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Header 2

List View

General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 250649

Procurement Type: Central Master Agreement

Vendor ID: VS0000011466

Legal Name: Fuseideas LLC

Alias/DBA:

Total Bid: \$0.00

Response Date: 12/05/2016

Response Time: 14:56

SO Doc Code: CRFQ

SO Dept: 0705

SO Doc ID: LOT1700000002

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Close Time: 13:30

Status: Closed

Solicitation Description: ADDENDUM NO. 2 -
MARKETING & ADVERTISING

Total of Header Attachments: 2

Total of All Attachments: 2



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

State of West Virginia
Solicitation Response

Proc Folder : 250649

Solicitation Description : ADDENDUM NO. 2 - MARKETING & ADVERTISING SERVICES

Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation Response	Version
	2016-12-07 13:30:00	SR 0705 ESR12051600000002541	1

VENDOR

VS0000011466

Fuseideas LLC

Solicitation Number: CRFQ 0705 LOT1700000002

Total Bid : \$0.00 Response Date: 2016-12-05 Response Time: 14:56:17

Comments: Please review our qualifications.

FOR INFORMATION CONTACT THE BUYER

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

Signature on File

FEIN #

DATE

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

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	ADVERTISING SERVICES	0.00000	HOUR	\$1.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	VENDOR SHOULD COMPLETE EXHIBIT A PRICE SHEET AND SUBMIT WITH BID.
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EXHIBIT A : PRICING PAGE

A.	CATEGORY	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS (BASED ON HOURS IN FY 2016)	VENDOR'S HOURLY RATE	TOTAL ANNUAL COSTS	
	ACCOUNT MANAGEMENT	1. Account Services	Hour(s)	1000	110.00	110,000.00	
		2. General Account Management	Hour(s)	500	100.00	50,000.00	
		3. Public Relations	Hour(s)	40	100.00	4,000.00	
		4. Research Services	Hour(s)	40	100.00	4,000.00	
	MEDIA	5. Media Planning and Buying	Hour(s)	400	105.00	42,000.00	
		6. Radio	Hour(s)	200	100.00	20,000.00	
		7. Television	Hour(s)	300	100.00	30,000.00	
		8. Newspaper	Hour(s)	100	100.00	10,000.00	
		9. Outdoor Ads	Hour(s)	80	100.00	8,000.00	
	CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	800	110.00	88,000.00	
		11. Creative/Art Direction or Planning	Hour(s)	500	105.00	52,500.00	
		12. Computer Graphics	Hour(s)	100	105.00	10,500.00	
	DIGITAL	13. Web Site Development and Maintenance	Hour(s)	300	100.00	30,000.00	
		14. Web Hosting & Domain	Hour(s)	100	100.00	10,000.00	
	PRODUCTION	15. Printing	Hour(s)	200	100.00	20,000.00	
		16. Film Production	Hour(s)	1000	150.00	150,000.00	
		17. Audio Production	Hour(s)	400	125.00	50,000.00	
		18. Music Rights/ Trademark	Hour(s)	5	125.00	625.00	
	PROMOTIONS	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	50.00	1,750.00	
		20. Marketing Supplies and Promotions	Hour(s)	200	50.00	10,000.00	
		TOTAL FISCAL YEAR COST FOR VENDOR SERVICES (1-20):			6300		701,375.00

The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-20) IS 6300 HOURS. The quantities shown are estimates only and may be more or less.

- B. Media Buying Add-on:
All Vendors responding to this RFQ must provide a percentage of add-on media buying activitites (not to exceed 5%).
This percentage will be multiplied by \$2,500,000.

Vendor's Add-on for media buying is	TOTAL MEDIA ADD-	3.75%	2,500,000	93,750.00
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- C. TOTAL BID AMOUNT: 795,125.00
(Cost from A.and B. are to be added together to determine the total cost of the proposal.)



**RESPONSE TO
RFQ - MARKETING & ADVERTISING
SERVICES**

December 5, 2016



FUSE IDEAS

Introduction

Fuseideas was founded in 2006 with Disney & ESPN as our first clients. Why would a Fortune 500 company hire a start-up? They needed someone who could sell innovation in an industry that was becoming outdated and used to the old ways. Born as a digital agency, Fuseideas was raised on a culture of innovation and we live at the forefront of today's consumer behavior. Our purpose is to help organizations such as the West Virginia Lottery meet the needs of today's (and tomorrow's) consumers, giving them not only what they want and what they expect, but what they are seeking, yet don't expect. This is our greatest strength. How do we accomplish this? We have a very simple approach. With our unique ability to integrate strategy, creative and innovation into all of our projects. We ensure cohesion through four very powerful pillars:

- Day-to-day involvement with our experienced senior executives
- Responsible innovation through deep discovery and data analysis
- Data-led strategy with measurable results
- Constant evaluation and optimization

These pillars allow us to develop effective campaigns that we know resonate with today's consumers. Today's consumers want authentic, real messaging: they have a fear of missing out; they want personalization; they want storytelling, and not brochure marketing. Fuseideas is a pioneer in this movement. It's why organizations like Ladfleur's have us as a regular speaker at their conferences and why CEOs from organizations across the Country want to talk to us about how to prepare their organizations for the rapidly changing consumer behaviors that are affecting their business. To Fuseideas, this is our standard operating procedure. You won't have to ask us to bring you innovative ideas - we already have them.

In order to meet the rapid changes in the behaviors of today's consumers, you need a team of integrated practitioners who aren't satisfied with the status quo. You need a team that understands data and technology and how to use it. You need creative and competent staff who think about the behaviors of next generation consumers.

Most importantly, you need a team that can work collaboratively with your local retailers and the West Virginia Lottery marketing team in order to help bring everything to life. You need a group of passionate people who aren't afraid to shake things up. The Lottery industry is undergoing a sea of change and many Lotteries are having their core customers age out. We are helping them figure out how to find the next generation of Lottery consumer.

Below: A Fuseideas staffer testing our virtual reality experience that was demonstrated at the Destination Marketing Association's Annual Convention in Minneapolis in August 2016. We had 1,000 visitors to our booth to try the experience. Fuseideas is a leader in helping organizations use new technology and innovation to better market their organizations.



Below: The following Lotteries are taking advantage of Fuseideas' experience in meeting the rapid changing consumer behavior which is affecting traditional methods of marketing and are requiring them to reassess their marketing and communication strategies



TRI-STATE LOTTO COMMISSION
MAINE - NEW HAMPSHIRE - VERMONT



Fuseideas Overview



Company name, corporate headquarters address, phone, fax, company website

Fuseideas LLC
HQ: 8 Winchester Place; Suite 303; Winchester, MA 01890
www.fuseideas.com
P: 617-776-5800

Branch office locations:

Portland, ME; San Francisco, CA; Prague, Czech Republic

Key contact: name, address, phone, fax, email

Dennis Franczak, CEO, Fuseideas
8 Winchester Place; Suite 303; Winchester, MA 01890
P: 781-897-4801
F: 617-776-5821
Dfranczak@fuseideas.com

Ownership

Fuseideas: Private, Veteran-owned business, by Dennis & Linda Franczak (Founded 2006)

Services Provided

Branding & Strategy

Brand Strategy Development
Research/Audits
Stakeholder Engagement
Brand Positioning
Brand Architecture
Visual Brand Identity

Advertising & Creative

Broadcast, Print
Digital Display, OOH, POS/
Collateral, Brochures, Direct Mail,
Digital Publications,
Tradeshows

Media Planning & Buying

Broadcast
Digital
Print/OOH/Transit
SEM (AdWords, PPC)
Social Media Advertising

Analytics & Data

ROI Dashboard (24/7/365)
Media Optimization
Performance Reporting
CRM Integration
Consumer Segmentation

Interactive & Digital

Information Architecture
Content Development
Website Design
Usability Analysis and Testing
CMS Integrations
Programming (.NET/PHP)
Mobile App Development
E-Commerce/E-Marketing

Social Media

Strategy Development
Audience Engagement
Social Analytics
Content Development
Social Media Training
Community Management
Contest Management

Experiential Marketing

Street Teams
Live Events
Mobile Tours
Tasting/Sampling Tours
Off Premise/On Premise

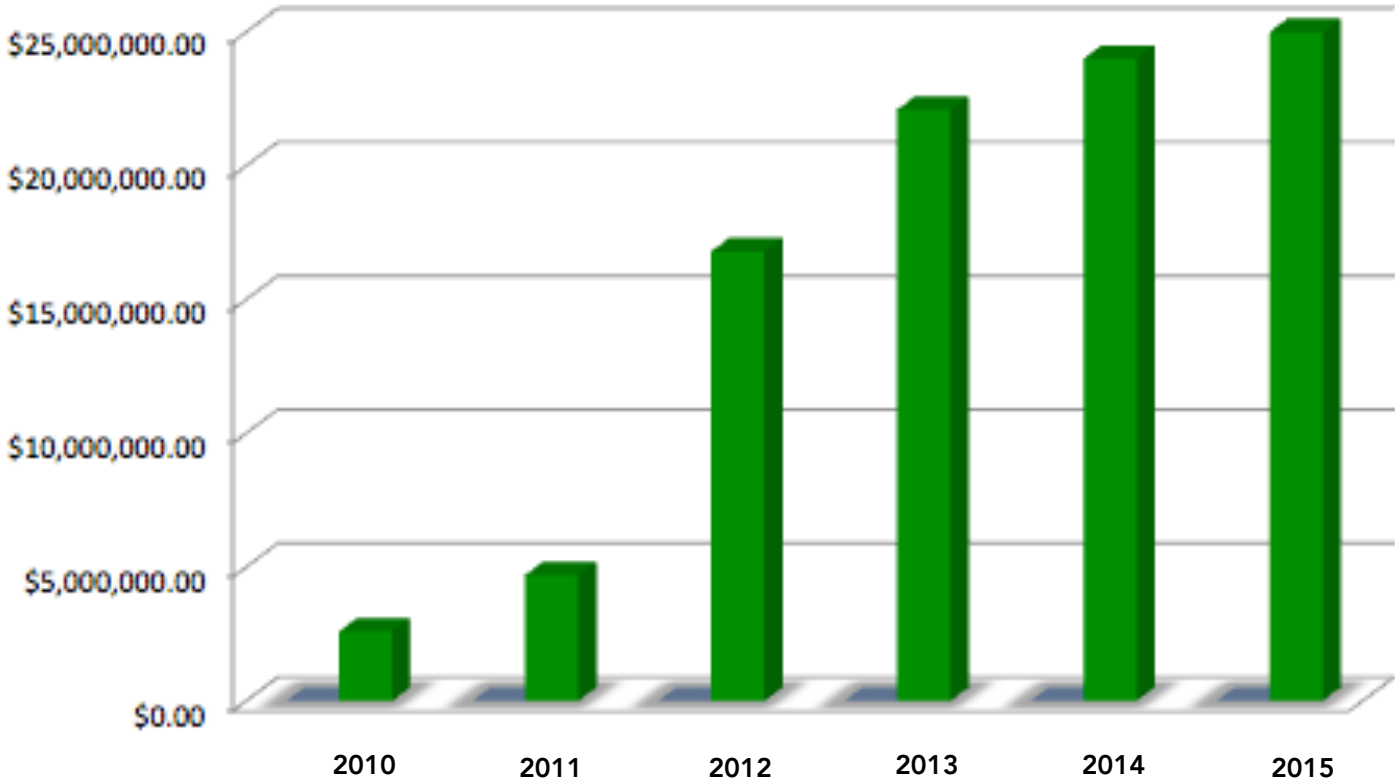


Clients & Revenue

CLIENT	SINCE	SERVICES PROVIDED
Connecticut Lottery	2013	Agency of Record/Full Service/Media Buying
Maine Lottery	2015	Agency of Record/Full Service/Media Buying
Vermont Lottery	2016	Agency of Record/Full Service/Media Buying
Tourism Santa Fe	2015	Agency of Record/Full Service/Media Buying
Radford University	2013	Agency of Record/Full Service/Media Buying
Norfolk State University	2015	Agency of Record/Full Service/Media Buying
San Francisco Int'l Airport	2015	Agency of Record/Full Service/Media Buying
William Paterson University	2012	Agency of Record/Full Service/Media Buying
Visit Big Sky	2013	Agency of Record/Full Service/Media Buying
Virginia Commonwealth University	2013	Agency of Record/Full Service/Media Buying
Florida Polytechnic University	2013	Full Service Marketing/Branding
Earth Shoes	2016	Agency of Record/Full Service/Media Buying
Morehead State University	2016	Agency of Record/Full Service/Web/Digital
WCVB-TV Hearst	2014	Media Planning & Buying
Hartsfield-Jackson Atlanta Airport	2011	Interactive/Digital
Cayman Islands	2015	Interactive/Digital
Southern NH Health System	2016	Interactive/Digital
DentaQuest	2015	Interactive/Digital
Pittsburgh International Airport	2016	Interactive/Digital
Philadelphia Int'l Airport	2012	Interactive/Digital
Massachusetts Lottery	2010	Special Projects
National Grid	2014	Interactive/Digital/Social Media
Destination DC	2014	Full Service Marketing & Experiential
Destination MarketingAssoc. Int'l	2014	Full Service Marketing/Branding
Cengage Learning	2012	Interactive/Digital
Germany Tourism	2015	Social Media
Nashville Int'l Airport	2012	Interactive/Digital & Brand Strategy
Adidas	2009	Retail Brand/POS/POP
Massachusetts Office of Tourism	2009	Projects, Interactive & Social Media
Bangor Int'l Airport	2009	Full Service Marketing
American Queen Steamboat Co.	2013	Interactive/Digital
FOX Networks	2013	Interactive/Digital
Barbados Tourism	2016	Brand Strategy Development

BILLINGS AND REVENUE

Fuseideas Gross Billings History, 2010-2015



Website Development Technology & Platform Experience

Technology and innovation is in our DNA. Fuseideas was originally conceived as a digital agency to provide our clients with advanced web development and interactive marketing programs and campaigns. Today, we continue to break new ground with innovative website & interactive, creative and media solutions, which is one of the key points of differentiation that makes us stand out from other agencies

Our digital and web services include:

- Digital Strategy
- Website Design & Development
- User Interface Design/Usability Testing
- Content Management Systems
- Complex Portal Development
- Amazon Cloud Configuration/Web Hosting
- Lead Capture/CRM Integration
- Search Engine Optimization
- Pay-Per-Click Advertising
- Analytics and Performance Reporting
- Mobile Application Development
- Social Media Integration



For the last ten years, the Prague-based team of Fuseideas engineers has worked on client programs ranging from new websites to proprietary apps and digital game promotions in ways that engage, entertain and motivate target audiences. The example to the right is a game we developed for National Geographic Channel's Domsday Preppers show.



Sample CMS Platforms



Other Platforms



Marketing & Social Media Platforms



Qualifications and Experience: Media Planning & Buying

Media planning and buying is a core competency at our agency. Our integrated media team is made up of strategists, planners and buyers with national media buying experience. Using that experience, we will develop smart, effective plans which will help drive sales for the West Virginia Lottery. The three distinguishing attributes of our media team are as follows:

- Integrated media team with experience in all channels
- Extensive experience in government media planning and buying
- Innovative approaches to buying and improving media efficiency (i.e. programmatic platforms)

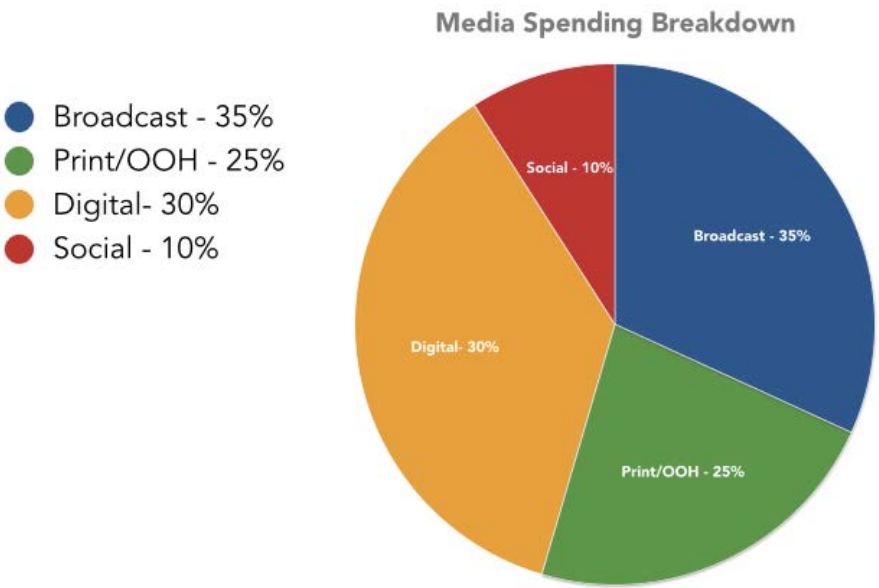
Our media planning and buying capabilities with some of our Lotteries and government clients is evidenced in the table below. We can provide examples of integrated media plans for these clients if desired.

	TV/VIDEO	RADIO	NEWSPAPER & MAGAZINES	ONLINE	OOH	SOCIAL MEDIA	SEM
TOURISM SANTA FE							
BERMUDA TOURISM							
BANGOR AIRPORT							
CT LOTTERY							
BIG SKY MONTANA							
MAINE DOT							
MAINE LOTTERY							

Below: Media Spending Breakdown

The following chart identifies our media spending breakdown across broadcast, print/OOH, digital and social media. Within digital (30%), we have included programmatic digital, direct digital, and mobile. Those breakdowns as part of the 30% are:

- Digital (Direct) - 20%
- Programmatic - 5%
- Mobile - 5%

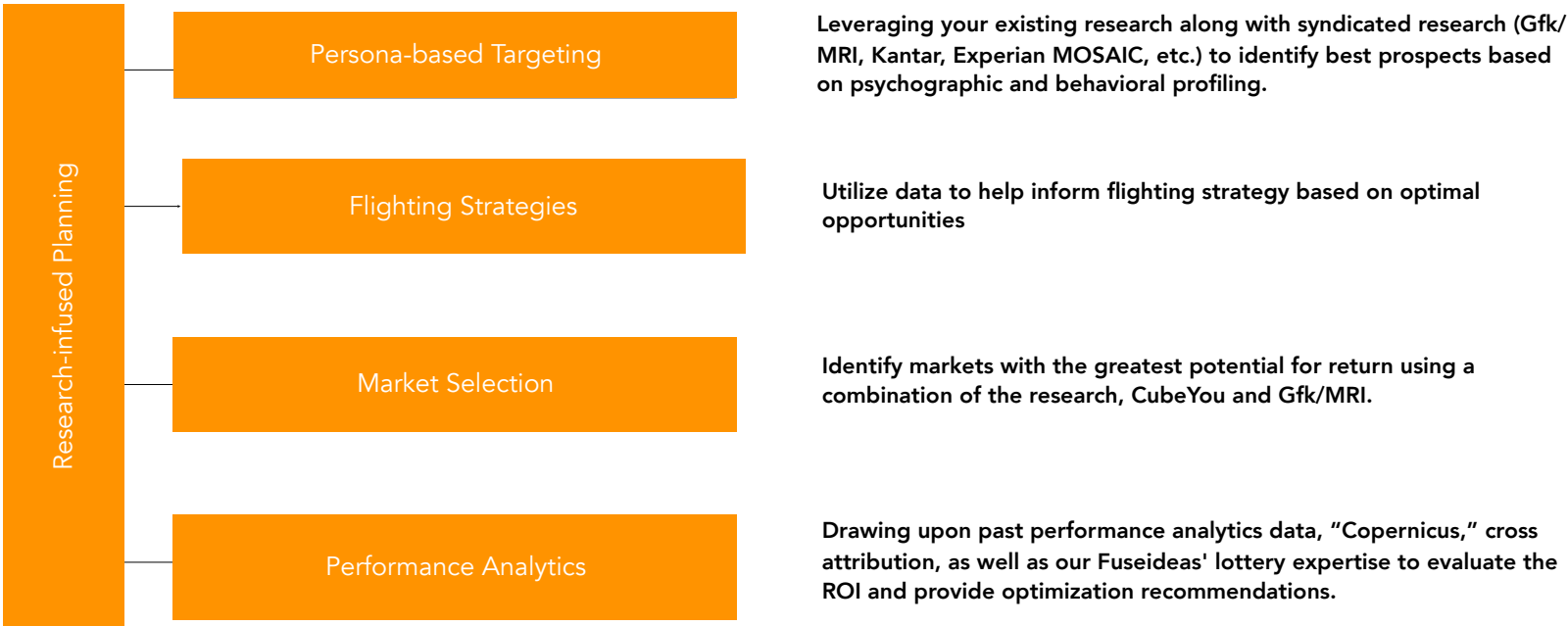


Media Planning & Buying Process for West Virginia Lottery

Media Planning & Buying is a core strength of Fuseideas, with recent planning and buying experience in the US, Canada, UK, Germany, Italy, and Latin/South America. Our media team has extensive planning experience and deep personal relationships with our media partners. Our philosophy in channel planning is driven by some key principles:

- We know how to harness the reach and strengths of traditional media and combine it with emerging tactics to maximize impact
- We understand how each media channel communicates to different audiences and the impact of creative on each
- We value the power that TV has to build reach and then reinforce video messaging through digital and social channels and drive to search
- We continually leverage the power of public relations to build the trust of the marketing campaign which aids with the paid media tactics in driving conversions
- We stay on top of industry trends in order to promote the best solutions for the current challenges
- We know social media can drastically augment paid media initiatives

Our media team will be an integral part of the overall account strategy from the very beginning of the relationship and will help inform the creative and brand strategy work that will be developed at the outset. We believe this integrated approach leads to better work and an overall campaign that will work harder to maximize your budget. The diagram below describes how we approach our media planning as well as some of the different tools that inform our media planning strategies.



Below: Fuseideas employs best in breed research tools, as well as some innovative data-mining tools to inform our campaign and media strategies. Highlighted below, we have also developed an in-house proprietary tool called *Potential Human Reach™*, used to more effectively measure Twitter engagement, content and activity. *Potential Human Reach™* uses a trademarked and proprietary formula to measure both, in a single number, for marketers to more effectively understand their Twitter standings.

Another innovative research tool we have used for some of our clients is called *Hitwise*. *Hitwise* measures downstream analysis of web activity so brands can find out what users do after they leave your site. This helps gain valuable strategy to keep users on your site and converting.

We are also seeing tremendous value in new research tools such as *Cube You*. *Cube You* is an audience profiling and segmentation tool that measures consumer brand sentiment and also the type of media that your consumers prefer. This provides additional information in helping develop our media strategies.



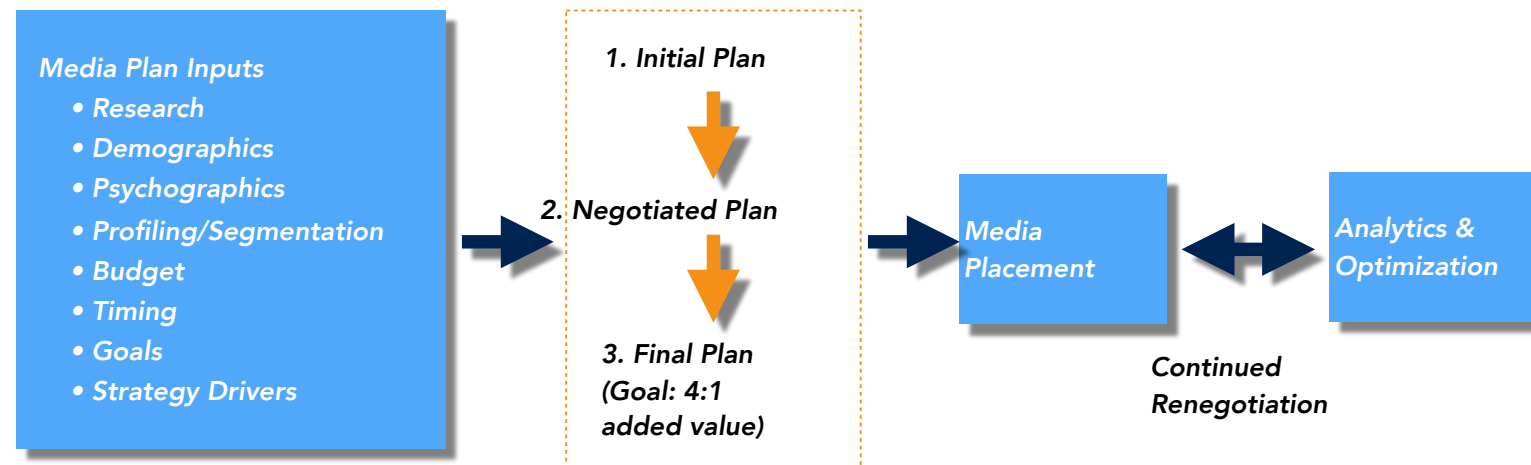
Potential HUMAN Reach™



Media Planning & Buying: Negotiating Best Value for West Virginia Lottery

Once we have approval of a recommended media strategy, the Fuseideas media team works tirelessly to negotiate the best value for our clients. Through multiple rounds of negotiations, our team works to find partners that will drive value, reach and maximize the budget. We look to these partners to offer new and exciting ideas for our clients. We also look to these partners to take our media strategy to the next level, challenging them to deliver on each goal with proven, measurable results. We always seek to leverage our media buys to provide as much added value as possible to maximize media budgets.

With our deep relationships in media, we are able to seek 25% or more in added value. Our process for planning, negotiating, buying and optimization is illustrated in the figure below:



In 2013, Fuseideas was able to leverage our strong relationship with our media vendors to buy a Super Bowl spot for Bermuda Tourism only 4 days before the game. An opportunity with inventory through CBS became available and within hours, Fuseideas was able to place a buy so that the spot was seen by millions in the Washington DC/ Baltimore and NYC DMA for a fraction of what other advertisers were paying. We do this on a continuous basis for our clients to ensure they have maximum opportunities throughout a campaign.

Examples of Recent Media Success - One of our most successful programs recently was for **Bermuda Tourism** in the last year of our relationship. This was a content marketing and media partnership with Garden & Gun, where we developed a "Meet the Bermudians" campaign designed to introduce native Bermudians to prospective visitors. The Bermudians were chosen for their behavioral and psychographic profiles to the intended audience. We saw a 15% increase in booking inquiries from this campaign alone. A second example of media innovation was a co-op campaign for **Connecticut Lottery** and Michaels Jewelry around the Lottery's "Diamonds" campaign. We developed a campaign where engaged couples could enter a second chance drawing (if they didn't win the jackpot) and by entering, give them a chance at winning a \$2,500 gift certificate for a new engagement ring at Michaels. Over 15 brides were able to win the second chance drawings.



Qualifications & Experience: Creative Development

Fuseideas has produced hundreds of creative campaigns that span traditional and digital marketing channels. On this page and the following page, we will demonstrate a few examples of developing campaigns across these channels. To reinforce our creative ability, it is important for the West Virginia Lottery to understand how we accomplish this for our clients. Our approach to creative development is based on three strategic principles:

1. A results-oriented **Creative philosophy is anchored in our *digital and analytical roots*.**

We believe our creative should be measured not by the awards we win, but whether or not the creative helps clients achieve the business results they seek: driving sales, increasing awareness and improving customer positive sentiment. Most recently, our Lottery creative has broken a number of records:

- Our work for Maine Lottery culminated in that organization leading the Nation in sales increases for 12 weeks in a row this past summer
- We have increased contributions to the General Fund in Connecticut for 3 years in a row
- One of our earliest Lottery projects, almost 8 years ago, resulted in record-level Draw Sales for Mass. Lottery in a one-week period

Part of the reason for this success is the fact that we develop campaigns which we expect to continually optimize over time to ensure performance. It means we use analytics and data to make sure we are getting it right and work with media partners who are as accountable to performance as we are.

2. We stay ahead of *innovations in media and technology*.

Being born digital, this is in our DNA and allows us to understand what today's consumers need from their media and how they consume messages. We know how technology impacts media, and we anticipate how marketing and advertising will evolve. From this, we understand how our clients can take advantage of the rapid changes in today's media landscape. We invest the time necessary to learn the behavioral and psychographic profiles of today's consumers, and take it one step further and understand how people purchase goods. We know that today's (and tomorrow's) consumers expect a frictionless buying experience and that most Lotteries are having a hard time understanding how to attract younger players. Most agencies don't think about the entire ecosystem of how Lotteries work. Fuseideas does and it's one reason why some many Lotteries work with us.

3. Our **creative product is the sum of *an integrated team*** and not just the creative department.

We believe that with today's rapidly changing media landscape, an integrated team is the best way to deliver great creative that will get results. Our creative process includes the entire account team: strategists, technologists, creatives, media, and social media. As a result, our work reflects the benefits of a teamwork approach and provides a 360 degree creative solution for our clients. And we include our clients in that team. We work collaboratively, we adhere to our philosophy to ensure the highest quality creative, and we ground our creative in strategy. When we present creative, we share our rationale and how we arrived at the ideas presented. We understand that creative is an interactive process where the best work results from agency - client teamwork, strengthened by communication and trust.



Qualifications & Experience: Creative Samples

Fuseideas has produced dozens of Lottery campaigns and also has rich experience in broadcast, print, online, social media, event/experiential marketing, and retail POS/POP.

The following pages contain examples of our integrated experience in all these channels and demonstrate our desire to work with the West Virginia Lottery.



Full Campaign Development Example: Connecticut Lottery “Diamonds” Game Launch

Challenge

- Launch a new scratch game with \$5, \$10 and \$20 tickets
- Stand out among a large menu of existing Lottery games

Insight/Research

- Certain players are willing to spend more on games perceived as “premium”
- A premium game brand must be presented so as to attract those players

Solution

- Developed a game roll-out based on a different creative approach than traditional draw and scratch games
- Higher production values to communicate the value of the game
- TV, Radio, OOH, Digital as core media
- Unique POS for retailer support
- Social Media Contest to augment



Creative Development: CT Lottery "Diamonds" Game Launch

Because this was one of the more expensive tickets in CT Lottery's product offering, Fuseideas had to design the tickets and all the associated campaign materials to help convey the quality and thus, justify the higher ticket price. This included POS/POP as well as all the digital assets.



Creative Development: CT Lottery "Diamonds" Game Launch

The target for "Diamonds" was younger and a more female audience than Lottery's traditional target. Our media team handpicked high-profile programming and demographically targeted programs and stations to run the spots in a higher rotation. We also ran an innovative retailer campaign with Michael's Jewelers across the State of CT. We developed a campaign where engaged couples could enter a second chance drawing (if they didn't win the jackpot) and by entering, give them a chance at winning a \$2,500 gift certificate for a new engagement ring at Michaels.

Media Plan for "Diamonds" Launch

- Four weeks, before moving to sustaining level
- A18-54/Females
- TV - :30 Hartford, as well as non-rated TV and cable used to cover the Connecticut portion of the NY DMA
 - 632.5 GRPs Hartford
 - 550x Hartford, 195x New York DMA (Fairfield Split)
 - Campaign value: \$180,000* net
 - EM 15%, DT 10%, EF 7%, EN 13%, PA 14%, PT/SP 21%, LN 8%, LF 5%, CA 7%
 - Bonus elements, including :30 spots, increased the value of the campaign by 23%
 - TV was scheduled with Diamonds heavily rotated 8A-6P
 - Spots were placed in high-profile Prime to build reach and capitalize on areas to increase engagement, such as Survivor Premiere, Patriot/Jets/Giants NFL, Emmy Awards, The Voice, America's Got Talent Finale, Madam Secretary, Big Bang Theory, Macy's Thanksgiving Day Parade, American Music Awards and Blacklist
 - Female focused cable nets, including Bravo, TLC, E!, and WE, were instructed to run the Diamonds spot, and schedules were placed on Lifetime and Hallmark in their holiday movies to promote gift sales
- Radio - :30/:60 split varied by market based on pricing and spill
 - GRPs and spots by market (home-to-market only)
 - Campaign value: \$120,000 net*
 - Bonus elements, including :30 and :60 spots, :15 spots, :10 spots, billboard sponsorships, web elements, streaming and promotions increased the value of the campaign by 29%
 - AC and CHR formats ran the Diamonds spots in heavy rotation for the first four weeks of their launch
 - Promotions were used to break through clutter and create excitement
 - Station trip give-away to see Neil Diamond in concert
 - Station appearances at a local jeweler, co-hosted by Connecticut Lottery. Lottery staff was there with Lottery giveaways and a chance to win diamond jewelry courtesy of the jeweler and Connecticut Lottery
 - Red Sox and Yankees tickets were given away as part of a "Day at the Diamond" station promotion
- Digital - Spotify (streaming - state-wide, but heavier in Stamford as it is underserved by local radio), Cox (network), Wild Tangent (gaming), Q1 Media (network)
 - 2.8 million impressions
 - Campaign value: \$38,000 net*
- OOH - The Diamonds copy ran on 25-30% of the Connecticut Lottery's state-wide inventory, including vinyls, digital boards and transit
 - Campaign value: \$30,000 net*
- Retail Partnerships - Second chance opportunity for couples/brides
 - Michael's Jewelers - \$40,000 net

LAUNCH RESULTS:
FIRST TWO COMPLETE MONTHS

\$17.2 MM

Of ticket sales

21.75%

Average % of ticket category sales
(highest ever for a launch)



Trust the moment to
Michael's
Diamond Jewelers since 1885



Qualifications & Experience: TV, Radio and Video

Fuseideas is extremely experienced in television and radio production. We produce over 25 spots each year for our Lottery clients in CT, Maine, New Hampshire and Vermont. We have also been fortunate to win many awards for our work because within the Lottery industry, Fuseideas is regarded as one of the leaders in creativity and campaign development. Fuseideas is very proud of our staff and the recognition we've received for our recent Lottery work.

A list of awards that we won for NASPL in the last two years includes:

- WINNER: Radio Advertising - Coordinated Campaign: "Things Moms Say", "2014 Father's Day Poem"
- WINNER: Responsible Gambling Communications - Online Retailer Training
- FINALIST: Best New Draw Game - 5 Card Cash
- FINALIST: Responsible Gambling Communications - Print Category
- FINALIST: Responsible Gambling Communications - Radio Category
- FINALIST: Best New Draw Game - LuckyLinks
- WINNER: Best TV Spot (Under \$25,000 Category)
- WINNER: Best TV Sport (Under \$10,000 Category)



Qualifications & Experience: TV, Radio & Video

Additional spots can be downloaded from these links:

- CT Lottery Gold - Produced November 2016 - <https://fuseideas.egnyte.com/dl/LiTSchFkS2>
- CT Lottery Holiday - Produced November 2016 - <https://fuseideas.egnyte.com/dl/LiTSchFkS2>
- Maine Lottery Holiday - Produced November 2016 - <https://fuseideas.egnyte.com/dl/11koThXskn>
- CT Lottery "Win For Life" - Produced September 2016 (Boston Ad Club Award Winner) - <https://fuseideas.egnyte.com/dl/ZB7ptuX2YO>
- Maine Lottery "All In" - Produced August 2016 - Maine Ad Club Award Winner - <https://fuseideas.egnyte.com/dl/L0jxSnSffA>
- Radio - CT Lottery - "Diamonds" - NASPL Award Winner - <https://fuseideas.egnyte.com/dl/RoUx3q24us>

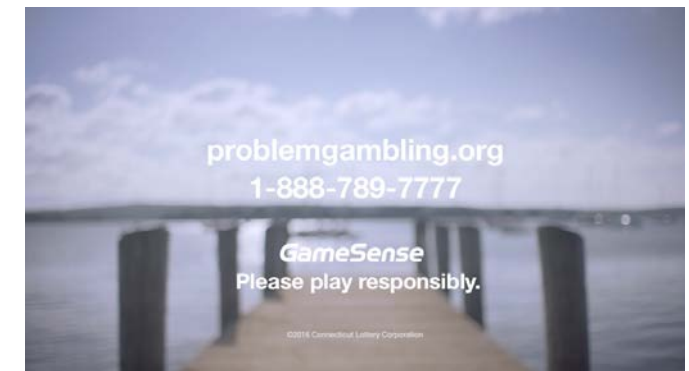
CT Lottery "Lucky Links" :30 TV - 2015 NASPL Award Winner for Best New Draw Game Launch



Maine Lottery "World Series of Poker - 3 of a Kind" :30 TV



CT Lottery: Responsible Gaming Video



Qualifications & Experience: Graphic Design & Print Production

Fuseideas has extensive experience in all forms of graphic design, print production and logo creative as well as corporate identity. We produce hundreds of graphic design and print pieces each year as well as develop logos and corporate identities. Some examples follow on this page and the following page.



Bermuda Tourism
New York Times



ESPN Deportes
Broadcast and Cable



CT Lottery
Hartford Courant



Qualifications & Experience: Graphic Design & Print Production

Logo Identity and POS/POP - 5 Card Cash was one of CT Lottery’s most successful game launches and was a **2014 NASPL Award finalist** for game launch. We know from our extensive Lottery experience that prospective players are sometimes intimidated when unfamiliar with how to play. We know that education must be integrated with promotion of the new game so our creative approach underscored the “Two Ways To Win” on one ticket - de-mystify the game. The POS/POP was critical to this strategy and we supported the retailers with a training video and sales instructions. We also developed the game logo as well.

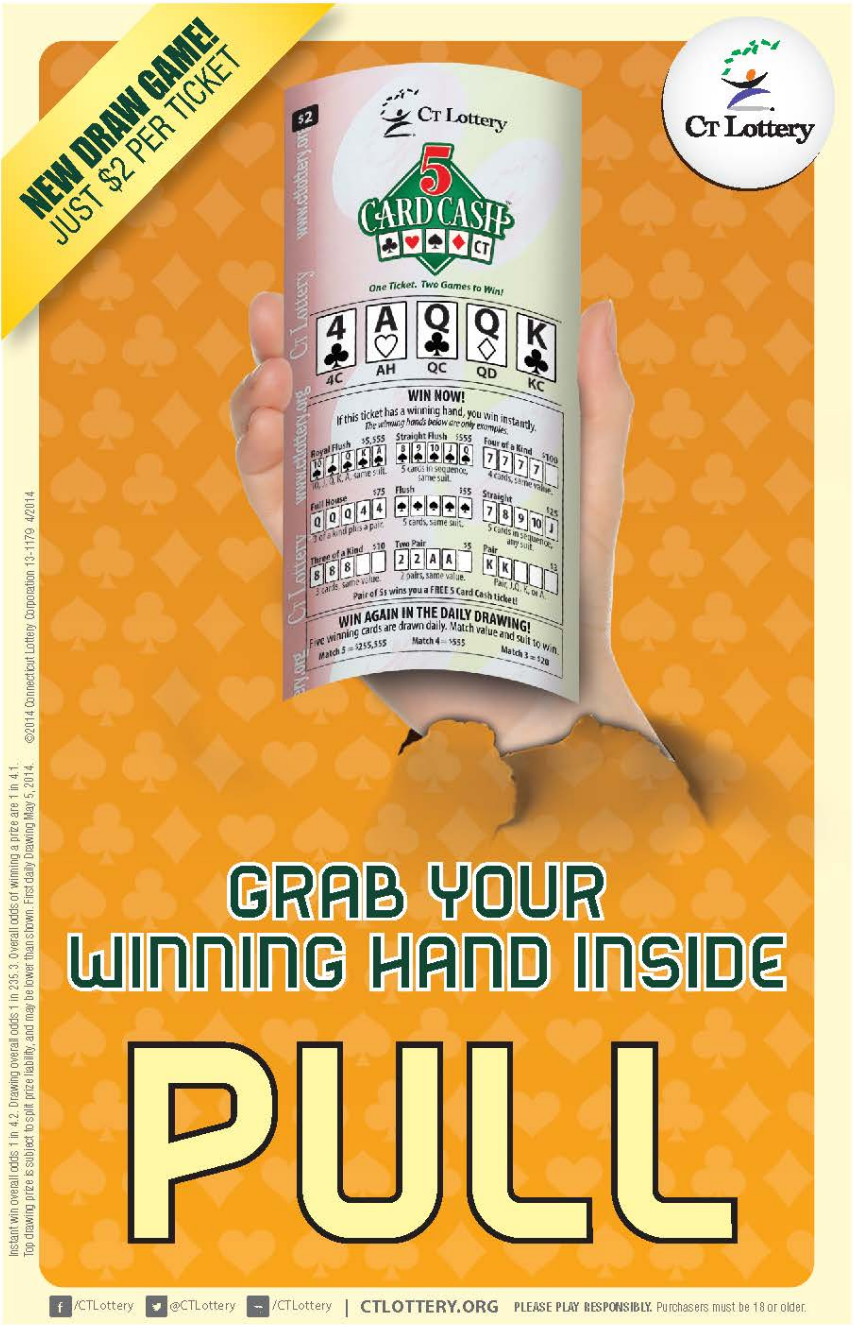
Game Logo



Counter Card



Change Mat



Outside Door Cling



LIM Frame and Wobbler



Dispenser Topper



Counter Mat

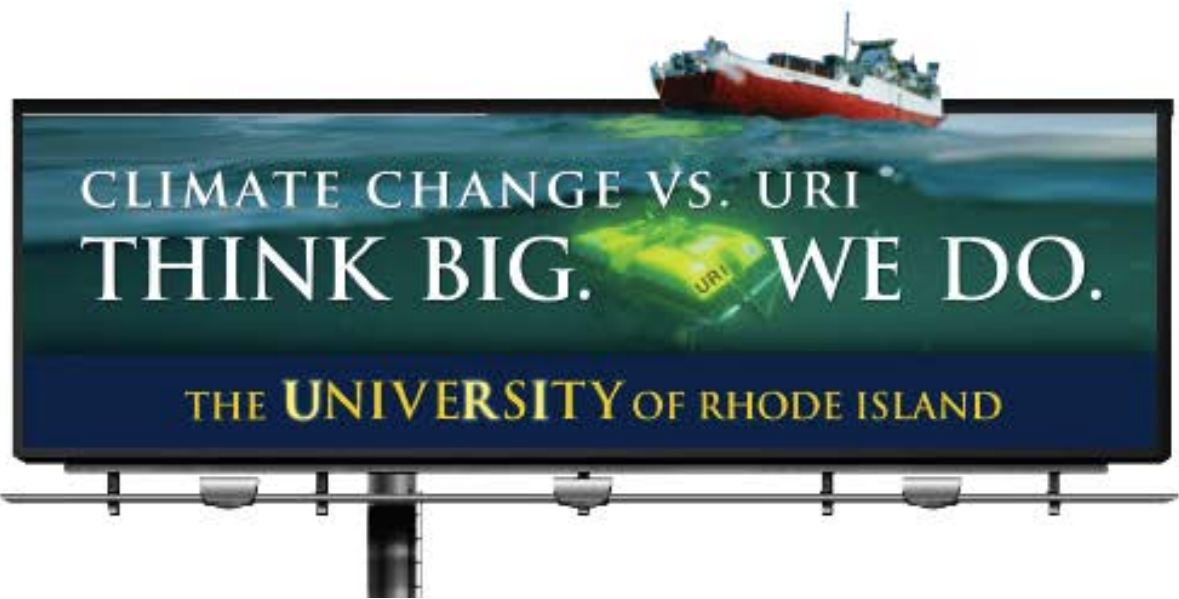


Qualifications & Experience: Graphic Design & Print Production

Logo Identity



Outdoor/Billboards



Transit



Qualifications & Experience: Digital Video for Web and Mobile

Fuseideas has developed a number of innovative digital video content solutions that we think would benefit West Virginia Lottery. With an in-house video editing capability, we are able to produce broadcast quality video in an efficient way. We also have been leaders in mobile platforms, developing a number of mobile apps including the world's first indoor geo-location way finding app for our client Hartsfield-Jackson Atlanta Airport. We also included a rich media video unit we designed for Visit Big Sky that appeared on Facebook.



Rich Mobile Facebook Ad Unit



YouTube Video for our client Tourism Santa Fe



Pre-roll Ad for Visit Big Sky



World's First Indoor Wayfinding App for Hartsfield-Jackson Atlanta Airport



Qualifications & Experience: Social Media Expertise

Social Media is one of our core services and an integral part of our relationships, we worked on social media campaigns for CT Lottery, Maine Lottery, and VT Lottery. Our social media services are identified in the diagram to the right and we have had some very successful social media initiatives to include:

- 2,500% increase in social media engagement during our work for Bermuda Tourism
- 1,500% increase in social media engagement during our brand launch for Virginia Commonwealth University
- A 15.33% click rate with engagement up 300% in the first 3 months of our campaign for Visit Big Sky
- 40 million impressions on our organic campaign for Germany Tourism
- 1600% increase in Instagram engagement for our client Tourism Santa Fe

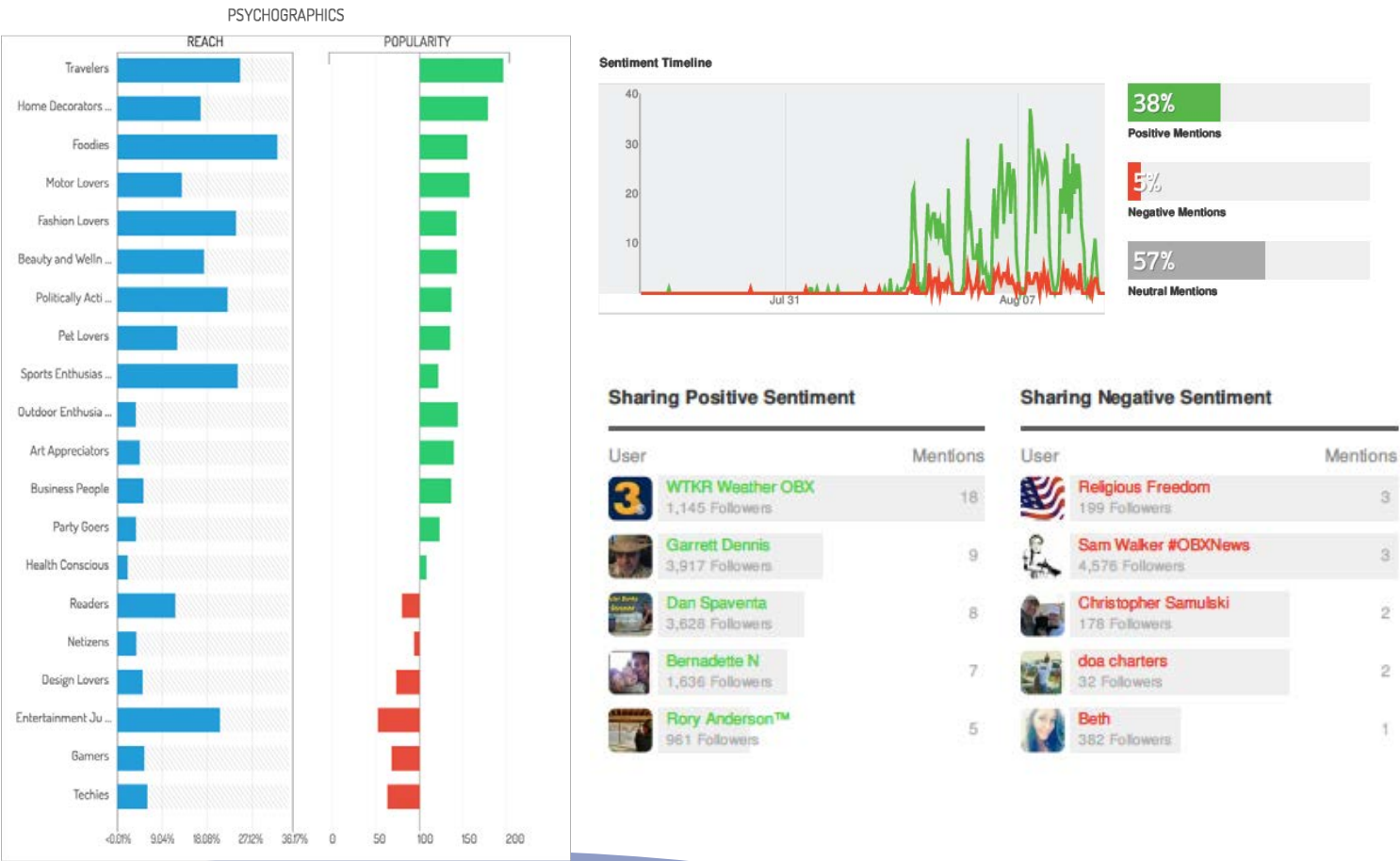
Social media marketing is an exponential augments of paid media if done properly. Audiences, their behaviors and their attentions are constantly shifting as much as channels are constantly changing, and it is critical for West Virginia Lottery to understand what these changes are and how it will impact your business.

Fuseideas believes there are 4 things that lead to success in social media which formulates our approach: Deep Understanding, Responsible Innovation, Holistic Marketing, and Constant Reevaluation.

- **Deep Understanding** - This requires a thorough review of social media data to understand the make-up of your audience and from there, continue to perform constant reevaluation of your audience, what drives them, what they're passionate about, how to reach them and what stirs desire in them.
- **Responsible Innovation** - A willingness to be first and try new things are imperative to embracing the power of social media. We call this Responsible Innovation, but it is innovation nonetheless. Being innovative in a responsible way is a solid approach in social media; it allows your brand to determine best practices, gain attention and leverage the next big thing before it becomes inundated with other brands.
- **A holistic approach** to social media includes organic content development and distribution, new channel development, paid social advertising, events, news-jacking, social listening, engagement with influencers and real life events that provide opportunities for consumers to create content on your behalf. Further, it needs to integrate seamlessly in the overall brand, campaign and media strategy so that it is augmenting and supporting the overall efforts and not isolated and off on it's own island.
- **Constant Re-evaluation** means not being satisfied with just using social media, but also using data and campaign results to improve the subsequent initiatives that you will undertake. Fuseideas believes this is critical for success in social media marketing and why we are so successful at helping campaigns use social media to its highest potential.



Below: Understanding your audience is critical to being successful in social media. Fuseideas leverages a number of tools to help build our social media strategy. Below is an example of some social media analysis for one of Fuseideas clients.



Qualifications and Experience: Analytics and Consumer Insight

Data and Consumer Insight to Inform “Actionable” Strategy

A core differentiator of Fuseideas is our use of technology to conduct detailed behavioral profiling and segmentation on a client’s data. For West Virginia Lottery, we would seek to leverage retailer data, second chance data, loyalty program information as well as any other data that we can leverage to have the most robust information to inform strategy. For example, for our client Bermuda Tourism, we digitized 10 years of their visitor arrival cards to build a comprehensive profiling and segmentation study in order to not only understand their core customers, but also identify their new audience segments. From that data we were able to also develop persona-based media plans and creative campaigns that were more closely matched to the audience profiles. We are looking forward to the opportunity to work with the West Virginia Lottery to see what data you have available in order to perform a similar profiling and segmentation study.

Beyond audience profiling and segmentation, Fuseideas has the capability to conduct comprehensive research, matched to your needs, including discovery interviews, focus groups, qualitative research and quantitative research, creative testing, usability testing, as well as ad-hoc surveying. We have experience in:

- Analyzing existing research to identify key actionable findings
- Designing and conducting a program of qualitative research with your key audiences to identify key strengths, messages and issues
- Designing and conducting quantitative research with key audiences to measure attitudes and awareness and test the optimal approach to marketing your Lottery and your product set
- Qualitative methods include phone and online surveys, benchmark studies and follow-up studies to gauge brand sentiment

Tools

As seen below, Fuseideas employs best in breed research tools, as well as some innovative data-mining tools to inform our campaign and media strategies. Highlighted below, we have also developed an in-house proprietary tool called **Potential Human Reach™**, used to more effectively measure Twitter engagement, content and activity. Potential Human Reach™ uses a trademarked and proprietary formula to measure both, in a single number, for marketers to more effectively understand their Twitter standings.

Another innovative research tool we used for Bermuda Tourism is called **Hitwise**. **Hitwise** measures downstream analysis of web activity so brands can find out what users do after they leave your site. This helps gain valuable strategy to keep users on your site and converting. Another tool we use to measure consumer sentiment is called Cube You. It’s becoming a very important tool for us to measure what customers say about you but also what kinds of media they consume.

Below: Fuseideas ran an analysis of the West Virginia Lottery’s Twitter account via our Potential Human Reach Tool. We found that your PHR of 172,534 puts you in the bottom 20 percent of other state Lotteries. We would like to see a state Lottery of your size over 300,000 and this can be done via a combination of more relevant tweets and a higher % of tweets published with video. This number should be closer to 50%. We would be happy to discuss this in person.

Potential HUMAN Reach™

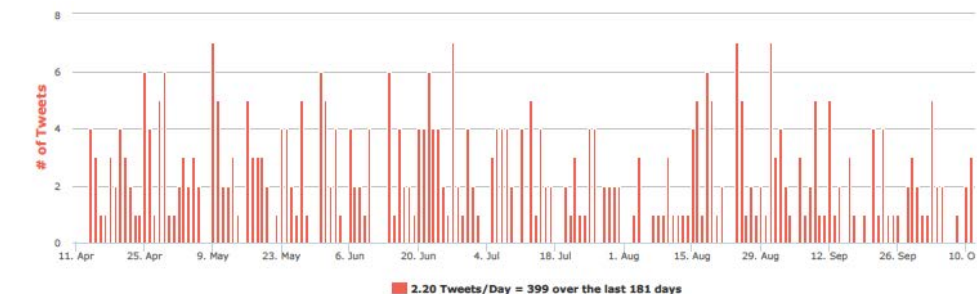
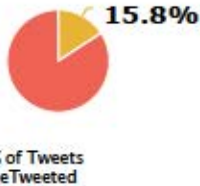
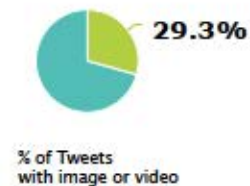


Your Twitter Performance Report

Your Twitter account has been analyzed for network size, engagement and content quality:

@MyARLottery [https://twitter.com/MyARLottery]

Registered on	2/15/2012
Followers	934
Following	130
Tweets	3,467
Photos/Videos	907
Follower ReTweets	825
Potential Human Reach	172,534
Engagement	184.73 humans reached per follower



GfK MRI



Potential HUMAN Reach™



Qualifications and Experience: Analytics and Consumer Insight

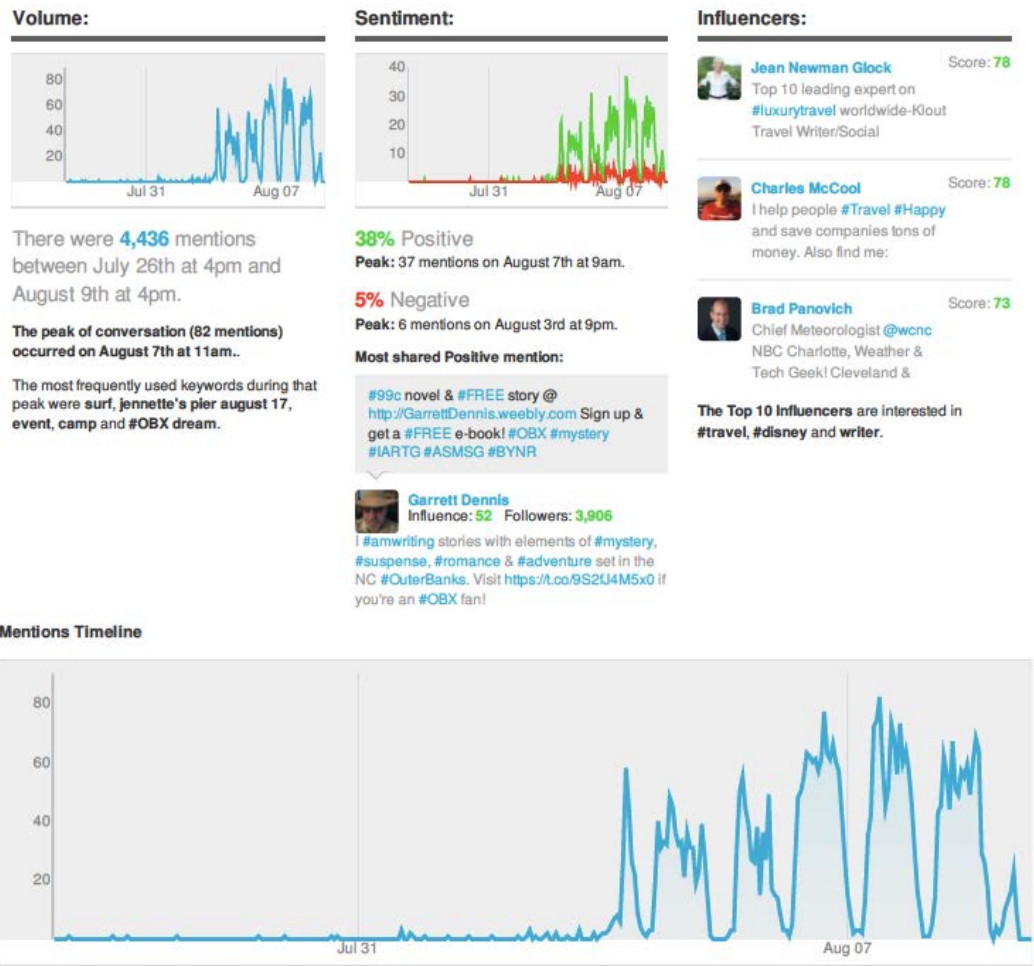
We believe in openness and accountability, and are proud of the results and the return on investment we have achieved on behalf of our clients. As part of our transparency to performance, Fuseideas will provide you with access to our dashboard system called “Copernicus” which tracks and measures all marketing activities related to your marketing efforts. “Copernicus” aggregates key metrics and analytics to include website analytics, SEO, SEM, social media, and even offline media performance. We utilize our dashboard not just to report on activities, but also to make strategic recommendations in order to optimize performance.

Although “Copernicus” allows access 24/7/365, each month we will prepare a summary report for review by the West Virginia Lottery marketing team and other key stakeholders (where appropriate). These dashboard reports will provide you with actionable information that we use to optimize performance, maximize media dollars and ensure that all the key performance indicators (KPIs) agreed to in the ROI and Benchmark Plan are being met and achieved. If desired, we are also able to customize reports for each audience, providing executive level views as well as detailed reports for the marketing and daily management teams. What we measure:

Each month we prepare and present summary and detailed reporting of campaign performance as well as other activities. Our KPIs (key performance indicators) are determined in collaboration with the West Virginia Lottery. This includes, but is not limited to, information such as:

- Lottery Business Analytics
 - Monthly Game Sales Reports
 - Sales Volume By Game
 - Draw vs. Scratcher Sales
 - Retail Performance
- Website Intelligence
 - Website Traffic
 - Website Bounce Rates
 - Referral Traffic
 - Downstream Analysis
 - Time On Site
- Search Performance
 - SEO Performance
 - SEM/PPC Performance (CTR)
- E-Marketing/CRM
 - Email Campaigns
 - CRM Activity
- Public Relations Sentiment
- Social Media Full Analytics
 - Full Cross Channel Activity
 - Engagement
 - Sentiment
 - Customer Service Requests
 - Likes/Follows
 - Campaign Statistics

Below: Social media analysis is part of our dashboard reporting.



Below: A snapshot of our Copernicus dashboard



Qualifications & Experience: Earned Media & Public Relations

Fuseideas has a number of clients where earned media is part of our core responsibilities or we have been tasked with managing the efforts off a third party public relations firm. Clients have included CT Lottery, Maine Lottery and Vermont Lottery as well as Bermuda Tourism, Iona College, Norfolk State University and Maine Department of Transportation. Fuseideas believes public relations is an integral part of our offering for our Lottery clients. Here is a press release and a story placement from our work with Maine Lottery. We believe public relations and earned media is a critical strategic tool to use on a regular basis to not only augment paid media campaigns and game launches, but also to support the overall reputation management approach by ensuring positive Lottery news on a continuous basis.

For Immediate Release
January 5, 2016

Media Contact:
Angie Helton
(207) 653-0365
nema@maine.rr.com



MAINE LOTTERY ANNOUNCES TOP DECEMBER WINNERS

AUGUSTA, MAINE—The holidays were a little greener for the Maine Lottery's top winners of December, with 11 winners taking home prizes of \$30,000 or more, including one \$500,000 winner. The Top 11, who took home a combined \$1,360,000, were:

\$250,000 - \$500,000 Winners

Leslie Bragdon of Millinocket
Michel Dumont of Stratham, NH

\$100,000 Winners

Cynthia Doane of Danforth
Ryan Lent of Bath
Amanda Devitt of Bloomfield, CT
Tyler Burch of Caribou

\$30,000 - \$70,000 Winners

James Doughty of Yarmouth
Harold Emery of Poland
Frank Morrison, Jr. of Orono
Debra Naas of Sherman
Melissa Cummings of Brunswick

In all, 35 Mainers won prizes of \$10,000 or more in December, with combined winnings of \$1,740,000.

About Maine Lottery

The Maine State Lottery was established in 1974 by Maine voters in a statewide referendum. Maine State Lottery proceeds benefit the General Fund. For information on lottery games and game draw results, visit mainelottery.com. Maine State Lottery officials encourage everyone to play responsibly.

Vinalhaven man wins \$1 million in Maine State Lottery instant game

www.pressherald.com/2015/06/15/vinalhaven-man-wins-1-million-in-maine-state-lottery-instant-game/

By Dennis Hoey Staff Writer | @DennisHoey | 207-791-6365

Maine has another millionaire lottery winner.

Just one month after a retired obstetrician won \$2 million in the Powerball game on a ticket he bought from a supermarket in Bath, a man from Vinalhaven won \$1 million in the Maine State Lottery's \$40,000,000 Fortune instant game.

A news release issued Monday by the Maine State Lottery identified the latest winner as Daniel Desmond, a resident of Vinalhaven – an island community off the coast of Rockland in Penobscot Bay.

Desmond purchased his winning ticket at Fisherman's Friend, a store on Vinalhaven. Desmond could not be reached for comment Monday evening.

"I'm so excited to hear that we had a big winner and it's especially nice to hear that it's one of our regular customers. He is such a nice man and I am so happy for him," Angie Miller, an employee of Fisherman's Friend, said in the news release.

The business received a \$10,000 bonus for selling the winning ticket.

In May, Theodore Drake of Bath purchased a winning Powerball ticket from Brackett's Market on Front Street in Bath. The owners of the market received \$20,000 for selling the ticket.

The \$40,000,000 Fortune instant game offers the highest payout in Maine's lottery history, with more than \$40 million in cash prizes that include a top prize of \$2 million. The game also offers players four prizes of \$1 million, and \$11.5 million in prizes ranging from \$50 to \$500.

Angie Helton, a spokeswoman for the Maine State Lottery, said the state is planning to host an unusual live party Thursday night at the Augusta Civic Center where Fortune instant game players will be given the opportunity to win even more prizes.

People who qualified for the event through a second-chance drawing by registering their nonwinning game tickets will be eligible to win one of 40 top prizes that include two \$100,000 cash prizes, a new Jeep Wrangler, a Ford Mustang convertible or \$40,000 in cash. The party will run from 5:30 to 7:30 p.m. and will feature live music

Anyone with a nonwinning Fortune game ticket can show up at the civic center and be eligible to win a door prize ranging from two 55-inch ultra HD televisions, three iPad Air tablets, and two Bose Cinemate home theater sound systems.



Qualifications and Experience: Event Marketing

Fuseideas has extensive public relations and event planning experience for Lottery and other clients. This work includes media relations, event planning and digital public relations. Fuseideas also has a very robust experiential marketing practice (see clients to the right) and have found this to be an increasingly effective way to reach audiences. The following describes our most powerful experiential campaign and also our best earned media accomplishment.

Large Scale Experiential Campaign - Microsoft

Microsoft hired Fuseideas to execute the global launch of their "Modern Warfare: Call of Duty" game in New York City. Fuseideas developed an innovative experience that tied in the theme of the game into the content of the experience by turning Union Square into an Army "base". The base was outfitted with over 100 game consoles to allow fans to "trial" the game and experience it. To provide fans from out of the City and across the world access to the event, Fuseideas partnered with game portal IGN to broadcast the event live. Fuseideas invited players from the New York Yankees and Philadelphia Phillies who were competing at the World Series during that time to attend the event and compete against each other in the game. Other stars included James Gandolfini and LL Cool J.

With extensive coverage in USA Today and the New York Times and IGN, We reached over 10MM impressions. There were over 500,000 viewers of the live stream and the game itself sold 20MM copies in the first two months of the launch.



Fuseideas has planned and produced a number of different experiential campaigns for a number of high profile clients.

Microsoft®



Travel
Alberta
Canada 🇨🇦



Johnson & Johnson



FOX
NETWORKS

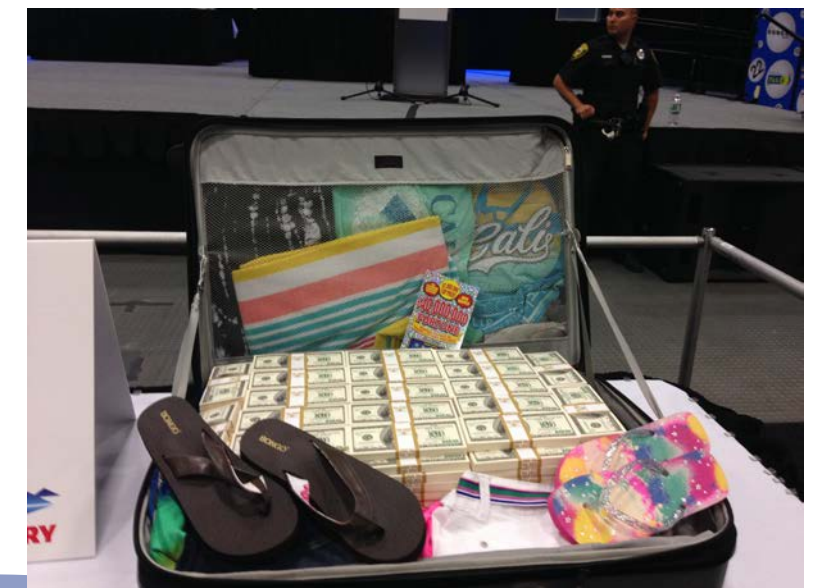
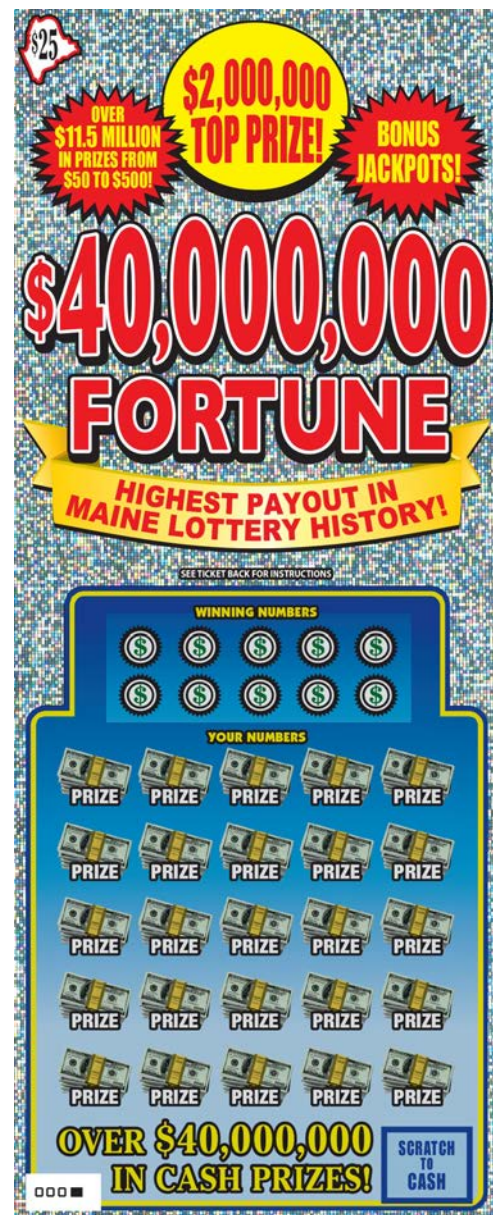


Qualifications and Experience: Event Marketing

Earned Media Campaign & Small Scale Event - Maine Lottery "\$40 Million Fortune"

One of our most recent earned media campaigns was a combined PR and Experiential initiative called "\$40 Million Fortune." The live event took place in June at the Augusta Civic Center, and featured music, concessions and more. VIP guests, who qualified through a second-chance drawing by registering their non-winning \$40,000,000 Fortune tickets via the Maine Lottery website were eligible to win one of nearly 40 top prizes, including one of two \$100,000 cash prizes, a Jeep Wrangler, Ford Mustang convertible or \$40,000 in cash.

Over 4,000 people attended the event which was covered by every major news outlet in Maine.



Qualifications & Experience: Awards

Fuseideas is proud of the results we get for our clients. Yes, our staff has won awards such as Emmys, Effies, Adrian Awards, One Show, Cannes, and a number of awards from NASPL and LaFleurs. That being said, the results we get for our clients are more rewarding to us than creative awards. Here are some results we are proud of the most:

- Massachusetts Lottery – increased sales of \$30M over one year
- Bermuda Department of Tourism – increased leisure travel by 4% over one year; 100% website traffic increase; 2,000% social engagement; 100,000 Likes for Facebook in less than 2 years
- Norfolk State University - 100% increase in enrollment in 1 year
- Maine Lottery - Led the Nation in ticket sales for 6 months in 2015
- Big Sky Montana – 10% increase in visitation first year of campaign and a record increase in visitor guide requests to go along with a record increase in lodging tax and ADR
- Virginia Commonwealth University – Highest freshman class ever enrolled
- HBO "Game of Thrones" – 85% engagement rate from affiliates throughout the region
- Collette Vacations – product revenue up 56% in one year
- Swan Racing/NASCAR – nearly 200% increase in Facebook fans within 60 days
- Maine Tourism – summer visitation increased 14%
- William Paterson University – 40% increase in applications in one year
- Iona College – 28% increase in freshman class yield in one year
- Univision – Multicultural campaign led to highest ad sales year ever (\$300M)

Yes, we want to win many awards for Arizona Lottery, but we will work tirelessly to ensure we have the results to justify any awards that we will achieve together.

Certifications, memberships, and/or accreditations relevant to branding and multi-channel marketing communications.

Fuseideas is a member of a number of organizations that are related to the marketing and advertising industry. These organizations include:

- Ad Club of Boston
- American Marketing Association
- Destination Marketing Association International
- Cable Television Association of Marketers
- Ad Club of Maine
- Massachusetts Interactive Technology Exchange
- National Sports Marketing Network

We also have a number of digital marketing and web development key certifications and partnerships that may be of interest to West Virginia Lottery:

- Kentico Gold Partner
- Google Certified Partner (AdWords and Analytics)
- Microsoft Certified Partner



Fuseideas recently won the Tourism Campaign of the Year Award at the Montana Governors Conference on Tourism in May 2016. We were honored for our work on Visit Big Sky where we helped drive 10% visitation increases three years in a row.

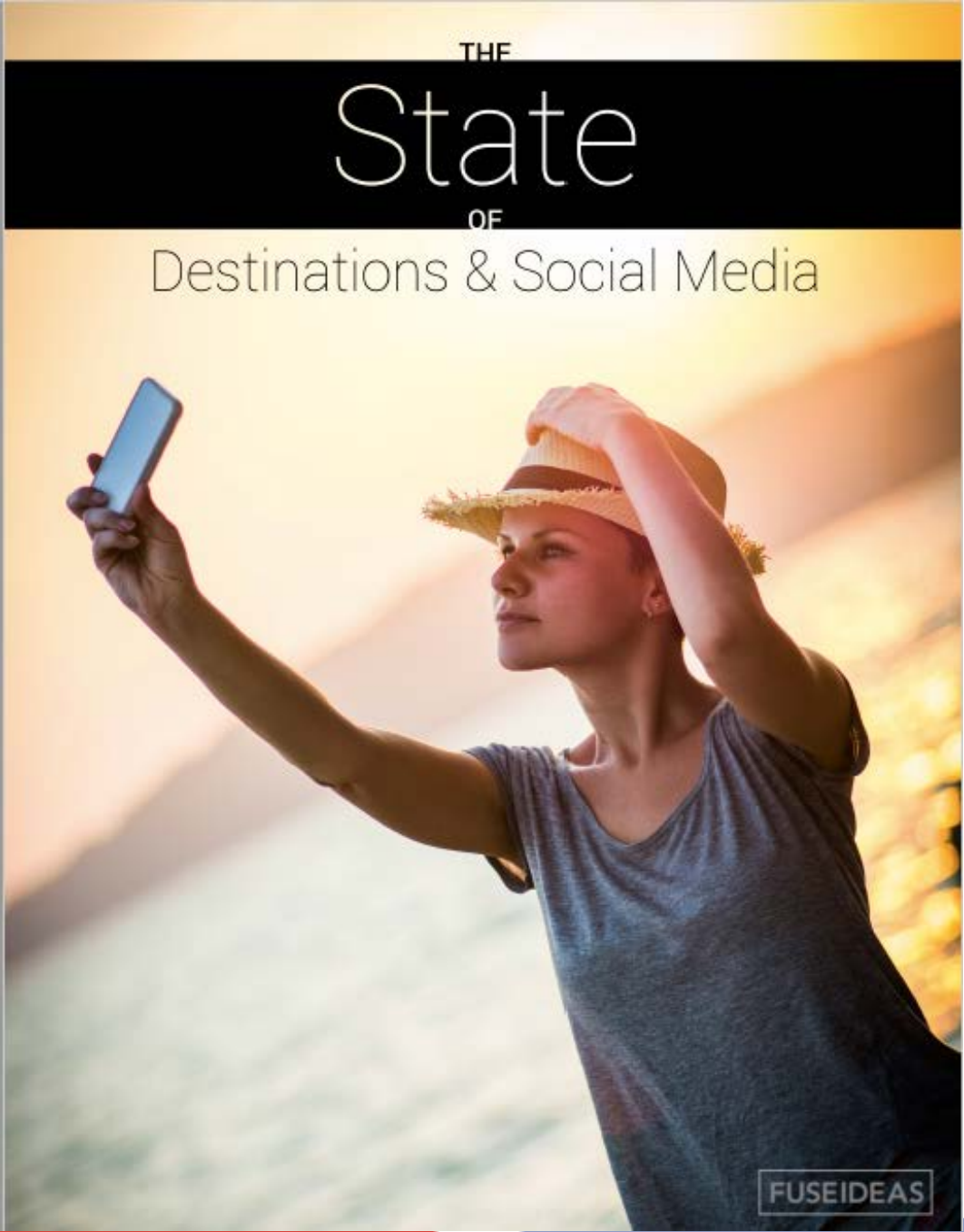


Qualifications and Experience: Thought Leadership

Fuseideas and some of our staff regarded as thought leaders and are speakers at conferences in a variety of industries. Our CEO Dennis Franczak is a regular speaker at the Lafleur's Conclaves and Symposiums. A list of his most recent conferences include:

- **Nebraska Governor's Conference on Tourism 2016** - "Smart Marketing When Budgets Are Small"
- **LaFleurs 2015 Orlando Conclave** - "Media Innovation in Lottery Marketing"
- **LaFleurs 2014 Symposium, Washington DC** - "Marketing to Millennials"
- **Destination Marketing Association International CEO Summit - 2015** - "Is Your Destination's Brand Resonating With Next Generation of Travelers"
- **Digital Hollywood 2014** - "Branded Entertainment Trends and Digital Innovation"
- **DMAI Summit 2015 Keynote Panel** - "Disruption and Innovation Opportunities in Destination Marketing"

In addition to appearing and speaking at conferences, we are active publishers. Most recently we published an e-book on the "Impact of Social Media On Destination Marketing"



Staffing:

Why Fuseideas is Qualified To Service the West Virginia Lottery Account

Fuseideas is the right team at the right time for the West Virginia Lottery. With the rapid changes in Lottery player's consumer behavior, you need a partner with fresh thinking, who is immersed in Lottery marketing but is not exclusive to it. You need someone who doesn't just keep up with trends, we create them. Here's why we consider ourselves a qualified partner and why you should consider working with us:

1. Fuseideas offers **significant Lottery marketing experience** with diverse destinations all with unique and complex goals.
2. Because of the depth of experience and professional expertise of our senior staff, our strategic planning capabilities will elevate the **West Virginia Lottery strategic planning** to a whole new level.
3. We have exceptional skills and experience in consensus building with **key local stakeholders in the Lotteries** we serve. We know how to get stakeholders to buy-in and become champions of your efforts!
4. Fuseideas offers one of the **most capable and experienced media departments in the Country** when it comes to planning and buying media for Lottery marketing programs. Our approach also allows us to optimize in-flight to maximize your media investment. With **global reach and local impact**, our media strategies are regarded as some of the best in the business.
5. At Fuseideas, we have invested in the people and tools to offer our clients superior analytics capabilities, including our proprietary dashboard system, "**Copernicus.**" By capturing and analyzing campaign data on a real-time basis, we can share performance day to day as well as summarize and report overall campaign results while identifying insights for future planning.
6. Although we have substantial experience in Lottery marketing, we bring best practices from our other sectors, **Entertainment, Gaming and Sports.**
7. Because Fuseideas was originally formed as a web development company a decade ago, **digital and interactive is in our DNA.** We have consistently brought the latest in digital and mobile development and marketing to our clients.

But the most important factor in selecting an agency is determining which agency has a team that you can work with. Chemistry is important and we believe that you'll find the Fuseideas team to be dedicated and enthusiastic about achieving great things for you.

The bottom line is that you won't find an agency that will work harder. We don't just want your business, we want your problems. Let's solve them and build a great success story together.



Staffing: Local Commitment To West Virginia Lottery

Fuseideas is committed to the markets we serve. To demonstrate our commitment to West Virginia Lottery, Fuseideas will provide the following commitments:

- Partnering with a local firm in Charleston, WV to support our agency team and serve as a day-to-day in-person contact for the West Virginia Lottery
- We will attempt to work with as many local vendors as possible to supply materials and services on behalf of the West Virginia Lottery Account
- Regular presence of agency executives at Lottery Commission meetings

As an agency that works with client on a national basis, Fuseideas has a long track record of commitment to our local markets. In 2011, after securing work with the Maine Office of Tourism and other Maine clients, we established a Fuseideas office in Portland, Maine. Staffed by Maine residents, our office there engages local services for such things as television production, photography, copywriting and more. Our total estimated direct contribution to the economy in Maine for 2015 alone included over \$350,000 in salaries and benefits and approximately \$500,000 in services purchased from local providers. Since the office was opened, we have contributed almost \$3M to the local economy.

Similarly, in Santa Fe we committed to use local companies for production and photography/videography. In the first 9 months of our engagement we returned more than \$125,000 to local small businesses, and we continue to engage locals whenever it makes sense to do so. We anticipate this commitment to reach \$150,000 annually for every year of the relationship.

During our tenure with Bermuda Tourism, our total on-island local expenditures in the first year alone exceeded an estimated \$450,000. This included hiring local models, photographers, videographers, the production of signs, banners and promotional materials as well as rental of equipment and other types of production services.

At the conclusion of our relationship with Bermuda in 2015, that number totaled approximately \$1M. In short, our philosophy is that Fuseideas becomes a part of the destination communities we serve.

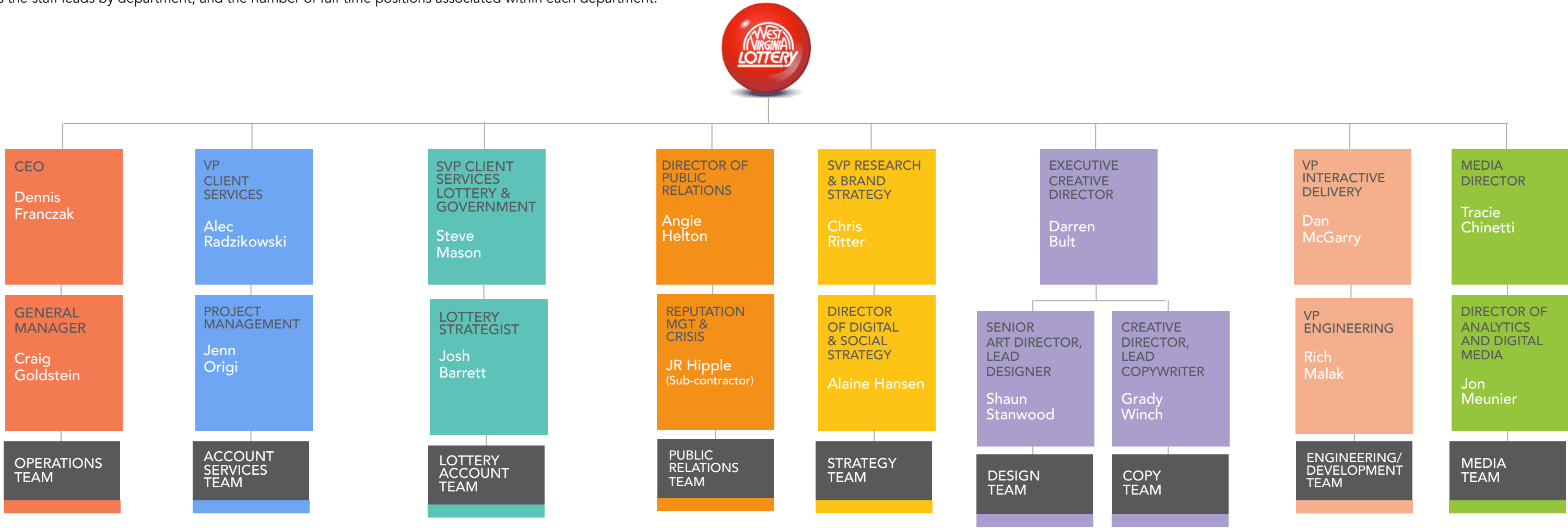
We would love to become part of the West Virginia community and work collaboratively to make meaningful investments within the State of West Virginia.



Fuseideas Staffing Organizational Chart



If you ask our clients what its like to work with us, you'll get responses that highlight our passion for the work. We solve problems that other agencies don't have the expertise or the desire to take on. Fuseideas has outstanding people that live up to this mission and reputation. Our team includes strategists, creative thinkers, technologists, media professionals and social media thought leaders. Our team brings global thinking and an innovative mentality to their work. This carries our clients further than they could have ever imagined. Integrated from the start, the West Virginia Lottery team will benefit from the way Fuseideas truly understands how to build campaigns that will resonate with today's discerning consumer. The chart below details the staff leads by department, and the number of full-time positions associated within each department:



Working Together: Responsiveness and Communication


With an agency of over 50 people combined with our commitment to have a local presence to service the West Virginia Lottery account, we have a number of protocols in place to ensure a timely response to the West Virginia Lottery.

Our client service philosophy is based on a true partnership approach as opposed to a client-vendor relationship. We do our best work when we serve as an extension of the client’s team and are working as a single unified team. This ensures we are aligned with their goals and objectives. We have a number of protocols and workflows in place to ensure a successful relationship.

- **Kickoff Meeting** – This early meeting allows us to meet your team and ensure that all goals and objectives for the relationship are fully outlined and understood. We use this time to plan the overall engagement for the entire relationship, including but not limited to, the parameters for discovery, strategy, creative, social media, the marketing calendar, and interaction with all project stakeholders.
- **Brand Immersion & Stakeholder Engagement** – Relationship management is a foundation of our company and we take this aspect of the engagement very seriously. This allows us to cultivate the relationships and learn what is needed to be successful and move forward. At the very early stages of the assignment, we will immerse ourselves in the West Virginia Lottery by visiting and meeting with Lottery staff, the Commission, the retailers, State Officials, and other stakeholders. We also view this as an on-going activity so we will continue to nurture these relationships.
- **Weekly Status Meetings** – Each week, a regularly scheduled status meeting will take place between the West Virginia Lottery and Fuseideas project teams to review current projects, initiatives, deliverables and schedules. This meeting is an invaluable tool in keeping all projects and initiatives on schedule. Once a month, we also review analytics and ROI to ensure our work is meeting financial goals and objectives.
- **Daily Communication** – We will have daily communications with the Lottery team members and stakeholders. We encourage our team members, regardless of function, to get to know their respective counterparts at West Virginia Lottery in order to foster collegial and friendly working relationships built on trust. This also allows for a healthy exchange of ideas and helps keep the relationship and deliverables moving forward.
- **Project Extranet** - During the early days of the relationship, we will set up our project extranet (called “Basecamp”) which will be the document repository for all items related to the project. West Virginia Lottery team members will have 24/7/365 access but also will be notified by email when new documents are posted.
- **Regular In-Person and Virtual Meetings/Presentations** – As described earlier, there will be on-going regular instances where in-person meetings or presentations are recommended, and others where virtual meetings (via GoToMeeting) will suffice. The Lead Account Executive will be on-site regularly for in-person meetings with other Fuseideas staff attending as appropriate.
- **24/7/365 Accountability of our CEO and staff** – Each client has our CEO’s direct contact information for client escalation. Our agency is big enough to handle all of your needs, yet small enough to have senior management available to you and in touch with your account’s needs. Maintaining 24/7/365 availability to our clients is something we are very proud of and our references will confirm that we are accountable for our work. We will stop at nothing to help a client achieve their goals.

Below: A sample status report for Connecticut Lottery. We are working on over 30 different projects for them at any given time. We will follow a similar format for managing all West Virginia Lottery assignments and we will review on the weekly status calls.

Calendars are typically planned at the beginning of each Fiscal Year during strategy summits which we will conduct with the West Virginia Lottery. We continuously update this schedule and review it each week during our status meetings.

FUSEIDEAS		Connecticut Lottery Project List & Status Report - FY 2016 Week of 10/8/2015							
Programs & Projects	Description & Specs	Current Status	Next Steps	Key Dates	Estim.	Deliv Date	Team	Proj #	
Media:									
POV AND REVIEW									
Sunshine Electronic Display Units	Need to replace digital units on Powerball and Mega boards over 10 year sold (roughly 11 boards in total)	Roughly \$8K per unit; CLC looking into funding for Q3/Q4					TC/JO		
Mohegan Sun Partnership	Sponsorship Opportunity w/Casino & CT Sun	With Mohegan's Legal Department	CLC to let Fuse know if they need anything				CLC		
Hartford Goats Sponsorship	Fuse to look into details of sponsorship, what's new for Keno?	Radio/Stations - Restaurants & avail of onsite sales - OOH & interior signage - Dates	Information sent to CLC, CLC to advise on next steps				TC		
WMRQ concert POV		Sent to CLC 10/6	CLC to let Fuse know if interested						
WTNH CMA Package POV		Sent to CLC 10/5	CLC to let Fuse know if interested						
PLANNING									
Evaluating OOH opportunities near Goat stadium		Reps have been contacted to identify boards that are part of CLC's current buy or which could be added	Fuse to compile and present info			25-Sep	Jon/TC		
Q2 Star Radio Promotions	various station promotions to support Star game	Promotions book based on LT/TC conversation 10/2, MCE sent 10/5	CLC to approve MCE, Fuse to traffic assets			25-Sep	TC		
Q3 buying in process									
Programs & Projects	Description & Specs	Current Status	Next Steps	Key Dates	Estim.	Deliv Date	Team	Proj #	
Home Depot Game, Licensed w/ Alchemy3,LLC									
<i>\$50,000 Build It Bucks, \$5 ticket, second chance drawings</i>									
Radio :30 (second chance dates)		Waiting to record					CJ, VL, JO		
Powerball									
Radio - National Campaign Spots	Tag w CLC logo, legal & odds	Awaiting spot confirmation							
TV - National Campaign Spots	Tag w CLC logo, legal & odds	Awaiting spot confirmation							
Web banners	National & CT Creative	Updating	Next Round: 10/2				SB, JO	15-0027	
\$ Card Cash with ALL IN									
TV :15	Element Producing	Reviewing R2 rough cut 10/6		Deliver 10/14			CJ, VL, JO	15-0009	
Programs & Projects	Description & Specs	Current Status	Next Steps	Key Dates	Estim.	Deliv Date	Team	Proj #	
\$ Card Cash with ALL IN									
TV :15	Element Producing	Reviewing R2 rough cut 10/6		Deliver 10/14			CJ, VL, JO	15-0009	
TV :30	Element Producing	Reviewing R2 rough cut 10/6		Deliver 10/14			CJ, VL, JO	15-0010	
How to Play Video	Motion Producing	Reviewed R1 -- Waiting on CLC Approval		Deliver 10/1			CJ, VL, JO	15-0019	
Radio :30		10/1 Review R1 script		Deliver 10/14			CJ, VL, JO	15-0007	
Radio :60		10/1 Review R1 script		Deliver 10/14			CJ, VL, JO	15-0009	
Vinyl Billboard	2 sizes; 2 week lead time	Artwork & Estimate approved; moved into production		Release 9/30		10/15/15	SB, JO	15-0014	
Transit	3 sizes; 2 week lead time	Artwork approved; Waiting for vendor contract approval		Release 10/1		10/15/15	SB, JO	15-0081	
Digital Billboard	2 Sizes	Waiting for final approval from CLC		Release 10/12			SB, JO	15-0015	
LED harbor yard banner		In creative conceiving; Deliver R1 10/8		Release 10/12			SB, JO	15-0082	
Web Banners		In creative conceiving; Deliver R1 10/8		Release 10/12			SB, JO	15-0011	
POS -- Payout Card	Need translation/2-week lead time for print, quantity 325,000	Delivered		Translate w.o 9/14		9/30/15	SB, JO	15-0012	
POS -- Lim (LEFT)	3k quantity	Delivered		Release 9/18		9/30/15	SB, JO	15-0017	
POS -- Large window cling	3k quantity	Delivered		Release 9/18		9/30/15	SB, JO	15-0017	
POS -- Poster	3k quantity	Delivered		Release 9/18		9/30/15	SB, JO	15-0017	
POS -- Pump Toppers	500 quantity; needs half inch border built into 12x20	Delivered		Release 9/18		9/30/15	SB, JO	15-0017	
POS -- Retail Banners	3k quantity	Delivered		Release 9/18		9/30/15	SB, JO	15-0017	
POS -- We Sold a Winner Sign	125 quantity; 25 of \$255,555, 80 of \$5,555, 20 blank	Delivered		Release 9/18		9/30/15	SB, JO	15-0016	
POS -- Tear Pad	Quantity: 500	Artwork & Estimate approved; moved into production		Release 10/1		10/16/15			
Winners Checks	Quantity: 15	Artwork & Estimate approved; moved into production		Release 10/1		10/16/15			
\$250,000 Cashword 2									
TV Edit :15		Spot Approved; adjusting social icons		VExpress 11/2		11/23/15	CJ, JO	15-0044	
TV Edit :30		Spot Approved; adjusting social icons		VExpress 11/2		11/23/15	CJ, JO	15-0044	
Radio :30 - Puzzle Fun Every Day Edit		Awaiting final script approval; will record with Massive				11/23/15	CJ, JO	15-0045	
Radio :30 - Quiet Karate Lobster Edit		Awaiting final script approval; will record with Massive					CJ, JO	15-0045	



Some Final Thoughts for Consideration...

Now that you have read our proposal, we hope that you have come away with an understanding of Fuseideas and our team as a group of people who are strategic thinkers with extensive experience in developing effective marketing campaigns for Lotteries. The foundation for the great work we do lies in our:

- Ability to be good partners - Most agencies want to do it all and keep their secrets to themselves. Fuseideas believes that being a good partner means working collaboratively with client teams and stakeholders who bring best-in-class expertise. This is better for the client than working with an agency that claims to do it all and then fails to deliver a sustainable brand program.
- Commitment to accountability and ROI - Most agencies do not take a results-focused, data-informed approach that we do. We prepare our analytics reports on a monthly basis so you can measure the program's performance against campaign objectives. This accountability ensures your campaign dollars are being spent in the most efficient way possible.
- Staff that embraces digital marketing and new technologies – Fuseideas' origins as a digital agency give us an extra advantage because our strategy includes innovative digital elements that reduce cost and make our work measurable and accountable. This allows our clients to work with experts who understand how your prospective customers live and consume media.
- A resourceful, agile approach to problem solving – Most destinations, businesses or organizations, don't have unlimited resources. We help them succeed by being adept problem-solvers who take the time to go above and beyond to understand a client's needs. To do so, we are fanatical about client service and know that a strong relationship is the key to great work. Our ability to help maximize a client's budget is built on these relationships, and it is why clients enjoy working with us.

We pick our partners selectively, and we know you do the same. Working with Fuseideas means:

- Working with an agency experienced in Lotteries, as well as other sectors, for a fresh perspective
- Immersing yourself in an intensive strategic and creative experience
- Being provided with valuable data, to help in decision-making
- Working with strategic thinkers who embrace technology
- Spending time with a group of people who are obsessed with great work

If these things interest you, then it makes sense to have a conversation. This is where the creative process starts to happen.

Proposal Point of Contact

Dennis Franczak, CEO
Main Phone 617-776-5800
Direct 781-897-4801
dfranczak@fuseideas.com
Twitter: @fuseideas

