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WV PURCHASING DIVISION



**WE MAKE  
IDEAS  
HAPPEN.**




**EVEN THE RUFF ONES.**

**PROPOSAL RESPONSE**

PREPARED FOR  
THE WEST VIRGINIA STATE TREASURERS OFFICE  
CRFP 1300 STO2100000002

**RESPECTFULLY SUBMITTED ON 7/9/2021**  
**BULLDOG CREATIVE SERVICES**

1400 COMMERCE AVENUE • HUNTINGTON, WV 25701 • 304.525.9600  
CHRIS MICHAEL, CEO • CMICHAEL@BULLDOGCREATIVE.COM

    [bulldogcreative.com](http://bulldogcreative.com)

GRAPHIC DESIGN  
HD VIDEO PRODUCTION  
MARKETING STRATEGY & DEVELOPMENT  
MEDIA PLANNING, BUYING & MANAGEMENT  
RESPONSIVE WEBSITE DESIGN & SEO  
SOCIAL MEDIA & CONTENT DEVELOPMENT  
PUBLIC RELATIONS

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

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

<b>Proc Folder:</b> 876247			<b>Reason for Modification:</b>
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2021-06-16	2021-07-08 13:30	CRFP 1300 STO2100000002	1


**BID RECEIVING LOCATION**

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

**VENDOR**

**Vendor Customer Code:** 000000165535  
**Vendor Name :** Bulldog Creative Services  
**Address :** 1400 Commerce Avenue  
**Street :**  
**City :** Huntington  
**State :** WV **Country :** USA **Zip :** 25701  
**Principal Contact :** Chris Michael  
**Vendor Contact Phone:** 304.525.9600 **Extension:**

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

**Vendor Signature X**  **FEIN#** 27-0086421 **DATE** 07/08/21

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

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

  
\_\_\_\_\_  
(Name, Title)

Chris Michael, CEO

\_\_\_\_\_  
(Printed Name and Title)

1400 Commerce Ave • Huntington, WV • 25701

\_\_\_\_\_  
(Address)

304.525.9600 / NA

\_\_\_\_\_  
(Phone Number) / (Fax Number)

cmichael@bulldogcreative.com

\_\_\_\_\_  
(email address)

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

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

Bulldog Creative Services

\_\_\_\_\_  
(Company)

  
\_\_\_\_\_  
Chris Michael, CEO

\_\_\_\_\_  
(Authorized Signature) (Representative Name, Title)

Chris Michael, CEO

\_\_\_\_\_  
(Printed Name and Title of Authorized Representative)

07/08/21

\_\_\_\_\_  
(Date)

304.525.9600 / NA

\_\_\_\_\_  
(Phone Number) (Fax Number)

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.1 Goal: Comprehensive marketing and/or advertising campaign

*Discuss your firm's approach to plan, budget, design, and execute a comprehensive marketing and/or advertising campaign.*

At Bulldog Creative, we are vested in the success of our clients. We use our experience, resources, and tools to design, develop, and execute advertising and marketing campaigns that contribute to that success for our clients.

We believe that each successful campaign begins with a thorough understanding of the goals and objectives of the effort. We engage with our clients prior to the initiation of any campaign-related responsibilities are undertaken to understand and define those goals.

Following that definition, we meet internally to review and develop creative and strategic approaches, media options, budget allocation recommendations, communication planning, operational needs, reporting and more. From those session, we will develop and present our clients with a campaign brief that details:

- Intended target markets (demographic/geographic/behavioral) of the campaign
- Creative approach with possible examples/direction
- Recommended media options
- Budget allocations for the media options and agency effort
- Campaign timing and placement strategies
- Reporting and evaluation mechanisms

*Explain how you will use available funds in an efficient and cost-effective manner.*

The efficiency and effectiveness of any campaign is closely related to the investments that accompany it. Our campaign brief to the WVSTO would include detailed budget allocations that contribute to those attributes.

*Include your effort to ensure the creative material is relevant to the campaign goals.*

Knowing and understanding the goals of the campaign before any creative services occur will be a large benefit to the assurance that the creative is relevant. We will present creative treatments to the WVSTO for all selected media needs for approval before campaign launch.

*Discuss your approach in determining the best strategy, including the range of media that would be considered appropriate, such as newspaper/print, broadcast (television/radio), direct mail, or online, including your methods to place and track media. Detail how you will measure results.*

All forms of media are considered and reviewed for recommendation prior to any campaign. Once the target markets in all forms are identified we often develop profiles of ideal targets and tailor our media recommendations to those profiles. We research what forms of media are best for that target and balance those media options versus expense, desired result, campaign goals and the like. We customize a media plan for each campaign and provide that to the client for review and approval prior to any campaign launch.

# SECTION 4.2.1: GOALS & OBJECTIVES

As for placement, we use an insertion order system that allows us to place detailed media plans with media vendors all over the world. We detail placement, investment, timing, billing, targets, and more. Tracking is done via the many available tools and resources we employ. Examples of those would be:

- Google analytics
- Google ad reporting
- Digital dashboards (Domo and others)
- Objective/subjective review of goals related to the campaign
- Pre-and-post campaign surveys

*Provide examples of similar campaigns completed within the last 24 months.*

**Client:** Huntington Tri-State Airport

**Campaign:** "It's not just a flight"

**Media utilizations:** Print, Broadcast, Outdoor, Digital, Social

**Narrative:** Like any airport, the Huntington Tri-State Airport (HTS) is continually working to attract business and leisure travellers to utilize their airport. HTS is in competition with a number of larger, regional airports. Working with airport leadership, Bulldog designed this campaign to appeal to travellers under the premise of it's not just convenience and price, travellers have an emotional connection to their travels. The creative was intended to display the emotional outcome of the flight rather than just the practical qualities of it. The campaign has both leisure and business components and has proven to be successful in number of enplanements and airport utilization.



Broadcast video 1



Broadcast video 2



Digital placements



Print - not clickable



Print - not clickable



Outdoor - not clickable

## SECTION 4.2.1: GOALS & OBJECTIVES

**Client:** Hunger Free West Virginia

**Campaign:** Legislative Support

**Media utilizations:** Digital placements, social media, collateral

**Narrative:** Hunger Free West Virginia is a collaborative effort between West Virginia's two foodbanks - Facing Hunger Foodbank and Mountaineer Foodbank. Typically, they are allowed to display and meet with legislators during the legislative session. Because of COVID, they were not allowed to engage with any legislators. They came to Bulldog and asked how they could communicate with legislators about the need for support without being able to be in the capitol building. Our recommendation was to reach them via digital media placements. We designed a digital geofence that extended to one half-mile surrounding the capitol complex. We were able to identify anyone that entered that area during the legislative session and serve them ads for the next 30 days post-identification. We designed a digital campaign that utilized banner/display ads, video, and produced a video with legislators supporting the effort that was placed on social media channels. One of those legislators, Delegate Chad Lovejoy, was just announced as one of the leaders of the newly-formed legislative workgroup focused on food insecurity and reducing hunger in West Virginia.

Clicking on any image below will take you to campaign examples.



*Digital video placements*



*Digital display placements*



*Social media placements*

Alternately, the links for the efforts are:

**Digital placements:** <https://share.bannersnack.com/b7n3yhudy/>

**Digital video placements:** <https://vimeo.com/511725525>

**Social media video placements:** <https://vimeo.com/511725806>

## SECTION 4.2.1: GOALS & OBJECTIVES

**Client:** CNB Bank

**Campaign:** "We're right here"

**Media utilizations:** Print, digital, broadcast

**Narrative:** As a community bank, CNB Bank offers many advantages over the larger, regional/national banking systems. At the start of the pandemic, we worked with their leadership to develop a campaign that was intended to comfort, reassure, and engage consumers and businesses all while increasing awareness of the products and services of the bank. The result was the "We're right here" campaign. All advertising materials were focused on that message and we went so far as to develop a website, <https://wererighthere.com/> that encouraged people to submit stories of positive impact throughout the community. The results have been strong. CNB has gained significant market share in both consumer and commercial banking.

Clicking on any image below will take you to campaign examples.



*Broadcast/Digital video*



*Broadcast/Digital video*



*Digital display placements*



*Web*

*Alternately, the links for the efforts are:*

**Digital placements:** <https://share.bannersnack.com/bx9075s9x/>

**Digital video placements:** <https://vimeo.com/501018162> and <https://vimeo.com/420801898>

**Website:** <https://wererighthere.com/>



# SECTION 4.2.1: GOALS & OBJECTIVES

## 4.2.1.2 Goal: Targeted digital advertising campaign

*Discuss your firm's approach to plan, budget, design, and execute an effective digital marketing campaign.*

Again, any successful campaign begins with a thorough understanding of the goals and objectives of the effort. For this effort we would rely on components of the campaign brief that include geographic, demographic and behavioral information for the campaign.

*Explain how you will research and target appropriate audiences for program-specific messages and use available funds in an efficient and cost-effective manner. Discuss your ability to successfully use microtargeting to capitalize on consumer data, predict behavior, and develop a hyper-targeted advertising strategy.*

We would first research the initiative that we would be advertising. We would, alongside the WVSTO, develop in-depth target markets on a primary and secondary level. For example, the SMART529 plan would include primary targets of parents of elementary-school age children in West Virginia in a broad sense. Grandparents of those children would be a secondary target.

Past that target definition, we would develop a profile of our intended target and research the behaviors of that profile to further target that market segment. Through our digital media vendors, we are able to target an immense amount of attributes. We would research those that would lead to the most success of the campaign and employ them in our media placement. Some examples of those attributes:

• Geographic:	The ability to pinpoint any geography from a 100' radius to worldwide.
• Demographic:	Age, sex, education level, income, home ownership, vehicle ownership, marital status, ethnicity, language, country of origin, #of adults/children in home, household size, occupation, age of children, credit score and more
• Behavioral	Investment activity, travel preferences, have pets, hobbies, dining preferences, sports and recreation activities, type of vehicle ownership, time since purchase of auto/home, number of vehicles, vehicle origin, health and wellness activity, pharmaceutical usage, illness or medical condition, political party, voting patterns, more and more...

Using available consumer research and data we would create a successful campaign using these, or a combination of these, attributes. Additionally, we use consumer research tools such as Kantar, Attest, Growthbar, US Census data and more to further develop profiles and targets.

*Including your methods to place media and track results.*

We use the insertion order system previously discussed for media placement. For tracking digital and social efforts, we primarily use the Domo dashboard and integrate the dashboard with Google analytics and Google ad reporting

*Include your effort to ensure the creative material is relevant to the campaign goals.*

Knowing and understanding the goals of the campaign before any creative services occur will be a large benefit to the assurance that the creative is relevant. We will present creative treatments to the WVSTO for all selected media needs for approval before campaign launch.

## SECTION 4.2.1: GOALS & OBJECTIVES

*Discuss how you will involve the Agency in finalizing plans.*

We would expect the WVSTO team to perform review, revision, and approval throughout the entire process, not just at finalization.

*Provide examples of a similar campaign completed within the last 24 months.*

Additional digital campaign examples. All images are clickable.

COVID-19  
VACCINES ARE  
NOW AT HIMG.

HIMG  
An important facility of the West Virginia State Center  
West Virginia State Center

Learn More

Click the link for  
days and times

A banner for HIMG promoting COVID-19 vaccines. It features the HIMG logo, a photo of a person's arm with a vaccine shot, and a 'Learn More' button.

Design your  
new home  
online for  
FREE!

CUSTOM BUILT  
AFFORDABLE HOMES

CLICK FOR A FREE  
BROCHURE!

TK  
CONSTRUCTORS

A banner for TK Constructors advertising online home design. It includes a photo of a house, the TK Constructors logo, and a 'CLICK FOR A FREE BROCHURE!' button.

SCOTT  
Orthopedic  
CENTER

A full range of  
experience  
for a full  
range of  
motion.

FIND OUT MORE

A banner for Scott Orthopedic Center featuring a photo of a doctor and a 'FIND OUT MORE' button.

FAST  
CHANGE  
LUBE & OIL

IT'S TIME  
FOR AN OIL  
CHANGE

SAVE UP TO  
\$20 TODAY!

SEE DEALS

A banner for Fast Change Lube & Oil featuring a cartoon oil drop character in a racing suit and a 'SEE DEALS' button.

HIMG  
An important facility of the West Virginia State Center  
West Virginia State Center

45 is  
the  
new  
50.

Get screened  
for colon  
cancer at age  
45.

LEARN MORE

A banner for HIMG promoting colon cancer screening. It features the HIMG logo, the text '45 is the new 50', and a 'LEARN MORE' button.

A portrait of a smiling man with glasses and a beard, wearing a brown sweater.

CNB Bank  
We're right here.

Business  
Banking  
Services

Customized for you.  
Welcome Cindy  
Shatzley to our team!

LEARN MORE

A vertical banner for CNB Bank Business Banking Services. It features the CNB Bank logo, the text 'Business Banking Services', a personalized message, and a 'LEARN MORE' button.

HIMG COVID: <https://share.bannersnack.com/bdtn0xczw/>  
FCLO: <https://share.bannersnack.com/buia7q2sn/>  
Scott: <https://share.bannersnack.com/bv7kapntg/>  
HIMG 45 is the new 50: <https://share.bannersnack.com/b7hpshudy/>  
TK Constructors: <https://share.bannersnack.com/btn3wmpx4/>  
CNB Business Banking: <https://share.bannersnack.com/bzn0146qm/>

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.3 Objective: Account Management

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

With a comprehensive in-house team of advertising and marketing professionals, we feel that we have an advantage over other firms. We are able to discuss, develop, collaborate, and manage projects on an immediate basis with the individuals and teams that are working on the same. This teamwork allows us to be most effective with the various "moving parts" of a project, including costs.

We take a very hands-on approach to account management. We utilize online project management tools and resources to provide our clients with a real-time dashboard for their projects with the agency. We meet, both in-person and virtually, with our clients on a regular schedule that allows for interaction with the client leadership and other engaged parties. With our previous experience with the WVSTO, we understand the need to engage with multiple stakeholders with the various initiatives and we're happy to do so.

We will have one dedicated account manager for the WVSTO engagement with redundancy built in with a secondary account manager that is involved in all projects. We will also assign one primary team member from the creative, production, and web teams. These team members will work together to communicate effectively with the WVSTO team on strategies and campaigns.

### 4.2.1.4 Objective: Creative Services

---

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

Our creative team is a seasoned, experienced, and award-winning team of professionals in the marketing and advertising field. We provide all the noted services, and more, on an in-house basis. We do not have to rely on sub-contractors or interns to provide creative services.

Our team is deep. We have multiple individuals within the various disciplines that can provide outstanding results in all of the noted areas. For 21 years, we have provided creative services to our clients that continually exceed expectations and we will commit to doing the same for the WVSTO.

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.4 Objective: Creative Services

Like any agency, the team at Bulldog Creative is proud of the work we've been fortunate enough to create with our clients. We feel the best examples of our efforts are on both our website, our YouTube page, and a supporting online Flipbook we've created. Access to each is gained by clicking on the particular image below.



**bulldogcreative.com**



**Online Flipbook**



**Bulldog Vimeo Channel**



**Bulldog YouTube Channel**

**Website:** <https://bulldogcreative.com/>  
**Vimeo:** <https://vimeo.com/bulldogcreative>  
**YouTube:** <http://youtube.com/bulldogworks>  
**Flipbook:** <http://flipbooks.bulldogcdn.com/bulldog/v3/>

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.5 Objective: Video/Audio Production

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

In 2012, the production division on Bulldog Creative Services was started. It was a conscious decision to do so such that we could be responsive, highest-quality, creative and engaging with our clients and other members of the team. That decision has proven to be very beneficial for the agency and our clients.

We have invested in the latest technologies in equipment and software for the production division and have hired award-winning, recognized talent that have abilities to produce creative, effective and high-quality results in this arena.

We have our own in-house production studio and an wide scope of production gear that can go on-location on a moment's notice. We use a combination of many tools and resources. A sampling of them include:

- Sony FX-6, FS-7 Cinema Cameras
- Canon M50 Mirrorless Cameras
- Ronin-M and Ronin-S Gimbals
- GoPro 7/9 with Gimbals
- Lowell Light Kits
- Jib Arms/Sliders
- Adobe Premiere Pro/After Effects
- Sennheiser Mics
- Zoom F6, H5, H4n Pro Black Audio Recorders
- Sony NX100 Cameras
- LED Portable Light Kits
- Canon 1DX-Mark IV Camera

### 4.2.1.6 Objective: Digital Production

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

Our design team works closely with our web team to provide cutting-edge, modern and clean digital designs. We've developed hundreds of websites, portals, intranets, and other platforms for clients. We have a internationally-recognized team of developers that produce very functional, fast and seamless platforms. Our web team is in-house and able to react to client needs on an immediate basis.

The developers on our team also work with our designers to create animated and static digital advertisements for our clients. We often develop between 16-20 versions of the same ad to satisfy the needs of many digital platforms.

We utilize a variety of email client platforms to successfully perform email campaigns that avoid blacklisting and spam results.

Additionally, we focus on our client's social media platforms with an intensity to keep them relevant, timely, and engaged with their customer base. We actively work on organic and paid social media campaigns to grow audiences, promote efforts and the like. We manage multiple social media efforts and diversify administration and collaboration to provide multiple points of review and activity.

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.7 Objective: Print Production

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

Like most advertising agencies, we are very proud of our team of designers. We believe we stand apart from other agencies by showcasing the talents of our team of four designers that continually set the standard for excellence in the design arenas.

Our team is known to be accurate, quick, and creative. We often provide the client with multiple options for design efforts and take the time to understand the projects on the front-end so that our time is best spent in the best interest of the client and their project.

Having been in business for over 21 years, we have built up a very deep selection of quality printers and suppliers. We continually evaluate them for cost-effectiveness, quality and on-time delivery.

### 4.2.1.8 Objective: Survey/Analysis/Evaluation

---

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

As stated earlier in this proposal, we employ a wide variety of tools to help us plan, and evaluate our efforts with the various client engagements we undertake. We often use consumer research tools on the front end of campaigns and compare our objective results that we can gain from client data, web analytics, Domo dashboards, and other sources to not only the consumer research but also the stated client goals of the campaign. We additionally engage in open and frank discussion with our clients about the campaigns on a pre-and-post basis.

We have conducted focus groups, numerous survey tools, interviews, and more to continually evaluate and improve our efforts.

### 4.2.1.9 Objective: Advertisement Placement Buys

---

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

We have no restrictions towards placing media throughout the country. We continually place media buys in all forms of the noted media in the RFP and others. We research the best combination or placement, ratings, price, frequency, and reach for the various media and use that information to provide the most effective buys for our clients. We monitor all media buys for accuracy and completeness as well.

## SECTION 4.2.1: GOALS & OBJECTIVES

### 4.2.1.10 Objective: Affordable and Quality Subcontracted Services

*Provide a list of the services contemplated under this RFP that you expect to be provided by subcontractors; detail how they may benefit the agency; and explain your process for selecting subcontracted services.*

We're certain that you can see that we are proud to have a very deep team of in-house professionals that perform for our clients. We feel that is a distinct advantage for Bulldog to provide high-quality, cost-effective work for the WVSTO on a timely basis.

With our team depth, we rarely have the need for sub-contractors. On occasion, if the need arises for other areas of focus, we have hired these sub-contractors:

- Professional Photographers - *we do employ one professional photographer*
- Additional production personnel for larger production efforts such as production assistants, second camera operators, makeup artists, and lighting personnel.

A benefit of our tenure in business is getting to know the creative landscape in our region and have a deep list of professionals we can call on to assist with sub-contract work if needed. They are consistently reviewed for quality, availability, cost, and accuracy.

## SECTION 4.2.2: MANDATORY PROJECT REQUIREMENTS

REQ.	Referring to:	BCS response:
4.2.2.1	Securing a full-range of services	We affirm our ability to perform this with no issues
4.2.2.2	Planning & budgeting	We affirm our ability to do so on each project
4.2.2.3	Low-cost providers	We affirm our ability to perform this with no issues
4.2.2.4	WVSTO material ownership	We affirm that the WVSTO owns all client materials

## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

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

What started as a sole proprietorship in 1999 has grown to one of the largest advertising agencies in the State of West Virginia. Since the company started, the business has grown to include 13 full-time employees, a full-service offering on an in-house basis, our own facility, agency growth in Beckley, WV and Muncie, IN, and hundreds of satisfied clients. We're proud of our work, our people, our communities, our clients, and our results. We would be honored to work again with the WVSTO and the new Treasurer, Riley Moore.

### 4.3.1.1 Company Information

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

Bulldog Creative Services is a full-service advertising agency headquartered in Huntington, WV. From banks to educational institutions to government to industrial companies to medical facilities, Bulldog assists a wide range of clients with all things advertising and marketing including strategic planning, creative services, media planning and buying, collateral materials, website/app design and programming and HD video production.

A major strength of Bulldog is that you can have all of your advertising and marketing needs professionally and creatively met in one place, creating a consistent, cohesive message. We believe that the collaboration between the Bulldog team and the WVSTO team will result in an app that everyone is proud of, and can be grown and expanded on going forward.



## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

### 4.3.1.1 Company Information

---

**As a full-service advertising agency, Bulldog Creative provides numerous services to our clients:**

○ **Marketing Strategy & Development**

We identify brand problems and solve them using data collection and creative ideas. Building on a base of market research we work with our clients to identify goals and achieve them. We bring you solutions and results not just a nice design.

○ **Graphic Design**

We visually bring big ideas to life with exceptional award-winning designers who know how to speak to audiences through graphic design elements and years of professional practice.

○ **Media Planning, Buying, & Management**

We work on the client's behalf with numerous media vendors to create strong results through well-planned and executed media buying. Our experience spans across mediums such as digital display/search, print, television, radio, outdoor, retargeting, and social media.

○ **HD Video Production**

We shoot, edit, animate, and scout. Our production team is completely in-house and has created award-winning creative in television, radio, internet, and corporate video production.

○ **Responsive Website Design & SEO**

We craft award-winning websites using strategic web architecture, design, and development. From beginning to the end of the user experience we create a seamless, attractive online presence that speaks to your brand. Our in-house team of developers create websites, mobile apps, and 360-degree tours.

○ **Social Media & Content Development**

Your online presence is only as strong as the content you create. We work with our clients to curate engaging content and social media tactics to drive traffic, generate leads, and reach goal conversions.

○ **Public Relations**

We aim to build strong relationships with every entity that comes in contact with your brand. Reputation management in the form of releases, events, speaking with the media and stakeholders is valuable for our clients.

# SECTION 4.3: QUALIFICATIONS & EXPERIENCE

## 4.3.1.1 Company Information

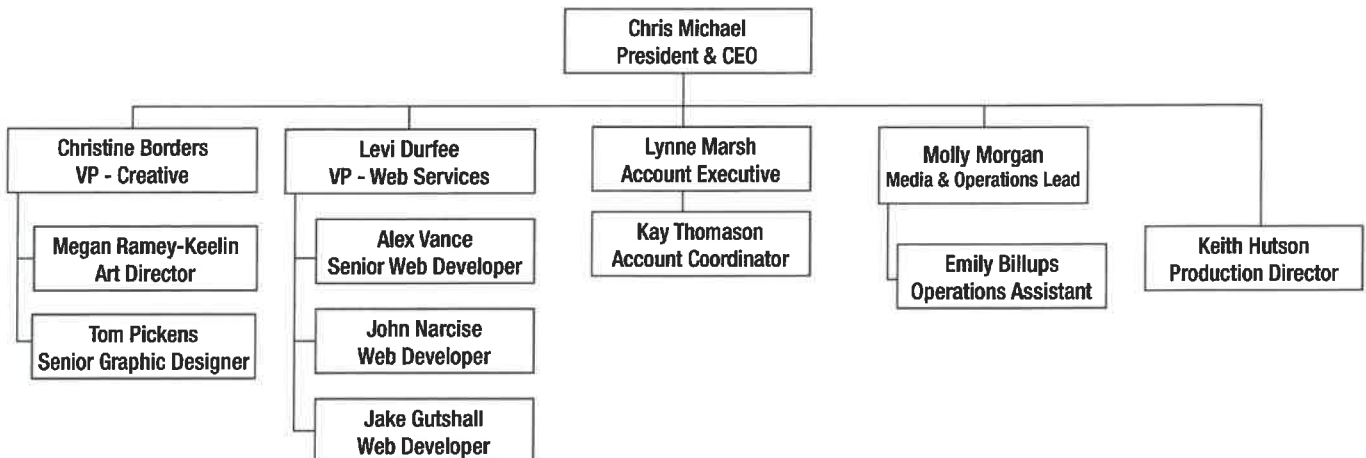
### Some of our partners

At Bulldog Creative, and through our partnerships, we represent a diverse client base, from healthcare to education, retail, hospitality and tourism, government agencies, professional service companies, industry, and non-profits. We don't believe in a one size fits all approach and we take the time to strategically plan and implement tactics that work for each individual client. Please see below for a sample of some of the clients that we are, and have been, privileged to work alongside.

- Arrowhead Plastic Engineering, Inc.
- TK Constructors
- McKinney Malapit Law
- Muncie Action Plan (MAP)
- Heidi J Hale Details & Designs
- Clearway Medical Advisors
- Valley Health Systems
- Walls Furniture & Mattress
- Muncie Sanitary District
- Mountain Health Network
- West Virginia Lottery
- Rubberlite, Inc.
- Richwood, Inc.
- LJ Stone, Inc.
- Huntington Internal Medicine Group (HIMG)
- Marshall University & University Athletics
- Woodrow Wilson Presidential Library (Staunton, VA)
- Facing Hunger Foodbank
- Huntington Tri-State Airport
- Glade Springs Resort & Spa
- Big Brothers Big Sisters of the Tri State
- Bloss & Dillard, Inc.
- Physicians' Clinic of Iowa (Cedar Rapids, IA)
- West Virginia State Treasurer's Office
- The Greenbrier - America's Resort
- Tamarack, the Best of West Virginia
- Keith-Albee Performing Arts Center
- Southern WV Community & Technical College
- City of Lewisburg
- City of Hurricane
- CNB Bank (Maryland, West Virginia)
- Ramaco Coal
- Blackhawk Mining
- Cabell Huntington Hospital
- St. Mary's Medical Center
- Coalfield Development Corporation

### Our structure

Bulldog Creative Services is a member-managed LLC that is 100% owned by Chris Michael. There are no contracts or pending contracts that will impact the WVSTO engagement. Our organizational chart:



## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

### 4.3.1.2 Company Experience

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

- a. Size and types of engagements handled by your firm;*
- b. In-house capabilities;*
- c. Location from which services will be provided; and*
- d. Any other information you believe distinguishes your firm.*

As the West Virginia State Treasurer's Office Advertising Agency of Record from 2008-2012 we gained immense experience with the WVSTO, the programs and services of the agency, and many of the individuals that led the effort for the WVSTO. In specific response to the noted items in the RFP:

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

We manage projects of all sizes. We work with everything from sole proprietors to enterprise-level organizations. We are just as enthusiastic about designing a \$200 logo for a non-profit as we are to undertake a six-figure campaign for a larger client. We put our best effort and talent into every engagement. The types of engagement with our clients include hourly, project-based, and retainer-based. We are comfortable with all.

*b. In-house capabilities;*

As you've seen as a theme throughout this proposal, we're proud of our in-house capabilities. We possess the personnel, talent, equipment, and experience to accomplish all facets of this RFP on an in-house basis.

*c. Location from which services will be provided;*

We will look forward to servicing the account from our downtown Huntington, WV headquarters at: 1400 Commerce Ave., Huntington, WV 25701

*d. Any other information you believe distinguishes your firm.*

There are many attributes of Bulldog that we feel makes us unique and the best choice to work alongside the WVSTO team:

- **Reliable** - we are a trusted partner with our clients
- **Creative** - our team thrives on the ability to be creative with all that we do
- **Experienced** - we have a team of tenured professionals that have knowledge and talent across many areas
- **Honest** - we believe in integrity and transparency in all that we do
- **Aggressive** - we are passionate advocates on behalf of our clients and are vested in their achievement
- **Affordable** - we believe a key to our longevity in this business is our track record of affordable services
- **Responsible** - we are accountable in all areas of our engagements
- **Focused** - we strive for a complete understanding of the goals of any engagement and work hard to achieve them
- **Humble** - we work under the principle that it is our job to promote our clients, not ourselves

## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

### 4.3.1.3 Account Management

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

Chris Michael, our President & CEO, will be the direct contact for the WVSTO account. He founded the company 21 years ago, is primarily in our Huntington location, and has experience as the previous direct contact for the WVSTO account from 2008-2012. Additionally, Chris works with many of our larger accounts that are comprehensive in the same or similar scope of the WVSTO engagement. His resume follows:



#### Chris Michael

President & CEO  
1400 Commerce Avenue  
Huntington, WV 25701  
www.bulldogcreative.com  
cmichael@bulldogcreative.com

#### Profile

Entrepreneurial executive with more than 30 years of experience managing sales, marketing, operations, personnel and production. Successful track record of performance on local, regional and national levels within the advertising and marketing industry. Skilled at establishing relationships that prove beneficial for clients, partners and communities. *Key qualifications include:*

- Corporate vision & strategic operation
- Broadcast production & direction
- Art direction & graphic design
- Media negotiation and buying
- Marketing research
- Forecasting and budgeting
- Creative direction
- Public relations

Bachelor of Science • Marketing • Ball State University, Muncie, IN

#### Professional Experience

<b>BULLDOG CREATIVE SERVICES</b> <i>(Fishknee Company I, LLC dba Bulldog Creative Services)</i> <b>Huntington, WV</b> <b>President &amp; CEO</b>	1999-Present
<ul style="list-style-type: none"><li>• Founded full-service advertising agency in 1999. Agency has grown from sole proprietorship to national award-winning firm with over fifteen employees in less than fifteen years. <i>Incorporated as LLC in 2004</i></li><li>• Experienced revenue and client growth every year since inception; Agency actively manages over 90 accounts</li><li>• Recruited and grew a world-class management team and staff that continually exceeds client expectations</li><li>• Manage and direct key client relationships and campaigns</li><li>• Directly responsible &amp; accountable for performance of entire company</li></ul>	
<b>GUMPENHAMMER., LLC</b> <b>Huntington, WV</b> <b>Managing Partner</b>	2007-Present
<ul style="list-style-type: none"><li>• Founded investment group in 2007. Active in real estate holdings, institutional and entrepreneurial investment activities.</li></ul>	
<b>ASPECT 6 CREATIVE, LLC</b> <b>Muncie, IN</b> <b>Founding Partner</b>	2020-Present
<ul style="list-style-type: none"><li>• Co-founded advertising agency located in Central Indiana in the midst of the global pandemic</li><li>• Experienced tremendous growth in year one; actively servicing over 20 clients in Central Indiana and beyond</li><li>• Integrated agency operations/services with existing agency, Bulldog Creative Services</li></ul>	
<b>SHORT GRASS GOLF, Managing Partner</b>	2002-2005
<b>EZNET, Chief Marketing Officer - 1999-2000; VP - Sales &amp; Marketing - 1998-1999</b>	1998-2000
<b>RUTTER MEDIA, General Manager, Key Account Manager, Production Manager</b>	1994-1998
<b>SHOWCASE STUDIOS, Account Executive</b>	1991-1994

## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

### 4.3.1.3 Account Management

**Chris Michael** (*cont'd*)

#### Community Involvement

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- GUYAN GOLF & COUNTRY CLUB **Board President; Board Member**
- ST. MARY'S MEDICAL CENTER FOUNDATION **Board Chairman; Board Member**
- BOY SCOUTS OF AMERICA; Tri-State Area Council **Board Executive Committee / Board Member**
- BOY SCOUTS OF AMERICA; Tri-State Area Council **100 Years of Scouting; Campaign Chairman**
- ROTARY CLUB OF HUNTINGTON **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Board Member**
- UNITED WAY OF THE RIVER CITIES **Board Member; Committee Chairperson - Annual Campaign**

#### Honors and Awards

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- TELLY® AWARDS  
**2009 - 2020: Thirteen Telly® Awards**
- AMERICAN ADVERTISING FEDERATION **Addy® Awards**  
**One Best of Show Award**  
**One Judge's Choice Award**  
**Twenty-six Gold Awards**  
**Thirty-eight Silver Awards**
- WEST VIRGINIA PRSA **Crystal Awards**  
**2014 & 2015: Crystal Awards**
- GRAPHIC DESIGN USA **Recognition of Excellence**  
**2004 - 2020: Forty-Three Awards of Excellence for Graphic Design**  
**2007: Two Awards for Outstanding Web Design**  
**2007: One Award for Outstanding Package Design**
- CABLE TELEVISION ADVERTISING BUREAU **CAB Awards**  
**Finalist - Regional Production**
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING **NACMA Awards**  
**2005: Two Gold Awards**  
**2006: One Gold Award**

#### Technical Skills / Application

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- ADOBE PRODUCTS  
**Creative Suite including InDesign, Photoshop, Illustrator, Go Live!, Acrobat, Premiere**
- MICROSOFT PRODUCTS  
**Office including Word, Excel, Powerpoint, Outlook**
- VIDEO EDITING / SHOOTING  
**Media 100, Avid, MAGIX, Sony FS7, GoPro, Ronin**
- PHOTOGRAPHY  
**Advanced composition, lighting, professional photography since 1989**

#### Interests and Activities

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- Family activities including scouting, youth sports, golf, travel
- Golfing for competition and fun
- Auto racing
- Entertaining and dining with clients and friends

# SECTION 4.3: QUALIFICATIONS & EXPERIENCE

## 4.3.1.4 Engagement Team

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

Please reference the profiles below:



Education:	BA-Fine Arts, Marshall
Joined Bulldog	2006
<b>Responsibilities:</b> Graphic design & creative leadership, project & account management	

**Christine Borders**  
VP-Creative



Education:	BS- Computer Science, Marshall
Joined Bulldog	2011
<b>Responsibilities:</b> Web & app development leadership, IT leadership, project management	

**Levi Durfee**  
VP-Interactive



Education:	BA-Fine Arts, Marshall
Joined Bulldog	2007
<b>Responsibilities:</b> Graphic design & creative leadership, project & account management	

**Megan Ramey-Keelin**  
Art Director



Education:	Associate - Graphic Design, Full Sail Bachelors - Fine Arts, Ringling
Joined Bulldog	2020
<b>Responsibilities:</b> HD video & audio production leadership; videography, editing	

**Keith Hutson**  
Production Director



Education:	Associates- Business Management, Mountwest
Joined Bulldog	2019
<b>Responsibilities:</b> Account & project management, copy writing	

**Kay Thomason**  
Account Coordinator



Education:	BA-Fine Arts, Marshall
Joined Bulldog	2014
<b>Responsibilities:</b> Graphic design, animation, video production, web design	

**Tom Pickens**  
Senior Designer



Education:	Associates- Coding and Management, Mountwest
Joined Bulldog	2016
<b>Responsibilities:</b> Operations leadership, AP/AR	

**Molly Morgan**  
Director of Operations

## SECTION 4.3: QUALIFICATIONS & EXPERIENCE

### 4.3.1.5 Turnover

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

Our company is structured with redundancy in all areas. Our teams collaborate on projects and all project details are housed in our proprietary project management system, Taskmaster. While we rarely have turnover, it is managed by having multiple team members engaged in the same projects throughout the cycle.

### 4.3.2 Mandatory Qualifications/Experience Requirements

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

Our company is structured with redundancy in all areas. Our teams collaborate on projects and all project details are housed in our proprietary project management system, Taskmaster. While we rarely have turnover, it is managed by having multiple team members engaged in the same projects throughout the cycle.

REQ.	Referring to:	BCS response:		
4.3.2.1	Manager/Director with at least 5 years of previous experience	Our CEO, Chris Michael has 21 years experience as agency owner; additional 9 years in the industry for a total of 30 years		
4.3.2.2	Engagements > \$250,000	<i>All listed clients under the supervision of Chris Michael, CEO:</i>		
		Client:	Services	Tenure:
		HIMG	All agency services	Since 2004
		Valley Health	All agency services	Since 2020
		River City Auto Group	All agency services	Since 2012
		Scott Orthopedic	All agency services	Since 2010
		Fast Change Lube & Oil	All agency services	Since 2018
4.3.2.3	Degree/experience	Six of the eight identified team members for the WVSTO engagement have a bachelor's degree and seven of the eight team members have a minimum of five years industry experience.		

# SECTION 5: APPENDICES

## Letter of Reference

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Service Beyond Expectations

June 30, 2021

To whom it may concern,

I have had the pleasure to work with Chris Michael and the team at Bulldog Creative Services for close to 20 years while I served as CEO at First Sentry Bank in Huntington, West Virginia. It was no coincidence that after engaging the services of Chris and his team that the bank had great success as it secured and maintained number one market share (Cabell County) in terms of bank deposits over a very short time frame.

As a guardian of that organization's brand, message, performance, and financial responsibility, I collaborated regularly with Chris and his team. We had great success working together, and I have the utmost confidence that they will execute any project they undertake with the highest level of integrity, professionalism, skill, and creativity.

Chris and his team proved to me time and time again their value to my organization by consistently delivering efficient and effective media solutions. They paid attention to the smallest of details and utilized their talents to help us grow our business and create a premium brand in the marketplace. I considered Bulldog Creative Services a vital partner as they were unquestionably a significant contributor to any success we enjoyed.

Communication, accessibility, and responsive work is very important to me, and I can say the team at Bulldog is committed to these qualities. Without any hesitation at all, it is my pleasure to endorse and recommend Bulldog Creative Services. I am confident they will exceed the expectations of any client.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Sheils", is written over a light blue horizontal line.

Geoffrey S. Sheils  
Regional President

5185 US Route 60 East, Suite 30, Huntington, WV 25705 304.746.6052

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# SECTION 5: APPENDICES

## Additional References

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**Mr. Ikie Light**  
**Principal**

River City Ford/River City Subaru  
(304) 736-7777  
ikielight@rivercitysubaru.com  
*Full-service agency client*

**Ms. Jessica Staples**  
**Director**

Valley Health Systems  
(304) 781-5150  
jstaples@valleyhealth.org  
*Full-service agency client*

**Dr. Bill Bissett**  
**CEO**

Huntington Regional Chamber of Commerce  
(304) 525-5131  
bill@huntingtonchamber.org  
*Full-service agency client*

**Ms. Karen Richards**  
**VP - Marketing and PR**

CNB Bank  
(304) 258-7386  
krichards@cnb.bank  
*Full-service agency client*

## SECTION 5: APPENDICES

### REQUEST FOR PROPOSAL

(West Virginia State Treasurer's Office RFP STO2100000002)

**Step 1: Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage**

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

Example:

Proposal 1 Cost is \$1,000,000

Proposal 2 Cost is \$1,100,000

Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 –  $\$1,000,000 / \$1,000,000 = \text{Cost Score Percentage of } 1 (100\%)$

Step 2 –  $1 \times 30 = \text{Total Cost Score of } 30$

Proposal 2: Step 1 –  $\$1,000,000 / \$1,100,000 = \text{Cost Score Percentage of } 0.909091 (90.9091\%)$

Step 2 –  $0.909091 \times 30 = \text{Total Cost Score of } 27.27273$

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

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

**Bulldog Creative Services**

(Company)

**Chris Michael, CEO**

(Representative Name, Title)

**304.525.9600 • cmichael@bulldogcreative.com**

(Contact Phone/Email)

**07/09/21**

(Date)

# SECTION 5: APPENDICES

STATE OF WEST VIRGINIA  
Purchasing Division

## PURCHASING AFFIDAVIT

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

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

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

### DEFINITIONS:

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

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

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

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

### WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature]

Date: 7/11/19

State of West Virginia

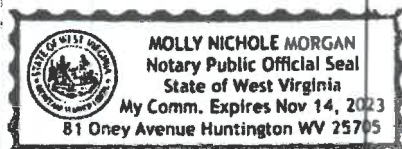
County of Cabell, to-wit:

Taken, subscribed, and sworn to before me this 11 day of July, 2019.

My Commission expires November 14, 2023, 20  .

AFFIX SEAL HERE

NOTARY PUBLIC [Signature]



Purchasing Affidavit (Revised 01/19/2018)

# SECTION 5: APPENDICES

## ADDENDUM ACKNOWLEDGEMENT FORM SOLICITATION NO.: CRFP STO210000002

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

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

**Addendum Numbers Received:**

(Check the box next to each addendum received)

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

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

**Bulldog Creative Services**

\_\_\_\_\_  
Company  
  
\_\_\_\_\_  
Authorized Signature

**07/09/21**  
\_\_\_\_\_  
Date

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