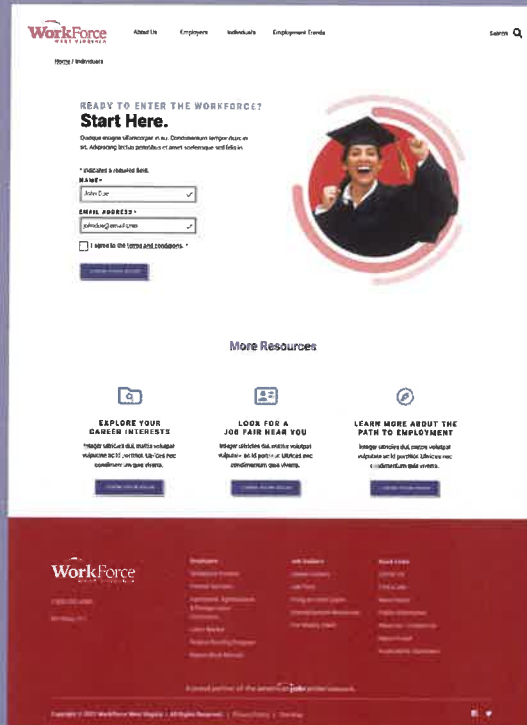
- Lead Generation: Use Dealfront (Leadfeeder) to identify potential leads visiting the WorkForce West Virginia website
- Data Analysis: Use Looker Studio to track key performance indicators and optimize the advertising campaign

Each tactic should be measured to the fullest extent possible, including setting up specific consumer journeys and analyzing events using Google Analytics 4. The performance of this initial campaign will inform future phases of advertising, as the agency continues to build awareness of the “Start With WorkForce” brand.



Employer Landing Page

New Graduate Landing Page

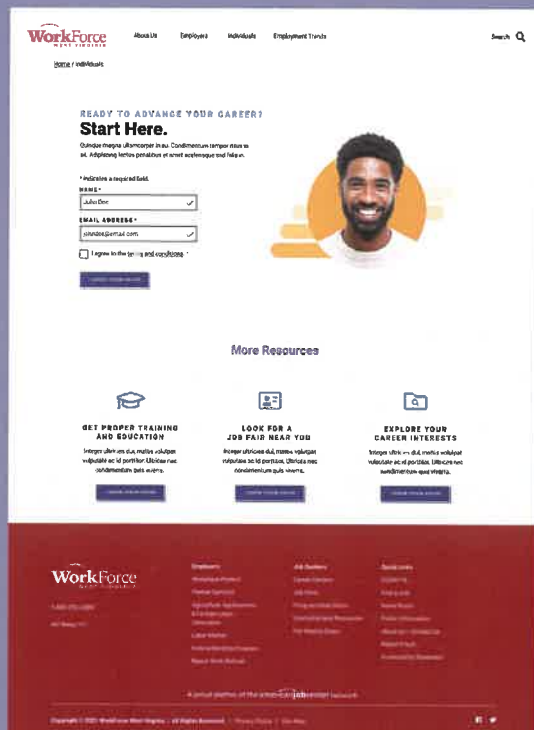


Desktop



Mobile

Underemployed Landing Page



Desktop



Mobile

WorkForce West Virginia
Sponsored

Take the next step in your career with WorkForce West Virginia. Connect with real opportunities across the state and achieve your employment goals today.

Ready to advance your career?
Start With WorkForce

WorkForce
WEST VIRGINIA

WORKFORCEWV.ORG [Learn More](#)

Unlock your potential with WorkForce West Virginia.

88 12 Shares

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10:37 4G

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WorkForceWV Start your employee search with WorkForce West Virginia. We help connect employers with skilled job seekers across the state, making it easier to find the perfect fit for your business.

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Ready to start your career?
Start With WorkForce

WorkForce
WEST VIRGINIA

**Job Placement.
Career Advancement.
Employee Recruitment.**
Start With WorkForce

WorkForce
WEST VIRGINIA

Social Ads



Billboard



Print Ad

Video Storyboard #1



FRAME 1

VID: Spot opens up to a very productive company meeting. A manager sits center frame, a bit distracted looking off in the distance. A slight shadow is cast across the scene.

VO: **At the heart of every company is a vision—to build something you can be proud of**



FRAME 2

VID: Camera moves in to a close up of the manager. Thinking about how to get the company help.

VO: **But where do you start when it comes to finding employees who can carry through that vision?**



FRAME 3

VID: Cut to manager on laptop logging on to WorkForceWV.org.

VO: **Start with WorkForce West Virginia.**



FRAME 4

VID: Wide shot of manager at desk exploring the services WorkForce provides.

VO: **We offer a full suite of employer resources;**



FRAME 5

VID: Montage of services, digital and in person.

VO: **from virtual job fairs to on-the-job training.**



FRAME 6

VID: Manager hires new team member.

VO: **WorkForce West Virginia is a one-stop resource center for workforce development.**



FRAME 7

VID: New team member working alongside team; manager looking on.

VO: **Connecting real people with real opportunities.**



FRAME 8

VID: Manager standing in doorway, confident that he found the right hire for the team.

VO: **Be confident that your next hire is the perfect fit for your vision. Go to workforce-wv-dot-org to get started today.**

Video Storyboard #2



FRAME 1

VID: Opening shot of a young, well dressed woman in her car. As the VO starts, her car does as well. Camera follows.

VO: **The start—it's the moment defined by determination.**



FRAME 2

VID: Close up in car of the main character, looking introspective she takes a deep breath as she looks into the mirror.

VO: **When you dive into the unknown and find your path forward.**



FRAME 3

VID: Cut to a dimly lit office space where the main character steps into frame and takes a brief pause.

VO: **But starting can be the obstacle standing in your way.**



FRAME 4

VID: The door seems to be holding her back. But then she checks her phone and is reminded that she is more than prepared for this moment.

VO: **Don't let your opportunity pass you by—start with WorkForce West Virginia.**



FRAME 5

VID: The main character steps through the door to reveal a brightly lit room with friendly faces across the table.

VO: **More than just a search engine,**



FRAME 6

VID: The main character sits across from the group and begins a job interview.

VO: **we connect real people with real opportunities.**



FRAME 7

VID: The stress is gone, because she is more than prepared for this moment.

VO: **From training and education to job placement and career advancement, your employment path starts with WorkForce West Virginia.**



VID: Endtag

VO: **Get started today. Go to WorkForceWV.org.**

West Virginia State Parks POAP

West Virginia State Parks (WVSP) Very Important Parks Person (VIPP) program encourages park enthusiasts to visit frequently by offering lodging specials, exclusive dinner parties and the opportunity to be rewarded with a gift card for visiting designated park facilities and completing program requirements.

Up until now, participation in the VIPP program has relied solely on traditional print materials. Digital Relativity (DR) proposes modernizing the approach to expand the program's appeal to a new generation of park visitors. To achieve this, DR recommends introducing a POAP strategy (Proof of Attendance Protocol) that will establish connections with digital natives and strengthen their affinity towards the program. A POAP strategy will encourage visitation, engagement and gathering of first-party data for WVSP.

A POAP is a digital collectible token generated when someone visits a location or attends an event and can be 'claimed' in various ways. A POAP can be a tool to incentivize visitors to engage with the park, share their experiences on social media and provide valuable data about visitors and their interests. Additionally, a POAP can serve as admission to exclusive events, guided hikes or other programs developed to reward frequent visitors and WVSP advocates.

The POAP strategy would include:

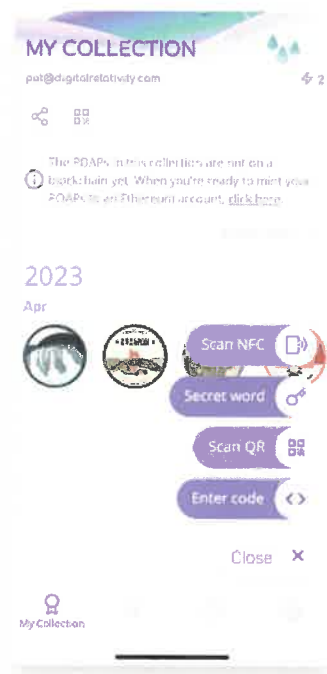
- Developing a plan for POAP designs to highlight each West Virginia State Park and Forest, key points of interest and events and identifying high visibility signage opportunities
- A training component for front-line WVSP team members that will enable them to answer questions from visitors
- Identifying Key Performance Indicators (KPIs) for the POAP program, such as:
 - Number of POAPs claimed and distributed
 - Social media shares by participants

- Earned media mentions resulting from public relations efforts
- VIPP participation growth and number of repeat visits
- Growth of first-party data sets
- Number of visitors who complete surveys or provide feedback
- Development of an owned, earned and paid media strategy to reach young outdoor travelers including:
 - Familiarization tours (FAM) with media, current VIPP members and WVSP staff
 - Social media outreach
 - Content creation and distribution via email, social media and advocacy programs
 - Paid traditional media
 - Previous guest outreach
- Development of a POAP distribution plan that will allow participants to claim their POAP(s) in various ways, including:
 - Via email (the best method for gathering first-party data)
 - Dynamic QR Codes
 - Use of a 'secret' word
 - Via RFID devices in strategic locations
 - Entering a 6-digit code
- Development of incentives based on the number of visits or POAPs claimed that provide exclusive experiences or entry to VIPP events
- Development of feedback loops to use POAPs to facilitate visitor surveys and feedback from guests who complete a survey or provide feedback receiving a POAP as a reward, gaining valuable data on visitor satisfaction, areas for improvement and overall visitor experience

A POAP strategy can be an effective way to encourage visitation, augment the VIPP program, promote deeper visitor engagement and gather first-party data. Development of a finalized strategy would be made in partnership with WVSP and the West Virginia Department of Commerce to determine the best implementation in alignment of agency goals and objectives.



POAP Tokens



POAP Interface

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.

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

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

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

As outlined in our proposed staffing plan in section 4.3.1.1 B. ii., at least two account executives will be assigned to this contract. The account executives will be available and on call 24 hours daily and respond to agency requests and needs within the required four-hour time frame. Account executives can be reached via phone, text or email. Meetings with account executives can be held via video conferencing and in-person.

We'd recommend setting weekly meetings with Commerce Communications and other agencies to touch base on any work-in-progress. This will help

ensure that projects and questions are being addressed and that we promptly work through all project elements.

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

As a full-service agency with over 12 years of experience, Digital Relativity meets and exceeds these requirements, as you'll see demonstrated throughout this response. Here is a bit more information about Digital Relativity's expertise:

Strategy and Marketing Development

Not all great creative ideas work. We go beyond big ideas and even big numbers. We think, then act, focusing on the metrics that 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 combine beauty and psychology 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 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.

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, and b-roll shots to full-length commercials, we create meaningful content that connects with and motivates the audience.

Public Relations

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

Please refer to our case studies and examples of work on pages 140-180 to learn how we have provided these services across various projects.

4.2.2.3. The Vendor must have experience related to business marketing.

Digital Relativity meets this requirement. DR has worked on B2B strategies for a number of partners across a variety of industries, including local/state government, economic development, travel and tourism, professional services, public services, associations, health advocacy and more. Specifically, these strategies have included developing and executing effective marketing strategies, creating engaging content, managing social media, optimizing search engine rankings, email marketing, account-based

marketing, lead generation, and event planning and targeting. In addition, Digital Relativity has collaborated with state agencies and private businesses to develop a comprehensive and integrated approach to drive measurable results and contribute to long-term growth.

In DR's work with the West Virginia Department of Commerce, there are many projects which require strategy around B2B marketing. Here are highlights of a B2B marketing strategy that DR prepared for the West Virginia Economic Development Authority:

- Identify and target specific industries: Identify industries that are a good fit for the region, such as aerospace, chemicals, energy, healthcare, information technology and tourism. Target businesses in various ways within these industries that are likely to benefit from the unique resources, workforce and incentives West Virginia offers.
- Leverage the region's strengths: Emphasize its strengths, such as its low cost of living, skilled workforce, favorable business environment and access to transportation and logistics. Use these advantages to differentiate West Virginia from other regions and attract businesses looking for a competitive edge.
- Showcase success stories: Highlight successful businesses established in West Virginia, such as Procter & Gamble, Amazon and Toyota. Use their stories to demonstrate the advantages of business in the region and the support available to new companies.
- Use digital marketing channels: Reach out to potential businesses through digital marketing channels such as LinkedIn, Google Ads and email marketing. Use targeted messaging and advertising to reach specific industries, job titles, events and conferences.
- Establish lead management process: Using CRM tools like HubSpot and Salesforce and target identification tools such as Leadfeeder/Dealfront and Google Analytics can provide information for teams to react proactively to interest indicators.

- Create and curate targeted content: Analyze data and analytics to develop and curate content tailored to potential businesses' specific needs and interests and leverage Social Advocacy tools such as EveryoneSocial to deliver the content strategically. This content could include industry reports, case studies, white papers and blog posts that showcase the benefits of doing business in West Virginia.
- Ensure a positive website experience: Once a business expresses interest in West Virginia, provide an intuitive web experience to help it navigate to crucial information about the benefits of establishing its business in West Virginia.

4.2.2.4. The Vendor must have provided marketing and/or promotional services substantially similar to the Advertising Services as described in this RFP with an annual budget of \$1 million or more for at least one client. Vendor should provide a list of clients for whom the Vendor has provided Advertising Services with a budget exceeding \$1 million.

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

- West Virginia Lottery
- West Virginia Department of Tourism
- GoMart
- Visit Southern West Virginia
- Center for Organ Recovery and Education

Additionally, Digital Relativity has provided marketing and promotional services to partners with budgets of all sizes. We help partners hone in on a strategy that makes the most of their marketing dollars, from small budgets to large.

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

Digital Relativity's in-house team has been successfully designing, building and maintaining websites since the company's inception. At any given time, we manage approximately 70 WordPress installations and their respective infrastructure, alongside active design and development of new sites.

For WordPress hosting, we work with WP Engine, a fully-managed WordPress hosting platform. You can think of this like the relationship between a public utility like water or electricity (WP Engine), and the entity maintaining a piece of property that uses the utility (Digital Relativity). While WP Engine manages the physical infrastructure and underlying system architecture of our web servers, the Digital Relativity team manages the application layer, where the website itself lives. This allows the Digital Relativity team to focus on things like strategy, design and development. Put simply, we work with WP Engine to keep everything running smoothly and securely.

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

- Daily snapshots of the entire website (including media and uploads) are captured and stored offsite to ensure that there is always a current backup available.
- Support is available 24/7/365 via email and support forums. Phone and chat support are also available during business hours and holidays.
- Newly released security updates are installed automatically once they have been tested by both the WordPress development team and the WP Engine engineering team.

- A state-of-the-art firewall hosted and managed by WP Engine, with regular malware scans and free security maintenance.

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

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

In our work with the West Virginia Department of Commerce, the West Virginia Department of Tourism, the West Virginia Department of Arts, Culture & History, West Virginia State Parks, the West Virginia State Treasurer's Office and the West Virginia Lottery, we've worked closely with the West

Virginia Office of Technology. Our team is familiar with the relationship between West Virginia state agencies and the Office of Technology. We've worked with the Office of Technology on issues related to website hosting, domain registration, DNS and network management and website security.

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

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

Over the course of our work with the West Virginia Department of Commerce, our team has had the opportunity to serve as both project manager and technical lead on a wide range of third-party integrations.

For the West Virginia Division of Natural Resources (WVDNR), our team has led ongoing technical conversations and implementation around Google Analytics integration for revenue reporting, as well as WordPress integration with the new WVDNR website designed and built by our team. This has involved extensive work with the West Virginia State Treasurer's Office and facilitating the integration of their ePay platform into a third-party digital licensing system.

Our work for the West Virginia Department of Tourism and West Virginia State Parks has also included a number of third-party integrations. While serving a role similar to the one that we did with the WVDNR, our team was able to facilitate the integration of multiple third-party CRMs with the West Virginia Department of Tourism website, most recently of which was Salesforce. Serving as project manager and technical lead, our team built custom integrations for syncing business listings and events between the website and Salesforce, just as we have in the past for prior CRMs. Before that, we served a similar role for West Virginia State Parks and helped build multiple

custom integrations with third-party reservation platforms and their relevant partner platforms.

The nature of our work with Commerce agencies is ongoing as well. Most recently, we are leading the migration and integration of the vital records used by the Department of Arts, Culture & History to improve usability, performance and security of one of the most heavily trafficked tools in our state's government.

ADA Compliance

While web accessibility is not a legal requirement for every organization, it does present a moral responsibility for any website owner. An accessible website is a strategic advantage that can benefit everyone who visits your site, regardless of their abilities or limitations. In the United States, 26% of adults have some form of disability that may affect their online experience. By following accessibility standards and guidelines, you can ensure that your site is inclusive, usable and effective for all your potential customers, partners and stakeholders.

During the design and development process, DR works to cater our designs to the requirements of Web Content Accessibility Guidelines (WCAG) 2.1. These are internationally recognized standards that cover four main aspects of accessibility: perceivable, operable, understandable and robust. We use various tools and techniques to test and validate our work against these criteria.

Placing accessibility at the forefront of our process allows us to account for upwards of 60% of a site's accessibility needs by leveraging global design elements and best practices around style and color. Designing for accessibility ensures that everyone can access information on your site regardless of any limitations they may have. It also benefits users without disabilities by improving usability, performance and search engine optimization.

We work to educate and inform our partners regarding maintenance and upkeep to ensure that the site remains in compliance. Accessibility is not a one-time effort but an ongoing commitment that requires regular monitoring and updating. We provide training and documentation on how to create accessible content, use accessible features and address any issues that may arise.

DR has helped a variety of West Virginia state government entities achieve varying degrees of accessibility compliance upon launch, the most recent of which was WorkForce West Virginia. Our combination of experience and tooling enables our team to ship websites at every level of compliance and enable stakeholders to comfortably take ownership once the project launches.

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

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

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

Digital Relativity understands and can meet this requirement.

4.2.2.8. All content, including but not limited to, layouts, sketches, artwork, photos, videos, branding materials, and any other creative or marketable deliverable used in the advertisements or other materials developed or placed by the Vendor under the term of this CRFP shall become the exclusive property of Department or the respective Agencies.

Digital Relativity understands this requirement and will maintain asset storage as required by Commerce agencies. Internally, Digital Relativity uses Google Drive to manage and store assets, in addition to our internal/external project management tools, Workamajig and Basecamp. Digital Relativity also works with partner-owned asset management tools as requested/required.

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

Digital Relativity understands this requirement and is familiar with working with intellectual property and assets from previous campaigns. Digital Relativity understands the relationships and protocols for the potential sharing of assets across Department of Commerce agencies.

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

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

4.2.2.11. During the term of this Contract, the Department, the Department of Tourism, and other agencies may enter into additional contracts for Advertising Services or perform Advertising Services in-house with state employees or through the Department’s Marketing and Communications unit, independent of the Advertising Services described in this Contract.

Digital Relativity understands this requirement. We are prepared to collaborate with any other professional service providers where needed.

4.2.2.12. At the request of the Department or other agency, the Vendor will travel to and from the Agency offices, and travel-related expenses incurred, are the responsibility of the Vendor and not reimbursable.

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

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

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

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

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

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

Digital Relativity understands and can meet this requirement.

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

Digital Relativity understands and can meet this requirement.

4.3. Qualifications and Experience:

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

4.3.1. Qualification and Experience Information

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

4.3.1.1 Professional Experience and Financial Stability

(A). Financial Stability

(i). Vendor should have the ability to pledge and place commitments of advertising media under this Contract, up to as much as \$1.5 million at any one time prior to reimbursement. Vendor should describe its current financial status and ability to comply with this desirable item in its response. Agencies reserve the right to review Vendor's audited financial statements for the past three (3) years and to cancel this Contract should Agencies deem, in its sole discretion, that the Vendor's financial stability is in question.

Digital Relativity is in good financial standing, maintaining positive profit and loss statements and balance sheets, and can pledge and place media commitments up to \$1.5 million before reimbursement. We have had as required, and have maintained, the ability to pledge up to \$1 million at any one time prior to reimbursement for the duration of our contracts with the West Virginia Department of Tourism (May 2015), the West Virginia Lottery (January 2016) and the West Virginia Department of Commerce (June 2019). Digital Relativity can meet the increased requirement of being able to pledge and place up to \$1.5 million at any one time prior to reimbursement.

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 bolsters our ability to commit to media placements for the Department of Commerce.

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 will prepare documentation 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. **Attached on page 137** is an accounting review letter from our current CPA regarding our financial practices and policies.

(ii). Vendor should provide a list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost.

Gross billings and account information is considered confidential. Please redact this information from any publicly published or shared version of this response.

Annual gross billing totals:

- 2021 - \$6,056,052.27
- 2022 - \$6,658,883.00

Accounts Gained:

- The Hartford Funds
- Waterstone Outdoors
- Summit Bechtel Reserve
- Mylan Park Foundation

Accounts Lost:

- Vertx Partners (Discrete contracted services agreement expired)

(II). Vendor database experience.

Digital Relativity has extensive experience building and managing databases for partners. Specifically, DR has built or helped manage data storage and collection solutions for the West Virginia Secondary School Activities Commission (self-contained), the West Virginia Department of Tourism

(Salesforce), West Virginia State Parks (Inntopia and Spotlio), West Virginia Correctional Industries (self-contained) and the ongoing build for the West Virginia Office of Miners' Health, Safety & Training (OMHST).

We've built and continue to maintain a number of travel-related databases for travel industry partners. These include business directories and event calendars that include things like multi-level permissions and GPS coordinate tools. Each database works in tandem with a website built by our team based on a design by our team, each with its own custom functionality for queries, filtering and searching.

For an understanding of our process and the intricacies of this work, here is more information about the modern database being built for the West Virginia Office of Miners' Health, Safety & Training (OMHST).

DR was tasked with reproducing and updating the existing database system currently in use by the coal industry across West Virginia.

The new database is being developed to:

- Make information more secure, using modern best-practice storage technologies and processes.
- Create a modern user interface and backend that will serve for the long-term using a non-proprietary platform that will be updatable and scalable as needed.
- Reduce the day-to-day work load on OMHST office staff to accomplish common tasks (data entry, reporting, etc.). As part of this, the new database is designed to give OMHST office staff the ability to run reports as needed without the need for a third-party.
- Provide continuity to the organization.

To understand the skills necessary for this project, it's important to understand the history of the original database. During discovery, we learned the original database was created on the POISE database system that predates modern relational databases and networked business applications. Over time, the existing database has become more complex, essentially containing almost 50 years of day-to-day modifications. Over the last two years, the DR team

has developed institutional knowledge of coal permits, personal and company inspections, certifications, reports, companies, and policies, allowing us to effectively reproduce the complex design in a modern relational database while preserving the existing database. An understanding of these old systems and industry processes is not only critical, but required.

To create an enduring, modern database, we've employed multiple technical skills and experience to build and manage the new system, including a WordPress platform to create the front end of the database, the LAMP stack (Linux, Apache, MySQL, PHP), and Python to create the database itself. Building, support or further development on this project will require mastery level knowledge of each of these technologies.

- **WordPress** - WordPress is the most popular content management system (CMS) in the world, powering approximately 40% of all websites on the internet. It is highly versatile, customizable and secure. WordPress provides useful features for UI design and form management and is being used as the foundation of the new OMHST database system. The project is unique in the fact that it uses a relational database model (for the OMHST data) that is merged with the normal WordPress database structure. This arrangement allows the strengths of both systems to be utilized. However, a deep understanding of advanced WordPress processes and techniques, Advanced Custom Fields, PHP and MySQL are required to modify and manage this system.
- **Linux** - DR's understanding of Linux and terminal processes are integral to the OMHST project, especially data transfer and conversion.
- **Apache** - This is the server software that handles requests, which is critical to the functioning of the OMHST database.
 - When a user requests information from a relational database, Apache receives that request and then communicates with the database management system to retrieve the necessary data.
 - Apache can also be configured to handle multiple concurrent requests from different users and manage those requests in a way that maximizes the performance and scalability of the web application. This may involve

caching frequently accessed data, optimizing database queries or using load-balancing techniques to distribute requests across multiple servers.

- **MySQL** - This is a widely-used open-source relational database management system. Proficiency in MySQL is a core requirement in building the new OMHST database system. The following skills are essential.
 - **MySQL:** DR's strong understanding of MySQL is necessary for creating, querying and manipulating more than 650 tables of data in the OMHST system. Routine Create, Read, Update, Delete (C.R.U.D.) operations across the entire project rely completely on MySQL statements. In addition, advanced knowledge of MySQL is required for the creation and maintenance of more than 300 custom reports that system users use regularly. These reports are based on data tables that were created in a system that predates modern relational databases. This creates a situation where innovative and complex MySQL solutions are required.
 - **Database Design:** The foundation of the OMHST database project is the data itself. This data has accumulated for almost 50 years in a POISE data system that bears little resemblance to a modern relational database. Utilizing this data without changing its basic structure (a requirement of the project) requires strong knowledge of database design principles.
 - **Performance Tuning:** Because of the initial requirements of the OMHST Database project, some creative manipulation of data is required in MySQL. The size of the database is sometimes prohibitive when running database-wide queries. Solving this problem requires an understanding of performance tuning to reduce query times to a manageable amount.
- **PHP** - The updated OMHST database project is mostly written in PHP in order to interact with and modify WordPress for user-facing and backend functionality. A deep understanding of PHP concepts, syntax, object-oriented programming (OOP) and database connection/interaction is required to interact with the database, and connect with external services for document storage and retrieval.

- **Python** - The OMHST database project requires manipulation of extremely large files from the original system (i.e., data tables with hundreds of rows and columns). Our expertise with Python is demonstrated in the translation of data from the POISE data system into a modern database and our ability to manage these processes and make required changes as data anomalies arise.

While we have years of experience with database creation and management, the OMHST database project is a great glimpse into what it takes to do this work and why our team is uniquely qualified for it. Our years of hands-on technical experience as well as institutional knowledge of process and procedure make our team nimble while ensuring that our work meets or exceeds industry best practices.

(B). Professional Experience

(i). Vendor should provide a company description, history and experience related to Advertising Services for the past five years, an organizational chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this Contract.

Digital Relativity is not your typical advertising agency. We have a “tradigital” philosophy, which means we combine digital and traditional marketing techniques to create a unique marketing strategy that solves problems and exceeds expectations. We pride ourselves on this distinct approach that has helped our partners thrive.

Our CEO, Pat Strader, started 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 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 data collection happens wherever possible and make that information easily accessible to all stakeholders.

A central tenet of 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.

Our mission has long been to build a world-class marketing and advertising agency right here in West Virginia and prove to those both in and outside 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. We are proud that every day we are part of impactful initiatives that help make West Virginia a special place to live, work and visit.

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 Hurricane, Buckhannon, Man, Fayetteville, Ravenswood, Oak Hill, Charleston, Wheeling, Huntington, Parkersburg, Cairo, Lewisburg, Ripley and Pineville. We have brought West Virginia natives home to good-paying jobs, and we have attracted talent from outside our state borders as well.

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

About Us

Digital Relativity has successfully executed marketing and advertising projects for over 12 years for businesses throughout the United States. As demonstrated throughout this response, we work with a diverse set of partners on a wide range of award-winning marketing and advertising efforts.

We envision every team member working to help execute the marketing strategy and tactics for Department of Commerce agencies, with direction from a team of account executives and the Digital Relativity leadership team, as outlined in section 4.3.1.1 (B.) (ii.).

Specifically, these team members will be providing day-to-day and/or strategic/tactical support for the Department of Commerce and its agencies, depending upon their role:

- **Kerri Keefer**, *Senior Account Executive*
- **Nick Harmon**, *Account Executive*
- **Pat Strader**, *Chief Executive Officer*
- **Sarah Powell**, *Chief Operating Officer*
- **Abbey Reifsnyder**, *Chief Creative Officer*
- **Jonathan Danz**, *Director of Ad Ops and Analytics*
- **Justin Ferrell**, *Technical Director*
- **Lauren Spadafore**, *Account Coordinator*

These team members will liaise directly with West Virginia Department of Commerce stakeholders and the larger internal DR team on project strategy, management and execution.



THE DR TEAM

DR's team is nimble and efficient, able to act quickly on market trends, current events and last-minute opportunities. Our entire team of 23 (21 full-time) pulls together to work on projects for all partners to ensure well-rounded and thoughtful concepts.



Pat Strader

Founder & CEO

Pat has over 25 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 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 an M.B.A. from Wake Forest University.



Abbey Reifsnnyder

Chief Creative Officer

Abbey understands partner needs and has been leading and producing award-winning advertising campaigns for over 18 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.



Hilary Roush Freeman

Senior Project Manager

Hilary is responsible for project management at Digital Relativity— guiding projects from initiation to closing and making sure all details are covered. Her background is a decade of project management, mentorship, and training in higher education. Recently returning home to wild and wonderful West Virginia after living in Dallas, she is excited to be working with West Virginia based organizations at DR. Hilary earned her B.A. in public relations from Marshall University and her M.A. in higher education administration from West Virginia University.



Alyssa Dreihaup

Accounting Manager

Alyssa is responsible for billing and other financial affairs. She has a varied background from working in radio production to administrative and financial work in criminal justice and higher education to media buying. 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.



Carrie Nesselrode
Senior Account Executive

Carrie has been on both sides of the desk, working with partners and also being the client. She understands the needs of our partners, sometimes before they do. She has hands-on experience in strategic planning, event planning, and old-school print materials. With over 30 years of experience, she brings organization and clarity to multi-faceted projects. 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.



Kerri Keefer
Senior Account Executive

Kerri has 20 years of experience in marketing, advertising and public relations. During her career, she has worked in various industries including event and destination marketing, agency client management, association management and e-commerce marketing. Before joining Digital Relativity, Kerri was the senior marketing manager for eCampus.com, an online textbook provider for both K-12 and higher education institutions. In addition, she previously managed the SMART529 college savings account in her former agency role. Kerri has a B.A. in public relations from Marshall University.



Alaina Moore
Senior Account Executive

Alaina has been working with partners in a variety of industries for over seven years, including the West Virginia State Treasurer's Office, The Hartford, and Window World. She has hands-on experience in paid media, SEO, public relations, and project management, giving her the ability to plan and execute integrated marketing strategies that deliver results and help clients meet and exceed their goals. Alaina grew up in Fayetteville, West Virginia and has a B.S. in business management from West Virginia University Institute of Technology.



Alexa Nagy
Account Executive

Alexa is responsible for account management and strategic planning for Digital Relativity partners. She has a background in public relations, marketing and community outreach. She has worked in several industries including public health, oil and gas, digital marketing, food and beverage and the nonprofit world. A Charleston native, she earned her B.S. in journalism and M.S. in integrated marketing communications from West Virginia University.



Nick Harmon
Account Executive

Nick's background consists of coordinating and strategizing marketing presences across multiple areas of recreation. Nick loves the state of West Virginia and is proud to call it his home. He has a strong passion for the outdoors, whether it is biking, backpacking, or rock climbing. Nick has a B.B.A. from Marshall University and is set to graduate this year with an M.B.A.



Lauren Spadafore
Account Coordinator

Lauren plays a crucial role in helping Digital Relativity build and nurture relationships with our partners. Her background is in public relations, marketing, business and sales. A West Virginia native, she received her B.A. in public relations from West Virginia Wesleyan College.



Jonathan Danz
 Director of Ad Ops and Analytics

Jonathan has over 10 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.



Justin Ferrell
 Technical Director

Justin is an experienced back-end developer, specializing in responsive web development. He got his start in mobile development over 12 years ago, shortly after the launch of the App Store. Justin has his A.A.S. in information technology from New River Community and Technical College. He 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. degrees in Christian education and divinity from The Methodist Theological School in Ohio (Methesco).



Cameron Heeter
 Ad Ops and Analytics Coordinator

Cameron is responsible for the targeting and optimization of digital ads, along with analysis of digital media campaign performance. Cameron graduated with a B.S. in economics from West Virginia University.



Brandon Richardson
 Ad Ops and Analytics Assistant

Brandon works closely with the web development and ad ops teams to execute, place and monitor digital campaigns. He has an A.S. in cyber security and networking from BridgeValley Community & Technical College and is currently working toward his B.S. in cybersecurity from the University of Charleston.



Caitlynn Jones
 Digital 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.



Brianna Allen
Senior Graphic Designer

Brianna has 11 years of experience as an art educator before transitioning into graphic design. Born in West Virginia, she has lived across the state and has a passion for the Appalachian region. As a graphic designer she focuses on UX design and illustration. She is an awarded fine artist and has a B.A. in art education from Fairmont State University and a M.A. in studio art from Marshall University.



Emma Malinoski
Graphic Designer

Emma is a graphic designer and fine artist. She has a passion for illustration and digital design, as well as experience in social media marketing and content creation. She earned her B.F.A. with concentrations in graphic design, drawing and printmaking from Xavier University in Cincinnati, Ohio.



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.



Ben Amend
Multimedia Producer

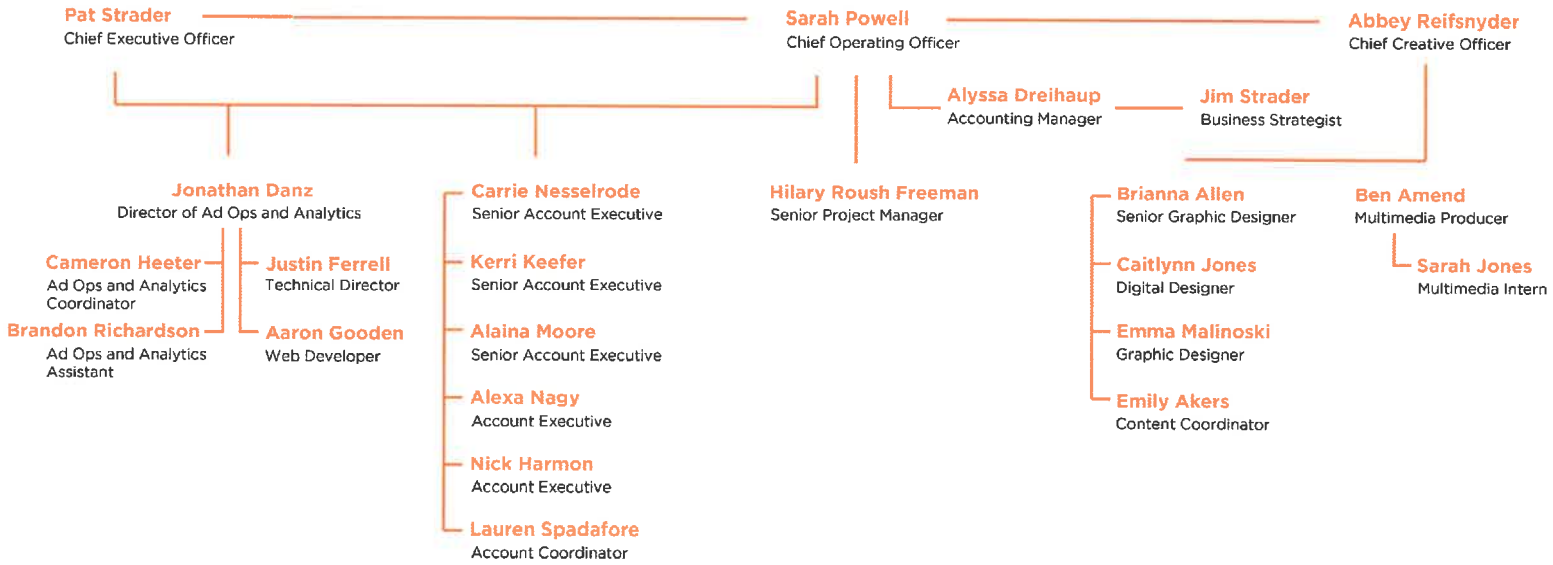
Ben is a multi-disciplined artist with over 10 years of experience helping companies and designers create visuals that fit their brand's needs. At Digital Relativity, he is responsible for video, photography, animation and on-location directing, producing and cinematography. He is an awarded gallery artist and published wedding photographer. He has a B.F.A. in intermedia from West Virginia University.



Sarah Jones
Multimedia Intern

Sarah is an intern working alongside the creative team at Digital Relativity. She has experience in videography and photography and loves using those skills to share the beauty of West Virginia. She has a B.A. in multidisciplinary media studies from West Virginia University.

Organizational Chart



Awards

Digital Relativity has not submitted entries for awards since 2020, when the pandemic paused most award competitions.

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

Digital Relativity ranked 1,225



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

Digital Relativity 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 RELIABILITY

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

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

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

- We suggest at least two account executives collaborating with the Department of Commerce, Commerce Communications and other Commerce agencies, including the West Virginia Department of Tourism, as assigned. Account assignments would be determined in collaboration with the Department of Commerce stakeholders. We are flexible in this arrangement and are willing to assign other account executives if all parties deem it necessary due to the volume of needs.
- A Digital Relativity account coordinator would be included in project communications and deliverables as needed to ensure we keep projects moving in a timely manner.
- Other Digital Relativity team members may be in direct contact with Department of Commerce stakeholders depending upon project needs and based on discussions between Digital Relativity and Commerce stakeholders.

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

Digital Relativity is currently a member of the following organizations:

- U.S. Travel Association
- American Marketing Association
- Public Relations Society of America (PRSA)
- West Virginia Hospitality and Tourism Association
- Southeast Tourism Society

- Agency Management Institute
- West Virginia Press Association

(vi). Vendor should provide contact names, telephone, and email addresses of two additional clients, who may be contacted by the Department as references, for which similar Services have been provided as referenced in this CRFP.

As requested, here is a list of client contacts for which similar services have been provided and who can be contacted by the Department of Commerce for further information.

REFERENCES

Terry Smith

Assistant General Manager (Corporate)
GoMart Inc.
304-364-8000 ext: 1118
TSmith@GoMart.com

Ian Stewart

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

Cara Rose

Executive Director
Pocahontas County Convention
& Visitors Bureau
304-799-4636
crose@pocahontascountywv.com

Tyson Compton

President
Huntington Area Convention
& Visitors Bureau
304-525-7333
tyson@visithuntingtonwv.org

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

At Digital Relativity, we take pride in our ability to offer a full range of services to our clients. Our experienced in-house team is well-equipped to handle all advertising and service requirements listed in sections 4.2. and 4.3., allowing us to deliver comprehensive solutions to meet the needs of our partners. However, we also recognize the value of working with outside providers for specialized services. We consider subcontractors on a case-by-case basis, in coordination with our partners, and only engage with experts in their respective fields.

We have partnered with various specialized vendors in the past, some of which include:

VENDOR	SPECIALIZATION	PARTNERS	CONTACT
4Imprint	Printing, promotional products and marketing materials	West Virginia State Treasurer's Office, New River Gorge Convention & Visitors Bureau	Pam Shaver pshaver@4imprint.com
Adams Film	Video production and post-production services	Center for Organ Recovery and Education, West Virginia Lottery, Center for Rural Health Development, West Virginia Department of Tourism, Tucker County Convention & Visitors Bureau	Jason Adams jason@adamsfilm.com
American Technology Rentals	Audiovisual equipment rental service	West Virginia Department of Tourism	Bob Barnette bbarnette@americantechrentals.com
Central App	Salesforce-specific expertise	West Virginia Department of Tourism	Todd Cope todd.cope@centralapp.us
Charleston Blueprint	Printing and binding services	West Virginia Department of Tourism, West Virginia Lottery	print@charlestonblueprint.com
Dunbar Printing	Printing and binding services	West Virginia Lottery, West Virginia Department of Tourism	cassandra@dunbarprinting.com
Fastsigns	Sign and graphic solutions	West Virginia Department of Tourism	Tim Sheldon fastsigns.208@fastsigns.com

VENDOR	SPECIALIZATION	PARTNERS	CONTACT
Full Source	Printing and promotional products	West Virginia Department of Commerce	N/A
Graphics Solutions	Printing, promotional products and marketing materials	West Virginia Department of Commerce, Center for Organ Recovery & Education	Zachary Smith zachary@gswv.net
Lensrentals	Photography, videography and lighting equipment	West Virginia Department of Tourism, Mercer County Convention & Visitors Bureau, Center for Rural Health Development	N/A
McClain Printing Company	Printing and binding services	Tucker County Convention & Visitors Bureau, Marion County Convention & Visitors Bureau	Ken Smith ksmith@mcclainprinting.com
Moo.com	Printing and promotional products	West Virginia Department of Commerce, Visit Southern West Virginia	N/A
MPB Print and Sign Superstore	Printing and binding services	Marion County Convention & Visitors Bureau, Visit Southern West Virginia, Tucker County Convention & Visitors Bureau, West Virginia State Treasurer's Office	Jennifer Wright jwright@mpbonline.com
Presshall	Printing and promotional products	West Virginia Department of Commerce	N/A
ProForma Promotional Products	Promotional Products	GoMart, Center for Organ Recovery and Education	Mike Burdette mikewithmb@gmail.com
Public Results	SMS services with specialized databases for highly targeted campaigns	Center for Rural Health Development	N/A
Rated Solution	Specialized programming services	West Virginia Office of Miners' Health, Safety & Training	Shahid Iqbal shahid.iqbal@ratedsolution.com
RR Donnelley	Printing and binding services	West Virginia Department of Tourism, Pocahontas County Convention & Visitors Bureau, Marion County Convention & Visitors Bureau, Visit Southern West Virginia	Lisa Foster lisa.foster@rrds.com
Shirt Tales	Tshirts	GoMart	Michelle Bond michelle@shirttalesonline.com

VENDOR	SPECIALIZATION	PARTNERS	CONTACT
SignArc	Signage design, fabrication and installation services	West Virginia Department of Tourism, Pocahontas County Convention & Visitors Bureau	beckley@signarc.com
Tradeshow-stuff.com	Sign and graphic solutions	West Virginia State Treasurer's Office, Pocahontas County Convention & Visitors Bureau, West Virginia Department of Tourism	diane@tradeshow-stuff.info
White Label	Specialized development services	West Virginia Secondary School Activities Commission, Waterstone Outdoors	Caitlin Reale caitlinr@whitelabeliq.com
WP Engine	Managed hosting solutions for WordPress websites	All websites built since 2018	Wesley Chalk wes.chalk@wpengine.com

Working with specialized vendors like these allows us to enhance our in-house capabilities to meet specific objectives, such as accelerated timelines, while still providing top-of-the-line services to our partners.

Moreover, Digital Relativity values collaboration and is happy to work with the Department of Commerce's preferred vendors for any necessary services. We believe that by working together, we can achieve the best outcomes for our clients.

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

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

At Digital Relativity, we have a long-standing history of delivering effective tradigital marketing strategies that deliver tangible results for our partners. While our digital-first approach has positioned us as an industry leader in digital marketing, we also have extensive experience in traditional media buying. Our team is equipped with the tools and in-house expertise to run campaigns across multiple platforms, which translates into better outcomes and a higher return on investment for our partners.

Our digital marketing tools allow us to create finely tuned targeting based on demographics, interests and behavior. We can even use geotargeting to pinpoint specific locations, which ensures we can make strategic purchases within the digital space, leading to optimal results for our partners.

Our traditional media buying experience is rooted in our ability to build strong vendor relationships and a comprehensive understanding of the media landscape in West Virginia. This knowledge allows us to make informed decisions that benefit our partners and generate the best possible results.

To ensure our campaigns succeed, we utilize a range of powerful tools and analytics to measure all media types accurately. Our analytics team is highly skilled and certified in platforms such as Google Analytics, Trade Desk Programmatic, Google Ad Search and Video, and WAZE Navigation. We continually explore new platforms and tools to stay ahead of the curve, but our existing campaign tools are extensive and effective. These tools include:

- **Radio Online** - Radio rankings are available on the radio-online.com website. The rankings are based on audience metrics and provide insights into the most popular radio stations across the United States. The website offers several types of rankings including top-rated stations, market-by-market rankings and genre-specific rankings. Users can browse the rankings by state, city or format, making finding the most popular stations

in a particular area or genre easy. Additionally, the website provides detailed information about each station, including their format, ownership and contact information. These rankings can be a valuable resource for determining terrestrial radio campaigns.

- **All Access** - AllAccess.com is a powerful tool for marketing and advertising agencies seeking to make effective media plans. The website provides the latest news and trends in the radio and music industry, helping agencies stay informed about what is happening in the world of radio and music. With a comprehensive directory of radio stations across the United States, AllAccess.com enables agencies to identify and target the right audience for their clients. The site's job listings also provide valuable insights into the industry's talent pool, which can help agencies identify new talent for their campaigns. AllAccess.com's industry experts and analysis provide valuable insights into audience behavior and preferences, making it easier for agencies to craft targeted campaigns that resonate with their audiences.
- **Google Analytics (Universal and GA4)** - This platform tracks website traffic, behavior, conversions and user acquisition. By reviewing and interpreting these analytics, we can recommend 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.
- **The Trade Desk** - This platform is used to run digital ads across various channels and devices with extensive targeting capabilities. We have access to vast ad inventory through this platform, ensuring the ads will get in front of the right consumer.
- **AdButler** - This is an ad-serving platform 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 and add

weighting, priority, flight dates, URL parameters and third-party impression trackers. AdButler also allows us to monitor impressions and clicks in real-time to ensure estimates are accurate and performing well, eliminating the back-and-forth between ad reps.

- **Microsoft Clarity** - Microsoft Clarity is a web analytics tool that provides insights into how users interact with a website. It tracks user behavior, such as clicks, scroll depth and navigation paths, allowing website owners to identify improvement areas. The tool also provides session replays, which allow website owners to view user sessions to see how users interact with the website in real time. Additionally, Microsoft Clarity provides heat maps, which display user clicks and movements on a website, providing valuable information on user behavior.
- **Google Search Console** - Google Search Console is a free web service provided by Google that enables website owners to monitor, maintain and improve their website's performance in Google search results. It provides website owners with a range of features, such as performance tracking, website indexing status and mobile usability. With Google Search Console, website owners can see how their website performs in Google search results, including information about impressions, clicks and average position. It also allows website owners to identify and fix technical issues, such as crawl errors and mobile usability issues, which can negatively impact a website's ranking. Additionally, Google Search Console provides valuable insights into search queries, allowing website owners to optimize their content for specific keywords and target audiences.
- **Google Trends** - Google Trends is a free web-based tool provided by Google that allows users to explore and analyze search engine data. It provides real-time insights into what people search for on Google, including data on search volumes, geographic locations and related topics. With Google Trends, users can track changes in search volume over time, compare the popularity of different search terms and analyze how search trends vary by region or language. Additionally, the platform offers related queries and topics, which can help users identify new content opportunities and keyword ideas for their website or business.

- **Google Keyword Planner** - Google Keyword Planner is a free tool provided by Google that helps advertisers research and analyze potential keywords for their Google Ads campaigns. It allows users to search for keywords related to their business or product, providing data on search volumes, competition levels and estimated costs per click. With Google Keyword Planner, users can identify new keyword ideas, prioritize keywords based on search volume and relevance and create a keyword strategy that aligns with their advertising goals. Additionally, the platform offers insights into trending search terms and allows users to filter data by location, language and device type.
- **SEMrush** - SEMrush is an all-in-one digital marketing tool that provides businesses with various features to improve their online visibility and grow their business. It offers a suite of tools for keyword research, website audits, competitive analysis and more. With SEMrush, businesses can conduct in-depth research on their competitors, identifying their top-performing keywords, backlinks and advertising strategies. The platform's keyword research tool allows users to find profitable keywords for their SEO and PPC campaigns. In contrast, its site audit tool identifies technical SEO issues that can negatively impact a website's performance. Additionally, SEMrush provides social media management tools that enable businesses to track and analyze their social media presence and monitor the performance of their social media campaigns. With its comprehensive suite of features, SEMrush is a powerful tool that can help businesses optimize their online presence, drive more traffic to their website and increase revenue.
- **Screaming Frog** - Screaming Frog is a powerful desktop-based SEO tool that crawls websites and provides valuable insights into on-page optimization. It is particularly useful for identifying technical SEO issues such as broken links, duplicate content and missing metadata. With Screaming Frog, users can crawl their website and quickly identify any issues that might negatively impact their website's search engine visibility. The platform provides a comprehensive overview of website structure and allows users to export data for further analysis. Additionally, Screaming Frog offers features such as website auditing, competitor analysis and XML

sitemap generation. With its user-friendly interface and comprehensive features, Screaming Frog is a valuable tool for website owners and SEO professionals looking to optimize their websites for better search engine performance.

- **Ahrefs** - Ahrefs is a comprehensive SEO tool that provides businesses with various features to improve their search engine visibility and grow their online presence. It offers a suite of tools for keyword research, competitor analysis, backlink analysis and more. Ahrefs's keyword research tool provides users with data on search volume, keyword difficulty and related keywords, helping them to identify profitable keywords for their SEO and PPC campaigns. Its backlink analysis tool allows users to identify and analyze their website's backlink profile and their competitors' backlink profiles. Additionally, Ahrefs provides features such as content analysis, site audit and rank tracking, enabling businesses to optimize their website for better search engine performance. With its user-friendly interface and comprehensive features, Ahrefs is a valuable tool for businesses looking to increase their online visibility and drive more traffic to their website.
- **Funnel.io** - Funnel.io is a powerful data automation tool that provides businesses with a comprehensive view of their marketing performance across multiple channels. It connects to over 500 data sources, including advertising platforms, analytics tools and CRM systems, allowing businesses to centralize their marketing data in one platform. Funnel.io provides users with a range of features, including data mapping, data transformation and data visualization, enabling them to analyze their marketing performance and identify opportunities for growth. With Funnel.io, users can create custom reports and dashboards, set up automated data feeds and track real-time marketing performance. Additionally, Funnel.io offers features such as data modeling and attribution modeling, allowing businesses to gain insights into the effectiveness of their marketing campaigns and optimize their marketing spend.
- **Looker Studio** - Looker Studio is a data analytics and business intelligence tool that provides users with a comprehensive suite of features to analyze, visualize and share data insights. It offers an intuitive web-based interface

that enables users to build custom reports and dashboards using drag-and-drop functionality. Looker Studio's powerful data modeling language allows users to extract insights from complex data sets, and its inbuilt SQL editor supports queries from various data sources. The platform also includes collaboration and sharing features that enable users to share insights with colleagues and stakeholders in real time. With its flexible and user-friendly interface, Looker Studio gives businesses the tools to make data-driven decisions and drive growth.

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

- **Pat Strader, CEO**
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected TV
 - Trade Desk Trading Academy Certified - Practitioner
 - Google Ads Search Certification
 - Google Analytics Certification (including GA4)
 - SEMrush Academy Digital Agencies Certification
 - SEMrush Academy Keyword Research Certification
 - SEMrush Academy SEO Toolkit Exam
 - SEMrush Academy Site Audit Exam

- **Jonathan Danz, Director of Ad Ops and Analytics**
 - Twitter Ads Manager Fundamentals
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected TV
 - Trade Desk Trading Academy Certified - Practitioner
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)

- **Cameron Heeter, Ad Ops and Analytics Coordinator**
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)
 - Inbound, HubSpot Academy
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected
 - Trade Desk Trading Academy Certified - Practitioner

- **Brandon Richardson, Ad Ops and Analytics Assistant**
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)

- **Lauren Spadafore, Account Coordinator**
 - Google Analytics Certification (including GA4)

(B). Describe its local and regional media buying experience and capabilities and the software used to perform media buying.

Throughout the past half-decade, Digital Relativity has led the strategic planning, acquisition, and execution of more than \$33 million in media spend as part of more than 250 campaigns. Digital Relativity allocated most of the media spend to local and regional markets within West Virginia. Furthermore, the entirety of this media spend was secured by Digital Relativity at NET rates providing our partners the value-added benefit of additional media placements in place of media commission from our vendors.

Digital Relativity's expertise in traditional media buying is firmly rooted in our ability to establish and maintain robust vendor relationships with various media outlets across West Virginia and our comprehensive understanding of the media landscape in the region. Our in-depth knowledge of the local media market and strong vendor relationships enables us to make informed

decisions that effectively serve the interests of our clients, thereby generating optimal outcomes.

The selection of software is determined by the specific requirements of each campaign and the media channels that have been chosen. To this end, Digital Relativity employs a range of software and tools to ensure successful execution, including but not limited to the following:

- **Statista** - A leading online statistics portal that provides access to a vast array of data on various topics, ranging from market research, consumer behavior and digital trends to politics, economy and society. The platform offers over one million statistics, forecasts, dossiers, reports and infographics from more than 22,500 sources, including industry experts, market research firms and government agencies. Statista's data visualizations and analytical tools make it easy for users to explore, understand and communicate complex data and insights. With its comprehensive and reliable data, Statista has become a go-to source for professionals and researchers seeking to gain insights into the world around them.
- **Radio Online** - Radio rankings are available on the radio-online.com website. The rankings are based on audience metrics and provide insights into the most popular radio stations across the United States. The website offers several types of rankings, including top-rated stations, market-by-market rankings and genre-specific rankings. Users can browse the rankings by state, city or format, making finding the most popular stations in a particular area or genre easy. Additionally, the website provides detailed information about each station, including their format, ownership and contact information. These rankings can be a valuable resource for determining terrestrial radio campaigns.
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for their clients. The site's job listings also provide valuable insights into the industry's talent pool, which can help agencies identify new talent for their campaigns. AllAccess.com's industry experts and analysis provide valuable insights into audience behavior and preferences, making it easier for agencies to craft targeted campaigns that resonate with their audiences.

- **Google Analytics (Universal and GA4)** - This platform tracks website traffic, behavior, conversions and user acquisition. By reviewing and interpreting these analytics, we can recommend adjustments to initiatives and campaigns as they are underway.
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Digital Relativity works with a wide slate of media vendors. Here is what a few of our in-state partners have to say:

Media Testimonials

“The staff at DR and WV Press know that West Virginia, while small in population, is not a one-size-fits-all media market. That knowledge means working together to customize media plans based on the client’s goals, market size and budget. DR wants effective results, not just placement.

West Virginia’s advertising terrain, like the state’s landscape, is diverse. With 55 counties and 70 newspapers – most offering print and online opportunities – strategic media placement takes consideration of the communities, broadband access, and the news and advertising traditions of the market.

DR understands the value and necessity of all the media options in West Virginia: daily and weekly print newspapers, online options, direct mail, radio, television.

By partnering with DR to better serve clients, WV Press has developed advertising and earned media opportunities that did not exist before the collaboration. Working together, we have moved our industry forward.

Digital Relativity is one of our strongest and most successful agency partnerships. From implementing media campaigns to discussing industry developments to creating new opportunities, DR is a leader in the state and a valued partner for the West Virginia Press Association.

Don Smith

**Executive Director
West Virginia Press Association
304-342-1011 - office
304-550-0454 - cell
donsmith@wvpress.org**

“ Digital Relativity is an exceptional media agency that I have had the pleasure of working with for over six years on several successful advertising campaigns. Mr. Strader and his team bring a wealth of experience, creativity, and expertise to every project they undertake. While we work together on only OOH advertising, I am always excited to see the comprehensive media strategies that Digital Relativity completes to effectively engage audiences across multiple platforms.

In addition to their technical skills and creativity, this team knows how to communicate and collaborate effectively! They come to me with well thought out RFPs, and are ready to negotiate on the behalf of their client to get the best possible results within their allotted budget. They work closely with both the media vendors and their clients to ensure all campaigns are executed on time and efficiently.

Overall, Digital Relativity is a great asset to West Virginia, and their sense of state pride is clear in their work. The team has a deep understanding of the unique needs and challenges facing organizations and businesses in the state, and are able to develop advertising strategies to effectively engage the local audience.

Breanna Williams

**Sales Manager
Lamar Advertising Company
bwilliams@lamar.com**

“ I have had the honor of partnering with Pat Strader and the team members at Digital Relativity for ten years. They connect with all their clients and their marketing strategy, pursuing results through specifically targeting demographics and geographic areas. Besides great strategy concepts they have an enthusiastic creative team, which completes a successful marketing campaign. I have enjoyed collaborating with Pat and DR whether we are targeting labor workers to strategizing to increase tourism. The entire team is knowledgeable, professional and innovative.

Shafali Reed

**Senior Account Executive
a4 Advertising
Shafali.pendleton@a4media.com**

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

At any given time Digital Relativity is managing a variety of media buys across both traditional and digital channels, with budgets ranging from \$1,000 to hundreds of thousands of dollars. Our work in partnership with the West Virginia Department of Commerce on the Census campaign illustrates our experience managing successful media buys. Additional examples of our work can be found on **pages 140-180**.

The following team members were involved in elements of this campaign:

Pat Strader

Founder & CEO

Jonathan Danz

Director of Ad Ops and Analytics

Sarah Powell

Chief Operating Officer

Emily Akers

Content Coordinator

Abbey Reifsnyder

Chief Creative Officer

Ben Amend

Multimedia Producer

Justin Ferrell

Technical Director

Caitlynn Jones

Digital Designer

Project Contact:

Andy Malinoski

Director, Marketing and Communications

Andy.E.Malinoski@wv.gov

304-553-9305

Project Location:

Charleston, WV



WEST VIRGINIA
DEPARTMENT of COMMERCE

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 2020.¹ 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
Project Management

Copywriting
Graphic Design
Public Relations

Digital Campaign Strategy
and Execution

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

Traditional Media

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

Non-Traditional Media

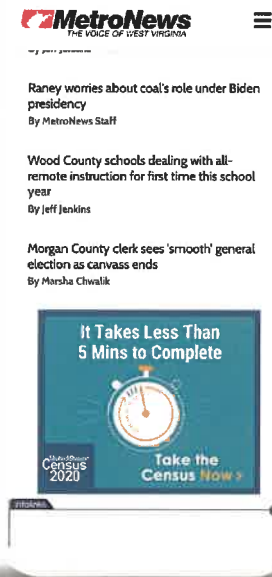
- Medical waiting room ads** - PatientPoint®
- SMS Texting** - Public Results

Digital Media

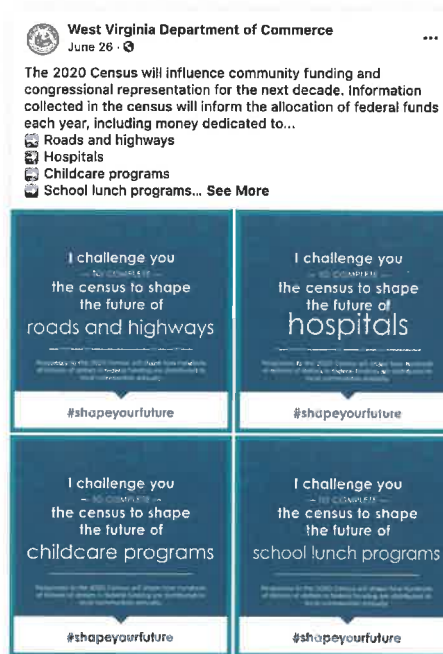
- Display ads** - Trade Desk, MetroNews
- Search ads** - Google
- Social media ads** - Facebook
- Connected TV / Over-the-top media** - Trade Desk

Earned Media

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



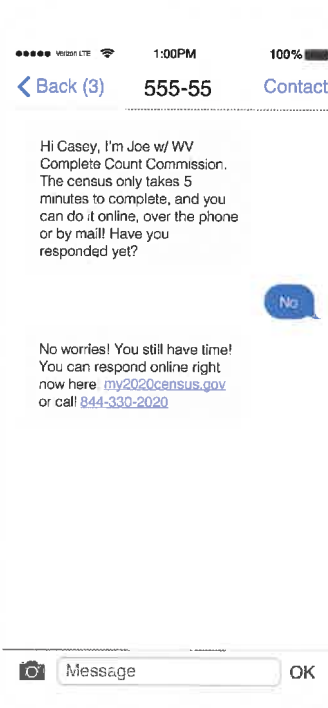
Mobile Banner Ad



Social Media Strategy



Organic Social Media Strategy



SMS Texting



Digital Ads

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

The Results

Recruitment Phase

In October 2020, the U.S. Census Bureau's operations in West Virginia 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

 **Google Ads**
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

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

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

Digital Relativity specializes in creating successful marketing and advertising campaigns using all available data and research to ensure they effectively reach and resonate with the intended audience. Digital Relativity employs various research methodologies in developing campaigns, such as qualitative, quantitative, ethnographic and secondary research. Each methodology offers unique insights into consumer behavior, attitudes, motivations and opinions and helps to inform the development of advertising messages, creative strategies and media plans.

Qualitative research is a valuable tool for gaining a deeper understanding of consumer behavior and uncovering consumer insights. In addition, it helps develop creative strategies by identifying the motivations and attitudes of the target audience towards the product, service or concept.

EXAMPLE:

Working with the Center for Rural Health Development, Digital Relativity received valuable research insights from the West Virginia University Media Innovation Center. This research provided insight into perceptions and causes for concern regarding the COVID-19 vaccine, which guided messaging and creative for the campaign. Please refer to **page 81** to review the full details of this work example.

Quantitative research, on the other hand, involves statistical analysis and is beneficial for measuring consumer behavior, preferences and attitudes toward brands, services or concepts. This methodology provides data-driven insights that help in developing media plans.

EXAMPLE:

Working with the West Virginia Department of Commerce on the Census campaign relied heavily on quantitative research, which played a pivotal role in developing strategies for media placement. This research provided the

necessary insights to pinpoint specific geographies demonstrating lower participation rates. Please refer to page **page 71** to review the full details of this work example.

Ethnographic research is another methodology that involves observing and analyzing consumers, which helps to gain a deeper understanding of their behavior. This approach is instrumental in developing high-quality websites that cater to the target audience's needs and preferences.

EXAMPLE:

Digital Relativity has utilized ethnographic research on many websites and digital marketing campaigns using tools such as Microsoft Clarity and Google Analytics. These tools have provided invaluable insights into how website visitors interact with design elements, calls to action and general navigation, which have guided landing page and general website optimizations to improve usability and campaign efficacy. User testing has played a key role in designing and developing website UX for a variety of partners, including a redesign of the West Virginia State Parks website. Please refer to **page 170** to review the full details of this work example.

Secondary research involves collecting and analyzing existing data from sources such as industry reports, government statistics and trade organizations. It is a powerful and effective option for gaining insights into market trends, consumer behavior and industry benchmarks.

EXAMPLE:

Digital Relativity actively works with many travel and tourism entities within the state of West Virginia and has consistently utilized Travel Sentiment Studies conducted by Longwoods International and provided to the industry by the West Virginia Department of Tourism. This critical information has significantly influenced campaign and media plan development and creative direction. Additionally, it has led to decisions on what types of content to feature and campaign targeting.

The choice of research methodology depends on the research objectives, target audience and available resources. Ideally, Digital Relativity utilizes a combination of methodologies to provide a comprehensive understanding of consumer behavior and to inform the development of effective marketing

and advertising campaigns. Digital Relativity welcomes **collaborative research** projects as dictated by partner needs, requests and resources, as evidenced by past participation with research firms, including Longwoods International and Research America, Inc.

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

Digital Relativity partnered with The Center for Rural Health Development to educate and create awareness about the COVID-19 vaccine as it became available in West Virginia. The following case study details the specifics of this campaign and how it was heavily informed by a variety of research sources.

The following team members were involved in elements of this campaign:

Pat Strader

Founder & CEO

Sarah Powell

Chief Operating Officer

Abbey Reifsnyder

Chief Creative Officer

Hilary Roush Freeman

Senior Project Manager

Justin Ferrell

Technical Director

Jonathan Danz

Director of Ad Ops and Analytics

Cameron Heeter

Ad Ops and Analytics Coordinator

Brandon Richardson

Ad Ops and Analytics Assistant

Emily Akers

Content Coordinator

Ben Amend

Multimedia Producer

Brianna Allen

Senior Graphic Designer

Emma Malinoski

Graphic Designer

Caitlynn Jones

Digital Designer

Project Contact:

Elaine Darling, MPH

Senior Program Director

elaine.darling@wvruralhealth.org

304-397-4071

Project Location:

West Virginia - statewide

 CASE STUDY

The Center for Rural Health Development Vaccine Communication Campaign

Beginning in November 2020, The Center for Rural Health Development (CRHD) partnered with Digital Relativity (DR) to develop and implement a statewide Vaccine Communication Campaign. CRHD works to improve the health of West Virginians and strengthen West Virginia's health care delivery system, especially in rural communities. In the height of the COVID-19 pandemic, the organization was issued a grant to execute a Vaccine Communication Campaign to increase awareness about COVID-19 vaccination throughout West Virginia in preparation for and during the distribution of the COVID-19 vaccine.

DR's extensive work in strategy development, digital marketing and creative execution offered the extensive services needed to work efficiently and strategically to deliver compelling messaging to the appropriate audiences to encourage vaccinations as they became available.

SERVICES

Creative Strategy
Project Management

Copywriting
Graphic Design

Digital Campaign Strategy
and Execution

The Challenge

The project team was tasked with the important job of educating West Virginia citizens about the availability, safety and importance of COVID-19 vaccines. CRHD had three main objectives for the campaign:

- Increase the understanding that COVID-19 is a serious problem
- Establish understanding of the importance of COVID-19 vaccination in preventing disease and deaths and returning to normalcy
- Build vaccine confidence broadly and among groups anticipated to receive early immunization

COVID-19 and vaccines were ever-evolving, with information changing from day-to-day. Strategies and plans were created only to be altered or redeveloped to keep up with the speed of information dissemination. Being agile wasn't only necessary; it was crucial to communicating vital information for the campaign in an effort to build confidence in COVID-19 treatment and prevention methods in West Virginia.

The Details

Research was integral in formulating and assessing the efficacy of a comprehensive marketing and paid media advertising campaign to encourage COVID-19 vaccine uptake.

The WVU Reed College of Media's Public Interest Communication Research Lab was crucial in conducting research and providing the results to The Center for Rural Health Development, including surveys, social listening reports and focus groups. Data was collected through standardized questionnaires or interviews from a sample of individuals. These surveys provided invaluable information about people's attitudes, beliefs, opinions, and behaviors and helped us to understand what West Virginians thought about vaccines for COVID-19. These surveys helped to:

- Assess vaccine hesitancy among West Virginians and involved asking questions about vaccine safety, efficacy and side effects.
- Identify where West Virginians were getting information about the

COVID-19 vaccine. This data helped identify which sources of information were most trusted and effective in educating the public about vaccines and promoting vaccine uptake.

- Identify demographic factors influencing vaccine attitudes, such as age, gender, race, income and education level.
- Assess levels of trust in government agencies and healthcare providers regarding the COVID-19 vaccine. This data helped to identify strategies for building trust and addressing vaccine hesitancy.

The WVU Reed College of Media's Public Interest Communication Research Lab provided social media listening reports. The results of these reports helped our understanding of public sentiment on social media and the impact of news coverage on public perceptions of the COVID-19 vaccine.

Social media listening is a research method that involves monitoring social media channels to gain insights into what people say about a particular topic or issue. This research helped to:

- Identify emerging issues and topics discussed on social media, which was particularly useful for understanding public sentiment on issues not covered by traditional news media.
- Track changes in public sentiment over time. By analyzing the language and tone of social media conversations, researchers can gain insight into how people feel about a particular topic or issue.
- Provide insight into the views and opinions of different groups of people.
- Evaluate the effectiveness of communication campaigns aimed at shaping public opinion. Researchers can gain insight into a campaign's impact on public perception by tracking social media conversations before, during and after a campaign.

The National Center for Immunization and Respiratory Diseases (NCIRD) at the Centers for Disease Control and Prevention (CDC) conducted 49 online focus groups to explore perceptions, assumptions and intentions about a COVID-19 vaccine. These focus groups were in addition to the ongoing focus groups developed and managed by West Virginia University's Public Interest Communication (PIC) Research Lab.

The focus groups provided valuable information which helped determine targeting, such as this example determined from an early research wave:

- Older adults (60+), median SES
- Parents of children <18
- Adults 20-30, without children
- Essential workers, non-medical
- Registered nurses, practice and hospital-based

These focus groups, a qualitative research method, were designed to gather in-depth participant insights and opinions. The results of these focus groups helped determine targeting strategies for marketing and advertising in several ways:

- By understanding attitudes toward COVID-19 vaccination, researchers gained insights into what motivates customers to get a vaccine.
- By testing marketing messages, researchers identified which messages resonate most with the target audience by presenting participants with different marketing materials and gathering feedback.
- By identifying target demographics, researchers determined the target audience's characteristics to gain insight into the attitudes, behaviors and preferences of the target audience.

To understand how West Virginians think about a potential vaccine for COVID-19, determine what advertising channels to use and how visitors to the Department of Health and Human Resources COVID-19 webpage interacted and consumed content, Google Analytics data was utilized. Google Analytics provides data on website traffic, user demographics, user behavior, and other key metrics used to optimize website performance and marketing campaigns. This data provided insight in the following ways:

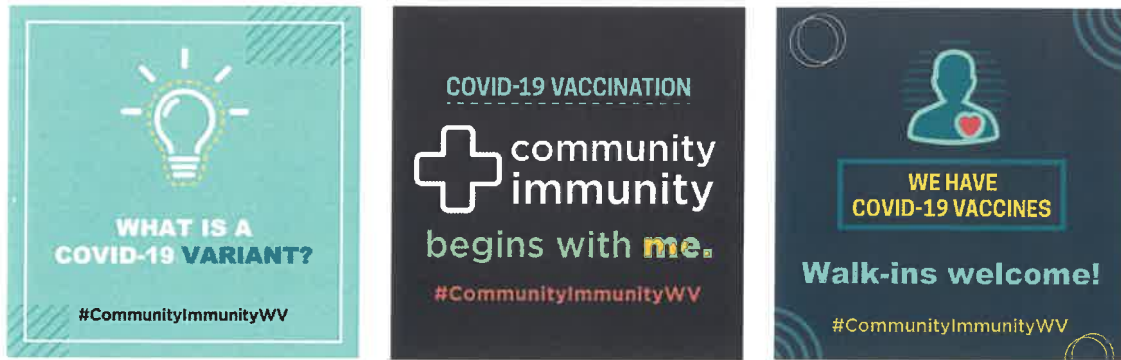
- Identified website visitor geographic location and demographic characteristics, which provided a better understanding of the target audience's characteristics and how to tailor advertising campaigns accordingly.

- Analysis of user behavior on the website, such as which pages they visit, how long they stay on each page, and what actions they take. This data offered insight into which website content and messaging resonated with users.
- Measuring the performance of advertising campaigns, such as click-through rates, conversion rates, and return on investment. This helped determine which advertising channels and messaging were most effective in reaching and engaging the target audience.
- Informing optimization efforts of website content and page layout based on user behavior.

The combined research results provided data to inform the messaging, creative direction and targeting of placed media. In addition, ongoing research results provided necessary data points to adjust all aspects of the campaign quickly and efficiently to meet the campaign objectives.

The following partial list of campaign components was created and deployed based on learnings from the research:

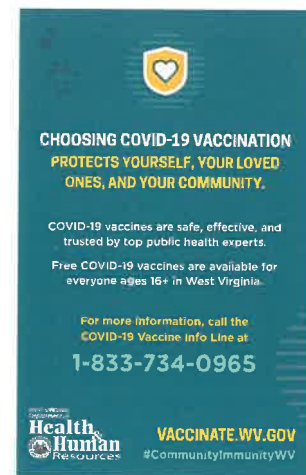
- Social Press Kit
- Landing Page
- Digital Ads
- Ambassadors
- Print Ads
- Billboards
- GIFs
- Radio
- TV Production
- Ask the Experts Videos



Social Press Kit Graphics



Infographics



Digital Ad Set

Print Ad

The Results

35 MILLION
Impressions

Page Views - 13 Million
Press Kit Downloads - 4,000+
GIF Views - 470,000

The collaboration of multiple organizations and the development of strategies/selection of tactics based on the combined research results produced the following:

- More than 35 million paid media impressions
- More than 13 million page views with an average time on site of 3:00+
- 4,000+ downloads of the Social Press Kit with 11,000 page views
- 2,500,000+ billboard impressions
- 1,000,000 impressions of the Ask The Experts video series
- 700,000 West Virginia Press Association digital impressions
- 470,000 GIF views

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

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

Digital Relativity's seasoned in-house development team is always working on creating, maintaining, and optimizing a host of websites for various projects across different industries. Examples and specifics about this work can be seen throughout this response.

We use cutting-edge software tools for development, such as Visual Studio Code, Nova, Transmit, Integrity and Screaming Frog SEO Spider. We also develop our own custom tools and frameworks to optimize our workflow and ensure quality standards. For example, DRapes is our in-house boilerplate for WordPress development that saves us time and hassle. We also have a native macOS app that automates video content preparation for web use.

Our development team is versatile and adaptable. We can work with any development platform or framework you prefer, from Node.js to Python to Swift/SwiftUI to .NET. We have even helped modernize legacy systems built with COBOL. No matter what your project requires, we can handle it with confidence and professionalism.

The DR development team is proficient in the following tools:

- Visual Studio Code
- Nova
- Transmit
- Integrity
- Screaming Frog SEO Spider
- Pingdom Web Uptime and Performance Monitor

- Google Core Web Vitals
- Google Search Console

The DR development team has created in-house tools to aid with web development and maintenance as well, including:

- **DRapes** – a boilerplate for development to implement key foundation pieces of every web build and streamline our dev environment set up process.
- **DRacer Spacer** — a much more customizable spacer than what comes built into standard WordPress, allowing for customizations depending on what type of screen the user is on
- **DRacula** – a custom ad block made for partners to be able to serve ads on their websites
- **Thumbskull** – a frame capture app to provide custom posters for website videos to improve page load times

The Digital Relativity development team holds the following certifications and skills related to web development:

- **Justin Ferrell**

Certifications

- Google Analytics Certification
Google
Issued November 2022 · Expires November 2023
- PC Pro
TestOut
Issued April 2022

Proficiencies

- WordPress
- Node.js
- Python
- Swift/SwiftUI
- .NET
- PHP
- COBOL
- Advanced Custom Fields
- MySQL
- Javascript
- jQuery
- SQL
- HTML
- CSS
- PHPMyAdmin
- VSCode
- Nova

• **Aaron Gooden**

Proficiencies

- PHP
- WordPress
- Advanced Custom Fields
- MySQL
- Javascript
- jQuery
- Python
- Ruby
- Ruby on Rails
- SQL
- HTML
- CSS
- Node.js
- PHPMyAdmin
- VSCode
- Nova

• **Jonathan Danz**

Certifications

- Google Analytics Certification
Google
Issued September 2022 · Expires September 2023

- Trading Academy Certified - Professional
The Trade Desk
Issued December 2019 · No Expiration Date
- Trading Academy Certified - Connected TV
The Trade Desk
Issued December 2019 · No Expiration Date
- Trading Academy Certified - Practitioner
The Trade Desk
Issued December 2019 · No Expiration Date
- Google Ads Display Certification
Google
Issued September 2022 · Expires September 2023
- Google Ads Search Certification
Google
Issued September 2022 · Expires September 2023
- Google Ads Video Certification
Google
Issued September 2022 · Expires September 2023
- Google Analytics Certification
Google
Issued September 2022 · Expires September 2023

More information about DR's development expertise can be found throughout this response, and specifically within section 4.3.2.

(B). Provide one example of a recently developed commercial website. Describe functionality, platform, and hosting specifications. Emphasize e-commerce experience and capabilities.

Digital Relativity's roots are in digital marketing, and website development and support is a core capability of our agency. The following example highlights our work with the West Virginia Department of Commerce and West Virginia Correctional Industries. Additional website development capability details can be found throughout this response, in section 4.3.2. and in additional case studies and work examples on **pages 140-180**.

The following team members were involved in elements of this campaign:

Pat Strader

Founder & CEO

Aaron Gooden

Web Developer

Abbey Reifsnyder

Chief Creative Officer

Jonathan Danz

Director of Ad Ops and Analytics

Justin Ferrell

Technical Director

Caitlynn Jones

Digital Designer

Project Contact:

Guy Perry

Sales Representative

Guy.A.Perry@wv.gov

304-558-6054

Project Location:

Charleston, WV



DR CASE STUDY

West Virginia Correctional Industries

Website Redesign

West Virginia Correctional Industries (WVCI) is the supplier of goods and services to state agencies, county school systems and political subdivisions.

WVCI is self-supporting through its revenues from sales. WVCI not only supplies quality products and services to governmental agencies at competitive prices but also provides correctional programming for hundreds of incarcerated men and women at little cost to West Virginia's taxpayers.

Digital Relativity (DR) was approached by WVCI to upgrade its website. WVCI was moving away from the Magento e-commerce platform and used that as an impetus to update its 15-year-old website. This was a key part of WVCI's transition to online ordering, which included integration with the West Virginia State Treasurer's Office's payment gateway.

SERVICES

Website Redesign and
Development

Website Maintenance

Account and Project
Management

The Challenge

This project presented two main challenges: creating a frictionless user experience to drive more revenue and presenting a massive array of products and their variations in a way that was easy for the user to understand.

The Details

The WVCI website required an e-commerce functionality that could efficiently manage more than 250 products, each of which had over 564 material and color variations. This vast amount of data had to be moved from an outdated e-commerce platform into WordPress while making sure the user experience was seamless.

As with nearly all of the website projects managed by Digital Relativity, the DR team used WP Engine for this project for hosting and security. This choice was made because WP Engine offers exceptional security features. WP Engine is SOC-2 compliant and meets ISO 27001-2013 standards for information security management. It has a proprietary firewall, automatic updates for WordPress security patches and scans logs for suspicious behavior. WP Engine also offers automated daily backups, SSL management, and CDN management. This partnership allowed the DR team to provide WVCI with a state-of-the-art enterprise WordPress environment at an affordable price, ensuring website security, speed and functionality.

Over the course of this design and development project, DR customized an industry-standard e-commerce platform (WooCommerce) at the code level to provide a user-friendly interface that allows customers to browse, select and customize their preferred product from a catalog of over 250 options. A dynamic visualization tool was made available to display the product with the chosen material and color combination in real time. This tool allows customers to zoom and view multiple selected combinations from upwards of 564 possibilities.

A customized Shopping Cart feature was included on the website to allow customers to select numerous products with multiple variations in groups or single items within a single order. A secure online payment system that accepts various payment methods and provides an invoice and confirmation email to customers upon transaction completion was also added to the website. Additionally, the DR team updated the website to have a responsive design that adapts to different screen sizes and devices such as desktops, laptops, tablets and smartphones. This ensures that customers can access the website anytime and anywhere with ease and convenience.

As part of the migration to the new platform, the DR team also worked with WVCI stakeholders to make sure that order numbers picked up where they left off from the old platform, keeping them sequential and ensuring that no orders were missed. Digital Relativity was also responsible for configuring the fulfillment process to ensure that orders properly moved from users to the WVCI office with appropriate invoicing and reporting being maintained along the way.

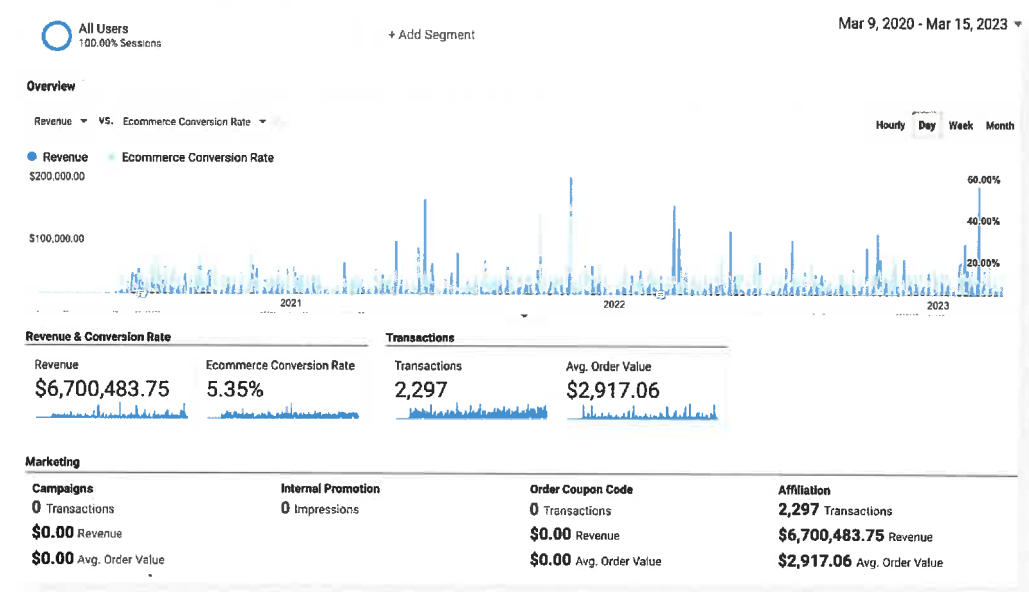
With the SEO foundation provided by WordPress and WooCommerce in place, the DR team used The SEO Framework WordPress plugin to do technical and on-page SEO optimization for the new WVCI website. These tools helped the DR team to optimize our site structure, titles, meta descriptions, canonical URLs, breadcrumbs and more. Digital Relativity also used microdata and schema for product optimization, which allows the DR team to add structured data to the product pages and display rich snippets in search results. Digital Relativity also added Open Graph tags, enabling the DR team to control how content is shared on social media platforms like Facebook and Twitter. By using these tools and techniques, the DR team improved the performance, usability and visibility of the website.

The final functionality created for the website was a content management system (CMS), which enables administrators to easily update and manage the website content such as product descriptions, prices, images, materials and colors. This allows administrators to keep the website up-to-date and relevant for customers.



Desktop

Mobile



Product	Sales Performance					Shopping Behavior		
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	\$6,696,138.12 <small>(100.00% of Total, 100.00% of Total)</small>	5,427 <small>(100.00% of Total, 100.00% of Total)</small>	272,390 <small>(100.00% of Total, 100.00% of Total)</small>	\$24.58 <small>(Avg for View, 100.00% of Total)</small>	50.19 <small>(Avg for View, 100.00% of Total)</small>	\$0.00 <small>(0.00% of Total, 0.00% of Total)</small>	33.28% <small>(Avg for View, 100.00% of Total)</small>	9.30% <small>(Avg for View, 100.00% of Total)</small>
1. Foam Core Mattress	\$1,072,979.00 (16.02%)	85 (1.57%)	8,544 (3.14%)	\$125.58	100.52	\$0.00 (0.00%)	25.87%	13.49%
2. Breathe Task Chair With Arms	\$426,211.00 (6.37%)	369 (6.80%)	1,079 (3.96%)	\$395.01	2.92	\$0.00 (0.00%)	17.73%	11.56%
3. T-Shirts	\$365,999.19 (5.47%)	235 (4.33%)	8,737 (3.21%)	\$41.89	37.18	\$0.00 (0.00%)	51.26%	31.13%
4. Elastic Waist Pants	\$346,876.25 (5.18%)	427 (7.87%)	39,643 (14.56%)	\$8.75	92.84	\$0.00 (0.00%)	59.48%	33.73%
5. Khaki Pants	\$321,848.00 (4.81%)	204 (3.76%)	22,980 (8.44%)	\$14.01	112.65	\$0.00 (0.00%)	43.46%	32.96%
6. Flat Sheets	\$308,259.92 (4.60%)	99 (1.82%)	6,506 (2.39%)	\$47.36	65.72	\$0.00 (0.00%)	37.33%	19.15%
7. Boxer Shorts	\$290,260.00 (4.33%)	437 (8.05%)	14,513 (5.33%)	\$20.00	33.21	\$0.00 (0.00%)	58.92%	38.78%
8. Towels	\$244,323.12 (3.65%)	118 (2.17%)	6,316 (2.32%)	\$38.68	53.53	\$0.00 (0.00%)	38.17%	21.15%
9. Blankets	\$232,383.00 (3.47%)	80 (1.47%)	3,346 (1.23%)	\$69.45	41.82	\$0.00 (0.00%)	35.10%	14.63%
10. V-neck Shirts	\$229,327.50 (3.42%)	277 (5.13%)	30,577 (11.23%)	\$7.50	110.39	\$0.00 (0.00%)	65.09%	36.50%

Show rows: 10 Go to: 1 - 10 of 314

Detailed Data Insights



User-friendly Interface

The Results

\$7,000,000 In revenue since site launch

\$3,000 Average order value

The website, which is now approaching its third year of use, has been a major revenue driver for WVCI, generating almost \$7,000,000 in revenue with an average order value of approximately \$3,000 since launch. Despite the website's massive influxes of orders in short time frames, its architecture has allowed it to handle the increased traffic with ease. In fact, in November 2021, the website drove over \$185,000 in revenue in a single day.

Post-launch, the DR team provides ongoing support and maintenance to WVCI's website. This includes regular updates to the platform and custom features to ensure compatibility with the latest versions of WordPress and WooCommerce. The resulting data provides valuable insights into product sales, such as revenue per product, number of transactions, quantity sold and time of year for each transaction.

4.3.1.5 Digital Marketing and Advertising: The Vendor should have experience in digital marketing and advertising. Vendor should:

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

Our comprehensive digital strategies are built on the expertise and experience of the Digital Relativity team. From the beginning, we have been crafting marketing strategies that deliver results. Our digital-first approach has allowed us to establish ourselves as industry leaders. We have the in-house tools and expertise to run campaigns for our partners, resulting in better outcomes and a higher return on investment.

One advantage of having our digital marketing tools is that we can create layers of targeting based on demographics, interests and behavioral information. We can also use geotargeting to target specific locations, such as a particular state, region, building or park. This level of granularity allows us to strategically purchase impressions and clicks within the digital space.

To ensure the success of our digital campaigns, our analytics team uses a range of powerful tools and makes data-driven recommendations. Our media buying and analytics team is highly skilled and certified in tools such as Google Analytics, Trade Desk Programmatic, Google Ad Search and Video and WAZE navigation. While we are always exploring new platforms, our current list of digital campaign tools is extensive.

- **Google Analytics (Universal and GA4)** - This platform tracks website traffic, behavior, conversions and user acquisition. By reviewing and interpreting these analytics, we can recommend 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.
- **The Trade Desk** - This platform is used to run digital ads across various channels and devices with extensive targeting capabilities. We have access

to vast ad inventory through this platform, ensuring the ads will get in front of the right consumer.

- **AdButler** - This is an ad-serving platform 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 and add weighting, priority, flight dates, URL parameters and third-party impression trackers. AdButler also allows us to monitor impressions and clicks in real-time to ensure estimates are accurate and performing well, eliminating the back-and-forth between ad reps.
- **Microsoft Clarity** - Microsoft Clarity is a web analytics tool that provides insight into how users interact with a website. It tracks user behavior, such as clicks, scroll depth and navigation paths, allowing website owners to identify improvement areas. The tool also provides session replays, which allow website owners to view user sessions to see how users interact with the website in real time. Additionally, Microsoft Clarity provides heat maps, which display user clicks and movements on a website, providing valuable information on user behavior.
- **Google Search Console** - Google Search Console is a free web service provided by Google that enables website owners to monitor, maintain, and improve their website's performance in Google search results. It provides website owners with a range of features, such as performance tracking, website indexing status and mobile usability. With Google Search Console, website owners can see how their website performs in Google search results, including information about impressions, clicks and average position. It also allows website owners to identify and fix technical issues, such as crawl errors and mobile usability issues, which can negatively impact a website's ranking. Additionally, Google Search Console provides valuable insights into search queries, allowing website owners to optimize their content for specific keywords and target audiences.
- **Google Trends** - Google Trends is a free web-based tool provided by Google that allows users to explore and analyze search engine data. It provides real-time insights into what people search for on Google, including data on search volumes, geographic locations and related topics. With Google Trends, users can track changes in search volume over

time, compare the popularity of different search terms, and analyze how search trends vary by region or language. Additionally, the platform offers related queries and topics, which can help users identify new content opportunities and keyword ideas for their website or business.

- **Google Keyword Planner** - Google Keyword Planner is a free tool provided by Google that helps advertisers research and analyze potential keywords for their Google Ads campaigns. It allows users to search for keywords related to their business or product, providing data on search volumes, competition levels, and estimated costs per click. With Google Keyword Planner, users can identify new keyword ideas, prioritize keywords based on search volume and relevance and create a keyword strategy that aligns with their advertising goals. Additionally, the platform offers insights into trending search terms and allows users to filter data by location, language and device type.
- **SEMrush** - SEMrush is an all-in-one digital marketing tool that provides businesses with various features to improve their online visibility and grow their business. It offers a suite of tools for keyword research, website audits, competitive analysis and more. With SEMrush, businesses can conduct in-depth research on their competitors, identifying their top-performing keywords, backlinks and advertising strategies. The platform's keyword research tool allows users to find profitable keywords for their SEO and PPC campaigns. In contrast, its site audit tool identifies technical SEO issues that can negatively impact a website's performance. Additionally, SEMrush provides social media management tools that enable businesses to track and analyze their social media presence and monitor the performance of their social media campaigns. With its comprehensive suite of features, SEMrush is a powerful tool that can help businesses optimize their online presence, drive more traffic to their website and increase revenue.
- **Screaming Frog** - Screaming Frog is a powerful desktop-based SEO tool that crawls websites and provides valuable insights into on-page optimization. It is particularly useful for identifying technical SEO issues such as broken links, duplicate content and missing metadata. With Screaming Frog, users can crawl their website and quickly identify

any issues that might negatively impact their website's search engine visibility. The platform provides a comprehensive overview of website structure and allows users to export data for further analysis. Additionally, Screaming Frog offers features such as website auditing, competitor analysis and XML sitemap generation. With its user-friendly interface and comprehensive features, Screaming Frog is a valuable tool for website owners and SEO professionals looking to optimize their websites for better search engine performance.

- **Ahrefs** - Ahrefs is a comprehensive SEO tool that provides businesses with various features to improve their search engine visibility and grow their online presence. It offers a suite of tools for keyword research, competitor analysis, backlink analysis and more. Ahrefs's keyword research tool provides users with data on search volume, keyword difficulty and related keywords, helping them to identify profitable keywords for their SEO and PPC campaigns. Its backlink analysis tool allows users to identify and analyze their website's backlink profile and their competitors' backlink profiles. Additionally, Ahrefs provides features such as content analysis, site audit and rank tracking, enabling businesses to optimize their website for better search engine performance. With its user-friendly interface and comprehensive features, Ahrefs is a valuable tool for businesses looking to increase their online visibility and drive more traffic to their website.
- **Funnel.io** - Funnel.io is a powerful data automation tool that provides businesses with a comprehensive view of their marketing performance across multiple channels. It connects to over 500 data sources, including advertising platforms, analytics tools and CRM systems, allowing businesses to centralize their marketing data in one platform. Funnel.io provides users with a range of features, including data mapping, data transformation, and data visualization enabling them to analyze their marketing performance and identify opportunities for growth. With Funnel.io, users can create custom reports and dashboards, set up automated data feeds and track real-time marketing performance. Additionally, Funnel.io offers features such as data modeling and attribution modeling, allowing businesses to gain insights into the effectiveness of their marketing campaigns and optimize their marketing spend.

- **Looker Studio** - Looker Studio is a data analytics and business intelligence tool that provides users with a comprehensive suite of features to analyze, visualize and share data insights. It offers an intuitive web-based interface that enables users to build custom reports and dashboards using drag-and-drop functionality. Looker Studio's powerful data modeling language allows users to extract insights from complex data sets, and its inbuilt SQL editor supports queries from various data sources. The platform also includes collaboration and sharing features that enable users to share insights with colleagues and stakeholders in real time. With its flexible and user-friendly interface, Looker Studio gives businesses the tools to make data-driven decisions and drive growth.
- **MySQL** - MySQL is an open-source relational database management system that uses Structured Query Language (SQL) to manage and manipulate data. MySQL provides a wide range of query services that allow users to retrieve, insert, update and delete data from a MySQL database. MySQL also provides various features to optimize database queries, such as indexes, query caching and query optimization tools. Additionally, MySQL offers transaction management services that allow users to ensure data integrity and consistency in multi-user environments.

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

- **Jonathan Danz, Director of Ad Ops and Analytics**
 - Twitter Ads Manager Fundamentals
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected TV
 - Trade Desk Trading Academy Certified - Practitioner
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)

- **Cameron Heeter, Ad Ops and Analytics Coordinator**
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)
 - Inbound, HubSpot Academy
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected
 - Trade Desk Trading Academy Certified - Practitioner

- **Brandon Richardson, Ad Ops and Analytics Assistant**
 - Google Ads Display Certification
 - Google Ads Search Certification
 - Google Ads Video Certification
 - Google Analytics Certification (including GA4)

- **Pat Strader, CEO**
 - Trade Desk Trading Academy Certified - Professional
 - Trade Desk Trading Academy Certified - Connected TV
 - Trade Desk Trading Academy Certified - Practitioner
 - Google Ads Search Certification
 - Google Analytics Certification (including GA4)
 - SEMrush Academy Digital Agencies Certification
 - SEMrush Academy Keyword Research Certification
 - SEMrush Academy SEO Toolkit Exam
 - SEMrush Academy Site Audit Exam

For full team bios, please refer to pages 43-46

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

Digital Relativity's roots are in digital marketing, and digital campaigns are often a central tenet of our work. The following example highlights a specific campaign with the Center for Organ Recovery and Education (CORE). Additional digital marketing campaign capability details can be found throughout this response and in additional case studies and work examples on **pages 140-180**.

The following team members were involved in elements of this campaign:

Carrie Nesselrode

Senior Account Manager

Justin Ferrell

Technical Director

Jonathan Danz

Director of Ad Ops and Analytics

Brandon Richardson

Ad Ops and Analytics Assistant

Abbey Reifsnnyder

Chief Creative Officer

Emma Malinoski

Graphic Designer

Emily Akers

Content Coordinator

Ben Amend

Multimedia Producer

Project Contact:

Colleen Sullivan

csullivan@core.org

412-963-3550

Project Location:

West Virginia - statewide

 **CASE STUDY**

Center for Organ Recovery and Education

Cassie Johnson Campaign

On December 3, 2020, Charleston Police Department officer Cassie Johnson was killed in the line of duty after responding to a call about a parking complaint. Cassie was a registered organ donor and as a result, saved five lives, making her a hero in both life and death. When this tragedy struck, Sheryl Johnson, Cassie's mother became an advocate for organ donation, finding peace in telling Cassie's story. Digital Relativity (DR) partnered with the Center for Organ Recovery & Education (CORE) to tell Cassie's story in hopes of increasing organ donor registrations.

SERVICES

Creative Strategy
Digital Campaign Strategy & Execution

Project Management
Video Production

Copywriting

The Challenge

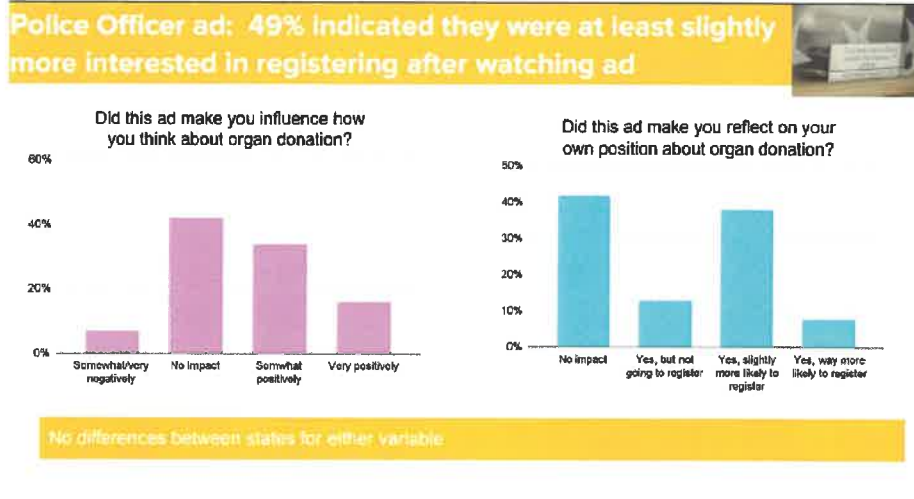
Promoting organ donation can be a challenging task, particularly when it involves sharing personal stories of those who have lost their lives. The Cassie Johnson story is one such example, as it was a tragic but ultimately hopeful story that needed to be shared with the public in a respectful manner.

The challenge for this project was to strike a delicate balance between showcasing the impact of organ donation through Cassie's story, while also maintaining a level of sensitivity and respect for her family and loved ones. The aim was to create a narrative that would inspire potential donors to register, without being exploitative.

The Details

To tell the story of Cassie's heroic efforts, DR shot and edited a video featuring Cassie's mom, Sheryl Johnson, speaking about Cassie's life and the legacy her daughter left behind as an organ donor. In January 2021, DR launched the campaign. Proving to be highly effective, the campaign ran not just once but two additional times. The digital ads resonated with the general West Virginia audience more than any other campaign. During the ad campaign's run, there was a significant increase in registrations to become an organ donor. **CORE reported 82 registrations within 18 months, a marked improvement from the 53 registrations seen on the same registration page in the preceding three years.** DR monitored the performance metrics of each campaign iteration to detect any creative fatigue, but it remained effective throughout all three runs.

In addition, this ad was featured alongside three other CORE ads in a research study to gauge the efficacy of ads in generating organ donor sign-ups. Impressively, 49 percent of the participants surveyed reported a heightened interest in registering after viewing the ad.



Video Ad - <https://vimeo.com/626510574>



Honoring Cassie Johnson

Join & Help Us Reach Our Goal

Share

December 3, 2021 marks the first anniversary of the death of Charleston Police Department Sergeant Cassie Johnson. She was killed in a gunfire exchange after responding to a call about a parking complaint. Cassie was a hero while she was on the earth and a hero when her life was tragically taken away too soon. She gave us life and she gave us death. Cassie was an organ donor. Because of her selflessness, the people received help.

Currently, 500 lives' Virginia residents are waiting for an organ donation. Please don't miss them, wear another life. You can be a hero.

Registration

Enter your information to register as an organ, eye and tissue donor.

First Name

Work or Phone Number

Last Name

Sex (optional)

Date of Birth

MM DD YYYY Last 4 of SSN

Registration Landing Page

The Results

82 Organ donor registrations

Impressions - 2,838,189
 Clicks - 51,743

The campaign, with a budget of \$15,386, achieved remarkable results, generating 2,838,189 impressions and yielding 51,743 clicks. The success of the campaign was demonstrated by a significant increase in registrations. During the campaign, 82 individuals registered as donors on the updated landing page, versus 53 registrations in the previous three-year period on the same url.

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

Digital Relativity works with a number of partners on full marketing campaigns. At any given time, the team is creating and implementing multiple cohesive marketing strategies across projects. We have shared details about just one of these projects, the Ski the Valley Campaign with the Tucker County Convention and Visitors Bureau. Following are details of this work, along with our partner contact and team members that were heavily involved with developing and executing the campaign.

The following team members were involved in elements of this campaign:

Alexa Nagy

Account Executive

Hilary Roush Freeman

Senior Project Manager

Nick Harmon

Account Executive

Justin Ferrell

Technical Director

Jonathan Danz

Director of Ad Ops and Analytics

Cameron Heeter

Ad Ops and Analytics Coordinator

Caitlynn Jones

Digital Designer

Brandon Richardson

Ad Ops and Analytics Assistant

Abbey Reifsnnyder

Chief Creative Officer

Emily Akers

Content Coordinator

Ben Amend

Multimedia Producer

Brianna Allen

Senior Graphic Designer

Emma Malinoski

Graphic Designer

Project Contact:

Jessica Waldo

Executive Director

jessica@canaanvalley.org

304-259-5315 (office)

Project Location:

Davis, West Virginia

Additional examples of our work on campaigns can be found throughout this response and on pages 140-180.



DR CASE STUDY

Tucker County Convention & Visitors Bureau

2022-2023 Ski the Valley Campaign

The Tucker County Convention and Visitors Bureau (CVB) is a nonprofit marketing and sales organization whose mission is to promote tourism and advertise Tucker County as a visitor-friendly travel destination. Digital Relativity (DR) became the agency of record for the Tucker County CVB in 2019.

A year later, DR was tasked with rebranding and reimagining Tucker County CVB's long-standing winter marketing campaign - Ski the Valley. Ski the Valley is a collaborative effort between the county's three premier ski resorts and the Tucker County CVB to promote skiing and winter activities in Tucker County.

SERVICES

Creative Strategy
Project Management
Digital Advertising

Social Media
Graphic Design
Printed Collateral

Copywriting
Website Updates
Traditional Media

The Challenge

Competition between other ski resorts in the region and the task of attracting out-of-market travelers has always been a challenge. After years of use, the Ski the Valley campaign had become outdated and lacked the vibrancy needed to remain relevant. A renewed approach was required to re-establish the campaign's purpose.

However, it wasn't solely the visual aspect that had grown stale; the traditional marketing approach also needed a refresh. Despite previously dominating the promotional mix, print advertising and other traditional marketing methods were no longer yielding the anticipated results. An updated strategy and direction were needed to reach travelers in new, cost-effective ways.

Objectives:

- Create awareness of West Virginia's three premier ski resorts and winter activities in Tucker County
- Increase page sessions on the Ski the Valley landing page through the digital advertisements
- Garner partner clicks from the campaign's landing page to encourage user interaction on the Tucker County CVB's website and to learn more about the area's businesses and attractions

The Details

The 2022-2023 Ski the Valley campaign ran from November 15, 2022 to March 1, 2023. The campaign consisted of newly designed digital, video and print ads along with printed collateral. The creative campaign components carried the Ski the Valley branding established by Digital Relativity to highlight the three ski areas in Tucker County.

Shifting to a strong focus on digital advertising allowed the campaign to gain more reach than the previous traditional approach and track engagement to measure results. A combination of display and video ads targeted travelers from North Carolina, Virginia, Maryland, Ohio, Pennsylvania, New York, Tennessee,

Michigan and Illinois, and those who had purchased outdoor and snow gear. The DR team also used temperature rails to serve different ads depending on whether it was below freezing and implemented a phased campaign for the local area before winter to encourage people to return for the winter. As part of the campaign, the DR team worked with the Tucker County CVB to highlight Timberline Mountain's big makeover.

The digital ads utilized images of the region's best winter activities to inspire travelers to book their vacation. The video ads had been prepared a year in advance, capturing interviews and b-roll in the winter of 2022 to support the campaign. The videos featured interviews with Tucker County ski enthusiasts to showcase the magic of winter in the region. The videos highlighted the ski resorts, lodging, dining and other activities travelers could experience.

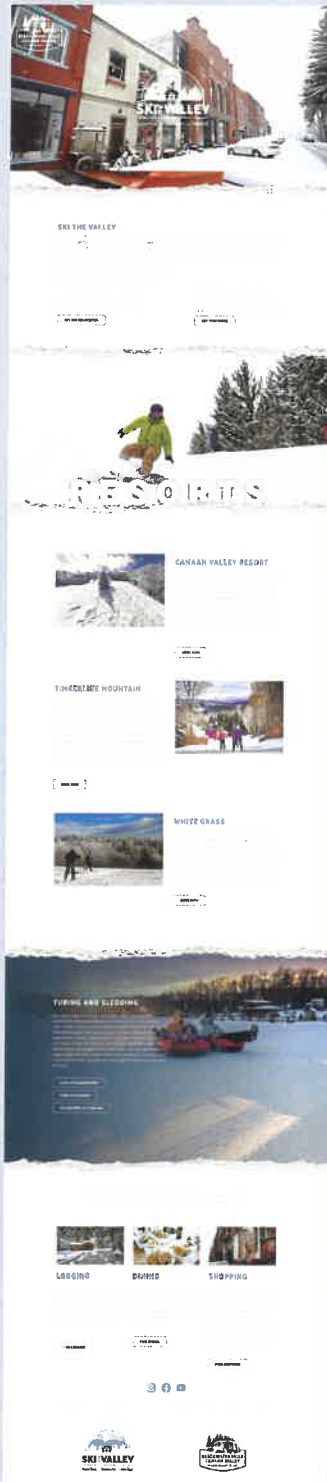
Digital, video and print ads pointed to a custom landing page built by DR, delivering all the information visitors need to plan their winter trip to the region. The landing page included a newsletter sign-up and call-to-action to request a visitors guide, extending the line of communication with potential travelers to further outreach opportunities for future campaigns.

Travelers who arrived in Tucker County were greeted with a printed winter guide. The pocket-sized guide featured resorts, winter and indoor activities, events, mountain towns and mountain views. The guide allowed newcomers and seasoned guests access to everything the region offers in the winter season.

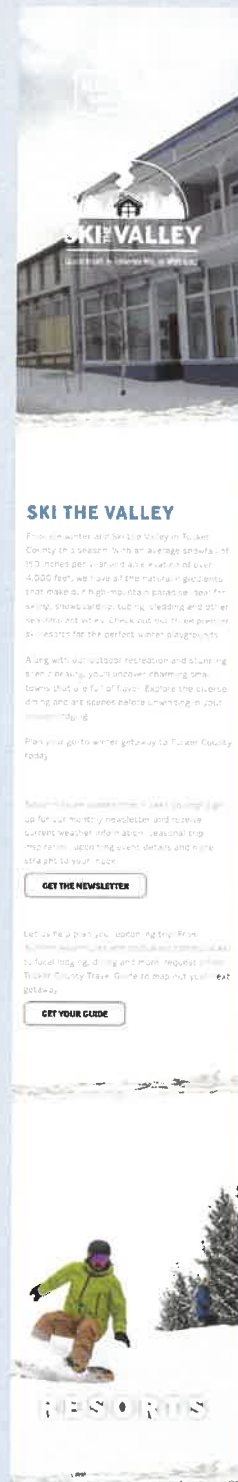


Pocket Guide

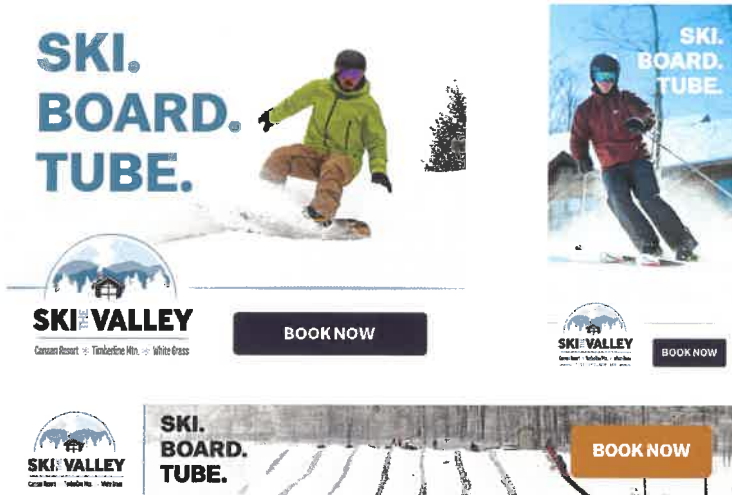
Landing Page



Desktop



Mobile



Digital Ad Set



Print Ad



Video Ad - <https://youtu.be/puuSIGIE4bc>

The Results

18 MILLION

Impressions

Clicks - 150,000+

Pocket Guides
distributed - 5,000

Video Views - 132,000+

The 2022-2023 Ski the Valley campaign media spend was just over \$75,000. The campaign's digital advertisements garnered over 18 million impressions and over 150,000 clicks, along with over 60,000 Facebook clicks. 5,000 pocket guides were distributed and campaign video assets were viewed over 132,000 times.

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. Vendor 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.

4.3.2.1. The Vendor must have mastery level knowledge of LAMP stack programming: LINUX, Apache, MySQL and PHP. Including the ability to maintain, modify, and create existing databases and reporting functionality from said databases while exhibiting security and performance standards that must be equal to or exceed those of industry best practices. LAMP stack programming is preferred, but Vendors are encouraged to describe proficiencies in other similar programming.

While our team has made an enormous commitment of both time and resources to WordPress and its ecosystem, Digital Relativity has extensive experience in every layer of the LAMP stack. Because both LAMP and our use of it predate the widespread adoption of WordPress, our experience extends well beyond that of similar teams building on the WordPress platform.

The LAMP stack itself consists of four software components: Linux operating system, Apache web server, MySQL database server and PHP programming language. Each of these components, taken individually, comprise entire ecosystems of products, tools and frameworks that all require skill, experience and in many cases, specialized tooling.

Though not our primary focus, our team has worked with Linux-based systems for years, some of us having done so since high school. We have extensive experience with package management and distro selection as well as monitoring and performance tuning of these systems.

Our team has made extensive use of the Apache web server for nearly as long as we have worked with Linux. Checking Apache logs is a nearly daily

occurrence for our dev team, and we have the tools and infrastructure to monitor Apache resource allocations with incredible detail. Using tools like New Relic APM, our team is able to triage performance issues down to the physical hardware powering the servers while tying all of it back to campaign and business metrics.

MySQL is a fundamental part of WordPress, arguably the most fundamental part. Even while WordPress moves toward more client-side rendering and Javascript-based tooling, MySQL has been a staple of the framework since day one. Likewise, our team has vast experience working with MySQL both in and out of WordPress. From using manual MySQL querying to squeeze performance out of WordPress websites where every millisecond counts, all the way to performance tuning ancient Joomla applications and moving millions of records using Python, our team is right at home in MySQL.

Lastly, and perhaps more importantly, is the PHP layer of the LAMP stack. This is, generally speaking, where what we traditionally think of as development and programming actually happens. PHP is the language used for backend development in WordPress as well as countless other open source CMS frameworks like Craft, ExpressionEngine, Joomla and even Drupal. Where relevant, our team strives to adhere to the official WordPress coding standards for PHP and we adopt similar guidelines for our non-WordPress projects. Our team has worked with hundreds of PHP projects of various sizes and scopes. Some of these are traditional websites that we've designed and built in-house, using WordPress, and some are websites that we have inherited in some way and have had to steward. Some of these projects are even command line utilities with no interface at all that our team has custom-built for specific projects. A recent example of this was a tool used to migrate new stories from the existing West Virginia Public Broadcasting website to the new one. This tool required hundreds of lines of PHP, multiple classes, multiple frameworks, multiple data storage solutions and extensive logging to make the migration to the new website possible.

We have years of experience in using the LAMP stack to deliver fast and secure websites for numerous agencies of West Virginia state government. From building new websites to inheriting old ones, our team has demonstrated time and time again that we are comfortable diving into every single layer

of the LAMP stack for projects at any stage of their lifecycle. This includes examples like inheriting websites from the prior Commerce agency, all built on the LAMP stack but all of varying ages and built using different frameworks. More recently, our team has successfully leveraged the LAMP stack for new work as well, including projects for the West Virginia Office of Miners' Health Safety & Training and the West Virginia Department of Arts, Culture & History.

Additionally, here are just two examples of how we have utilized our LAMP stack programming expertise in timely, important ways for West Virginia Department of Commerce agencies:

WorkForce West Virginia Website Performance

In the early days of the COVID-19 pandemic, our team was tasked with keeping the WorkForce West Virginia website online so the public could find critical and timely information about CARES Act funds and unemployment. The website was built by a former Commerce agency using a relatively obscure and difficult to manage content management system, making it challenging to make meaningful updates to the website or its infrastructure. Specifically, the website was built using Joomla and hosted using an unmanaged Digital Ocean droplet. Moving the website would have required a complete rebuild. As the West Virginia Department of Commerce's agency of record, our team helped keep the website running until the launch of the new, more modern website in March 2023. The demands of the website exploded exponentially during the early days of the pandemic, rocketing to as many as 54,000 users per day at one point.

Our team was able to move the WorkForce DNS to Cloudflare, with the assistance of the Office of Technology, to manage the increased demand on the already struggling website. As a result of our efforts, we were able to serve the website to over 1,000,000 users between January and August of 2020 with little to no downtime or performance issues.

4.3.2.2 The Vendor must have working and functional knowledge of HubSpot, Salesforce, and CSS importing and exporting functionality and reporting.

The Digital Relativity team has extensive experience with HubSpot, Salesforce

and CSS importing/exporting functionality and reporting. As a current agency of record for the West Virginia Department of Commerce, we have worked with state agencies to implement and manage these softwares.

HubSpot

As a member of the HubSpot Providers Program, Digital Relativity can offer a range of benefits that can help the Department of Commerce get the most from its HubSpot account. Being part of this program gives Digital Relativity access to extensive training and resources that can maximize HubSpot's powerful marketing and sales software and access technical support through the program to ensure any problems are quickly resolved.

Additionally, the HubSpot Providers Program offers ongoing training and resources to help Digital Relativity stay up-to-date with the latest trends and techniques in inbound marketing, HubSpot best practices and integrations.

- **Nick Harmon**
 - HubSpot Digital Marketing
 - HubSpot SEO
 - HubSpot Digital Advertising
- **Pat Strader**
 - HubSpot Lead Management
 - HubSpot Digital Marketing
 - HubSpot SEO
 - HubSpot Digital Advertising
- **Cameron Heeter**
 - Inbound HubSpot Academy

Fourth, we helped enhance their user engagement and communication by integrating Salesforce Live Chat and SMS marketing with their WordPress website. This gave them more channels to interact with their potential and existing visitors, and to provide timely and personalized messages. They could also capture leads from these channels and nurture them through automated workflows.

We continue to provide ongoing support and maintenance for the connection between Salesforce and WordPress, including custom form integrations and business listing syncing.

In addition, over the past year, a major focal point has been to identify efficiencies within the West Virginia Department of Tourism's Salesforce environment and to find new ways to utilize its capabilities. In order to meet the rapidly growing Salesforce needs of the WVDT in the most expeditious and effective way, Digital Relativity identified a West Virginia-based firm specializing in Salesforce administration to assist with these efforts. With the approval of WVDT, Digital Relativity and the Salesforce-specialized firm began work on several efforts including data cleanliness, improving inventory management processes and utilizing Salesforce to track and streamline the cooperative advertising program. Throughout the project, DR has managed all aspects of the joint project and worked closely with the third-party company to make updates and improvements.

In 2022, the West Virginia Department of Tourism entered into a first-of-its-kind partnership with AllTrails, a fitness and travel app used in outdoor activities like hiking and biking. Through the partnership, anyone who visited the WVDT website and filled out a form would receive a promo code to enter on the AllTrails site. This promo code provided a free one-year AllTrails pro membership to anyone who redeemed it.

Digital Relativity worked with a West Virginia tech firm to enact a system that automatically added these people to the WVDT database within Salesforce for future marketing efforts, assigned each person a customized AllTrails promo code so that no code was used more than once and sent that promo code via email to the recipient. The initial goal for the campaign was 1,000 promo code redemptions. The effort actually led to more than 24,000 redemptions, far exceeding expectations.

4.3.2.3. The Vendor must have at least 5 years of in-house experience with WordPress and Google Analytics and be able to show customization and development abilities for enterprise-level websites.

Digital Relativity meets and exceeds the requirement of having at least five years of in-house experience with WordPress, Google Analytics and customization and development of enterprise-level websites.

Digital Relativity has been using these tools for more than 12 years to create and manage enterprise-level websites for various projects across different industries. We have leveraged Google Analytics to track and analyze website traffic, conversions, user behavior and other key metrics that inform our optimization strategies. We've stayed at the forefront of ongoing changes to the platform over the years to use its functionality to help partners identify opportunities and improve performance.

WordPress

At Digital Relativity, we are proud to be part of the WordPress community, helping shape the software that powers over 40% of the web. WordPress is more than just a software; it is a collaborative project that brings together thousands of talented people who share a common vision of democratizing publishing and empowering users. We have been building websites with WordPress for nearly as long as WordPress has existed, and we have watched its evolution and innovation firsthand.

We specialize in creating custom WordPress solutions for a wide range of projects, from state agencies and tourism organizations to breweries, hotels and more. We leverage the flexibility and extensibility of WordPress to deliver websites that meet unique needs and goals. Whether you need a complex algorithm for sports rankings, a smart search engine for your website content or a personalized travel recommendation system that learns from user behavior, we can make it happen with WordPress. At any given time, we manage approximately 70 WordPress installations on more than 70 unique cloud server instances.

We also value the autonomy and ownership of the people we work with. We design our websites with ease of use and maintenance in mind, so you can

update and manage your content without any hassle. You can add or edit pages, photos, videos and more with just a few clicks.

As our partner, the Department of Commerce has full access and control over its current websites (and any other websites we may build in the future). Before launching a new website, we provide training for team members to ensure everyone has the tools and skills needed to manage it effectively.

We use WordPress as the foundation for every website we build because we believe in its power and potential. We are not just WordPress users; we stay updated on the latest developments and best practices of WordPress, and we share our knowledge and feedback with other developers.

Our commitment to the WordPress platform has also afforded us efficiencies not found in most teams who do not have a dedicated framework. Even beyond our WordPress-specific hosting infrastructure, which is consistently rated among the best in the world, we have built custom WordPress utilities enabling us to focus on the details that make our partners and their projects special. The largest and longest-running of these is DRapes, our boilerplate for custom WordPress theme development.

DRapes is not a theme itself, but a foundation that allows us to build any theme from scratch. It has no visual opinion or influence whatsoever, so we can focus on the design and functionality that make each project special. DRapes also takes care of the technical aspects that are essential for any website, such as SEO, security and performance. It includes features like thumbnail generation, external tool loading and XSS prevention.

By using DRapes as our starting point, we can save time and resources on every project. We don't have to reinvent the wheel or worry about the nuts and bolts under the hood because we know we've taken care of them already.

DR's deep experience with WordPress allows us to move quickly and efficiently when urgent messaging or information needs to be in place on a website. A relevant example of the value of working directly with an agency with in-house WordPress capabilities is our work with the West Virginia Department of Commerce on COVID-19-related maps.

COVID-19 Interactive Maps

Our team was tasked with building the interactive maps used by DHHR to share COVID-19 testing locations with the public. This required overcoming several critical issues, sometimes with only an hour between learning about a given need and when it would be announced to the public. Once the COVID-19 vaccine became available, our team also built maps detailing the time and location of vaccination sites.

The first and chiefest of the issues we were tasked with solving was how a map like this could be maintained by multiple people in multiple agencies with little to no training. Our team engineered a system that allowed multiple agencies to securely manage vaccine information within a Google Sheet which would then in turn power the map and website.

Secondarily, the map had to be able to serve enormous amounts of traffic suddenly and with virtually no warning. Using a combination of tools like Cloudflare and WP Engine, as well as techniques like client-side rendering of the maps, our team kept vaccine information readily available to the citizens of West Virginia during the height of their demand and scarcity.

Over the course of the pandemic, our team also worked with multiple agencies to provide similar maps. These included maps for the Summer Feeding Program, helping connect students with meal programs in their area to make sure that no West Virginia children went without food while isolating from the pandemic.

Google Analytics - Universal and GA4

The Digital Relativity team is well-versed in the Google Analytics universe, working daily in the platform for a variety of partners across the agency. Our team uses insights from Google Analytics to inform partner strategy and make regular recommendations and optimizations on digital channels. It is a crucial tool for our work, and we employ our knowledge and expertise in the platform for all of our partners, including across all of our current projects for the West Virginia Department of Commerce and its agencies.

Google Analytics Universal (GAU) is the legacy version of Google's web analytics platform that has been widely used by businesses and website owners to track and analyze website traffic and user behavior. It provides a

comprehensive set of features that allow users to track various metrics such as page views, bounce rate, user demographics and more.

Google Analytics 4 (GA4) is the latest iteration of Google's analytics platform, released in 2020. It offers advanced tracking capabilities and a more data-driven approach to analytics, making it ideal for businesses looking to stay ahead of the curve. GA4 is built on an event-based model, which means users can track and analyze specific events that occur on their website, such as button clicks and form submissions. It also provides a more comprehensive view of user behavior across multiple platforms and devices, including mobile apps and web browsers. Overall, GA4 is a more powerful and sophisticated tool compared to GAU, offering businesses more accurate insights and a more complete picture of their customers' behavior.

Google Analytics Universal will discontinue tracking data in July 2023, which is not portable to Google Analytics 4 and creates an immediate need to develop GA4 implementation and measurement strategies.

In anticipation of this changeover, Digital Relativity has proactively installed GA4 on Department of Commerce websites, including but not limited to:

- West Virginia Department of Tourism 9/29/20
- Ascend West Virginia 4/11/21
- Office of Miners' Health Safety & Training 5/29/21
- West Virginia Correctional Industries 7/29/21
- West Virginia Small Business Development Center 7/29/21
- The West Virginia Office of Broadband 7/29/21
- West Virginia Development Office 7/29/21
- West Virginia Department of Natural Resources 7/29/21
- West Virginia Department of Commerce 7/29/21
- West Virginia State Parks 7/29/21
- West Virginia Department of Forestry 7/29/21

- West Virginia Department of Arts, Culture & History 9/30/21
- Jobs and Hope 10/1/21
- West Virginia Flood Recovery 3/1/22
- West Virginia Job Investment Trust 8/21/22

This proactive approach provides the valuable benefit of having historical data for Digital Relativity to assist with the Department of Commerce's development of measurement strategies, support its marketing efforts and gain a deeper understanding of how content across various agency websites is being discovered and consumed.

It is important to reiterate that GA4 is an event-based platform that tracks user interactions with a website as events, with the most critical events configured as goals. These events and goals can include clicks, form submissions, video plays and more. It uses machine learning to provide more insights and predictive analysis than traditional analytics tools. It collects and processes data from various sources, such as websites, mobile apps and connected devices, and generates reports on user behavior and conversions. GA4 has a flexible event tracking system, which allows for the tracking of a wide variety of user interactions and custom events. It also integrates with other Google products, such as Google Ads, to provide a more comprehensive view of the customer journey. GA4 offers real-time data processing and insights, enabling marketers to make data-driven decisions quickly.

Digital Relativity has assisted the Department of Commerce's agencies in determining what events and goals are most valuable in understanding the performance of marketing efforts and campaigns that align with the organizational goals and objectives. Further, DR has configured and built custom reports, cards and dashboards that are available to respective Department of Commerce agencies at any time.

Google Analytics 4 Segments and Development of A First-Party Data Strategy

First-party data refers to information you collect and own directly from your visitors or those who are interested in your area. This data is collected through

various means, such as website forms, surveys or direct interactions. The data is valuable because it is directly obtained from the source and provides important data points to guide marketing and advertising efforts.

Digital Relativity has experience developing strategies to grow customer data sets, focusing on email collection and Customer Relationship Management (CRM) platform utilization and activation to ensure safe storage of data and portability to marketing platforms. Activation of data sets includes creating segments in GA4 to assist targeting efforts, utilizing services to map email addresses to non-PII (Personally Identifiable Information) identifiers to map targeting and creating look-alike audiences by mapping user attributes. We work with partners to develop these strategies now in preparation for the imminent deprecation of the use of cookies in targeting digital advertising.

4.4. Oral Presentations

The Department has the option of requiring oral presentations of all Vendors participating in the RFP process. If this option is exercised, points will be allocated in Section 6.2 below at the time the RFP is issued, or via addendum prior to technical bid opening.


Digital Relativity understands this option/requirement.

4.4.1. The Vendor should present each sample creative projects described in Section 4 of this CRFP, at the discretion of the Vendor. All strategic and creative elements included in the proposal and presented orally to the evaluation committee should be developed and executed by current employees of the Vendor. The Department recommends that vendors not use outside consultants and freelancers in the oral presentation. The account person designated as the primary contact should play a role in presenting to the evaluation committee. This presentation is designed to demonstrate the Vendor's analytical, strategic, and creative capabilities. It is NOT designed to assess finished art and production values. Concepts for television spots, if part of your presentation, should be printed in storyboard format, not finished spots, or any other video form. Print ads and collateral should be presented in comprehensive form. Vendor should provide all written materials with its technical proposal for evaluation prior to the Oral Presentation.

Digital Relativity understands this option/requirement.



Request For Proposal

	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
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Proc Folder: 1146311 Doc Description: Addendum No 1 - ADVERTISING SERVICES Proc Type: Central Master Agreement	Reason for Modification: Addendum No 1 is issued to modify the technical bid opening date
Date Issued: 2023-03-30 Solicitation Closes: 2023-04-18 13:30 Solicitation No: CRFP 0327 COM2300000001 Version: 2	

BID RECEIVING LOCATION

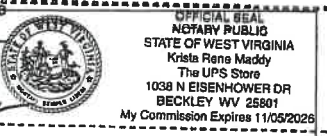
BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Customer Code: VS0000002227
Vendor Name : Digital Relativity, LLC
Address :
Street : 108^{1/2} Capitol Street
City : Charleston
State : WV **Country :** US **Zip :** 25301
Principal Contact : Pat Strader
Vendor Contact Phone: 304-663-6890 **Extension:**

FOR INFORMATION CONTACT THE BUYER
 Toby L Welch
 (304) 558-8802
 toby.l.welch@wv.gov

The foregoing instrument was acknowledged before me this 4/13/23 by Patrick J. Strader
 My commission expires 11/10/2026
Krista Rene Maddy
 Notary Public



Vendor Signature X *Pat J Strader* **FEIN#** 900638435 **DATE** 4/13/23
 All offers subject to all terms and conditions contained in this solicitation

Request For Proposal

	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

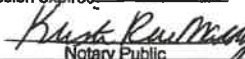

Proc Folder: 1146311 Doc Description: Addendum No 2 - ADVERTISING SERVICES		Reason for Modification: Addendum No 2 is issued to publish questions with responses	
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2023-04-07	2023-04-18 13:30	CRFP 0327 COM2300000001	3

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 :
Street : 108^{1/2} Capitol Street
City : Charleston
State : WV **Country :** US **Zip :** 25301
Principal Contact : Pat Strader
Vendor Contact Phone: 304-663-6890 **Extension:**

FOR INFORMATION CONTACT THE BUYER Toby L Welch (304) 558-8802 toby.l.welch@wv.gov	STATE OF WEST VIRGINIA COUNTY OF <u>Putnam</u> The foregoing instrument was acknowledged before me this <u>4/13/23</u> by <u>Patrick J. Strader</u> My commission expires <u>11/15/2024</u>  Notary Public	 OFFICIAL SEAL NOTARY PUBLIC STATE OF WEST VIRGINIA Krista Rene Maddy The UPS Store 1038 N EISENHOWER DR BECKLEY WV 25801 My Commission Expires 11/05/2026
--	---	--

Vendor Signature X  **FEIN#** 900638435 **DATE** 4/13/23

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

REQUEST FOR PROPOSAL
DEPARTMENT OF COMMERCE
CRFP COM230000001

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 Funder / CEO
(Representative Name, Title)

304-663-6490 204-608-2121
(Contact Phone/Fax Number)

4/16/23
(Date)

Designated Contact

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

(Printed Name and Title) Patrick J. Strader
(Address) 108 1/2 Capitol St. Charleston, WV 25301
(Phone Number) / (Fax Number) 304-663-6890 304-608-2121
(Email address) pat@digitalrelativity.com

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract 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/Contract 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 this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; 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; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Digital Relativity, LLC
(Company)
Patrick J. Strader
(Signature of Authorized Representative)
Patrick J. Strader
(Printed Name and Title of Authorized Representative) (Date)
304-663-6890 304-608-2121
(Phone Number) (Fax Number)
pat@digitalrelativity.com
(Email Address)

Addendum Acknowledgment

ADDENDUM ACKNOWLEDGEMENT FORM SOLICITATION NO.: CRFP COM23*001

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

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

Addendum Numbers Received:

(Check the box next to each addendum received)

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

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

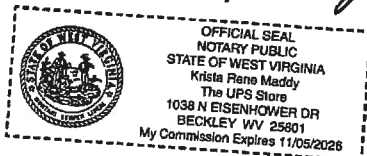
STATE OF WEST VIRGINIA

COUNTY OF Raugh

The foregoing instrument was acknowledged before me
this 4/13/23 by Dabrickel Seward

My commission expires 11/05/2026

Krista Rene Maddy
Notary Public



Digital Relativity, LLC

Company

Patricia J. [Signature]

Authorized Signature

4/13/23

Date

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

Revised 6/8/2012

Accounting Review Letter



Dimit
Accounting
Corp.

729 29th Street Parkersburg, WV 26101

P: 304-615-3419 • F: 304.205.1711

March 8, 2023

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 currently assists with monthly bank reconciliations, payroll, and preparation of required federal, state, and local payroll and sales related tax forms, in addition to preparation of federal and state annual income tax returns. We are also available for regular consulting and various other accounting services as needs arise.

Digital Relativity LLC is a single member LLC maintained by Patrick Strader. If you have any questions regarding the accounting services being provided, please feel free to contact me using the information above.

Sincerely,

Rebecca L Dimit, CPA

Dimit Accounting Corp

Certificate of Insurance



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/07/2023

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@curtismlerins.com	
INSURED Digital Relativity LLC 108 1/2 Capitol Street Charleston WV 25301		INSURER(S) AFFORDING COVERAGE INSURER A : The Hartford INSURER B : Travelers INSURER C : INSURER D : INSURER E : INSURER F :	NAIC # 11000

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.

INSH 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:	Y	41 SBA IW0896	06/01/2022	06/01/2023	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 - COMPOF AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		41 SBA IW0896	06/01/2022	06/01/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$		41 SBA IW0896	06/01/2022	06/01/2023	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	Y/N N/A	UB-1J748252-23-42-G	03/28/2023	03/28/2024	PER STATUTE LTH-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)

The certificate holder is listed as an additional insured for General Liability coverages.

CERTIFICATE HOLDER West Virginia Department of Commerce Building 3 Suite 600 1900 Kanawha Blvd. E. Charleston WV 25305	CANCELLATION 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>
---	--

Vendor Preference Certificate

WV-10
Approved / Revised
06/08/18

State of West Virginia VENDOR PREFERENCE CERTIFICATE

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

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

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

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

Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Digital Relativity, LLC

Signed: 

Date: 4/13/23

Title: Founder/CEO

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



**Case Studies and
Work Examples**

 **CASE STUDY**

West Virginia Public Broadcasting

Website Redesign

West Virginia Public Broadcasting (WVPB) partnered with Digital Relativity (DR) to fully redesign their website beginning in March of 2022. WVPB wanted a clean, easy-to-navigate website that focused on more than just the newsroom, but rather all of the services their organization provides its users. In addition to prioritizing user experience, WVPB needed a website that could be easily managed and updated on the backend.

SERVICES

Website Redesign and
Development

Project Management
Creative Strategy

The Challenge

The WVPB website redesign came with a few different challenges to address. The original website looked like many other National Public Radio (NPR) affiliate websites around the country with its main focus being on news stories. One of the goals of the new website was to give the website a unique look and highlight other departments within the organization, specifically WVPB Education.

The WVPB website includes various different media types, such as content, video, audio, radio and podcasts. DR was challenged to provide a seamless UX to users no matter what media type they preferred to engage with. DR also had to pull over tens of thousands of existing pieces of content from the old website to the new website without losing any functionality.

Previously, WVPB was using several programs and software applications to make updates to the old website. The DR team was tasked with creating a website that was not only easy for users to navigate, but also had an easy-to-use backend to allow for updates to be easily made by the employees and staff.

The Details

Digital Relativity got to work by first creating the architecture and navigation for the new website with a heavy focus on ease of navigation for the user. Once the website reorganization was complete, DR began creating desktop and mobile wireframes for the different pages of the website, and then moved into design. DR focused on the following elements.

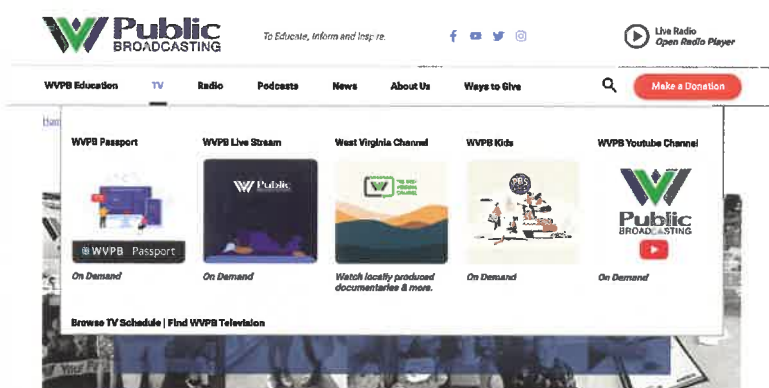
- Designing a clean, intuitive interface with ample white-space, allowing imagery to become the focus of the space
- Utilizing the Material Design System to complement and accommodate the wide variety of content provided by the partner
- Using light gradients and textures to highlight areas of focus (i.e. CTA banners, featured tiles, iconography and illustrative elements)

- Incorporating subtle skeuomorphism, largely through the use of shadow depth and light animation for interactive components (i.e. buttons, tiles, menus, icons, badges, etc.)
- Placing emphasis on the mobile experience
- Designing a system of media players that work together to provide consistent user experience in a variety of use cases
- Utilizing a high-contrast color palette to place further emphasis on legibility and skimmability of content
- Keeping the layout familiar to site power-users while improving organization, keeping the purpose clear, and providing a new look and feel

Once the website design was approved, the DR team moved into the development stage. Building the new website required the creation of a custom tool to ingest tens of thousands of existing pieces of content from the old website and move them to the new one, preserving their links, audio and video functionality.

The website also integrated a custom streaming radio player with NPR with playback controls and an interactive podcast player with custom controls and support for audio uploaded to the old website. Additionally, the new website generates microdata JSON schema for all articles, which helps improve its SEO and visibility on search engines.

The website is hosted on WP Engine, a managed hosting service optimized for WordPress performance and security. The website also leverages WordPress blocks and widgets to enhance the editor and content management experience.



Drop-down
Navigation with Tiles



Desktop

Mobile

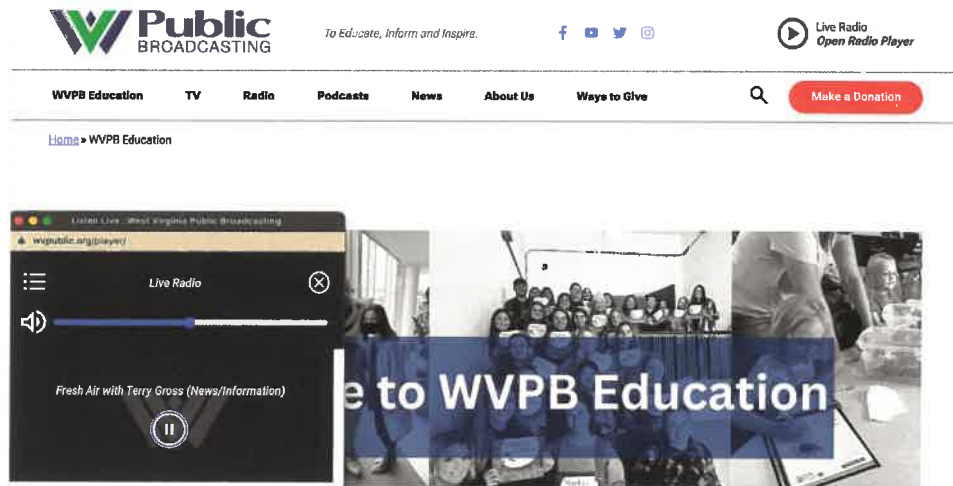
Education Landing Page



Desktop



Mobile



Custom Streaming Radio Player

The Results

25% Increase in direct traffic

14% Increase in organic traffic

Digital Relativity launched the new West Virginia Public Broadcasting website on January 25, 2023. Year-to-date, there has been a 14% increase in organic traffic and a 25% increase in direct traffic. The DR team is continuing to review performance, implement updates and train the WVPB team in WordPress.

DR CASE STUDY

West Virginia Governor's Highway Safety Program

Labor Day 2021 Campaign

The West Virginia Governor's Highway Safety Program's (WVGHSP) mission is to reduce crashes, injuries and fatalities on West Virginia roadways by encouraging, promoting and supporting highway safety throughout the state. These efforts include distracted driving, impaired driving, child passenger safety, speed enforcement, occupant protection and motorcycle safety campaigns.

As part of its efforts to spotlight the dangers of drug-impaired driving during the Labor Day holiday, WVGHSP asked Digital Relativity (DR) to create a campaign to help spread this message throughout the state.

SERVICES

Project Management
Digital Advertising

Social Media
Graphic Design
Creative Strategy

Copywriting
Traditional Media

The Challenge

Just like drunk driving, drugged driving is impaired driving and is illegal in all 50 states. Whether the drug or medication was obtained legally or illegally, driving while drug-impaired is dangerous for anyone traveling on West Virginia's roads. The Labor Day holiday is particularly deadly due to impaired driving incidents.

DR was tasked with creating assets, a customized landing page and media plan to educate West Virginians about the dangers of driving high during the Labor Day holiday and how it too can result in a DUI, just like alcohol impairment. In addition, the campaign needed to include National Highway Traffic Safety Administration (NHTSA) television spots tagged with the WVGHSP logo.

The Details

The Labor Day 2021 "Drive High, Get a DUI" campaign was live from August 20 to September 6, 2021. The campaign targeted all West Virginians with a specific focus on the 18 to 34 demographic.

With a budget of \$193,000, DR was tasked with creating a statewide media plan that included a mixture of digital and traditional outlets. The digital outlets included Facebook, Twitter, The Trade Desk Programmatic Display and Spotify audio ads. Traditional media included television spots and digital billboards.

For the media campaign, a mixture of assets created by Digital Relativity and the National Highway Traffic Safety Administration (NHTSA) were used. Digital Relativity designed assets with the "Drive High, Get a DUI" message for digital display and billboards. In addition, Digital Relativity wrote and produced a radio spot for the campaign for use on Spotify. For the television piece, a spot created by NHTSA was used but tagged with the WVGHSP logo for brand recognition.

Digital Relativity also designed and built a customized landing page for the campaign where viewers of digital ads would be sent for more information. The landing page design was based on the digital assets created by DR for

recognition and consistency purposes. DR also secured a domain name to be used for this landing page and several others that were created for additional WVGHSP campaigns. The domain — drivesafewv.com — was customized for this campaign with drivesafewv.com/drive-high-get-dui.

DRIVE HIGH, GET A DUI.

IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT. DRIVE HIGH GET A DUI!

This Labor Day, the West Virginia Governor's Highway Safety Program is teaming up with the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) to decrease impaired driving. NHTSA and West Virginia law enforcement agencies are working tirelessly to spread the word about the dangers of drug impaired driving and to remove all drivers if you plan to use drugs, plan ahead for a sober driver. If you Feel Different, You Drive Different. Drive High, Get a DUI. These expanded efforts to protect against impaired driving will be conducted in a fair and equitable way.

49% OF TRAFFIC FATALITIES IN WV IN 2020 THAT WERE TESTED, TESTED POSITIVE FOR DRUGS	59% OF TRAFFIC FATALITIES IN WV IN 2020 INVOLVED IMPAIRMENT OF SOME KIND
40% OF ALL DRUG ARRESTS IN WEST VIRGINIA ARE DUI-D (DRUG) ARRESTS	38% OF 2020 LABOR DAY HOLIDAY TRAFFIC CRASHES INVOLVED A DRUG DRIVER
76 FATALITIES IN ALCOHOL-IMPAIRED DRIVING CRASHES IN WEST VIRGINIA IN 2019	193 STATEWIDE DRUG EVALUATIONS CONDUCTED DURING 2021 BY DRUG RECOGNITION EXPERTS

DRIVE HIGH, GET A DUI.

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KNOW THE FACTS

- CANNABIS LEADS THE WAY
- IT DOESN'T MATTER WHAT YOU CALL IT
- IT IS ALWAYS ILLEGAL
- YOU'RE NOT THE EXCEPTION
- BUCKLE UP

KNOW THE COST

- A DUI IS EXPENSIVE
- YOU CAN GO TO JAIL
- YOU CAN LOSE YOUR LICENSE AND YOUR VEHICLE

DEC PROGRAM

- ESTABLISHMENT
- STRATEGIC APPROACH
- STATEWIDE PRESENCE

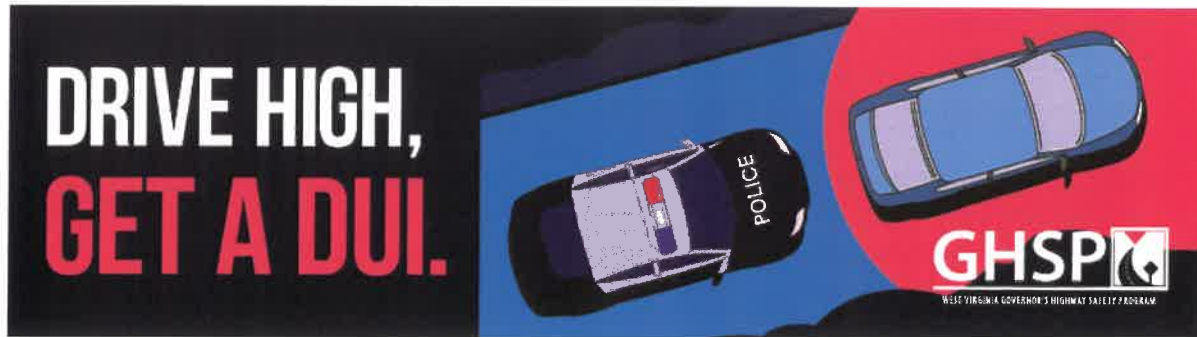
PLAN HEAD

PLAY IT SAFE

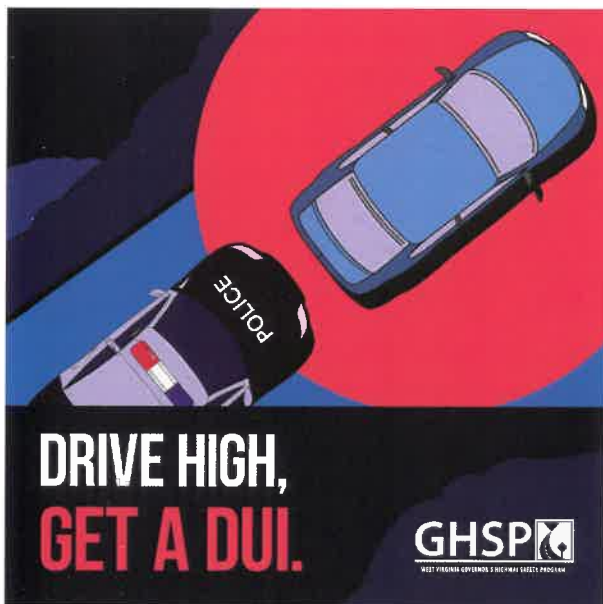
- JUST DON'T DRIVE
- TAKE THE SOBRIETY
- GET A LIFT
- MAKE A CALL

GHSPM

Customized Landing Page



Billboards



Digital Ad Set



Tagged Television Spot

The Results

11.7+ Impressions
million

The 17-day campaign resulted in more than 11.7 million digital impressions. The 12 digital billboards provided an estimated 1.8 million impressions during this time. The :30 spots on five television stations throughout the state led to almost 1.7 million impressions.



 **CASE STUDY**

Marion County Convention & Visitors Bureau

2022-2023 Pepperoni Roll Campaign

The Marion County Convention & Visitors Bureau (MCCVB) in West Virginia is a nonprofit marketing and sales organization dedicated to leading the development of the county's tourism industry. Digital Relativity (DR) began working with the MCCVB on traditional and digital advertising over a decade ago and became its agency of record in 2012. As part of a larger strategy to engage with potential visitors and visitors already in-market, DR began promoting a Marion County staple, the pepperoni roll.

SERVICES

Creative Strategy
Project Management
Copywriting

Photography
Print Management
Website Design and
Development

Graphic Design
Video Production
Digital Campaign Strategy
and Execution

The Challenge

Digital Relativity was tasked with building awareness around Marion County's culinary heritage, and encouraging people to visit and explore that history. With this in mind, it was key to find the right audience to engage with digital advertisements.

Objectives:

- Create awareness of the pepperoni roll tour in strategic DMAs, including Ashburn, Columbus, Pittsburgh, Chicago, Washington, D.C. and Philadelphia
- Increase guide requests for the Pepperoni Roll Tour Guide to bring visitors to the area to try Marion County's Italian cuisine
- Garner partner clicks from the campaign's landing page to encourage users to interact with Marion County's website and learn more about the Italian restaurants and attractions in the area

The Details

The Pepperoni Roll campaign was live from November 1, 2022 to March 15, 2023. Digital advertising included display ads targeted toward travelers interested in food and Italian heritage. The campaign was supported by printed collateral, including a Pepperoni Roll Tour Guide with a specially designed pepperoni roll sticker, print advertisements with prominent publications such as the Local Palate, a campaign landing page that encouraged guide requests and partner clicks and short-form social videos focused on the pepperoni roll.

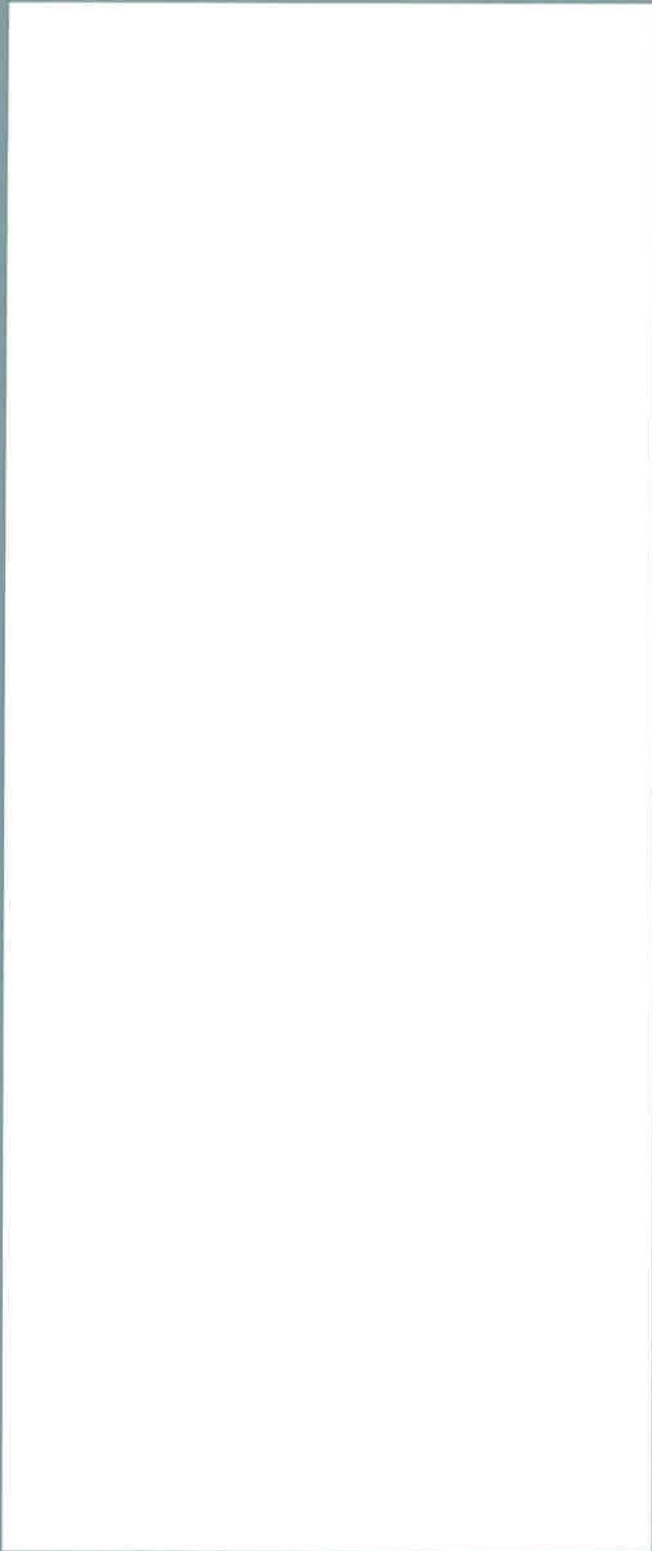


Printed Guide



Sticker

Landing Page



Desktop



Mobile



Digital Ad Set

The Results

4,839,048
Impressions

Clicks - 48,721
Partner Clicks - 3,381
Guide Requests - 900+

With a spend of a little over \$13,500, the digital advertisements resulted in 4,839,048 impressions and 48,721 clicks, as well as nearly 1,000 guide requests through the campaign landing page for the Pepperoni Roll Tour Guide. In addition, the campaign resulted in 3,381 partner clicks to local businesses from the Marion County CVB website.

DR CASE STUDY**GoMart****Merry Madness Campaign**

GoMart is a regional convenience store chain headquartered in West Virginia, with stores throughout the state and in Ohio and Virginia. Since 2016, Digital Relativity (DR) has been GoMart's agency of record. DR began integrating contests into their app, like Merry Madness, to drive more users to the rewards program.

SERVICES

Creative Strategy
Graphic Design
Motion Graphics

Project Management
Print Management
Copywriting

Radio Production
Digital Campaign Strategy
and Execution
Website Development

The Challenge

GoMart creates incentives throughout the year as part of its marketing efforts to help engage, retain and gain new customers. The Holiday campaign, “Merry Maddness,” aimed to give app users the opportunity to win one of five different prize packages to encourage visits to GoMart stores.

The campaign had a budget of \$31,500 for creative execution and media placement with the following objectives:

- Increase brand awareness for GoMart
- Increase total conversions/entries while integrating with the GoMart app
- Measure in-store signage and advertising response with unique QR codes for the campaign
- Continue to leverage GoMart partner relationships to provide funding for promotions

The Details

The campaign’s media plan was informed by the previous year’s digital campaign results and existing metrics. Much of the media budget targeted mobile device users to reach those more likely to download and enter through the app.

The following targeting tactics were incorporated:

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



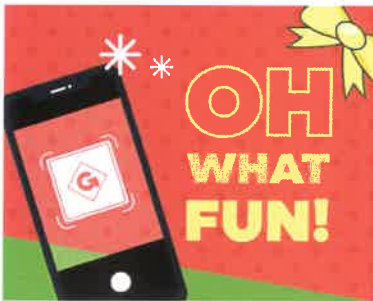
In-Store Signage



Video Ad
<https://vimeo.com/817714947>



Print Ad



App Graphics



Website Graphics

The Results

63%

**Increase in entries
year-over-year**

Impressions - 866,615

Clicks - 205,415

Entries - 9,591

A \$7,500 media spend resulted in 866,615 impressions and over 205,415 clicks to the GoMart website. There were 9,591 entries in the contest, which was a 63% increase year-over-year. There were 7,006 entries through the app and 1,783 clicks to the app store from the campaign, which was an added value conversion for the partner.



DR CASE STUDY

Tucker County Convention & Visitors Bureau

2022 Spring/Summer Take in Tucker Campaign

The Tucker County Convention and Visitors Bureau (CVB) is a nonprofit marketing and sales organization whose mission is to promote tourism and advertise Tucker County as a visitor-friendly travel destination. Digital Relativity (DR) became the agency of record for the Tucker County CVB in 2019.

Widely recognized as a premier winter recreation area, an emphasis to promote Tucker County as a four-season destination was made in 2022, resulting in the Take in Tucker campaign. A targeted campaign was necessary to effectively promote Tucker County's spring and summer offerings and attract visitors to experience each season.

SERVICES

Creative Strategy
Project Management
Digital Advertising

Graphic Design
Printed Collateral
Copywriting

Website Updates
Traditional Media
Multimedia Production

The Challenge

The campaign's success hinged on creating awareness. Reaching the target audience was only part of the challenge; it was also necessary to connect with the audience in a meaningful way, enticing them to visit Tucker County for the first time or return in a season they hadn't yet experienced.

With no existing assets to support marketing the spring and summer months, all new materials would need to be created including collateral, video, photography, digital and print ads.

Objectives:

- Create awareness among visitors of spring and summer activities as well as promote the in-market scavenger hunt in Tucker County
- Garner landing page clicks for both the general and scavenger hunt portions of the campaign

The Details

The spring/summer Take in Tucker campaign took place from May 2 to September 5, 2022, and employed a variety of tactics. While the ad operations team worked to determine placement within the budget constraints, the account, design, content and multimedia teams collaborated to create the supporting materials.

It was decided that video elements would be essential to painting the picture of Tucker County as a spring and summer destination. DR sought out frequent Tucker County visitors to tell the story of everything they love about Tucker County and the experiences that draw them back year after year. Four videos were shot and edited by the DR team, profiling the Tucker County enthusiasts, including:

1. A notable illustrator whose work is inspired by his time in Tucker County
2. A young couple from Charleston, West Virginia, who make frequent trips to Tucker County, describing reasons to visit in every season

3. An older couple from Pennsylvania who visit Tucker County for the variety of outdoor activities
4. A well-known musician who not only plays often in the region, but has written several songs about his adventures in Tucker County

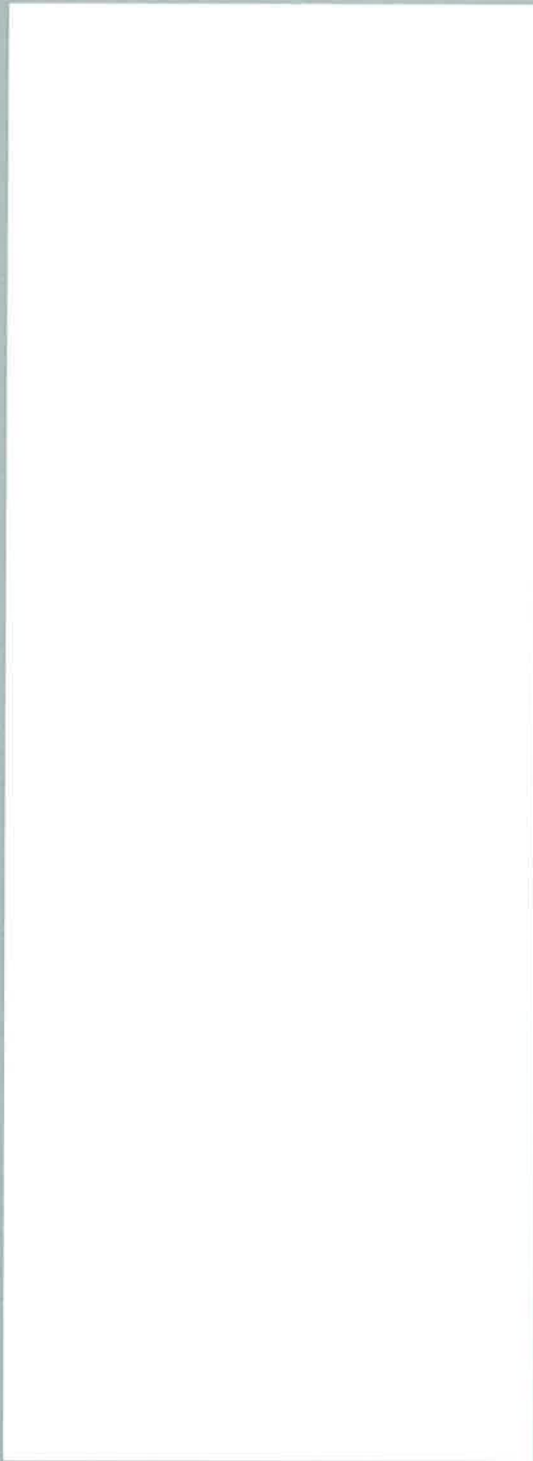
Still images and b-roll were captured alongside video testimonials to build out a comprehensive library of assets for the campaign.

Digital ads for unique target audiences were created to complement the videos. The ads included a stylized Take in Tucker type treatment to unify the variety of imagery used. Each ad focused on a specific attraction for the spring and summer months in Tucker County including Take in the Sights, Take in the Arts, Take in the Music, etc. The digital ads utilized interest targeting to reach a broad audience across a geographic area that included Washington D.C., North Carolina, New York, Ohio, Pennsylvania, Maryland and Michigan.

In an effort to attract visitors to a variety of attractions across Tucker County, a scavenger hunt was created. Through digital advertising and in-market signage, visitors were invited to pick up a scavenger hunt passport at the CVB or other local restaurants and lodging venues to participate. The passport, designed in accordance with the Tucker County CVB brand, included five stops throughout the county. Once completed, the passport could be returned to the CVB to be entered in a drawing for a prize. To effectively reach visitors in Tucker County, DR used retargeting techniques that specifically targeted visitors for a scavenger hunt. This targeted approach was more focused than the general portion of the campaign and aimed to attract sightseers and individuals who had previously engaged with the Take in Tucker digital ads.

To accompany the scavenger hunt passport, a pocket guide was created to highlight all of the attractions and activities available during the spring and summer months. The 20-page guide was designed to be an in-market tool for visitors to use as they planned their daily activities. The pocket guide was available in all the same locations as the scavenger hunt passport throughout the county.

Landing Page



Desktop



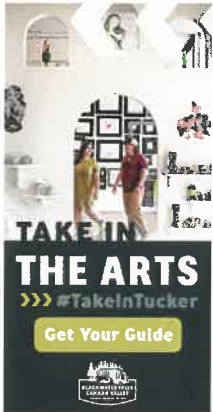
Mobile



Spring-Fall Pocket Guide



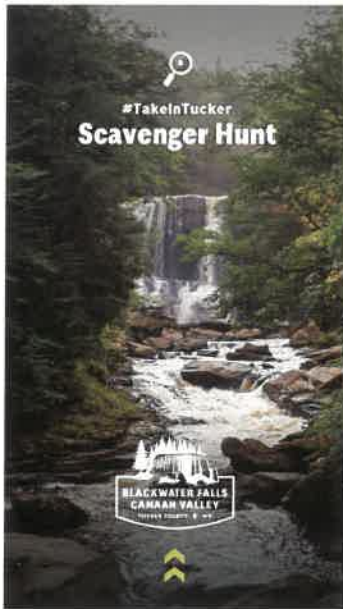
Scavenger Hunt Passport



Print Ad



Digital Ad Sets



Social Graphics

The Results

52 MILLION
Total Impressions

Total Clicks
84,000+

Digital Relativity cast a wide net across several channels for the campaign's digital advertisements, resulting in successful campaign participation with **250 participants completing the full hunt and over 1,250 visits to local attractions**. Over \$121,000 was spent on digital advertisements for the campaign's general and scavenger hunt portions, garnering approximately 52 million impressions and over 84,000 clicks.

 **CASE STUDY**

Pocahontas County Convention & Visitors Bureau Adventure Guide

The Pocahontas County Convention and Visitors Bureau (PCCVB) is an independent, nonprofit corporation dedicated to marketing and promoting Pocahontas County, West Virginia, as a four-season destination for leisure and group travel. In 2021, PCCVB hired Digital Relativity (DR) as their agency of record.

A primary project to be completed at the onset of the partnership was the redesign of PCCVB's annual Adventure Guide. Serving as the central point of contact for visitors to gather information about planning a trip to Pocahontas County, the Adventure Guide needed to be visually appealing and include key information about the area.

SERVICES

Creative Strategy
Project Management

Graphic Design
Copywriting & Editing

Photography
Print Production Coordination

The Challenge

PCCVB's Adventure Guide is a comprehensive look into all the activities, attractions, dining, shopping and lodging offered in the county. After years of using the same template and content, it was essential to update the design, imagery and content of the guide.

With limited photography assets and no clear path for the brand implementation, DR crafted a plan to create a new vision for PCCVB, with the Adventure Guide as one of the first projects. The DR team enthusiastically tackled the challenge of telling the story of Pocahontas County, setting into motion new photography, content, branding and ways to promote the guide.

Objectives:

- Redesign the Adventure Guide to align with the updated brand guidelines
- Utilize Adventure Guide requests as a key performance indicator (KPI) in seasonal campaigns
- Create awareness of Pocahontas County as a four-season destination among visitors with the Adventure Guide

The Details

The first step was for DR's content and account team to create a content outline for the guide. The outline was informed by seasonal offerings, most visited attractions, key events and recreational offerings. Once the content outline was finalized, the multimedia team identified a list of photo assets that were currently available and assets that would be needed in order to support the content outline. The multimedia team began sourcing assets and scheduling photo shoots to capture images that would be vital to illustrating the stories in the guide to visitors.

Next, the design team began work on reimagining the design and layout for the guide. A new size was recommended to allow for the guide to be easily tucked

away in a bag, making it more user-friendly for those using the guide in-market. The design and layout for the guide were created from scratch, utilizing the newly updated brand guidelines to incorporate new colors, fonts and styles to represent the PCCVB brand. The culmination of all these steps resulted in the redesigned Adventure Guide. The guide hit shelves in February 2022.



Adventure Guide



The Results

39.4%

**Increase on 2022
guide requests**

Total Guides - 75,000

Online Guide Requests - 2,176

States Distributed - 50

In 2022, PCCVB distributed a total of 75,000 guides to the Visitor Center in Marlinton, West Virginia, the Snowshoe Welcome Center, Pocahontas County partners, state-wide travel centers and Convention and Visitor Bureaus, and to Mid-Atlantic and northeastern welcome and travel centers. In addition, 2,176 guides were requested on the PCCVB website and were distributed to all 50 states, which reflected a 39.4% increase compared to the previous year.

 **CASE STUDY**

West Virginia State Parks

Website Redesign

In 2017, Digital Relativity (DR) was asked to redesign the West Virginia State Parks (WVSP) website and help implement its new online booking engine, Inntopia. DR partnered with the West Virginia Division of Natural Resources and the West Virginia Department of Tourism to develop a single website that combined and enhanced all the relevant information and features from the individual property websites. The end result was a simple-to-use and easy-to-maintain platform. Collectively, each team worked together to ensure that the online reservation system was simple and straightforward, allowing visitors to find and book state park accommodations with ease.

SERVICES

Creative Strategy
Graphic Design
Project Management
Copywriting

Photography
Print Management
Website Design and Development

Video Production
Digital Campaign Strategy and Execution

The Challenge

The project involved a major overhaul of the online presence of WVSP. The primary goal was to consolidate more than 40 websites, including a blog hosted on WordPress, into one unified website on a single domain that would showcase all the parks and their features. Another key objective was to integrate Inntopia, the reservation platform for WVSP, into the website to enable online reservations for lodging, activities, packages and events.

To achieve these goals, DR had to confront several challenges. For this website, a custom park management system that would allow users to easily browse and filter parks by region, activity, lodging type and other criteria needed to be created. The system also had to display dynamic information such as weather updates, related events and content for each park. Additionally, the DR team had to design and develop extensive use of custom Google Maps with GPS integration that would provide users with interactive maps of each parks' trails, facilities, attractions and points of interest. The maps also had to display location-based information about the nearest park for users accessing the website from mobile devices.

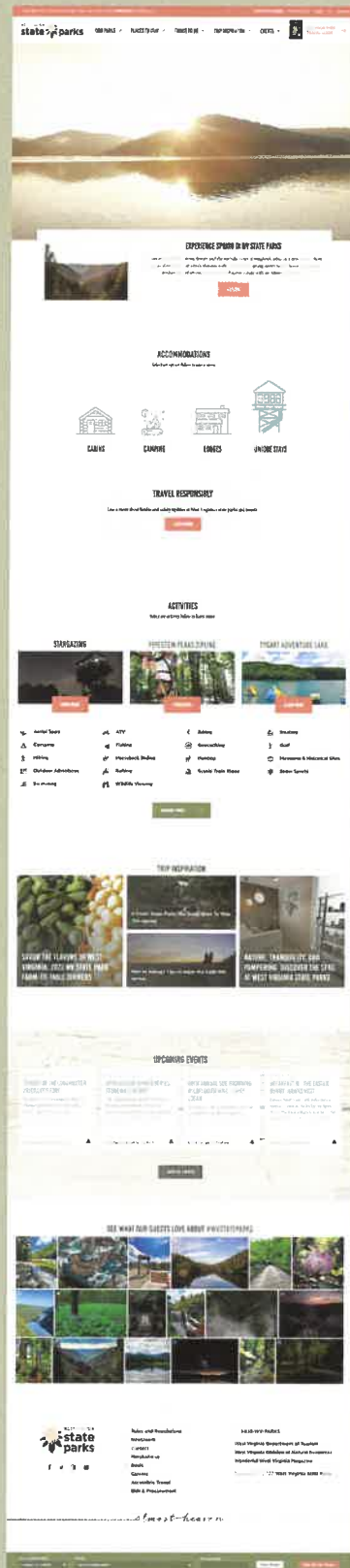
The Details

The new website was architected and designed by DR's creative team. By leveraging WVSP branding and multimedia assets, including printed materials, the team created a design that not only reflected the unique character of WVSP but also modernized its online presence and the way the parks operate together. DR employed a responsive design methodology to ensure the optimal appearance and functionality of the website on any device, ranging from desktops to smartphones.

The website was built on WordPress, using a custom theme created by DR's web development team. This theme included custom functionality like simple navigation and allowed for the filtering of parks based on region, activity, lodging type and other relevant criteria for an enhanced user experience. A

complex system of content had to be mapped out and established, taking into account the intricate relationships between parks, their respective offerings and locations, and marketing content, as well as nearby parks and events. The ultimate goal was to encourage exploration while still driving conversions and ensuring easy maintenance for stakeholders. The DR team also integrated the website with third-party tools such as Inntopia, the online booking platform used by WVSP.

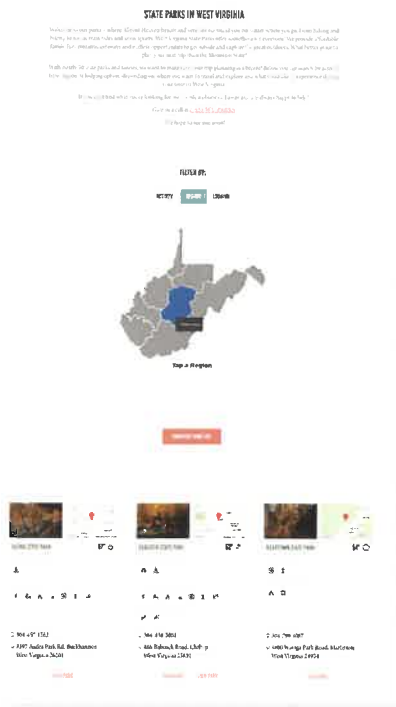
Over time, the website was updated to match new branding and marketing initiatives as well as new integrations. In 2019, DR was asked to redesign the website by updating it with a fresh and contemporary appearance, overhauling the navigation system, and expanding the content to spotlight camping, lodging and other activity options available within the parks. Alongside the reskin of the website, DR was tasked to work on the implementation of Spotlio, a front-end for Inntopia to present the existing lodging and inventory in a more user-friendly and customizable way. Spotlio enabled visitors to seamlessly book experiences on the WVSP website, with features such as real-time availability, dynamic pricing, flexible filters, cross-selling opportunities and mobile optimization.



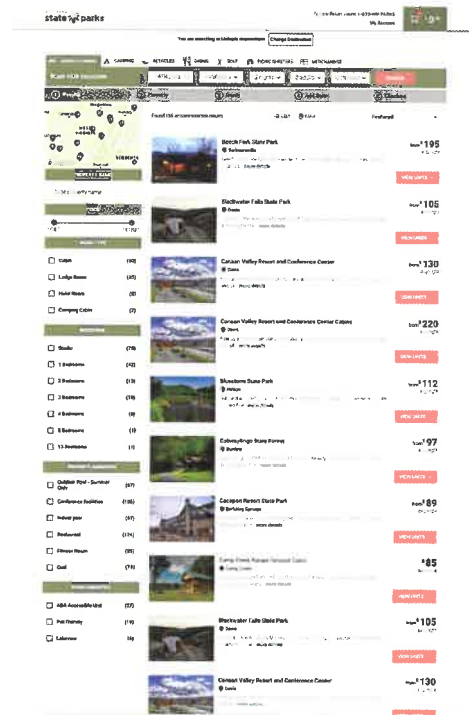
Desktop



Mobile



Customized Park Filtering Feature



User-friendly Reservation Experience

The Results

\$40+ MILLION In revenue since site launch from the website alone

The results of the website redesign and rebuild project have been impressive. Since launching the new website in 2017, WVSP has seen a significant increase in website traffic, online bookings and overall revenue. Since its launch, Google Analytics has recorded over \$40 million in revenue for the WVSP system from the website alone.

The website has also received positive feedback from visitors, stakeholders and industry peers. **It has won several awards for its design and functionality, including a Gold ADDY Award from the American Advertising Federation (AAF) in 2018.**

The website continues to evolve and improve as DR monitors its performance and implements new features and enhancements in partnership with West Virginia State Parks and the West Virginia Department of Tourism.

 **PORTFOLIO**

West Virginia Division of Natural Resources Website Redesign

The West Virginia Division of Natural Resources (WVDNR), in partnership with the West Virginia Department of Tourism (WVDT), engaged with Digital Relativity (DR) to redesign and develop its website, wvdnr.gov. The WVDNR's website is a critical hub for a variety of information about programs, regulations, wildlife and recreational lands, and most importantly, is an interface for users to purchase hunting and fishing licenses online. Before the launch of the new website in July 2021, most of the existing website had not seen a meaningful upgrade in nearly 20 years.

SERVICES

Creative Strategy
Graphic Design

Project Management

Website Design and
Development

The Challenge

The WVDNR website had not been through a redesign in many years. More specifically, the website predated not only the modern smartphone but even the widespread availability of high-definition desktop displays. It was simply not designed for the modern internet or devices.

Because of its enormous importance to the state and the vast amount of relevant content, the site had grown increasingly dense with thousands of pages, PDFs and even MP3 files. DR's project team was tasked with cataloging tens of thousands of pages and files that comprised the WVDNR website and paring them down into more consolidated pages with an eye on easier navigation, SEO-forward architecture and creating cohesiveness with both content and visuals.

Critically, the ability to purchase hunting and fishing licenses needed to be a primary focus of the newly redesigned site in order to support the goal of increased license sales. This was made more complicated by the fact that the Electronic Licensing System (ELS) was managed by an outside vendor. The DR team had to modernize the website, and its connection to the ELS, while giving stakeholders the data and reporting capabilities they needed to catch trends quickly and respond to them.

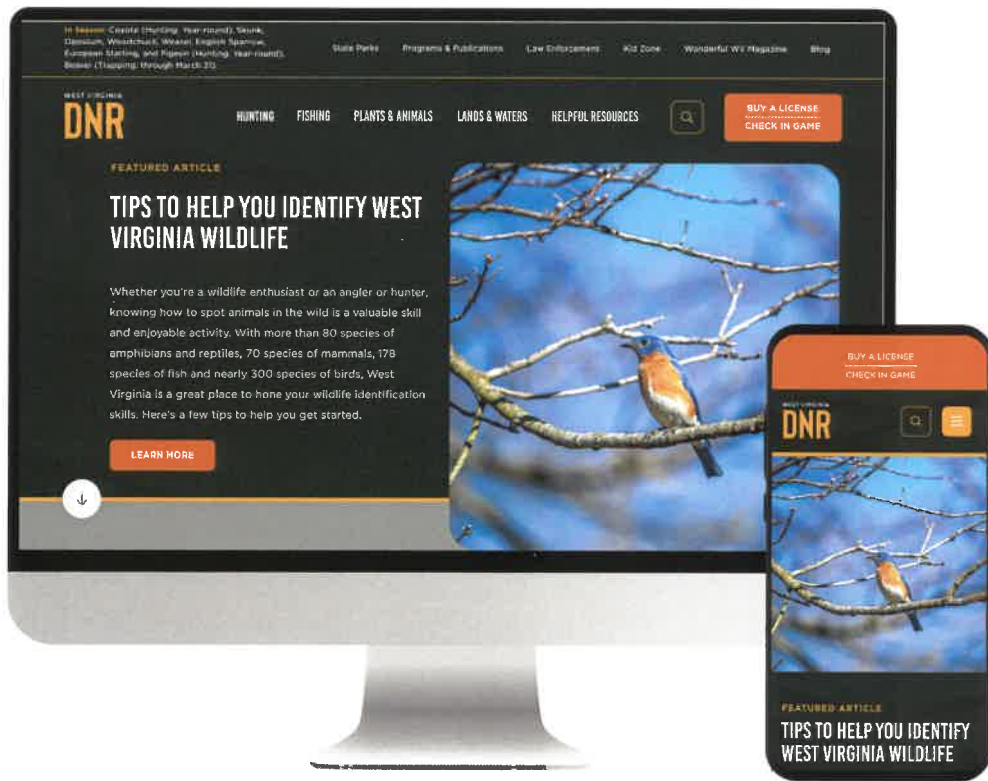
The Details

Site work began with an extensive audit of all the existing URLs on the site; over 10,000 unique URLs in total. As architecture was developed, DR guided the WVDT and WVDNR teams through identifying which pages needed to be consolidated, removed or edited, and planned for subsequent URL redirects. This content strategy allowed DR to create an information architecture that served users while also meeting the business and organizational needs of the agency.

Once the site architecture was approved, work began on wireframes for both mobile and desktop devices, with an emphasis on mobile-first, since mobile and tablet traffic made up approximately 70% of site visitation. Using WVDNR's branding and assets, the DR team created a design that reflected the identity and mission of the agency in a modern and engaging way. DR also ensured that the website was responsive, meaning that it would adapt to different screen sizes and devices, from smartphones to desktops.

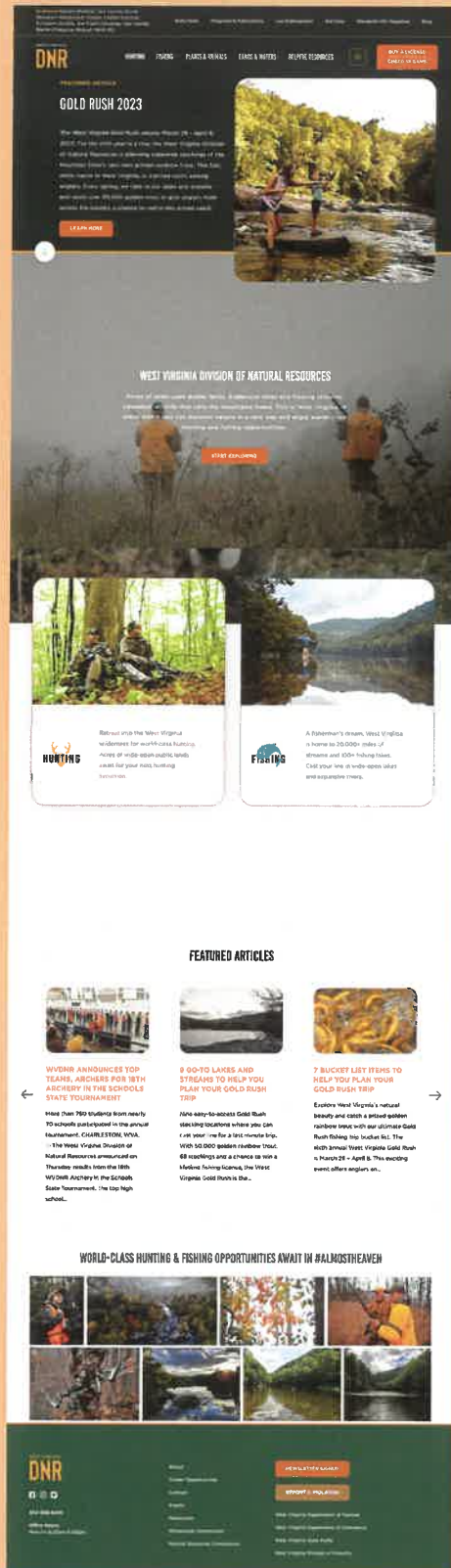
The website was built using WordPress, a popular and flexible content management system. DR developed a custom theme based on the approved design, which allowed users to easily navigate and search for hunting and fishing opportunities by region, season, species, license type and more. DR also established complex relationships between wildlife resources, their corresponding regulations and locations, marketing content and events, to create a rich and interactive system of content that provided accurate and up-to-date information and encouraged exploration. Most importantly, DR integrated the website with third-party tools such as the Electronic Licensing and Game Check System, which enabled users to purchase licenses and check game online.

Before launching the website, DR conducted extensive testing and review with the team and all stakeholders. DR performed quality assurance (QA) on every aspect of the website, from design to functionality to content. Additionally, the DR team made sure that the website met all the standards and requirements of the WVDNR. The result was a website that showcases the natural beauty and diversity of West Virginia's wildlife resources, while also making it easy for hunters and anglers to plan their trips and enjoy their outdoor adventures.

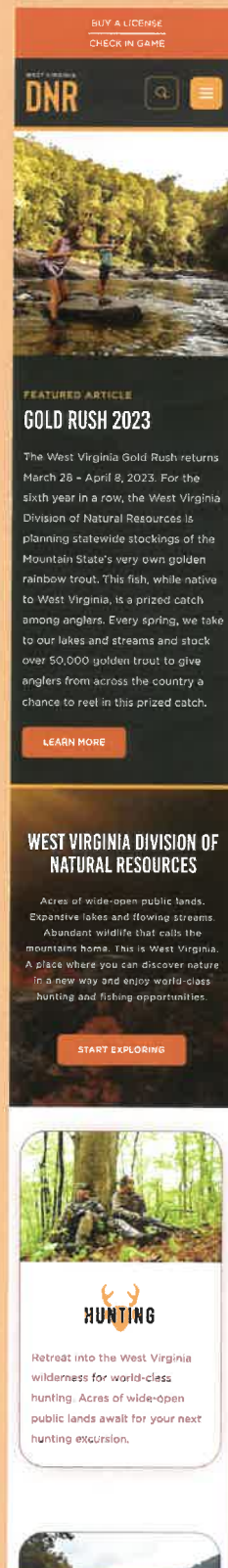


Desktop

Mobile



Desktop



Mobile



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: 1146311			Reason for Modification: Addendum No 2 is issued to publish questions with responses
Doc Description: Addendum No 2 - ADVERTISING SERVICES			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2023-04-07	2023-04-18 13:30	CRFP 0327 COM230000001	3

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: VS 000000 2227
 Vendor Name: Digital Relativity, LLC
 Address: 108 1/2
 Street: Capitol St.
 City: Charleston
 State: WV Country: US Zip: 25301
 Principal Contact: Pat Strader
 Vendor Contact Phone: 304-663-6890 Extension:

STATE OF WEST VIRGINIA
 COUNTY OF Raleigh

FOR INFORMATION CONTACT THE BUYER
 Toby L Welch
 (304) 558-8802
 toby.l.welch@wv.gov

The foregoing instrument was acknowledged before me
 this 4/13/23 by Patrick J. Strader

My commission expires 11/05/2026

Krista Rene Maddy
 Notary Public



OFFICIAL SEAL
 NOTARY PUBLIC
 STATE OF WEST VIRGINIA
 Krista Rene Maddy
 The UPS Store
 1038 N EISENHOWER DR
 BECKLEY WV 25801
 My Commission Expires 11/05/2026

Vendor
 Signature X

Patrick J. Strader

FEIN# 900638435

DATE 4/13/23

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



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: 1146311			Reason for Modification: Addendum No 1 is issued to modify the technical bid opening date
Doc Description: Addendum No 1 - ADVERTISING SERVICES			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2023-03-30	2023-04-18 13:30	CRFP 0327 COM2300000001	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: 108 1/2
 Street: Capitol St.
 City: Charleston, WV
 State: WV Country: US Zip: 25301
 Principal Contact: Pat Strader
 Vendor Contact Phone: 304-663-6890 Extension:

STATE OF WEST VIRGINIA
 COUNTY OF Raleigh

FOR INFORMATION CONTACT THE BUYER
 Toby L Welch
 (304) 558-8802
 toby.l.welch@wv.gov

The foregoing instrument was acknowledged before me
 this 4/13/23 by Patrick J. Strader

My commission expires 11/05/2026

Krista Rene Maddy
 Notary Public



OFFICIAL SEAL
 NOTARY PUBLIC
 STATE OF WEST VIRGINIA
 Krista Rene Maddy
 The UPS Store
 1038 N EISENHOWER DR
 BECKLEY WV 25801
 My Commission Expires 11/05/2026

Vendor
 Signature X

Pat J Strader

FEIN# 900638435

DATE 4/13/23

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

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP COM23*001

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

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

Addendum Numbers Received:
(Check the box next to each addendum received)

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

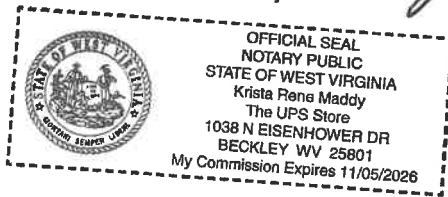
I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information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

STATE OF WEST VIRGINIA
COUNTY OF Raugh

The foregoing instrument was acknowledged before me
this 4/13/23 by Darrikel Steward

My commission expires 11/05/2026

Krista Rene Maddy
Notary Public



Digital Relativity, LLC
Company

Patricia Steward
Authorized Signature

4/13/23
Date

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

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.

(Printed Name and Title) Patrick J. Strader
(Address) 108 1/2 Capitol St. Charleston, WV 25301
(Phone Number) / (Fax Number) 304-663-6890 304-608-2121
(Email address) pat@digitalrelativity.com

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract 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/Contract 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 this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; 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; and that pursuant to W. Va. Code 5A-3-63, the entry entering into this contract is prohibited from engaging in a boycott against Israel.

Digital Relativity, LLC
(Company)
Patrick J. Strader
(Signature of Authorized Representative)
Patrick J. Strader
(Printed Name and Title of Authorized Representative) (Date)
304-663-6890 304-608-2121
(Phone Number) (Fax Number)
pat@digitalrelativity.com
(Email Address)

REQUEST FOR PROPOSAL
DEPARTMENT OF COMMERCE
CRFP COM230000001

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

Example:

Proposal 1 Cost is \$1,000,000
Proposal 2 Cost is \$1,100,000
Points Allocated to Cost Proposal is 30

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

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

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

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

Digital Relativity LLC
(Company)

Patrick J. Strader Funder / CEO
(Representative Name, Title)

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

4/16/23
(Date)



Dimit
Accounting
Corp.

729 29th Street Parkersburg, WV 26101

P: 304.615.3419 • F: 304.205.1711

March 8, 2023

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 currently assists with monthly bank reconciliations, payroll, and preparation of required federal, state, and local payroll and sales related tax forms, in addition to preparation of federal and state annual income tax returns. We are also available for regular consulting and various other accounting services as needs arise.

Digital Relativity LLC is a single member LLC maintained by Patrick Strader. If you have any questions regarding the accounting services being provided, please feel free to contact me using the information above.

Sincerely,

Rebecca L Dimit, CPA

Dimit Accounting Corp