



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***. 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*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header

[List View](#)

General Information

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[Discount](#)
[Document Information](#)

Procurement Folder: 155925

Procurement Type: Central Master Agreement

Vendor ID: 000000165535

Legal Name: BULLDOG CREATIVE SERVICES

Alias/DBA: CHRIS MICHAEL

Total Bid: \$78,150.00

Response Date: 03/21/2016

Response Time: 17:42

SO Doc Code: CRFQ

SO Dept: 0803

SO Doc ID: DOT1600000067

Published Date: 3/9/16

Close Date: 3/22/16

Close Time: 13:30

Status: Closed

Solicitation Description: ADDENDUM 3 PROFESSIONAL
ADVERTISING SERVICES

Total of Header Attachments: 0

Total of All Attachments: 0

State of West Virginia Solicitation Response

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Exhibit A Total	1.00000	EA	\$78,150.000000	\$78,150.00

Comm Code	Manufacturer	Specification	Model #
82100000			

Extended Description :	<p>Vendors should enter the total entered on Exhibit A in this commodity line.</p> <p>Vendors shall submit pricing using Exhibit A Pricing Pages. Evaluation and Award of this contract will be based on Exhibit A Pricing Pages. The total entered in the WVOasis Commodity line will not be evaluated.</p>
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Section A. Billable Services -

Vendor shall provide an all-inclusive, firm, fixed hourly rate for each Contract Item that shall be for the life of the contract.

CATEGORY	CONTRACT ITEMS	Estimated Number of Hours	All-Inclusive Hourly Rate	Extended Total
Account Management	1) Contract Administration	25	\$50	\$1,250
	2) Consultation	10	\$50	\$500
	3) General Accounting	10	\$50	\$500
	4) Third Party Procurement	15	\$50	\$750
Production	1) Television/Video	50	\$50	\$2,500
	2) Radio/Audio	50	\$50	\$2,500
	3) Application Development	30	\$50	\$1,500
Media Planning and Buying	1) Television/Video	550	\$50	\$27,500
	2) Radio/Audio	30	\$50	\$1,500
	3) On-line Advertising	10	\$50	\$500
	4) Outdoor Advertising	50	\$50	\$2,500
	5) Print Advertising	10	\$50	\$500
	6) Research (Pre-Campaign)	10	\$50	\$500
Design and Copy	1) Graphic Design	40	\$50	\$2,000
	2) Writing Copy	5	\$50	\$250
	3) Copy Editing	5	\$50	\$250
	4) Interactive and/or Web	30	\$50	\$1,500
Event and/or Promotional	1) Manpower/Staffing	30	\$50	\$1,500
	2) Planning and Procurement	10	\$50	\$500
Post Campaign Measurements	1) Impression Tracking	10	\$50	\$500
	2) Surveying	3	\$50	\$150
	3) Campaign Analysis	20	\$50	\$1,000
Media Training	1) Training	5	\$50	\$250
Public/Media Relations	1) Press Conferences	5	\$50	\$250
TOTAL EXTENDED BID PRICE OF SECTION A.				\$50,650

Section B. Media Buy Add-On (Mark-Up) -

Vendors shall provide a percentage of add-on, for purchases for media buying activities that shall be for the life of the contract.

Vendors must provide a percentage of add-on for purchases for media buying activities. If the Vendor intends to charge an add-on to their actual costs for media buying activities, the Vendor shall follow the formula below to determine their bid amount. If the Vendor does not intend to charge an add-on, the Vendor will use a percentage of zero (0) and multiplier of 1.0. If the Vendor fails to provide an add-on percentage, the WVDOT shall interpret this to mean that no add-on will be applied to their media buy costs during the life of the contract.

Add-on/mark-up for media buys shall be **10%** (percentage). (Example: 10%)

For evaluating purposes, to establish the multiplier, convert the above percentage (ex. 10%) to a decimal (.10) and add 1 to establish the multiplier of 1.10. Calculate as follows:

Example Bid %	Estimated Usage	Example Section B Total
1.10	\$25,000.00	\$27,500.00

Bid Percentage	Estimated Usage	Total Extended Bid Price for Section B.
10%	\$25,000.00	\$27,500
GRAND TOTAL OF SECTION A and SECTION B		\$78,150



BULLDOG
creative
SERVICES

PROPOSAL RESPONSE

CRFQ_DOT1600000067

PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES
FOR THE WEST VIRGINIA DEPARTMENT OF TRANSPORTATION

TO SERVE AS CONTRACT MANAGER:

BRITTANY BROWNFIELD, SENIOR ACCOUNT EXECUTIVE
BULLDOG CREATIVE SERVICES
1400 COMMERCE AVENUE
HUNTINGTON, WV 25701
P: (304) 525-9600 F: (304) 525-4043
BBROWNFIELD@BULLDOGCREATIVE.COM

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At Bulldog Creative Services we have the experience, talent, creativity and capability to provide positive benefit for our clients. We are confident that our team can partner with WV Department of Transportation and form a dynamic and achievement-oriented group that meets and exceeds the goals set forth by both parties.

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EXECUTIVE SUMMARY

Bulldog Creative Services, headquartered in Huntington, WV, is a full-service advertising agency that opened its doors in 1999. As a comprehensive organization, we provide our clients with all advertising and marketing services under one roof. Those services include:

- Media planning & management services
- Public relations services
- Graphic design
- App development & publishing
- Advertising campaign development and management
- HD broadcast production
- Website design & development
- Social media management

The only services subcontracted are printing, web hosting and narration. We have established, long-term relationships with reputable companies in these areas to make projects and billing seamless.

Bulldog Creative Services has built a reputation of performance in the areas of intricate planning, implementation and execution. Our goal is to provide the client with a maximization of resources in all areas of advertising and marketing.

Bulldog Creative Services provides services for a wide array of clients, from small start-up businesses to large, established corporations. In many instances Bulldog Creative Services partners with clients and collaborates with that client's staff to create outstanding results and provide full agency representation. Those clients are considered full-service, therefore they are provided with all of the services we offer for a monthly fee, known as a retainer. Below is a list of those aforementioned active accounts:

- Mountwest Community & Technical College
- Huntington Internal Medicine Group
- St. Mary's Medical Center
- St. Mary's Foundation
- Richwood, Inc
- Hospice of Huntington
- Bloss & Dillard, Inc
- First Sentry Bank
- Rubberlite, Inc
- Cabell-Huntington Convention and Visitor's Bureau
- Huntington YMCA
- MacKenzie-Dow Fine Furniture
- River City Ford, River City Subaru
- Tamarack, The Best of West Virginia
- Scott Orthopedic
- Huntington Museum of Art
- Huntington Tri-State Airport
- Superior Chrysler Dodge Jeep Ram
- Heritage Farm Museum & Village
- Glade Springs Resort
- Raleigh General Hospital
- Jenkins Fenstermaker, PLLC
- Hess, Stewart & Campbell



EXECUTIVE SUMMARY (continued)

In addition to our full-service clients, we also provide services for many other accounts on a project basis and those current active accounts include:

- Association of Corporate Counsel
- Presperse, Inc
- City of Huntington
- Dixon Electrical Systems
- Marshall University Big Green Scholarship Foundation
- Marshall University / Athletics
- Marshall University College of Health Professions
- Marshall University College of Business
- Marshall Artists Series
- Dixon Electrical Systems and Contracting
- Touma Properties
- Triple Crown Beverage Group
- Special Metals Corporation / PCC Energy Group
- The West Virginia Bar Association
- Foundation for the Tri-State
- Edison State Community College
- Highmark, Inc
- Farrell, White and Legg LLP
- United Way of the River Cities
- Reynolds and Associates LLP
- Coalfield Development Corporation
- Prestera Center
- Reagan and Ryder's Children's Boutique
- West Virginia Airport Manager's Association
- Robert's Environmental Group - Indiana
- Robert C. Byrd Institute
- Southern WV Community & Technical College
- Sweet Lily Natural Nail Spa & Boutique
- Physicians Clinic of Iowa
- Air Equipment Sales & Service
- West Virginia Lottery
- Huntington Board of Realtors
- Region 5 Youth Service Center
- Vision Shared
- Village Collection

The Bulldog Creative Services team has 14 full-time employees, one part-time employee and often one student intern all dedicated to creating outstanding results for our clients.



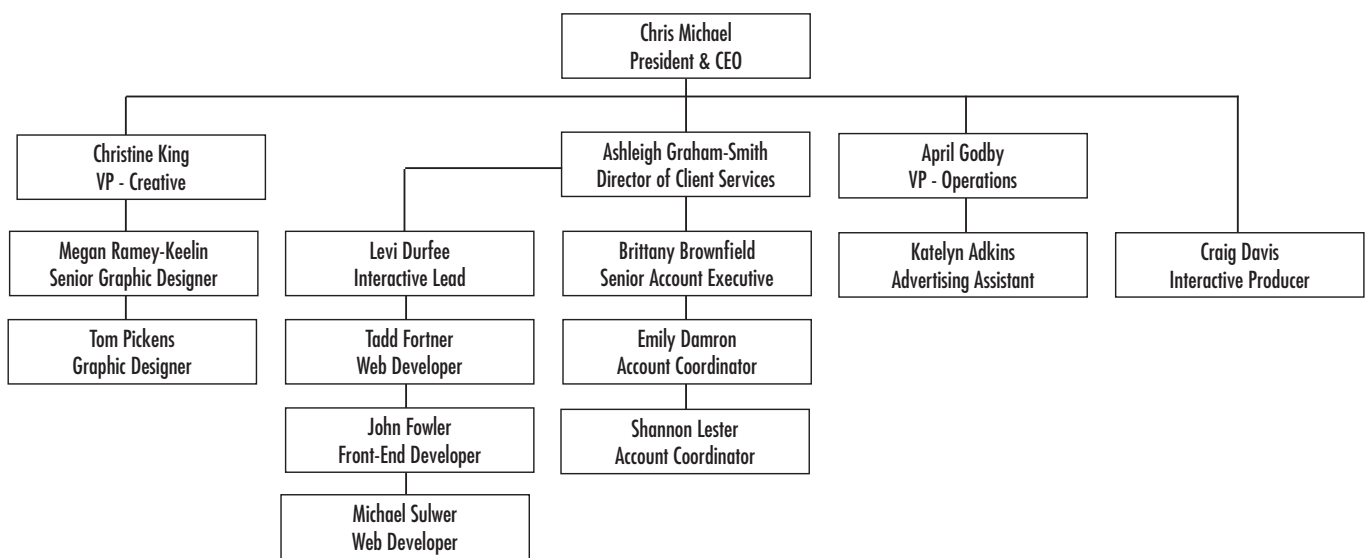
EXECUTIVE SUMMARY (continued)

At Bulldog Creative Services, we are collection of talented, experienced advertising and marketing professionals that have a distinct passion for our clients. We are in the business of making an impact and we use creativity to do so. Our mission is to “...accomplish our goals by creatively and effectively exceeding client expectations with advertising solutions that work.”

To that end, what we have in the areas of technical capabilities are what you would expect from a full-service advertising agency. Specifically:

- Five talented, experienced and award-winning graphic design professionals with considerable efforts focused daily on all those design elements noted in the WV Department of Transportation RFQ. (print ads, billboards, collateral materials, and digital and mobile ads). Our team works in the Adobe Creative Suite and is adept at both Windows and Mac platforms.
- Four incredibly brilliant and dedicated web designers and developers that work on PCs and make responsive designs work flawlessly on all platforms.
- One Emmy-award winning video production professional that can, and does, contribute to all creative and technical projects at the agency. Our fully functional editing suite is equipped with the latest HD production capabilities. Our professional HD video services also include the usage of DJI Phantom II Quadcopter system along with the ZenMuse 3HD Gimbal and mounted GoPro system for aerial and moving video capture.
- Five organized, efficient and creative client service professionals who research, negotiate, strategize and implement media buys, as well as manage social media, develop content, write press releases, manage press conferences and keep all projects on task and on deadline.
- A host of support personnel that assist and coordinate processes on a daily basis.

Additionally, we employ the latest in technologies in all of software and hardware applications. We develop and maintain systems that allow for rapid transfer of projects, management of projects and accountability of the same.



EXECUTIVE SUMMARY (continued)



ASHLEIGH GRAHAM-SMITH

Director of Client Services

Ashleigh is a leader in the field of strategic planning and execution. She will assist with research, as well as media planning, negotiation and buying.



BRITTANY BROWNFIELD

Senior Account Executive

She keeps busy with client relations, strategic planning, execution and writing press releases. A member of Team Bulldog since 2010, she will serve as the primary contact.



EMILY DAMRON

Account Coordinator

Organized and accountable, Emily is respected by her clients as a knowledgeable and efficient client manager. She will serve as account support and content development.



CHRISTINE KING

Vice President - Creative

Christine is a graphic designer recognized nationally for her creativity. An integral part of Team Bulldog since 2004, she will serve as creative lead.



MEGAN RAMEY-KEELIN

Senior Graphic Designer

Some of the best designs and most creative statements have come from Megan's Mac. She will be on the creative team.



APRIL GODBY

Vice President - Operations

Nothing gets past April. She keeps us in line with all things operations. She will be on the client services team for the engagement.



CRAIG DAVIS

Interactive Producer

Craig is known for immense skills in the production suite as well as behind the computer. He will be on the creative team.



LEVI DURFEE

Interactive Lead

Levi is a master of the web. He works with clients to seamlessly deliver flawless results. He will be on the web team.



EXECUTIVE SUMMARY (continued)**Ashleigh Graham-Smith***Director of Client Services**ashleigh@bulldogcreative.com***Profile**

Senior Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full service advertising agency.

Bachelor of Arts • Journalism, Emphasis in Advertising • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* **Huntington, WV**

2007-Present

Senior Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

MACK AND DAVES **Huntington, WV**

2006-2007

Advertising Manager

- Design and layout of ROP
- Planning and strategy
- Copywriting
- Media Buying

INNOVATIVE MATTRESS SOLUTIONS **Huntington, WV**

2005-2006

Advertising Assistant/Media Buyer

- Design and layout of ROP
- Market Research
- Responsible for Weekly Corporate Communication
- Media Buying

Community Involvement

- MARSHALL UNIVERSITY - Adjunct Faculty, School of Journalism and Mass Communications
- YPC - Huntington (Young Professionals Committee) **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- HUNTINGTON YMCA MARKETING COMMITTEE **Member**

Technical Skills / Application

- DESIGN SOFTWARE
Creative Suite including InDesign, Photoshop, Illustrator, Acrobat, Quark
- MICROSOFT PRODUCTS
Office including Word, Excel, and Powerpoint

Interests and Activities

- Cooking
- Dining and entertaining with clients and friends



EXECUTIVE SUMMARY (continued)**Christine King**

Vice President - Creative Services
cking@bulldogcreative.com

**Profile**

Award-winning designer with extensive knowledge in creating and managing successful advertising campaigns. Energetic and innovative designer, always willing to take on new challenges.

Bachelor of Fine Arts • Emphasis in Graphic Design • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES (Fishknee Company I, LLC dba Bulldog Creative Services) **Huntington, WV** 2004-Present

Vice President - Creative Services

- Work directly with clients
- Develop, design and execute ideas (print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects)
- Manage a team of graphic designers and web developers
- Responsible for managing and over-seeing projects
- Manage and direct photo/commercial shoots

HUNTINGTON QUARTERLY **Huntington, WV** 2006

Freelance Graphic Designer

- Designed and layout articles for the Commemorative Edition of the Huntington Quarterly - "We Are Marshall"

Community Involvement

- GENERATION HUNTINGTON **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CHILDREN'S PLACE **Board Member**

Honors and Awards

- AMERICAN ADVERTISING FEDERATION **Addy Awards**
 - People's Choice**
 - Nine Gold Awards**
 - Fourteen Silver Awards**
- GRAPHIC DESIGN USA **Recognition of Excellence**
 - 2005: Three Awards of Excellence**
 - 2006: Five Awards of Excellence**
 - 2007: Five Awards of Excellence**
 - 2008: Seven Awards of Excellence**
 - 2009: Eight Awards of Excellence**
 - 2010: Four Awards of Excellence**
 - 2011: Six Awards of Excellence**
 - 2012: Seven Awards of Excellence**
 - 2013: Eleven Awards of Excellence**
 - 2014: Ten Awards of Excellence**
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING **NACMA Awards**
 - 2005: Two Gold Awards**
 - 2006: One Gold Award**
- BIG BOOK OF GREEN DESIGN **Award Recognition**
 - 2009: Three Awards**
- AMERICAN PACKAGING AWARDS **Recognition of Excellence**
 - 2010: Two Awards of Excellence**
- AMERICAN WEB DESIGN AWARDS **Recognition of Excellence**
 - 2010: Two Awards of Excellence**
- GENERATION HUNTINGTON AWARD
 - 2012**
- CREATE HUNTINGTON RECOGNITION AWARD
 - 2011, 2012**



EXECUTIVE SUMMARY (continued)**Brittany Brownfield***Senior Account Executive**bbrownfield@bulldogcreative.com***Profile**

Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full-service advertising agency.

Bachelor of Arts • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES (Fishknee Company I, LLC dba Bulldog Creative Services) **Huntington, WV**

2010-Present

Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

WEST VIRGINIA LIVING MAGAZINE

2009

Account Executive / Writer

- New business development
- Copywriting / Article writing
- Promotional activity

CLEAR CHANNEL COMMUNICATIONS

2008-2009

Account Executive

- New business development
- Radio advertising campaign development
- Client liaison between production and sales

Community Involvement

- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CABELL-WAYNE ANIMAL SHELTER **Volunteer**

Technical Skills / Application

- MICROSOFT PRODUCTS
Office including Word, Excel, Powerpoint
- ADOBE CREATIVE SUITE PRODUCTS
Photoshop, Illustrator, InDesign, Acrobat

Interests and Activities

- Photography
- Foreign Travel
- Spending time outdoors
- Friends and family



EXECUTIVE SUMMARY (continued)

Craig Davis

Interactive Producer
cdavis@bulldogcreative.com



Profile

Award-winning video production specialist with extensive knowledge in video acquisition, production techniques, animated graphic creation, 3D – 2D animation

Professional Experience

BULLDOG CREATIVE SERVICES <i>(Fishknee Company I, LLC dba Bulldog Creative Services)</i> Huntington, WV Interactive Producer/Video Production Specialists	2013-Present
<ul style="list-style-type: none"> Shoot and Edit all types of video productions from commercials to training videos 	
WOWK-TV13 Huntington, WV Promotions Producer, Graphic artist	2001 - 2013
<ul style="list-style-type: none"> Created promotional materials for the station including commercials, web ads, print, and outdoor Wrote, shot and edited all promotional commercials. 	
KING & GIBSON ADVERTISING AGENCY Lubbock, TX Video Production Specialists	1998-2001
<ul style="list-style-type: none"> Developed advertising campaigns that included: print, mail, outdoor, web, and broadcast television Shot, edited all video production. Developed logo designs, animated logos for broadcast and web. 	
KLBBK-TV13, CBS AFFILIATE Lubbock, TX Production Manager	1996-1998
<ul style="list-style-type: none"> Managed news and on-air production department. Responsible for on-air quality control, annual budgets, commercial production, set design, live/on-location broadcasts, special production projects 	
COX COMMUNICATIONS /CABLEREP ADVERTISING Lubbock, TX Production Manager	1994-1996
<ul style="list-style-type: none"> Wrote, shot & edited television commercials, infomercials, exercise programs, home shows, etc. Worked with clients, account reps and agencies to develop product from concept to final product. 	

Honors and Awards

- 11 Addy Awards
- Regional Emmy
- Associated Press Award

Technical Skills / Application

- MICROSOFT PRODUCTS**
Office including Word, Excel, Powerpoint
- ADOBE PRODUCTS**
Photoshop, Illustrator, InDesign, Acrobat, AfterEffects
- VIDEO PRODUCTION SOFTWARE**
Avid Media Composer, Cinema 4D, Lightwave 3D

Interests and Activities

- Golf
- Hiking



EXECUTIVE SUMMARY (continued)

In response to our ability to provide contracted services, we regularly work remotely with our clients to achieve results. With our headquarters in Huntington, West Virginia, and second location in Beckley, West Virginia, we regularly provide services for our clients in:

- New York City, NY
- Dayton, OH
- Cedar Rapids / Iowa City, IA
- Fairmont, WV
- Clarksburg, WV
- Richmond, VA
- Washington, D.C.
- Beckley, WV
- Somerset, NJ

We do so through regularly scheduled, in-person meetings as well as majority of communication through Internet channels, voice contact and video conference capabilities. We affirm to WV Division of Highways that we will provide an exemplary level of customer service and responsiveness to the account, doing whatever is necessary.

CLIENT EXAMPLES

As for our abilities and experience to develop powerful and professional messaging, we believe that power in communications comes from a complete strategy. This is comprised of an understanding of the target audience, an application of stunning and effective design, and the integration of creative and action-inducing copy that merge design and message.

Unified campaigns that are targeted at specific audiences are effective only when they're **relevant for that audience**. Our client services teams work alongside the client and the creative teams at Bulldog to determine the best mode of engagement for the specific target in question.

As an example, when advertising and promoting a recent recruitment push for Marshall University, there were no "traditional media" utilized. The entire campaign was performed online. It was relevant for the audience and resulted in a noticeable, measurable upswing in new student enrollment.

A combination of social media including Facebook and Instagram was utilized as the media vehicles, as well as Pandora Online Radio and display retargeting using YouTube and Google Adwords. Designs needed to follow the specific guidelines of the media in question, and the campaigns were monitored for effectiveness and flexible change on a daily basis.



Client: Marshall University

Client Contact: Ginny Painter | (304) 696-4621 | ginny.painter@marshall.edu

One John Marshall Drive | Huntington, WV 25755

Account Type: Project-based

Approximate Spend & Dates: \$40,000 | Spring/Summer 2015

Account Manager: Chris Michael

Project Team: Chris Michael, Brittany Brownfield, Ashleigh Graham-Smith, Craig Davis, and Christine King



CLIENT EXAMPLES

AdWords Breakdown (One week period):

11,619 impressions

8.66% Average Click Through Rate (Search) (Note the national average is 2%)

1,006 Total clicks (Increase of 54%)

\$0.68 Average Cost Per Click (Decrease of 56%)

Improving the landing page and narrowly targeting ads resulted in a triple increase in the CTR and doubled overall clicks. We were also able to lower the overall cost-per-click by 56% (From \$1.56 to \$0.68)

YouTube (one week)

49,624 impressions YouTube in-stream and in-display

3,866 Total views

\$0.18 Average CPV (Decrease of \$0.2)

7.79% View Rate (Increase of 29%)

12% of viewers watched the full commercial (Increase of 1%)

19% of viewers watched at least half of the commercial (Increase of 1%)

Overall, we were able to increase the overall CTR and view rates, lower the total cost per click, and more narrowly engage the target.

*In-Stream ads play before the destination video

*In-View ads appear as thumbnails when relevant to the target

Additionally, a Facebook campaign had been running for a little under 6 days as of the date of the AdWords report. During that time frame, we had experienced over 268,000 impressions to nearly 1,000 unique individuals.

CURRENT REPORT											Create Ad
General Metrics											Save Report
Schedule											Share
Export											Reports Help
REPORT SETTINGS											
Level: Campaign											
Customize Columns											
Breakdown: None											
Add Filters											
Date Range: Last 7 days											
Start Date	End Date	Campaign Name	Reach	Frequency	Impressions	Clicks	Unique Clicks	Click-Through Rate (CTR)	Unique Click-Through Rate (uCTR)	Amount Spent	Cost Per 1,000 Impressions (CPM)
2015-05-09	2015-05-15	...	92,034 People	2.92 Per Person	268,751 Total	1,211 Total	958 Per Person	0.451% Per Impressions	1.041% Per Person	\$382.01 Total Spent	\$1.42 Per 1,000 Impressions
2015-05-09	2015-05-15	www.marshall.edu/re...	53,029	3.91	207,452	544	461	0.262%	0.869%	\$229.71	\$1.11
2015-05-09	2015-05-15	Post: "Choosing the rigi...	47,012	1.30	61,299	667	525	1.088%	1.117%	\$152.30	\$2.48



CLIENT EXAMPLES

Client: Mountwest Community & Technical College

Client Contact: Ainslie McKinney | (304) 710-3272 | mckinneya@mctc.edu
One Mountwest Way | Huntington, WV 25701

Account Type: Retainer, full-service

Approximate Spend and Dates: \$150,000 | 2010 and beyond

Account Manager: Brittany Brownfield

Project Team: Christine King, Chris Michael, Ashleigh Graham-Smith, Craig Davis, and Levi Durfee

Challenge: Create a new brand and identity for a new college

Action / Narrative: In 2008, as an act of the West Virginia Legislature, community colleges throughout the State of West Virginia were separated from their sister/parent institutions – primarily universities – and allowed to operate as their own institution. In 2010, the college began the switch from “MCTC” to a new and unique brand.



Marshall Community & Technical College needed a new name and new brand.

Bulldog was tasked to complete the project.

In very short order, Bulldog identified the target markets for the brand. Those included:

- Community
- Students: current, alumni and potential
- Stakeholders: local elected officials, Board of Governors, faculty and staff

In order to appease each of the targets, we developed an aggressive campaign that allowed for public response through Internet, phone and other vehicles to a number of possible choices for the new name and subsequent identity choices. Those choices were solicited, reviewed for relevance and eventually systematically eliminated until only two choices remained, those two being the choices of all the stakeholders.

Choices were eventually developed, designed and presented to the Board of Governors for approval where the new brand was quickly adopted. Following that adoption, we engaged in a very cost-effective and aggressive advertising campaign that served the purpose of establishing the new brand as well as promotion of college enrollment.

Further action: Following the determination of the brand, Mountwest, we then engaged in an advertising campaign designed to accomplish the identification of the new brand, continue focus on the recruitment of students and demonstrate stability to all the stakeholders previously identified.

Mountwest purchased the former corporate headquarters of Ashland, Inc. on top of a hill on the very south side of the Huntington metro. The challenge became evident in that we now had:

- A new, unknown college identity
- A new campus disconnected from the former home (Marshall)
- An institution disconnected from a reputable and solid parent (Marshall)

We developed the campaign “New Opportunities” around all the opportunities that Mountwest offered, rather than what could be considered challenges. With new, bright, clean and crisp design, we set out to convince the constituencies that Mountwest was vibrant, viable and independent.



CLIENT EXAMPLES

We carefully chose numerous media vehicles to accomplish our mission:

- **Television:** As an anchor medium, we believed that the power, reach and impact of television could provide a strong and positive momentum for the college.
- **Print:** The geographic target market skews older and many of the influential decision makers in the market are akin to the power of print. We made the conscious decision to focus efforts on that demographic through this medium.
- **Outdoor:** A strong vehicle for identity and branding, outdoor was utilized in a heavy rotation for the launch of the new college.
- **Direct Mail:** We engaged and managed a proprietary publication, "Career Focus", that was directly mailed to over 100,000 residents in the marketplace. This magazine, in full-color tabloid format, highlights the many advantages of community college education and training as well as specifics as they relate to Mountwest.
- **Internet:** We understand that today's potential students are heavily influenced by the impact of the Internet. We allocated a strong amount of budget towards this effort.
- **Transit:** Not unique to the geographic market of Mountwest, but identified as impactful, we engaged a full wrap transit strategy for the college.
- **Collateral:** We supported our advertising and marketing efforts with printed collateral and promotional items designed to accompany our efforts.

Result: Since the launch of the "Opportunities" campaign, Mountwest has become a top of mind brand in the marketplace. The relevance, impact and positive economic benefit of the college can be evidenced through the many graduates and career-seeking students at and from the college.

The results of the campaign, and subsequent campaigns, continue to be realized. We have witnessed record enrollments, record graduates, record earnings and top of mind awareness period after period since we have partnered with them.



CLIENT EXAMPLES

Creative: Examples of the creative that accompanied this campaign:

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

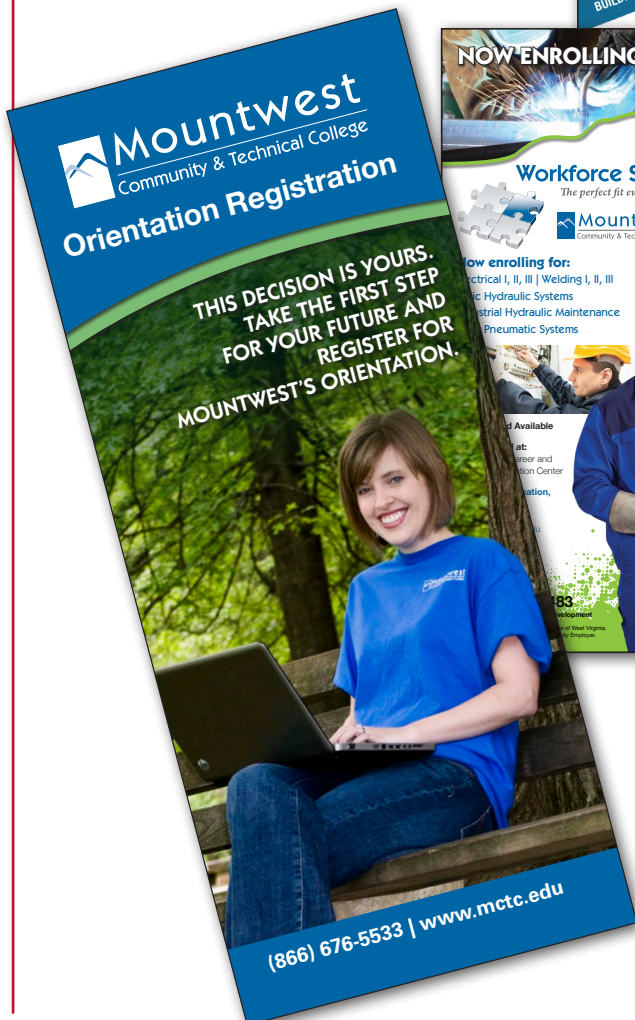
Die-Cut, Tri-Fold Brochure



CLIENT EXAMPLES

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

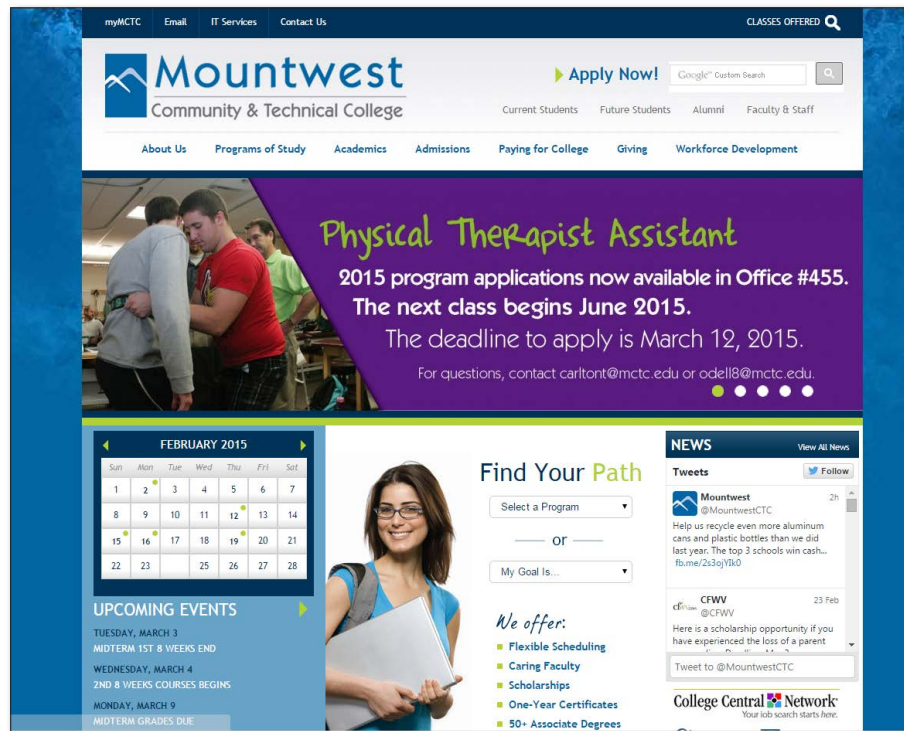
Miscellaneous ads and media



CLIENT EXAMPLES

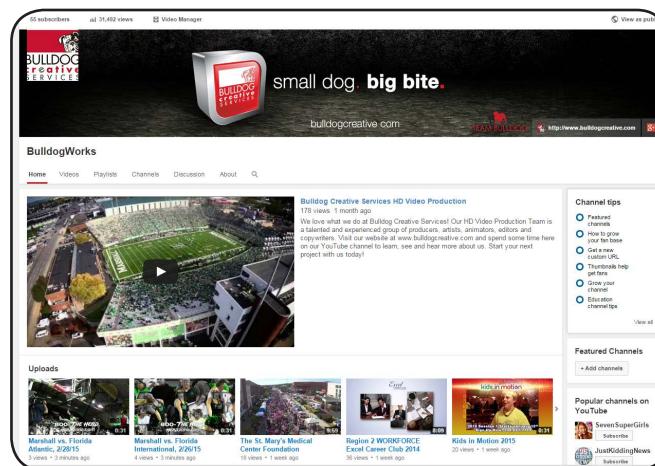
MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

Website and Television:



Please reference the many Mountwest commercial productions on our YouTube channel, specifically the Mountwest playlist at:

<https://www.youtube.com/user/BulldogWorks>



If being viewed on an interactive device, clicking the image above will direct the viewer to the YouTube Channel.



CLIENT EXAMPLES

Client: HIMG

Client Contact: Mark Morgan | (304) 528-4600 | markmorgan@uhswv.com
 5170 U.S. Route 60 East | Huntington, WV 25705

Account Type: Retainer, full-service

Approximate Spend and Dates: \$75,000 | Spring 2014

fight
cancer.

Creative:

We designed the identity noted above as a cornerstone for the campaign. The creative included the depiction of real and acting cancer “fighters”, not survivors or those who didn’t win the battle. Examples of that creative are depicted below:


Additional identity pieces:

When it's
cancer,
you need **care.**



CLIENT EXAMPLES

Print:




fight cancer.

A diagnosis of cancer is something no one wants to hear. It is life-changing, not only for the patient; but for everyone who cares about them. The HIMG Cancer Center team is a group of dedicated, skilled professionals. They not only care for your physical needs, they care for your total well-being.

Even though I know I am going to feel bad, I don't dread coming thanks to the team at HIMG. They encourage me every day and I'm thankful for them.

Susan Bauer


fight cancer.
At HIMG, we do.



HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwv.com • (304) 399-2260

Find us on facebook.




fight cancer.

It was the most beautiful flower I've ever seen. When you're fighting cancer, you notice everything. The team in the infusion center at HIMG know that I don't have the strength to keep up my flower garden. They go out of their way to make sure that I have a fresh flower next to me every time I am there for treatment. It's not "service", it's care and they're really, really good at it.

I trust in the HIMG Cancer team. They are supportive and compassionate and push me to keep up the fight. I am doing my best and so are they.

Patty Cox

fight cancer.
At HIMG, we do.



HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwv.com • (304) 399-2260

Find us on facebook.

When it's
cancer,
you need **care.**



Cancer Care at HIMG.

Cancer extends beyond the medical challenges of the disease. Cancer touches all aspects of our lives. At HIMG, our specialists are experts in cancer care.

We provide a comprehensive suite of cancer services at HIMG that are unrivaled in the region. Not only does our Hematology / Oncology team provide outstanding care after diagnosis, but our specialists and surgeons are a vital part of any cancer care protocol. Our chemotherapy nursing team provides you with a comfortable and supportive healing atmosphere nestled in a clinical setting.

In addition, our support services in radiology, mammography, chemotherapy and laboratory are all intertwined as part of that comprehensive effort to eradicate the disease.

Cancer is a challenge. Our team stands next to you every step of the way.

HIMG
Cancer Care.

(304) 528-4600
5170 U.S. Route 60 East • Huntington, WV 25705 • www.himgwv.com



CLIENT EXAMPLES

Outdoor:



Television and Online:

An emotionally charged and powerful video was produced for this campaign. It can be referenced on our YouTube channel or by clicking any of the images below.



Result:

HIMG and their specialists are recognized as the premier source of cancer care in the region. To that end, even one of the regional hospitals, St. Mary's, features the HIMG physicians in their cancer campaigns.



CLIENT EXAMPLES

Client: West Virginia Lottery

Client Contact: Ron Lawson | (304) 558-0500 | rlawson@wvlottery.com

900 Pennsylvania Avenue | Charleston, WV, 25302

Account Type: Project-based

Account Manager: Chris Michael

Project Team: Christine King, Ashleigh Graham-Smith, Levi Durfee, Tadd Fortner, Craig Davis

Challenge: Revamp the website and create increased functionality

Action / Narrative: In late 2013, Bulldog was selected from a competitive bid process to design, program and develop a new website for the West Virginia Lottery. The issues surrounding the previous site were numerous:

- Outdated design
- Fragmented data files
- Decreased functionality
- Lack of organizational ability to affect change

The West Virginia Lottery needed a new Internet presence.

Bulldog was tasked to complete the project.

PROJECT NEEDS

West Virginia Lottery had the need for a new website that includes the following attributes:

- Updated design
- Client control
- Cross-platform reliability with complete mobile function
- Ease of navigation
- Secure access
- Accurate content
- Increased functionality

Additionally, the new site needed to be more efficient and interactive than the previous site. The new website was designed to serve as a conduit for instantaneous human input and resulting action(s), both on the consumer experience as well as back-end management abilities.

Finally, the site needed to be designed and developed as an adaptable and flexible platform for future growth and development opportunities.



Design Components

Bulldog Creative provided West Virginia Lottery with a fresh new web design that is easy to navigate and provides useful information to current and potential customers. The design was intended to also convey to potential customers that West Virginia Lottery is a professional, reliable and exciting organization.

The design integrated a modern, updated look that satisfied the client. The site demonstrates to current and potential customers that West Virginia Lottery is improving its web presence in order to serve them better.

Functionality

Bulldog Creative was, and is, committed to providing the West Virginia Lottery with a website that demonstrates increased functionality to the specifications of the client. To that end, that functionality includes customized programming.



CLIENT EXAMPLES

Video

Bulldog Creative produced eight animated videos to be included with the site focused on “How to Play” various draw games from the lottery.

Content Management System

Central to the new design from Bulldog Creative was a robust Content Management System (CMS) that allows the West Virginia Lottery to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save West Virginia Lottery website revision costs but it will also ensure that the website stays fresh and up to date.

Website Organization

Bulldog Creative continues to work with West Virginia Lottery to provide a functional, expandable and complete website architecture that includes both the front end as well as consumer form and function and secure access areas desired by the client.

Workflow

Preliminary Design

Working in conjunction with West Virginia Lottery, Bulldog Creative provided West Virginia Lottery with no less than four design concepts for the new website as well as complementary sub-pages and templates that accompany them. That design concept includes the basic layout, color palette, font choices, etc.

Integration of Content Management System

Once the design was approved, Bulldog Creative incorporated the Content Management System into the design. Working with West Virginia Lottery, Bulldog Creative incorporated all the content and function the client wished to include into the site.

Training

Bulldog Creative facilitated multiple CMS training sessions with West Virginia Lottery employees, showing them how to use the Content Management System. This was done on-site and online.

Testing and Launch

Bulldog Creative and West Virginia Lottery worked together off a hidden directory to test the functionality of the site and be certain it was to the approval of the client. The site was launched with the approval of the client and all materials were delivered to the client.

Maintenance

Bulldog Creative provides West Virginia Lottery with maintenance function as needed.

Intangibles

Bulldog Creative absolutely committed to:

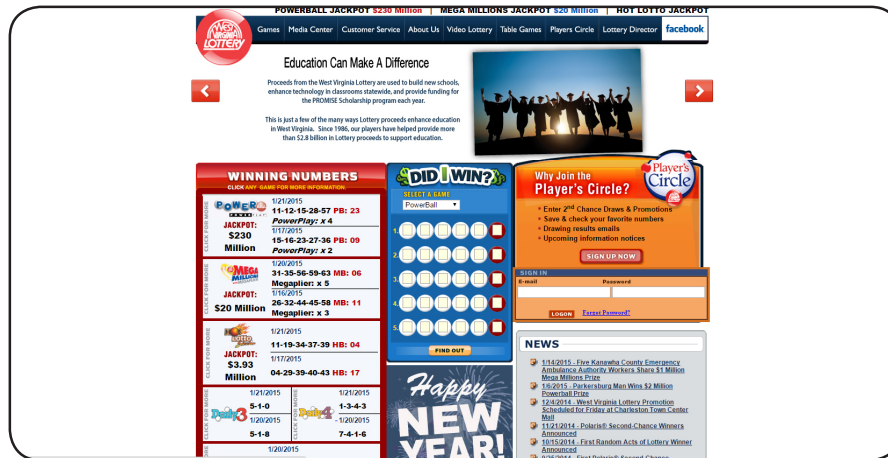
- Giving West Virginia Lottery the absolute best, most committed and dedicated effort we could.
- Be 100% ethical, honest and proactive with communication and efforts on behalf of the client
- Being available 24 / 7
- Take a vested interest in the success of the project
- Performance like an organization should: with pride, determination, accuracy and outstanding results.



CLIENT EXAMPLES

Result:

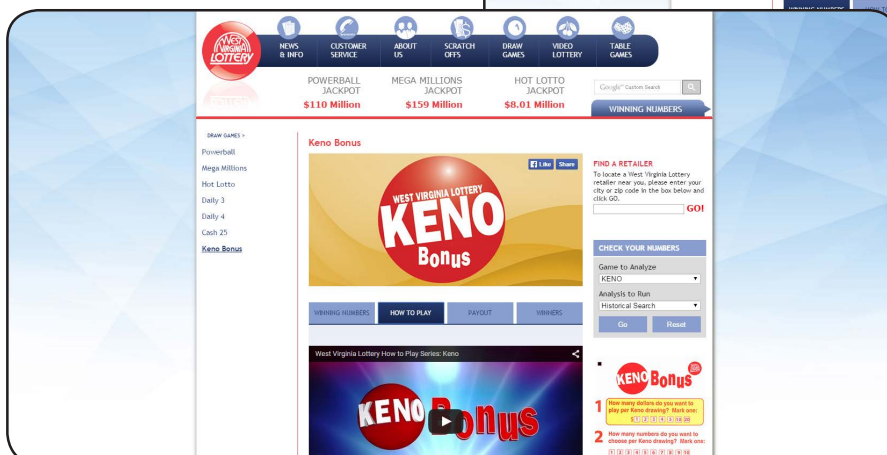
The new site for the West Virginia Lottery launched in February of 2015. The site is a vast improvement over the previous site and includes multiple levels of functionality, secure data transfer and flexibility for continued improvement. Clicking the “new site” image below will take you to the site.



Old website



New website



DEMONSTRATION OF CREATIVE SKILLS



Some of the best demonstrations of our creative skills are found throughout our digital presences on our website and our social media presences. Clicking the images below will direct you to these sites.



[Click here to visit bulldogcreative.com](http://bulldogcreative.com)



[Click here to visit our Facebook presence](#)



[Click here for our YouTube channel](#)



CREATIVE *Production*

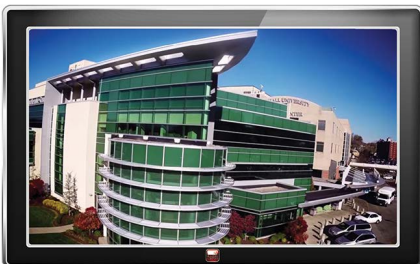
We believe in our production capabilities. Our HD production team is unrivaled in quality and execution - on budget. We affirm that we will provide WV Department of Transportation with the highest quality in our production activities. Please visit our YouTube channel to view examples of our production, including those listed below.



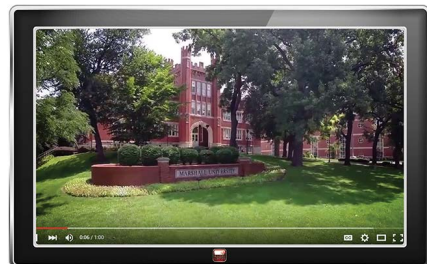
Marshall University "Statement"



Scott Orthopedics "Excellence"



Cabell Huntington Hospital "Partnership"



Marshall University "Best. Decision. Ever."



First Sentry Bank "It's Our Way"



West Virginia Lottery "How to Play"



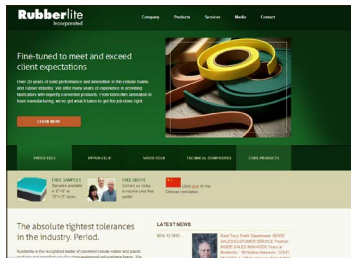
Marshall University Basketball Intro 2014



First Sentry Bank "We Want to Be Your Bank"



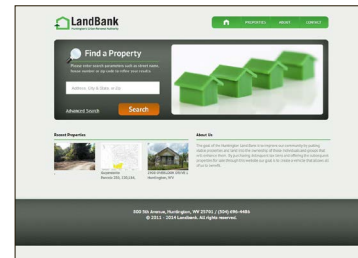
ADDITIONAL WEB EXAMPLES



WWW.RUBBERLITE.COM



WWW.PRESPERSE.COM



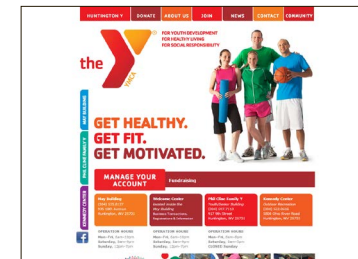
WWW.HURALANDBANK.COM



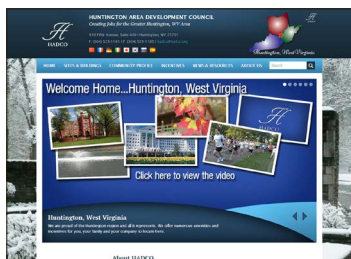
WWW.MCTC.EDU



WWW.FIRSTSENTRY.COM



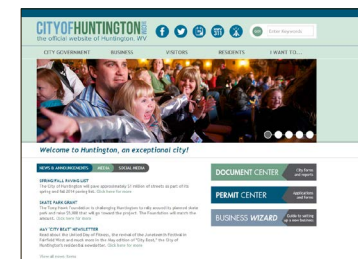
WWW.HUNTINGTONYMCA.ORG



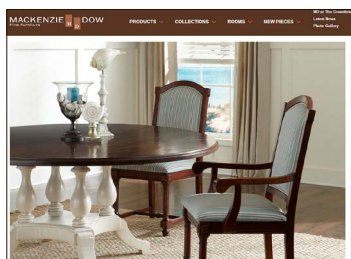
WWW.HADCO.ORG



WWW.ST-MARYS.ORG



WWW.CITYOFHUNTINGTON.COM



WWW.MACKENZIEDOW.COM



WWW.WOODROWWILSON.ORG



WWW.HMOA.ORG



Client References:

Client	Contact	Phone	eMail
West Virginia Lottery	Nikki Orcutt, Director of Marketing	(304) 558-0500	norcutt@wvlottery.com
West Virginia Lottery	Ron Lawson, Programmer Analyst	(304) 558-0500	rlawson@wvlottery.com
First Sentry Bank	Geoff Sheils, CEO	(304) 522-6400	gsheils@firstsentry.com
HIMG	Mark Morgan, CEO	(304) 528-4657	mmorgan@uhswv.com
Mountwest	Ainslie McKinney, Marketing	(304) 710-3272	amckinney@mctc.edu

Please feel free to gain more information about Bulldog Creative Services, our team and our experience by visiting us online at www.bulldogcreative.com or by calling us at (304) 525-9600.

Thank you, again, for the opportunity to present this proposal.

Please visit us online:



www.facebook.com/BulldogCreativeServices

www.twitter.com/BulldogCreative

www.youtube.com/user/BulldogWorks

www.instagram.com/BulldogCreativeServices



ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DOT1600000067

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 checked="" 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.

Bulldog Creative Services

Company

Brittany Brownfield

Authorized Signature

03-18-16

Date

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

Revised 6/8/2012

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 for four (4) years immediately preceding the date of this certification; **or**,
☐ Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification;
☐ 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.

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: Bulldog Creative Services

Signed: Whitney Brownfield

Date: 03-18-16

Title: Senior Account Executive

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Bulldog Creative Services
(Company)

Brittany Brownfield, Brittany Brownfield, Senior Account Executive
(Authorized Signature) (Representative Name, Title)

304-525-9600, 304-525-4043, 03-18-16
(Phone Number) (Fax Number) (Date)

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Bulldog Creative Services

Authorized Signature: Brittany Brownfield Date: 03-18-16

State of West Virginia

County of Cabell, to-wit:

Taken, subscribed, and sworn to before me this 18th day of March, 2016.

My Commission expires March 05, 2019

AFFIX SEAL HERE

NOTARY PUBLIC



Purchasing Affidavit (Revised 08/01/2015)