



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

Header 3

List View

- General Information
- Contact
- Default Values
- Discount
- Document Information
- Clarification Request

Procurement Folder: 1952476

Procurement Type: Central Master Agreement

Vendor ID: VS0000052482

Legal Name: TogetherWith, Inc

Alias/DBA: TogetherWith

Total Bid: \$1,000,000.00

Response Date: 05/28/2026

Response Time: 11:59

Responded By User ID: TGW

First Name: Julie

Last Name: Benton

Email: julie.benton@togetherwith.c

Phone: 5026457196

SO Doc Code: CRFQ

SO Dept: 0506

SO Doc ID: HHR2600000002

Published Date: 5/13/26

Close Date: 5/28/26

Close Time: 13:30

Status: Closed

Solicitation Description: ADVERTISING SERVICES

Total of Header Attachments: 3

Total of All Attachments: 3



Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Advertising Services	20.00000	HOUR	50000.000000	1000000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

**Commodity Line Comments:** Pricing submitted in attachment

**Extended Description:**

Vendors must complete the attached pricing pages issued with Addendum No. 1. A copy of the pricing page must be attached with your submitted bid if submitting electronically or in paper to show breakdown of pricing. The Overall total cost can be entered on this commodity line. Commodity Lines 2 through 11 have been inactivated.

CRFQ 0506 HHR2600000002

# West Virginia

ADVERTISING SERVICES PROPOSAL

# Executive Summary

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Appendix **Case Studies**

Dear Ms. Husted,

TogetherWith respectfully submits this response to the State of West Virginia's Centralized Request for Quote for Advertising Services on behalf of the West Virginia Departments of Human Services, Health, and Health Facilities.

TogetherWith is uniquely positioned to support the State's mission through strategic communications, public awareness campaigns, creative development, media planning and buying, digital engagement, and data-driven outreach initiatives. Our team has extensive experience supporting healthcare, education, workforce, public sector, and mission-driven organizations with integrated advertising and communications strategies that improve public engagement and measurable outcomes.

We understand the importance of delivering clear, accessible, culturally responsive, and statewide communications that effectively reach West Virginia residents across urban and rural communities. Our approach combines strategic planning, compelling creative, targeted media placement, analytics, and continuous optimization to ensure public resources are utilized effectively and efficiently.

TogetherWith is committed to:

- Providing responsive and collaborative account management
- Delivering measurable campaign performance and transparent reporting
- Producing high-quality creative assets across television, radio, digital, outdoor, and print channels
- Supporting statewide public information campaigns with speed, accuracy, and accountability
- Ensuring accessibility, compliance, and audience-centered communications

We appreciate the opportunity to partner with the State of West Virginia and look forward to supporting the Departments of Human Services, Health, and Health Facilities in achieving their communications objectives.

With gratitude,  
**Julie Benton**  
*Chief Commercial Officer*





# togetherwith<sup>®</sup>

**The future belongs to those who dare to be human.**

Data with empathy  
Logic with intuition  
Collaboration with candor

**Louisville** | **Toronto** | **Miami** | **Buenos Aires**



## Media, Data & Performance

- Paid Media Planning & Optimization
- Data Visualization & Reporting
- CRM Strategy & Personalization
- Proprietary AI & Predictive Tools



## Strategic & Customer Insight

- Brand & Campaign Strategy
- Market, Audience & Behavioral Research
- Journey Mapping & Message Architecture



## Creative & Content Development

- Multi-channel Campaign Development
- Customer Education Programs
- Video, Digital, and Experiential Production
- Employee & Community Engagement



## PR & Public Relations

- Strategic & Narrative Development
- Press & Media Campaign Strategy
- Executive Visibility & Thought Leadership
- Media Relations & Reputation Management
- Crisis Communications & Media Training

# Agency Capabilities

TogetherWith is a full-service advertising firm that specializes in strategic outreach, creative services, media planning, digital engagement, and public awareness campaigns.

## What we will deliver

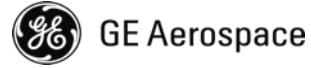
- **Fast & Responsive Campaign Execution**  
Coordinated execution across multiple channels with rapid turnaround capabilities.
- **Statewide Media Planning & Placement**  
Strategic media buying across TV, radio, digital, print, and outdoor channels.
- **Accessible & Inclusive Communication**  
Plain-language messaging designed for diverse populations.
- **Multi-channel Audience Engagement**  
Integrated outreach across urban and rural communities.

## How we measure success

- **Performance Measurement**  
KPI tracking, analytics, and continuous optimization.
- **Transparent Reporting**  
Regular status updates and performance summaries.
- **Fiscal Accountability**  
Budget tracking and cost-efficient media placement.
- **Quality Assurance**  
Internal review procedures for accuracy and consistency.

**Our approach is simple:** we combine strategy, creativity, analytics, and execution to deliver measurable outcomes while working closely with agency stakeholders to ensure all communications align with agency priorities, public expectations, accessibility standards, and budget requirements.

# Clients We Serve



# Understanding the State's Needs



## Flexible and scalable support for multiple agencies, initiatives, audiences and media behaviors.

### Urban and Rural Communities

Reach residents across all geographic areas of West Virginia.

### Diverse Demographic Populations

Engage varied age groups, backgrounds, and communities.

### Varied Digital Access Levels

Account for differences in digital literacy and access.

### Multiple Media Behaviors

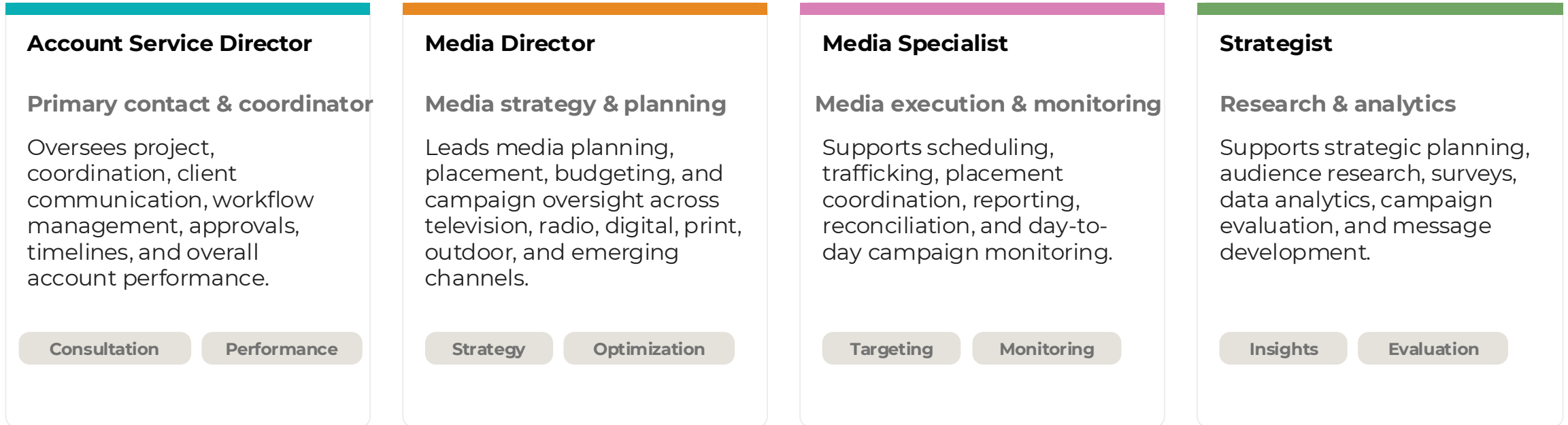
Adapt to different media preferences and usage patterns.

## Partners & Tools



# Team Structure & Staffing

A dedicated project team supports coordination, media delivery, analytics, and day-to-day execution.



## Project Management Approach

TogetherWith uses structured project management processes to ensure timely deliverables, management of status meetings, transparent communication, clear accountability, quality control, efficient approvals, and budget oversight/tracking. The team provides regular status updates, performance summaries, and collaborative planning sessions throughout execution.

# Pricing Summary

Service Category	Service Description	Est. Hours	Rate	Total
Contract Administration / Consultation	Dedicated leadership for project planning, communication coordination, approvals, budget tracking, and risk mitigation.	20	\$125	\$2,500
Account Services	Primary liaison support for project intake, meeting coordination, status reporting, workflow oversight, and documentation.	10	\$125	\$1,250
Television Production	Concept development, scriptwriting, storyboarding, production management, filming, and editing for public-facing video.	50	\$125	\$6,250
Radio Production	Audience-centered scriptwriting, voice talent coordination, audio production, and editing for broadcast and digital audio.	50	\$125	\$6,250
Outdoor Advertising	Creative development and planning for billboards, transit, signage, event displays, and place-based awareness.	50	\$125	\$6,250
Media Buys	Full-service planning, negotiation, placement, monitoring, and optimization across television, radio, digital, print, outdoor, and emerging media.	50	\$125	\$6,250
Print Media	Print communications materials designed for clarity, accessibility, and public engagement, including purchasing of publications, brochures, flyers, posters, reports, direct mail while also conducting audits and management of contacts.	50	\$125	\$6,250
Internet / World Wide Web	Digital advertising, website support, landing page development, search engine marketing, and social media campaigns.	10	\$125	\$1,250
Survey, Analysis, Evaluation	Audience research, survey development, campaign analytics, and performance reporting to assess effectiveness.	50	\$125	\$6,250
Design and Copy	Graphic design, branding support, campaign identity development, and copywriting aligned with agency goals.	50	\$125	\$6,250
Data Acceptance and Transfer	Secure file transfer, data intake procedures, and audience segmentation support for campaign implementation and reporting.	10	\$125	\$1,250

**Total Proposed Cost:** **\$50,000.00**

Pricing remains firm for the proposed contract period. Media placement expenditures will be managed transparently and reconciled through approved invoicing procedures.

Additional production costs, talent fees, or third-party expenses will only be incurred with prior State approval.

# Reporting and Analytics



With transparent reporting and continuous optimizations, we keep campaign performance above industry benchmarks.

**Our reporting framework provides comprehensive visibility into campaign performance, audience engagement, and ROI metrics through real-time dashboards and detailed analytics.**

Investment shifts toward what is working.  
Underperforming areas are adjusted.  
Insights carry across audiences and campaigns.

## CONTINUOUS OPTIMIZATIONS

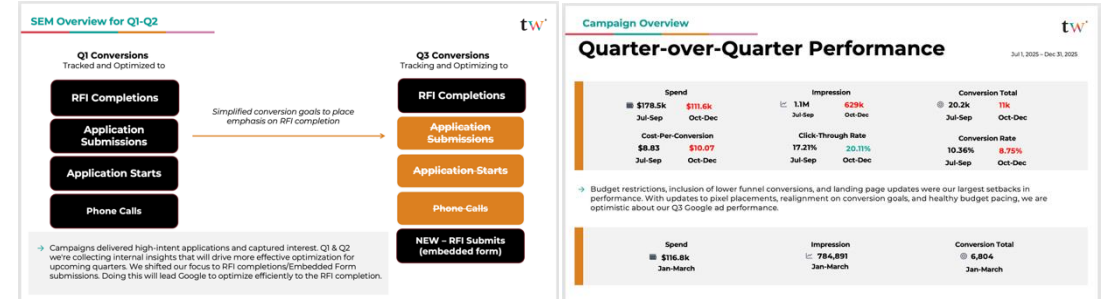
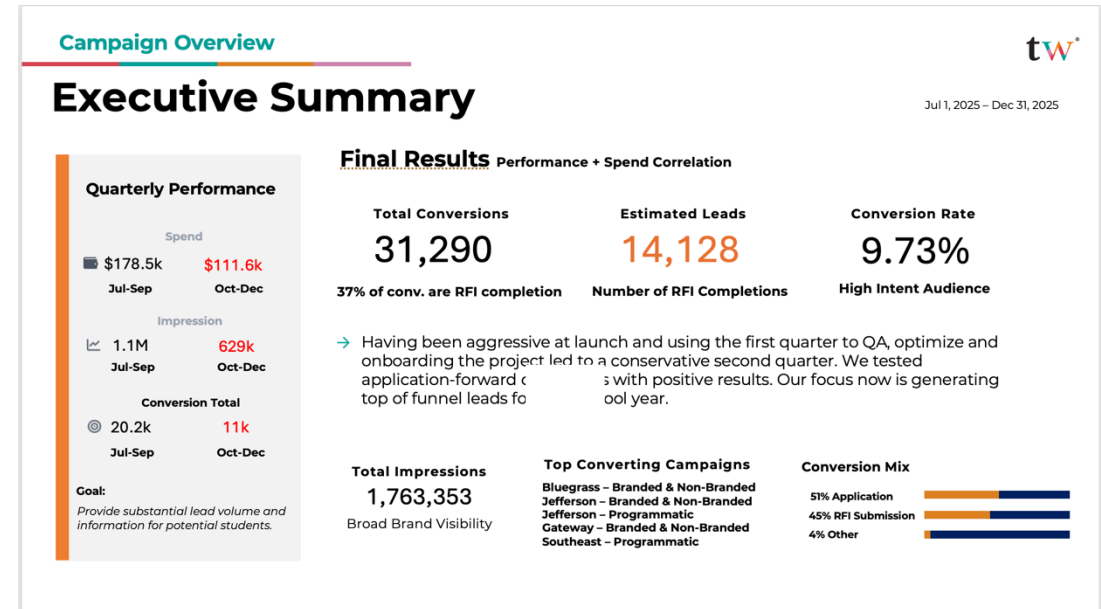
The team monitors campaign performance and applies data-informed adjustments to improve effectiveness throughout execution.

- Performance Monitoring
- Data-driven Adjustments
- A/B Testing Capabilities
- ROI Optimizations

## QUALITY ASSURANCE

- Accuracy & Consistency
- Accessibility Compliance
- Brand Alignment
- Technical Quality
- Timely Delivery
- Content Review

## REPORTING EXAMPLE:



# READY TO MAKE AN IMPACT.

TogetherWith is prepared to deliver responsive service, measurable outcomes, and accountable stewardship for the State of West Virginia's advertising and public outreach initiatives.



Responsive  
Partnership



Statewide  
Reach



Measurable  
Results



Data-Driven  
Optimization



Accountable  
Stewardship

togetherwith®



**Thank You**

for your consideration.

STRATEGIC COMMUNICATIONS  
FOR REAL PEOPLE. REAL IMPACT.

# Creative Quality & Case Work

How we transform strategy into ideas that inspire action. Creative is only as strong as the outcomes it delivers. Our portfolio shows how bold ideas, tailored messaging, and flawless execution have helped clients.

# Rural reach. Real results for University of Pikeville.

## THE SITUATION

At the beginning of the fiscal year, the University of Pike (UPike) needed to expand awareness and reach prospective students across rural and Appalachian communities. Competing with regional universities for attention, UPike needed a media strategy that could increase visibility, connect with diverse student audiences, and remain cost-efficient while maintaining their local tone of their University.

## THE SOLUTION

**Data & Market Insights:** Used market research and past student data to define high-value student profiles and build look-a-like audiences.

**Audience Targeting:** Applied search patterns, behavioral signals, and geography to reach prospective students throughout rural and Appalachian areas.

**Streaming Reach:** Purchased a broad mix of paid subscription-based and free streaming inventory to meet prospects in high-attention environments.

**Omnichannel Journey:** Balanced search, streaming, digital, social channels, and direct mailers to reach students at every stage of awareness and consideration.

**Cost Efficiency:** Optimized placements continuously to drive strong reach at a low cost while keeping UPike competitive in the region.

## RESULTS

- 1,500,000+ total impressions delivered across search, streaming, digital, social, and additional media channels.
- Expanded awareness of UPike programs among rural and Appalachian prospective students.
- Reached prospects wherever they were in the enrollment journey while maintaining efficient media costs.

**1,500,000+**  
impressions served in 4  
months

**Increased**  
presence in media  
channels and markets  
never tapped into

**\$0.45**  
cost per click

# Reducing Ad Congestion To Improve Quality & CPL.

## THE SITUATION

With 13 campuses running social on Facebook and Instagram, and new campus openings in the pipeline, Galen needed to manage social placements and spend more effectively across campuses. They tasked TogetherWith (formerly) &well with managing their paid social media campaigns across all markets.

## THE SOLUTION

Using attribution modeling and insights from the platforms, we reallocated media budgets across all tactics and reduced spend on social. We also identified the highest performing ads in each market and paused lower performing tactics to ensure media dollars worked harder.

Campaigns were custom-curated to ensure the most effective creative messaging delivered the highest possible lead volume. After reducing the number of creative tactics running from 10 to 2-3, testing alternate creatives and CTAs, improving targeting and ongoing optimizations, Galen started to see increases in website traffic, leads and overall decreased CPL.

## RESULTS

Galen transitioned the social account over to &well at the end of Q4. All but two markets increased lead volume quarter over quarter, and all markets decreased in cost per lead. There was a 55% lift in social traffic to the website from Q4 to Q1, and a 20% conversion rate from leads attributed from Facebook/Instagram to actual enrolled students, compared with the 10% conversion rate for all other tactics.

# 20%

conversion rate from  
social media leads

# 55%

YOY increase in social  
traffic to website

# \$237

reduction in CPL in  
priority market

# Omnichannel = omni-results for community colleges.

## THE SITUATION

Community colleges offering free tuition faced a critical challenge: awareness. Seats only fill if prospective students and their families know the opportunity exists. With limited budgets and a highly diverse audience across large metro areas and smaller rural cities, the colleges needed a campaign that could reach broad demographics while still targeting likely enrollees.

## THE SOLUTION

We designed an omnichannel media strategy to maximize awareness, engagement, and conversion, while staying under budget. Our mix of channels balanced broad reach with precision targeting:

- **Digital First:** SEM, display, Facebook, and streaming audio (Pandora/Spotify) to reach students where they spend time.
- **Broadcast Impact:** Local radio and earned media interviews to expand reach across communities.
- **Integrated Targeting:** Combined targeted and non-targeted tactics to ensure both mass awareness and direct lead generation, while also tailoring to each segment of the audiences served.
- **Optimized Investment:** Continuous monitoring and adjustment to maximize impressions, leads, and efficiency.

## RESULTS

- 55M impressions delivered across all platforms.
- 2,025 qualified leads generated for enrollment teams.
- 13K+ unique engagements driving direct student interest.
- Under budget, proving omnichannel can deliver both scale and efficiency.

55M  
impressions

2,025  
leads

13K+  
unique engagements

# Looking beyond the request to address the root cause of lead gen challenges.

## THE SITUATION

A higher education client was experiencing gradual declines in application submissions for their newest campus location. While digital media tactics started off strong, performance quickly tapered in the first seven months of recruitment, causing enrollment goals to not be met.

## THE SOLUTION

Though the client wanted to increase spend to drive leads in lower-funnel digital tactics, we recommended reviewing their full-funnel strategy before investing additional dollars and discovered the root issue of poor brand awareness and an opportunity for more strategic traditional placements.

## TO ADDRESS THIS CHALLENGE, TOGETHERWITH:

- Produced media plans that aligned with optimal spend and media mix allocation from research in their markets.
- Provided preliminary KPI benchmarks for the client to determine the efficacy of their digital placements.
- Performed a tactical audit with optimization recommendations across all mediums.

# 25%

increase in organic web traffic

# 17%

increase in admission appointments

# 12%

more leads than prior semester

# Creative That Connects Across Audiences

## Kentucky Community & Technical College

### CHALLENGE

Reignite enrollment momentum across a multi-campus community college system, with creative that connected authentically to diverse audiences and motivated action.

### CREATIVE APPROACH

Our work began with audience discovery—identifying high-value personas and mapping their motivations. From there, we developed creative streams tailored to each group:

- **High school seniors:** Inspired by messages of possibility, campus life, and career pathways.
- **Working adults:** Messaging built around flexibility, affordability, and online opportunities.
- **Parents & influencers:** Reassurance through outcomes, student support, and proven ROI.

### CREATIVE DISTINCTION

- **Originality:** A fresh creative platform that moved beyond broad “one-size-fits-all” enrollment messaging.
- **Adaptability:** Persona-specific executions across video, social, outdoor, and digital, each tuned to unique motivations.
- **Alignment:** Unified visual and verbal identity tied back to KCTCS’s promise of “College for the Real World.”

### OUTCOME

- **8.5%** increase in overall enrollments
  - **12.5%** increase in Black student enrollment
  - **22.2%** increase in Hispanic student enrollment
  - **71.5%** increase in online enrollment
- Together, these results marked a 10-year enrollment high in 2024.





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

State of West Virginia  
 Centralized Request for Quote  
 Service - Misc

<b>Proc Folder:</b> 1952476			<b>Reason for Modification:</b>
<b>Doc Description:</b> ADVERTISING SERVICES			
<b>Proc Type:</b> Central Master Agreement			
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2026-04-28	2026-05-28 13:30	CRFQ 0506 HHR2600000002	1

**BID RECEIVING LOCATION**

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

**VENDOR**

**Vendor Customer Code:**  
**Vendor Name :** TogetherWith, LLC  
**Address :** 400 W. Market Street  
**Street :** Suite 300  
**City :** Louisville  
**State :** KY **Country :** USA **Zip** 40202  
**Principal Contact :** Julie Benton  
**Vendor Contact Phone:** 502-645-7196 **Extension:**

**FOR INFORMATION CONTACT THE BUYER**

Crystal G Hustead  
 (304) 558-2402  
 crystal.g.hustead@wv.gov

**Vendor Signature X** *Julie Benton* **FEIN#** 61-1121048 **DATE** 5/28/26

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

**ADDITIONAL INFORMATION**

THE STATE OF WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENTS OF HUMAN SERVICES, HEALTH, AND HEALTH FACILITIES , IS SOLICITING BIDS TO ESTABLISH AN OPEN-END CONTRACT FOR ADVERTISING SERVICES PER THE ATTACHED DOCUMENTS.

\*\*\*QUESTIONS REGARDING THE SOLICITATION MUST BE SUBMITTED IN WRITING TO CRYSTAL.G.HUSTEAD@WV.GOV PRIOR TO THE QUESTION PERIOD DEADLINE CONTAINED IN THE INSTRUCTIONS TO VENDORS SUBMITTING BIDS\*\*\*

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Contract Administration/Consultation	20.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Contract Administration/Consultation

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Account Services	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Account Services

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Television Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Television Production

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Radio Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Radio Production

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Outdoor Advertising	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Outdoor Advertising

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Media Buys	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Media Buys

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Print Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Print Media

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Internet/World Wide Web	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Internet/World Wide Web

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Survey, Analysis, Evaluation	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Survey, Analysis, Evaluation

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Design and Copy	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Design and Copy

INVOICE TO	SHIP TO
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VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER  No City                      WV US	VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER  No City                      WV US
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Data Acceptance and Transfer	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
 Data Acceptance and Transfer

SCHEDULE OF EVENTS
--------------------

<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	VENDOR QUESTION DEADLINE	2026-05-05

	Document Phase	Document Description	Page
HHR260000002	Final	ADVERTISING SERVICES	8

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

Line	Service Category	Estimated Hours	Hourly Rate	Extended Total
1	Contract Administration / Consultation	20	\$125.00	\$2,500.00
2	Account Services	10	\$125.00	\$1,250.00
3	Television Production	50	\$125.00	\$6,250.00
4	Radio Production	50	\$125.00	\$6,250.00
5	Outdoor Advertising	50	\$125.00	\$6,250.00
6	Media Buys	50	\$125.00	\$6,250.00
7	Print Media	50	\$125.00	\$6,250.00
8	Internet / World Wide Web	10	\$125.00	\$1,250.00
9	Survey, Analysis, Evaluation	50	\$125.00	\$6,250.00
10	Design and Copy	50	\$125.00	\$6,250.00
11	Data Acceptance and Transfer	10	\$125.00	\$1,250.00
	<b>TOTAL</b>	<b>400</b>		<b>\$50,000.00</b>