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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

Date Issued	Solicitation Closes	Solicitation No	Version
Proc Type:	Central Master Agreement		
Doc Description:	Advertising/Marketing/PR		
Proc Folder:	1767636		Reason for Modification:

1300

STO2600000001

BID RECEIVING LOCATION

BID CLERK

2025-08-22

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

2025-09-10

13:30

CRFP

US

VENDOR

Vendor Customer Code: VS0000002227

Vendor Name: Digital Relativity

Address:

Street:

108 1/2 Capitol Street

City:

Charleston

West Virginia

State:

Country: US

Zip: 25301

Principal Contact: Pat Strader

Vendor Contact Phone:

304-663-6890

Extension:

FOR INFORMATION CONTACT THE BUYER

Toby L Welch (304) 558-8802 toby.l.welch@wv.gov

Vendor

Signature X

FEIN# 900638435

9-17-25 DATE

conditions contained in this solicitation All offers subject to all term

Date Printed:

Aug 22, 2025

Page: 1

FORM ID: WV-PRC-CRFP-002 2020\05



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

State of West Virginia **Centralized Request for Proposals** Service - Prof

Proc Folder: 1767636

Doc Description: Addendum No 1 - Advertising/Marketing/PR

Reason for Modification:

Addendum No 1 is issued to modify the technical bid opening

date from 9/10/25 to 9/17/25.

Proc Type: **Central Master Agreement** ---no other changes---

Date Issued

Version

2025-09-09

Solicitation Closes 2025-09-17 13:30

CRFP 1300 STO2600000001

Solicitation No

2

BID RECEIVING LOCATION

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

VENDOR

Vendor Customer Code: VS0000002227

Vendor Name:

Digital Relativity

Address:

Street:

108 1/2 Capitol Street

City:

Charleston

West Virginia State:

Country: US

Zip: 25301

Principal Contact: Pat Strader

Vendor Contact Phone: 304-663-6890

Extension:

FOR INFORMATION CONTACT THE BUYER

Toby L Welch (304) 558-8802 toby.l.welch@wv.gov

Vendor Signature X

FEIN# 900638435

9-17-25 DATE

FORM ID: WV-PRC-CREP-002 2020/05

and conditions contained in this solicitation

Date Printed: Page: 1 Sep 9, 2025



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

State of West Virginia Centralized Request for Proposals Service - Prof

Proc Folder:

1767636

Reason for Modification:

Doc Description: Addendum No 2 - Advertising/Marketing/PR

Addendum No 2 is issued to publish a questions and answers

Proc Type:

Central Master Agreement

Date Issued

Solicitation Closes

Solicitation No

Version

2025-09-11

13:30 2025-09-17

CRFP

1300 STO2600000001

BID RECEIVING LOCATION

BID CLERK

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

VENDOR

Vendor Customer Code: VS0000002227

Vendor Name: Digital Relativity

Address:

Street:

108 1/2 Capitol Street

City:

Charleston

State:

West Virginia

Country: US

Zip: 25301

Principal Contact: Pat Strader

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FOR INFORMATION CONTACT THE BUYER

Toby L Welch (304) 558-8802 toby.l.welch@wv.gov

Vendor

Signature X

FEIN# 900638435

DATE 9-17-25

All offers su ject to all ter is a onditions contained in this solicitation

Date Printed: Sep 11, 2025 Page: 1

FORM ID: WV-PRC-CRFP-002 2020\05

ADDENDUM ACKNOWLEDGEMENT FORM SOLICITATION NO.: CRFP STO26*001

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

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

(Check the	bo	x next to each addendum recei	ived)	
[x]	Addendum No. 1	[]	Addendum No. 6
[x]	Addendum No. 2	[]	Addendum No. 7
[]	Addendum No. 3	[]	Addendum No. 8

Addendum No. 4

Addendum Numbers Received:

Addendum No. 5 [] Addendum No. 10

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

] Addendum No. 9

Digital Relativity

Company

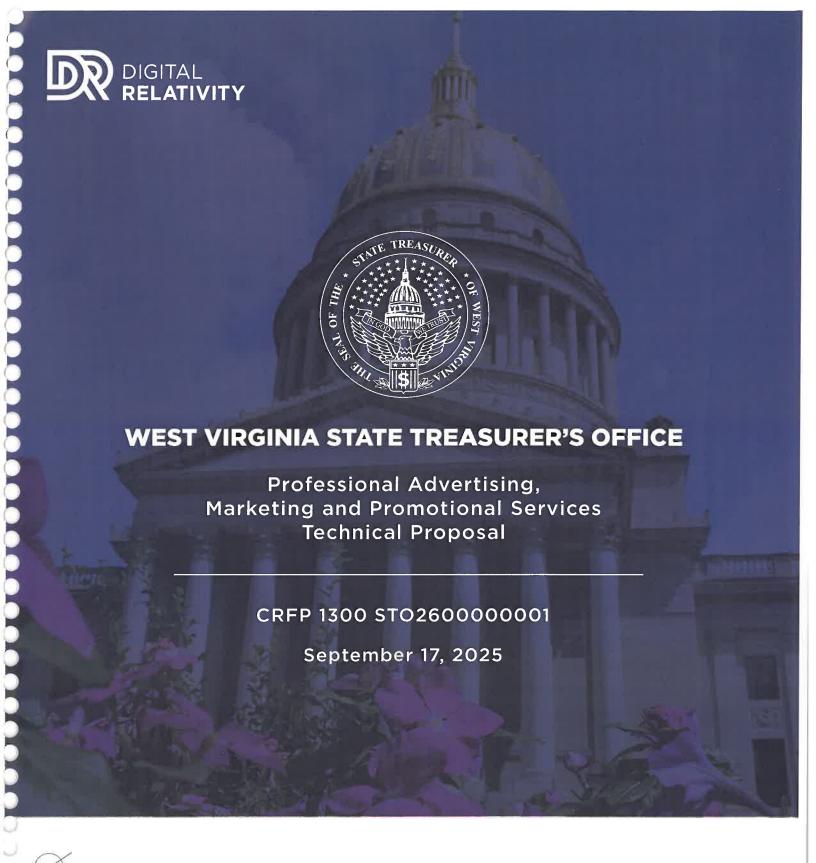
Authorized Signature

9-17-25

Date

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

Revised 6/8/2012



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

This response showcases our exceptional qualifications, forward-thinking concepts and dependable blueprint for continued partnership with the West Virginia State Treasurer's Office (WVSTO). The Digital Relativity team takes pride in the work we've accomplished together, including rebranding the Get-a-Life financial literacy program; working on the Unclaimed Property campaigns, which resulted in record-breaking claims and returned millions to West Virginians; helping to launch the Jumpstart Savings Program and developing innovative digital outreach strategies that increase program awareness and engagement; and empowering thousands of residents to make informed financial decisions through educational content.

We are thrilled for the opportunity to continue our partnership with the West Virginia State Treasurer's Office. This work is close to our hearts as a West Virginia-based company, founded by West Virginians.

We hope our unwavering commitment and enthusiasm shine through in the strategy samples presented in this response. Thank you for your partnership and for allowing us to share our thoughts and insights on how we would continue our work together.

Best regards,

The Digital Relativity Team



TABLE OF CONTENTS

4.2.1. Scope of Services	8
4.2.2. Mandatory Project Requirements	51
4.3. Qualifications and Experience	53
4.3.2. Mandatory Experience Requirements	77
Case Studies and Work Examples	82
Required Attachments	111

4.2.1. SCOPE OF SERVICES

Throughout the year, the Agency needs advertising and promotional support services and materials for each of its public programs. The actual amounts expended will be determined solely by the Agency and will vary annually. Nothing in the RFP or any contract/purchase order issued shall prohibit the Agency from performing certain or all of the services contemplated in this RFP, nor from obtaining the services from another vendor if in the best interest of the Agency and/or the State of West Virginia. The Vendor should describe its approach and methodology to providing the service or solving the problem described by meeting the goals/objectives identified below. A Vendor's response should include information about how the proposed approach is superior to other possible approaches.

4.2.1.1. Account Management: Account management includes administrative hours, consultation meetings, and other administrative costs per project. The Vendor is responsible for weekly progress updates and ad-hoc meetings as needed. Discuss your staffs approach to account management. Include ways your staff develop and manage all projects in a cost-effective manner.

In its client relationships, Digital Relativity serves as a true partner, advising, educating and making recommendations based on the current landscape and data-driven trends.

Responsiveness is a core value for DR, and it is evident in how the team communicates with its partners. DR recognizes the importance of being readily available to partners and acting swiftly in the ever-changing marketing and advertising landscape.

As the current agency of record, DR has had the privilege of being part of the team that helps advance the mission of the West Virginia State Treasurer's Office. During the ongoing partnership, DR has become intimately familiar with the WVSTO and its various programs and initiatives. This established relationship and deep understanding of the organization serves as a foundation to quickly execute effective campaigns and strategies. Senior Account Executive Alaina Moore will continue to lead this contract, and the WVSTO will continue to be supported daily by an account coordinator, alongside the full DR team working on various projects for the WVSTO.

At DR, account executives (AEs) serve as the primary point of contact for partners. They are not only responsible for managing communication and keeping projects on track, but also act as dedicated advocates, ensuring that every partner's needs, goals and priorities are represented within the DR team. By bridging strategy, creative and execution, AEs champion their partners' vision while maintaining clarity, accountability and forward momentum. Their role is to simplify the process, anticipate challenges and foster strong, collaborative relationships that make every partnership feel seamless and supported.

The WVSTO will have access to the existing shared Basecamp instance to ensure consolidated communications and maintain visibility into all project discussions among stakeholders. DR will continue using Basecamp for creative review rounds and gathering feedback.

The WVSTO will have ongoing access to a Looker Studio dashboard that pulls in campaign-specific metrics and performance data, allowing access to monitor and analyze marketing results in one centralized location. The DR team is available and on call 24 hours a day for emergency needs. The WVSTO team can reach AEs via phone, text or email, via videoconferencing, and, of course, through in-person meetings.

DR will continue providing weekly status reports and daily updates as needed, and recommends maintaining monthly analytics and status meetings to review any work in progress. These meetings would be a mix of video calls and in-person meetings, as projects require. These regular touchpoints will ensure projects and questions are being addressed and all project elements are being worked on in a timely fashion.

All project information is maintained in Workamajig, DR's project management software. This includes the project scope, allocated budget, signed estimates and any additional information related to project constraints and goals. Upon project initiation from the partner, DR will use previous projects of similar scope and any specific considerations for the project to create an estimate for partner approval. Once the estimate is approved, the Director of Operations and the AE regularly review the hours assigned to each team member appointed to a project to ensure efficient time use. Email notifications are sent to the AE when a project is within 20% of the approved budget total, ensuring timely awareness and proactive

budget management. Clear goals, confirmed scope, shared calendars, scheduled tasks and consistent check-ins through weekly team meetings save both time and money throughout the process.

4.2.1.2. Campaign Strategy (Research, Planning and Budgeting): Campaign strategy includes strategic planning sessions, marketing campaign development, project budgeting, internal meetings, surveys, research, analysis, social and traditional media strategies, and implementation. It includes developing advertising and promotional themes and related materials, determining pre-campaign goals, and identifying measurable Key Performance Indicators (KPIs). The Vendor must also provide mid-campaign assessments and post-campaign reports. Discuss how your team consults clients on best strategies and comprehensive campaigns. Discuss your team's ability to analyze and evaluate pre-project and post-project needs. Include ways your team measures campaign success. Provide examples of project budget proposals, campaign strategies, and post-campaign reporting including summaries of project outcomes, insights, performance data and other relevant information.

At Digital Relativity, every strategy starts with data. By analyzing past campaign performance, incorporating in-depth research and applying industry best practices, DR transforms insights into action. The DR team blends data, expertise and experience to shape smart, effective campaign strategies. From there, clear goals and key performance indicators (KPIs) are established to ensure every campaign is built for measurable success.

DR works closely with its partners to set campaign budgets and maximize reach, brand awareness and engagement for each budget, making recommendations for allocations across traditional and digital ad spaces. A comprehensive budget, broken down by project, activity and service, will be provided. This will be aligned with specific goals and KPIs.

Once the budget is established, DR develops a media plan in consultation with the partner and informed by previous campaign results to arrive at the most effective media mix, whether a blend of traditional and digital channels or a focus on one over the other.

DR has a long-standing history of delivering effective "tradigital" marketing strategies that provide tangible results for partners. While the digital-first approach has positioned the agency as an industry leader in digital marketing, the DR team also has extensive experience in traditional media buying. DR is equipped with the tools and in-house expertise to run campaigns across

multiple platforms, which translates into better outcomes and a higher return on investment for partners.

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

For digital campaigns, DR's digital marketing tools allow the team to create finely tuned targeting based on demographics, interests and behavior. For example, The Trade Desk's data management platform (DMP) allows DR to onboard and manage first-party data (when possible), purchase third-party data, create custom audience segments and activate those segments for targeted advertising campaigns across display, video, audio, native and connected TV.

To ensure campaigns reach the right people throughout West Virginia, DR uses research to create audience personas to guide targeting within individual ad platforms. To refine the targeting further, tools such as geotargeting (zip codes, counties, cities, DMAs, etc.) and geofencing (polygons or radius targeting around specific locations, especially for well-attended sporting events and conferences) enable the team to pinpoint specific locations for strategic digital media conversions, ultimately maximizing partner outcomes.

Once a campaign is running, DR utilizes a range of powerful tools and analytics to measure all media types, evaluate campaign performance and make real-time adjustments. DR's analytics team is highly skilled and certified in platforms such as Google Analytics, Big Query, Looker Studio, The Trade Desk, Google Ads Search and Video, and Meta. While relying on tried and tested platforms, such as those mentioned above, the team continually explores new platforms and tools to stay ahead of the curve, seeking new opportunities to reach target audiences.

Throughout a campaign, ad platforms are monitored and assessed for effectiveness. DR makes recommendations for in-campaign reallocations when an ad platform or media type is underperforming, working with the partner to best repurpose those funds. In addition, regular meetings with the partner provide an opportunity to share and discuss current campaign performance and determine whether to stay the course or pivot to another strategy.

DR uses a variety of industry-standard metrics, such as impressions, clicks, reach and engagement rates (and other meaningful conversions where possible), to evaluate consumer awareness levels and campaign effectiveness. DR maintains real-time campaign dashboards for the partner to monitor performance as needed and to provide a focal point during regularly scheduled status meetings.

25-WVTREASURER-0172 2025 S	pring Unclaimed Property Medi	ia Plan	
West Virginia State Treasurers Offi			
Total Budget:			
Digital Budget:	and the same that the same tha	Partner Plan Approver:	
Commission:	\$582.52	Partner Email:	
Total Labor:	\$5,000.00	Date Sent to Partner:	
Goals:	The goal of this campaign is to drive	Date Approved:	
	\$2.5 million in unclaimed property claims during April and May 2025. - Increase Overall CTR by 10% YOY		
Demographics:	WV Adults, 25+ who may have unclaimed property	Account Executive:	Alaina Moore
Geography:	Statewide	Additional Notes:	
Landing Page:	https://www.wvunclaimedproperty.gov/		
Flight Dates:	04/01/25 - 05/30/25		
	Media Plan		1
	Total Budget	Creative Specs	Content Specs
The Trade Desk	\$3,000.00		
Static Display	\$1,000.00	160x600 300x600 728x90 300x250 320x50 300x50	
CTV (:15 & :30)	\$2,000.00	File typeMP4 Resolution - 1920x1080 (16:9) Bitrate range - 20,000 kbps to 30,000 kbps Maximum file size - 10GB Frame rate (FPS) - 23.98 or 29.97 Audio sample rate - 48 kHz	
LinkedIn	\$6,000.00		
Display (static)	\$2,000.00	1080x1080	Headline: 25 Characters Primary Text : 280 Characters Link Description: 50-75 Characters
Vídeo (:15 & :30)	\$4,000.00	File Type: MP4, MOV or GIF Ratio: 1:1 (1080x1080) Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ Resolution: At least 1080 x 1080 pixels Video Captions: Optional, but recommended Video Saptio: Optional, but recommended	Headline: 25 Characters Primary Text : 280 Characters Link Description: 50-75 Characters
Facebook	\$6,000.00		
Display (static)		1080×1080	Headline: 25 Characters Primary Text: 280 Characters Link Description: 50-75 Characters
Video (:15 & :30)	\$4,000.00	File Type: MP4, MOV or GIF Ratic: 1:1 (1080x1080) Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+ Resolution: At least 1080 x 1080 pixels	Headline: 25 Characters Primary Text : 280 Characters Link Description: 50-75 Characters
Youtube	\$4,417.00		
Video (:15 & :30)		File typeMP4 Resolution - 1920x1080 Bitrate range - 4,000 kbps to 6,500 kbps Max file size - 10 GB Frame rate - 23.98 or 29.97 fps Audio sample rate - 48 kHz	Headline: 25 Characters Primary Text : 280 Characters Link Description: 50-75 Characters
Digital Ad Spend:	\$19,417.00		
Total Ad Spend:	\$19,417.00		
Approved by			
	0/04/000=		
Date:	2/24/2025		

2025 Spring Unclaimed Property Media Plan



2025 Spring Unclaimed Property Campaign Wrap-Up Report 4.2.1.2. Creative Services: Creative services include print, digital, audio, and video asset creation. Explain your staffs ability to provide creative services, including commercial-quality designs, copy, graphics, photography, storyboards, audios, videos, print materials, digital assets, and other creative advertising and marketing items. Explain your ability to deliver final professional products including various print products and digital deliverables. If you use third-party subcontractors for any of these services, explain which services may be subcontracted, the benefits to the Agency, and the subcontractor selection process. (Please note there will be no percentage markup rates allowed for subcontracted services charged to the Agency. All Vendor project costs should be included in one of the hourly rate categories and included on pre-project budgets.)

As a full-service advertising agency with over 14 years of experience, Digital Relativity offers a comprehensive suite of creative services, driven by a dedicated team of six in-house creative professionals and three web developers. The team specializes in producing commercial-quality assets across print, digital, audio and video, ensuring every deliverable meets the highest professional standards.

CREATIVE CAPABILITIES

The DR creative team combines strategy, design, storytelling and technical expertise to deliver work that is both visually compelling and results-driven. By offering a wide range of creative services in-house, DR maintains full control of the process and ensures consistent brand alignment across every medium. Services include:

- **Strategy & Marketing Development:** Strategy development, market research, branding, positioning and marketing plan development.
- Creative & Graphic Design: Collateral design, print and out-of-home advertising, presentation and display design, digital assets, event/experiential design and print production management.
- Multimedia & Video Production: Photography, video production and editing, radio production, animation, scriptwriting and storyboarding.
- **Content & Social Media Strategy:** Copywriting, content creation (copy, photo, video, graphics), campaign development, publishing, community management and reporting.
- Responsive Website Development: UX and digital design, front- and back-end development, SEO and ADA-compliant design.

PROFESSIONAL DELIVERY

DR manages the full lifecycle of creative production, from concept and storyboard to finished commercial-quality designs, graphics, photography, audio, video and digital/print deliverables. Each project is delivered with creativity and craftsmanship, whether the final output is a broadcast-ready video, a large-scale print installation or optimized digital assets.

Each project includes a collaborative proofing step designed to ensure every deliverable meets both creative standards and partner expectations. Draft versions of assets, whether print, digital, audio or video, are shared with partners for review at key milestones. This process invites clear and timely feedback, giving partners the opportunity to provide input, request adjustments and confirm alignment with campaign goals. Through multiple rounds of refinement, the DR team incorporates this feedback to enhance accuracy, quality and impact. The result is a final product that is polished, professional and tailored to the partner's vision.

SUBCONTRACTING

While the majority of services are performed by DR's in-house creative staff, the agency may selectively subcontract specialized services when it benefits the client. DR's subcontractor selection process is deliberate and value-driven, with partners vetted based on quality, reliability, past performance and cost-effectiveness. DR does not anticipate the need to use subcontractors for this contract; however, should it ever become necessary, the WVSTO will be fully informed of the process to ensure transparency and alignment.

4.2.1.3. Comprehensive marketing and/or advertising campaign: Discuss your firm's approach to develop, budget and implement a comprehensive six-week marketing campaign to increase the number of individuals participating in one of the Agency's programs of your choice (i.e.: Jumpstart Savings, Unclaimed Property, etc.). Explain how you will use available funds in an efficient and cost-effective manner. Include your effort to ensure the creative material is relevant to the campaign goals. 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, and digital (including social media and CTV). Include your methods to place and track media. Detail how you will measure campaign results. Provide at least one example of a similar campaign completed within the last 24 months.

SIX-WEEK CAMPAIGN APPROACH FOR THE JUMPSTART SAVINGS PROGRAM

Due to the recent relaunch of the Jumpstart Savings Program, Digital Relativity recommends focusing on this program for this six-week campaign, specifically targeting the critical account upgrade initiative that must be completed by December 31, 2025. This strategy maximizes impact during a time-sensitive transition while building foundational awareness for future growth strategies.

The Jumpstart Savings Program product update enables a clearer value proposition for working tradespeople, future tradespeople, employers, transitioning military service members and families. In addition to DR's recommended Relaunch and Upgrade Drive strategy outlined below, this proposed plan outlines three other integrated strategies to grow accounts throughout 2025-2026, each with outlined goals, Situation, Challenge, and Question prompts, channel plays, timeline recommendations, creative territories and a test-and-learn approach.

Our Development Approach: We've structured four integrated campaign options, each designed for a six-week implementation window, allowing the West Virginia State Treasurer's Office to select the strategy that best aligns with their immediate priorities and available budget. Our approach prioritizes owned-media efficiency for the upgrade campaign while reserving budget allocation for paid media strategies that drive new customer acquisition.

Budget Efficiency Strategy: The upgrade campaign (Strategy 1) leverages existing communication channels — email, website, organic social media and YouTube — requiring minimal media spend while achieving maximum reach among the highest-converting audience. This cost-effective approach reserves a budget for paid media investments in employer outreach, educational partnerships and family engagement strategies, which require external media placement to reach new audiences.

Creative Relevance: All creative materials directly address the core challenge of the upgrade campaign: making the transition feel obvious, safe and immediately beneficial. Our creative approach emphasizes continuity ("Same Jumpstart. New Momentum." or "Same Jumpstart. New Future.") while clearly communicating

enhanced benefits through side-by-side comparisons and step-by-step video tutorials.

Media Strategy Determination: Our media recommendations are audience-driven and channel-efficient:

- Owned media (email, website, organic social, YouTube) for existing account holders who have established engagement patterns
- Direct mail with QR code integration for offline-to-online conversion
- Public relations and strategic partnerships for program awareness and audience engagement
- Traditional media (TV, CTV, radio) for broad awareness during educational campaigns
- Social media and digital display for family and gift contributor targeting
- Paid search for year-round intent capture and awareness building
- Community partnerships and grassroots outreach, including homeschool and private school networks, church bulletins, school take-home materials and local organizations that can distribute program information through trusted channels

Placement and Tracking Methods: We will utilize QR codes for seamless offline-to-digital tracking, email open rates and click-through monitoring, website analytics for upgrade flow completion, and partner reporting integration with the WVSTO for account conversion data. Our measurement approach acknowledges data access limitations while establishing clear success metrics for each campaign phase.

Results Measurement: In partnership with the WVSTO, our measurement framework tracks both immediate tactical results (upgrade completions, email engagement, form submissions) and strategic impact (account funding rates, employer onboarding, family gifting conversion). We have structured our measurement to rely on partner reporting where necessary, while providing actionable insights for campaign optimization and future strategy development.

To understand how these campaign approaches support broader program growth, it is important to establish the foundational goals and challenges facing the Jumpstart Savings Program during this critical transition period. The following objectives provide the strategic framework that guides our tactical recommendations.

OVERALL PROGRAM GOAL AND OBJECTIVES

Overall Program Goal: Establish the Jumpstart Savings Program as the standard funding solution for West Virginians to cover the cost of essential tools, licenses and early career expenses in the trades.

Because the program is less than five years old, building and sustaining awareness will be a constant thread across every strategy. Each growth goal, whether focused on employers, students or families, ultimately relies on more West Virginians knowing what the Jumpstart Savings Program is, how it works and why it matters.

The transition from savings to investment-backed accounts requires updated program materials and digital assets to ensure consistent messaging across all touchpoints, including website updates that reflect the new account structure and benefits.

These long-term objectives require a phased approach that balances immediate conversion needs with sustained growth initiatives. The challenge lies in executing time-sensitive campaigns while building the foundation for lasting program expansion. Our recommended timeline approach addresses both requirements through concentrated campaign bursts, supported by continuous awareness-building efforts.

Proposed Program Objectives:

- Migrate 60% of existing savings account holders to the new investment product.
- Achieve a 30% year-over-year increase in newly funded accounts.
- Onboard 25 employers into active Jumpstart Savings Program participation.

LONG-TERM OBJECTIVE	SUGGESTED BENCHMARK	TO BE FINALIZED WITH WVSTO
Growth in newly funded accounts	+30% year-over-year	WVSTO to confirm target growth rate
Employer participation	25 employers onboarded into active programs	WVSTO to validate based on staffing and partner capacity
Account migration	60% of existing savings account holders upgraded by the end of 2025	WVSTO to set phased timeline if needed
Student adoption	Define % of CTC seniors opening accounts prior to graduation	WVSTO and DR to establish participation benchmarks
Family gifting	Define the dollar amount of gift contributions for the next 12-18 months	WVSTO and DR to establish gifting benchmarks

Note on Collaboration:

While these objectives reflect our recommended targets, we recognize the WVSTO will ultimately shape the final benchmarks in alignment with program realities and partner capacity. DR will work closely with the WVSTO staff to establish participation benchmarks, particularly for community and technical college seniors opening accounts prior to graduation, and to ensure all measures are realistic, actionable and aligned with long-term program success.

Campaign Timeline Approach

While this strategy document provides 6-week campaign implementations for each core strategy as requested, DR recommends a hybrid approach that addresses the unique awareness challenges facing the Jumpstart Savings Program during this critical transition period.

The Jumpstart Savings Program faces a dual awareness challenge: the program itself is less than five years old, and the current product upgrade represents a fundamental shift from traditional savings to investment-backed accounts with prepaid card access. West Virginians need to understand both what the Jumpstart Savings Program is and why the enhanced version matters for their career goals.

Each 6-week campaign creates concentrated awareness bursts during peak opportunity windows, while year-long paid search maintains the consistent visibility essential for a program still building statewide recognition. The transition campaign for existing account holders operates under a December 31, 2025, deadline, making sustained visibility particularly crucial during this limited conversion window.

The WVSTO currently invests in ongoing paid search for the Jumpstart Savings Program, and we strongly recommend continuing this approach through the transition period and beyond. We also recommend ongoing content creation and optimization to continue to educate the audience about the program and its benefits to the West Virginia trade industry.

This dual strategy allows the 6-week campaigns to drive strategic initiatives and educate audiences about program enhancements, while paid search provides consistent brand building and captures qualified prospects year-round. Given the program's relative newness, the complexity of communicating both basic program benefits and upgrade advantages, and the finite timeline for account transitions, this combination of concentrated campaign efforts and sustained visibility creates the optimal foundation for awareness building and conversion.

GUIDE TO FRAMEWORKS

To ensure each campaign strategy is purposeful and measurable, we have organized our approach using two complementary frameworks that keep tactics aligned with strategic goals. This structure allows the WVSTO team to quickly evaluate each initiative's rationale and expected outcomes.

Plan Essentials: For each Jumpstart Savings Program initiative, we have provided recommendations for strategy focus, the channels and tactics to use to reach hardworking West Virginians and the measurable goals and key performance indicators that show progress.

SCQ (Situation, Challenge, Question) Prompts: This framework keeps us grounded in the why. It highlights the **S**ituation the Jumpstart Savings Program is responding to, the **C**hallenge the WVSTO wants to solve, and the guiding **Q**uestion that shapes our approach. These prompts make sure every strategy is clear, purposeful and tied back to the Jumpstart Savings Program's mission.

With this setup, the WVSTO team and partners can quickly see what each strategy is designed to do, why it matters and how we'll know it's working.

Using these frameworks, we've developed four distinct but complementary strategies that address different audience segments and conversion opportunities. We begin with the most time-sensitive initiative that leverages existing relationships and requires efficient budget investment.

STRATEGY INTEGRATION APPROACH

These four strategies work like building blocks, you can use one on its own or stack them together for a bigger impact. Each approach reaches different audiences at different times, but they all support the same goal: getting more West Virginians enrolled in Jumpstart Savings Program accounts.

How They Build on Each Other: Strategy 1 should come first, as converting existing users by December is essential. The upgrade success stories from this campaign become valuable proof points when approaching employers in Strategy 2. Once employers are participating, they can facilitate connections with local schools and training programs for Strategy 3. When families see their workplace and schools promoting the Jumpstart Savings Program, they're more likely to contribute through Strategy 4.

Shared Resources Save Money: The videos created for the upgrade campaign can be repurposed in employer presentations and school materials. The QR code tracking system works for all strategies. Partner relationships often cross over — business organizations know school administrators, and schools connect with families.

Year-Round Momentum: Rather than running one big campaign and going quiet, this approach keeps the Jumpstart Savings Program visible throughout the year. The strategy includes a fall upgrade push, winter and spring employer outreach, late-spring graduation campaigns and family gifting during holidays and other special moments.

The WVSTO can implement just one strategy based on available budget and team capacity, or combine multiple approaches as resources allow. The key advantage is that success in one area makes the others easier and more effective. Each additional strategy strengthens the overall program rather than competing for attention.

AUDIENCE MESSAGING FRAMEWORK

To ensure each strategy resonates with its intended audience, the following framework provides messaging guidance and channel recommendations for the key segments our strategies target. Understanding these audience types ensures maximum conversion potential through tailored creative and communication approaches.

Current Trade Professionals

- Value Hooks: Keep more of what you earn, buy better tools sooner, spend on licenses and certifications, state-backed security
- **Tone:** Growth-focused, self-motivated, opportunistic
- **Propositions:** "A smarter way to pay for the tools of your trade and save on taxes at the same time"
- Primary Channels: Paid search, YouTube pre-roll, digital and traditional radio, supply-store POP, SMS remarketing

Future Trade Professionals

- Value Hooks: Mobile-first signup, voucher seed, pride in craft
- **Tone:** Hopeful, encouraging, adventurous/dream focused, responsible
- Propositions: "Graduate with a career starter kit that grows while you train"
- Primary Channels: Instagram Reels, YouTube pre-roll, on-campus QR, counselor scripts

Supportive Employers

- Value Hooks: Day-one readiness, reduced out-of-pocket advances, retention, easy payroll integration
- Tone: Team-oriented, community enriching, caring and opportunistic, mentor-like
- Propositions: "Add Jumpstart as a benefit to hire faster and keep your crew longer."
- Primary Channels: LinkedIn ABM, webinars, chamber roadshows, union halls

Parents & Gift Contributors

- Value Hooks: Purposeful giving, easy setup, visible impact on career milestones
- Tone: Emotional, caring, growth-oriented, simple-but-impactful
- Propositions: "Don't just give money. Give a Jumpstart."
- **Primary Channels:** Facebook, direct mail kits, school and church bulletins, seasonal gift pushes

Career Military & Veterans

- Value Hooks: Fast path to civilian career, use GI Bill benefits alongside Jumpstart, steady income plus long-term growth, state-backed trust
- Tone: Respectful, purpose-driven, empowering
- Propositions: "From service to skilled trades Jumpstart helps you build your next mission."
- **Primary Channels:** Military transition programs, veteran service orgs, job fairs, community colleges, LinkedIn veteran networks

STRATEGY 1: RELAUNCH & UPGRADE DRIVE

STRATEGY 1

At A Glance

GOAL: Convert 60% of existing savings account holders to new investment-backed accounts by December 31, 2025.

RATIONALE: Existing users already trust the program and can be reached through low-cost owned channels with high conversion rates.

PLAN ESSENTIALS

- Focus: Get current savings account holders to convert to the investment-backed account before the deadline of December 31, 2025.
- Channels: Email and direct mail to active savings account holders, plus website pop-ups and banners reminding them to convert to the new Jumpstart Savings account before the deadline. Utilize organic social media and the WVSTO YouTube channel to create informational assets to educate current savings account holders about the new investment-backed account opportunity, with YouTube videos embedded directly in emails to deliver step-by-step instructions and seamlessly guide account holders through the process.
- Goals & KPIs: Through QR codes, open rates and account conversions, we'll be able to track our success.

FRAMEWORK

- Situation: Product changes enhance growth potential and prepaid convenience.
- Challenge: Low awareness, perceived complexity and concern about losing current benefits.
- Question: How can we make switching obvious, safe and immediately beneficial?

STRATEGY 1: RELAUNCH & UPGRADE DRIVE

Why we think this is a strong avenue for the Jumpstart Savings Program

Existing account holders represent the highest-conversion audience because they've already demonstrated trust in the program and overcome the initial barriers to participation. These users understand the Jumpstart Savings Program's value proposition, have navigated the account setup process and have established saving habits within the platform.

Since they're already engaged with the Jumpstart Savings Program communications and have established login behaviors, we can reach them through proven channels with personalized messaging that builds on their existing experience and program loyalty. By prioritizing current users, we can quickly demonstrate program growth and investment performance while building a foundation of satisfied participants who can advocate for the upgraded experience.

Additionally, this strategy requires minimal media spend, as we can leverage our owned channels and existing communication touchpoints, allowing us to reserve budget for more expensive new customer acquisition efforts.

The December 31, 2025, deadline creates a natural urgency that motivates action, and the upgrade process allows us to re-engage users who may have become dormant, while introducing active savers to an enhanced earning potential that directly benefits their financial goals.

6-Week Campaign Implementation (Fall 2025)

This campaign follows a progressive approach designed to convert existing account holders by December 31, 2025. The strategy begins with foundational messaging to establish awareness of the upgrade opportunity, then builds trust through educational content that addresses security concerns and demonstrates the value of the enhanced features. The middle phase focuses on simplifying the upgrade process through step-by-step tutorials and guided flows, while the latter weeks intensify urgency messaging and provide comprehensive support to ensure maximum conversion before the deadline.

Key Plays

- Countdown banners, pop-ups and general reminders of the end of year deadline to upgrade to an investment account
- Guided "3-step upgrade" emails with step-by-step YouTube video tutorials
- Messaging that emphasizes account holders will "Keep your benefits" with side-by-side old vs. new benefits comparisons, while clearly explaining what happens if the account isn't converted before the December 2025 deadline
- Five-message drip campaign upgrade cadence with embedded video content:
 - 1) What's new (overview video), 2) Safety and state backing (expert content),
 - 3) Simple 3-step upgrade (tutorial video), 4) Spending potential (success stories),
 - 5) Last-chance reminder (urgency messaging)
- Cross-channel content strategy repurposing video tutorials, benefit comparisons and upgrade messaging across email, organic social media, website banners and blog content to maximize reach through owned channels
- QR code integration in direct mail pieces that link directly to upgrade landing pages and video tutorials for seamless transition from offline to digital experience

Taglines/Messaging

- · "Upgrade once. Benefit every day."
- "Invest while you work. Jumpstart your career today."
- Additional Text: Earn money while you work with the new Jumpstart Savings Program Investment Account.

Measurement

Monitor account conversion numbers toward our 60% goal, evaluate which emails and messages work best, track how quickly people complete upgrades and spot where people get stuck in the process. This data will help us improve future campaigns by identifying the most effective messaging approaches, streamlining processes that cause delays and creating better support resources for common issues that users encounter.

STRATEGY 2: EMPLOYER-LED DISTRIBUTION

STRATEGY 2

At A Glance

GOAL: Establish the Jumpstart Savings Program as a trusted, easy-to-use employee benefit that enhances retention and equips new hires with the tools and financial readiness they need to succeed by onboarding 25 employers into active programs.

RATIONALE: Employees trust workplace recommendations, and employers want better-prepared hires with increased retention.

PLAN ESSENTIALS

- Focus: Build adoption through HR teams, operations leaders and union partners who can seamlessly bring the Jumpstart Savings Program directly to employees.
- Channels: LinkedIn campaigns, chambers of commerce, trade and small business
 associations, lunch-and-learn sessions with customizable plug-and-play presentations,
 employee payroll dashboards, email communication and tool-supply retailers all natural
 touchpoints where employers and employees already connect.
- Goals & KPIs: Track success through QR codes, open rates and account upgrades.

FRAMEWORK

- Situation: Employers need faster onboarding, better-prepared hires and stronger retention.
- Challenge: Benefits are crowded, confusing and perceived as administratively heavy, making adoption slow and inconsistent.
- Question: How can we make the Jumpstart Savings Program a "no-brainer" with simple turnkey onboarding and clear ROI?

STRATEGY 2: EMPLOYER-LED DISTRIBUTION

Why we think this is a strong avenue for WV Jumpstart Saving Program

Working directly with employers and business owners leverages existing trust and established channels within the workplace. Employees are more likely to adopt a program recommended or facilitated by Human Resources, operations leaders or union representatives because it comes from a familiar, trusted source.

By meeting employees where they already receive guidance on benefits, payroll and workplace resources, the Jumpstart Savings Program reduces perceived complexity and increases confidence in opening an account. Employers also have a direct incentive to encourage participation: well-prepared, financially ready employees lead to better day-one readiness, higher retention and smoother onboarding.

Additionally, employers can act as amplifiers by sharing materials, hosting lunchand-learns and integrating the Jumpstart Savings Program into their payroll or onboarding workflows. This combination of trusted guidance, convenience and aligned incentives creates a scalable, repeatable path for acquiring funded accounts while also reinforcing the program's credibility.

6-Week Campaign Implementation (Winter 2025 / Spring 2026)

This employer-focused campaign leverages workplace trust and established HR channels to position the Jumpstart Savings Program as an essential employee benefit amongst trade workplaces. The approach begins with partnership development through business organizations like the West Virginia Small Business Development Hub, then progresses through educational outreach to demonstrate clear Return on Investment for employers. The campaign builds momentum through workplace demonstrations and enrollment opportunities, ultimately creating scalable pathways for employee adoption while reinforcing program credibility through trusted workplace endorsements.

Key Plays

Turnkey Employer Kit, including a slide deck, video embeds on the Jumpstart Savings
 Program website, a curated public YouTube playlist featuring FAQs and simple
 tutorials, payroll setup guides and email templates, to simplify rollout and provide clear
 communication to HR teams.

- Partner with the West Virginia Small Business Development Hub and similar organizations (West Virginia BusinessLink, local chambers of commerce) to integrate the Jumpstart Savings Program promotion into their business counseling sessions and entrepreneur workshops.
- Seasonal account-based marketing sprints targeting HR decision-makers during key
 hiring periods: spring hiring, summer graduates, fall recertifications, adjusted based on
 employer hiring needs and industry standards.
- Bulk enrollment sessions with on-site enrollments at union halls, job fairs, apprenticeships, and business development events to reach employees and entrepreneurs early and directly.
- Create specialized assets for HR professionals, including return-on-investment calculators, employee retention case studies and implementation timelines, to demonstrate program value to key stakeholders.

Taglines/Messaging

- "Add Jumpstart. Cut turnover."
- "Show up equipped on day one."
- "Invest/Earn while they grow. Jumpstart your employees' careers today."
- "An account that works for your team, so you can grow together"

Measurement

Track how many employers sign up toward the 25-employer goal, evaluate which outreach channels bring in the most interested trade and employment sectors, count employee accounts opened per employer and monitor employee contributions after joining.

Since DR doesn't have direct access to account information, this measurement will rely heavily on partner reporting from the WVSTO and participating employers. This data will help us identify the most effective employer types and industries to target, refine our employer toolkit based on what drives the highest employee participation, demonstrate ROI to employers through retention improvements and develop better support materials for HR teams to increase program adoption across workplaces for years to come.

STRATEGY 3: COMMUNITY & TECHNICAL COLLEGES & FUTURE PIPELINE

STRATEGY 3 At A Glance

GOAL: Capture new and current Community and Technical College (CTC) students, recent graduates, career changers and military veterans at peak intent moments by making a Jumpstart Savings Program account part of their graduation milestone, whether finishing high school, a CTC program, a trade school certification/apprenticeship or transitioning into a second career.

RATIONALE: Captures people at peak intent moments when they're transitioning into trades and need career preparation tools.

PLAN ESSENTIALS

- Focus: Position the Jumpstart Savings Program as the essential "career starter account" for students and career changers, making account opening part of career preparation and graduation readiness while building support from educational institutions and career counselors.
- Channels: School counselor networks, career fairs, military transition programs, CTC
 enrollment events, on-site signage at CTCs, admission day presentations, social media
 targeting students directly and educational institution partnerships.
- Goals & KPIs: Student account openings, career changer enrollments, military veteran sign-ups, counselor kit downloads and educational institution partnerships established.

FRAMEWORK

- **Situation:** Students and career changers need accessible financial tools to bridge the gap between education and career launch.
- Challenge: Limited awareness of career-specific savings options and difficulty planning for tools, licenses and early career expenses.
- Question: How can we make the the Jumpstart Savings Program account opening a standard part of career preparation across educational institutions?

STRATEGY 3: COMMUNITY & TECHNICAL COLLEGES & FUTURE TRADES PIPELINE

Why we think this is a strong avenue for the Jumpstart Savings Program

Graduation and certification are moments of transition and intent, whether it's a high school senior stepping into the trades, a veteran completing a program with GI Bill support or an adult retraining for a second career. Each of these groups faces the same challenge: they need tools, licenses and a financial runway to launch into the workforce.

By embedding the Jumpstart Savings Program into these milestones, we make the program both relevant and universal, an account that signals readiness for the next chapter, regardless of age or background. For families and communities, it provides a trusted vehicle to give meaningful, career-focused support. For CTCs, trade schools and veteran-serving organizations, it becomes part of the culture of preparation as an easy-to-share tool that sets graduates up for success.

This approach not only captures young people at the start of their careers but also taps into a powerful segment of adult learners and veterans who are motivated, resource-backed and ready to invest in their next chapter.

The strategy is further strengthened by the \$100 Ignite Incentive, which provides immediate funding to new account holders and demonstrates the state's direct investment in their career development.

6-Week Campaign Implementation (Spring 2026)

This multi-audience strategy targets students, career changers and military veterans during key transition moments. The campaign establishes educational partnerships first, then expands to reach various life-stage audiences through both digital and traditional media channels. The approach integrates the \$100 Ignite Incentive as a conversion driver while building relationships with counselors and instructors who influence career decisions, ultimately incorporating family and supporter engagement to increase initial account funding and create sustainable participation beyond individual sign-ups.

Key Plays

- Ignite Your Future Graduate Starter Kit to promote the \$100 Ignite Incentive.
- High School Counselor, CTC Counselor and Trade Program Instructor Jumpstart Savings Program Kits.

- Attend Admission Day events at high schools and CTCs with a future-value simulator and instant QR sign-up.
- Digital and traditional media campaigns to create awareness for the program and its benefits, including the WVSTO YouTube channel, TV, CTV, social media video and display ads, native ads and radio.

Taglines/Messaging

- "Ignite your future get \$100 when you start today."
- "Ignite your savings, spark your success."
- "Ignite your dream job and Jumpstart with \$100."
- "Build your future while you build your skillset."
- "Earn skills, earn savings, earn success."
- "Skill up. Save up."
- "Craft your trade, craft your tomorrow."
- "Earn while you Learn. Jumpstart your dream job today."
- "Jumpstart works for you, so you can get to work."

Measurement

Track account openings across all target groups as information is available (students, graduates, career changers, veterans), monitor starter kit downloads and gift contributions from families and supporters, count first contributions within 90 days of account opening and measure repeat engagement from both account holders and gift-givers. DR doesn't have direct access to account information; therefore, this measurement will rely heavily on partner reporting from the WVSTO and participating organizations. This data will help us identify which life transition moments and audience segments generate the most participation, refine our messaging based on what motivates different groups to start and fund accounts and develop more effective outreach materials for counselors, instructors, and community partners to increase program adoption across various career milestones and life transitions.

STRATEGY 4: PARENTS & GIFT CONTRIBUTORS

STRATEGY 4

At A Glance

GOAL: Turn family support into recurring, purpose-driven contributions tied to career milestones, helping budding tradespeople launch their careers with confidence.

RATIONALE: Families want to help but need a simple, meaningful way to invest in their loved one's career future.

PLAN ESSENTIALS

- Focus: Reframe gifts from cash to "career-boosting contributions" that actively build their future by growing in value while supporting immediate career needs like tools, licenses and training.
- Channels: A curated public YouTube playlist featuring FAQs and simple tutorials on how to
 activate an account and give/receive gift contributions, Facebook, local media, school-based
 handouts and church bulletins, direct mail gift kits and seasonal pushes such as Christmas or
 graduation season.
- Goals & KPIs: Gift toolkit downloads, gift contributions, repeat gifting rate, cost per acquisition (CPA).

FRAMEWORK

- Situation: Families want to help but lack a simple, trusted vehicle.
- Challenge: Confusion about investment accounts and qualified uses.
- Question: How do we make gifting simple, meaningful and habitual?

STRATEGY 4: PARENTS & GIFT CONTRIBUTORS

Why this is a strong avenue for the Jumpstart Savings Program

Families and mentors want to support students and young workers, but traditional gifts, such as cash or generic savings accounts, often feel disconnected from their career goals. By framing contributions as career-boosting, future-driven investments and linking them to milestones like graduation, certifications or license completion, the Jumpstart Saving Program makes giving simple, meaningful and impactful. Trusted guidance from family and mentors also mirrors the "trusted source" approach in employer and school-based strategies, reinforcing adoption and early funding.

6-Week Campaign Implementation (Holiday 2025 and / or Graduation 2026)

This campaign reframes traditional gifting by positioning the Jumpstart Savings Program contributions as meaningful career investments rather than generic presents. The strategy educates potential gift-givers about how contributions translate directly into career tools and opportunities while providing convenient gifting abilities aligned with natural celebration periods. The campaign emphasizes the investment growth potential, ease of contributing through platforms like PayPal and Venmo and the career impact of contributions. This fosters sustainable gifting relationships that extend beyond single transactions, while timing campaigns to coincide with peak gifting seasons, including holidays and graduation periods, for maximum relevance.

Key Plays

- Create printable and digital gift certificates with pre-written messages.
- Milestone calendar that includes graduation, birthdays, passing your license and holidays.
- Highlight the ease of contributing to a Jumpstart Savings account using PayPal and Venmo.
- Gift Value Guide Concept
- With the assistance of the WVSTO, DR will develop a visual guide that translates
 gift amounts into tangible career outcomes, showing donors exactly how their
 contributions support specific career needs. Examples include \$250 covering
 certification exams, \$500 funding basic tool kits or \$1,000 supporting professional
 licensing and equipment. The guide will be organized by select career pathways and

life stages (students, career changers, veterans) to help gift-givers understand the real-world impact of their contribution while demonstrating how the Jumpstart Savings Program account grows their investment until funds are needed for career expenses.

Taglines/Messaging

- "A gift that goes to work."
- "A gift that works for their future."
- "An account that grows with them. Help launch your loved one's career today."
- · "Jumpstart works for you, so that you can watch them grow."

Measurement

Track gift toolkit downloads, monitor average gift amounts and repeat gifting from the same contributors, count new account openings generated through family gifts and measure how quickly recipients make their first career-related purchases after receiving gifts. Since DR doesn't have direct access to account or family relationship data, this measurement will rely heavily on partner reporting from the WVSTO and participating families. This data will help us identify which gift amounts and occasions drive the most participation, refine our messaging based on what motivates families to give repeatedly and develop better educational materials for gift-givers to increase program adoption through family networks and community support systems.

NEXT STEPS & CONTINUED PARTNERSHIP

DR's established relationship with the Jumpstart Savings Program positions us to execute these strategies immediately, without the typical agency onboarding period. We understand the program's unique requirements, audience preferences and operational constraints, allowing us to focus on campaign execution rather than internal program education.

The December 31, 2025, deadline for account upgrades creates an immediate opportunity to demonstrate campaign effectiveness while building momentum for the broader growth strategies outlined above. We're prepared to begin implementation upon contract award and look forward to continuing our partnership in this critical transition period.



Strategy 3 Campus Poster



Strategy 3 Campus Poster





Strategy 3 Campus Poster

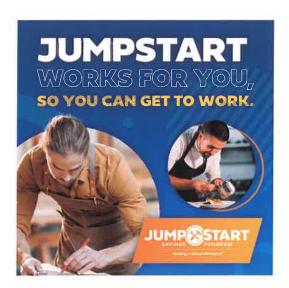




Strategy 1 Direct Mail



Strategy 2 Social Ad

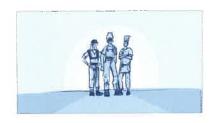


Strategy 3 Social Ad



Strategy 3 Social Ad

JUMPSTART SAVINGS ACCOUNT: 30 VIDEO SPOT



FRAME 1

VO: EVERY DAY, YOU MAKE WEST VIRGINIA WORK.

VID: Dramatic backlit shot of featured tradespeople.



FRAME 2

VO: ELECTRICIANS POWERING OUR HOMES.

VID: Electrician working on wiring.



FRAME 3

VO: WELDERS BUILDING OUR BRIDGES.

VID: Welder fixing bridge.



FRAME 4

VO: CHEFS CREATING MEALS THAT BRING US TOGETHER.

VID: Chef finishing a meal.



FRAME 5

VO: THE JUMPSTART SAVINGS PROGRAM IS DESIGNED SPECIFICALLY FOR CURRENT AND FUTURE MEMBERS OF THE SKILLED WORKFORCE IN WEST VIRGINIA.

VID: Trade school student learning, or teammates working.



FRAME 6

VO: YOUR MONEY GROWS WHILE YOU SAVE FOR TOOLS, SUPPLIES, EQUIPMENT AND CERTIFICATIONS THAT MAKE YOU THE BEST AT WHAT YOU DO.

VID: Chef cutting vegetables, or any professional using their tools to master their trade.



FRAME 7

VO: WV JUMPSTART--AN INVESTMENT ACCOUNT THAT WORKS FOR YOU, SO YOU CAN GET TO WORK.

ViD: Welder putting down mask and walking off screen to get to work.



FRAME 8

VO: VISIT W-V-JUMPSTART-DOT-GOV TO START EARNING TODAY.

VID: Extension of intro shot blurred, each person walks out and fade to black.



WV TREASURER'S OFFICE JUMPSTART SAMPLE VERTICAL VIDEO



FRAME 1

VO: IT'S TIME TO SHARE YOUR PASSION WITH THE WORLD.

VID: Stylist sitting down client, prepping for haircut

Note: This could be any trade, with any comparable silly "tools" depicted in the next slide.



FRAME 2

VO: BUT TO DO THAT, YOU'RE GOING TO NEED SOME BETTER TOOLS.

VID: Stylist pulls out plastic kid scissors/ huge ribbon cutting scissors/something ridiculous, not for hair cutting.



FRAME 3

VO: OPEN A NEW JUMPSTART INVESTMENT ACCOUNT, AND USE YOUR EARNINGS TO LAUNCH YOUR CAREER.

VID: Stylist opening Jumpstart account on computer.



FRAME 4

VO: PLUS EARN \$100 WITH THE IGNITE INCENTIVE TO USE ON TOOLS, TRAINING AND MORE.

VID: Cut to stylist using proper tools, speaking with an industry expert about new techniques, and completing work for a happy client.





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wvjumpstart.gov



FRAME 5

VO: GET STARTED TODAY AT WVJUMPSTART-DOT-GOV.

VID: Blur to end tag with logo and website.



CAMPAIGN STRATEGY AND EXECUTION: EXAMPLE WORK

WEST VIRGINIA DIVISION OF CORRECTIONS AND REHABILITATION

Turning Vacancies into Victories: Hiring Campaign

CORRECTIONS & REHABILITATION

dcr.wv.gov



The West Virginia Department of Commerce's Office of Marketing and Communications (WV Commerce Communications) collaborates with state agencies to promote West Virginia's strengths, including its natural beauty, economic opportunities and cultural richness. Serving as a central communications team, WV Commerce Communications develops and executes initiatives that raise awareness and generate interest across the state.

In 2019, Digital Relativity (DR) became the agency of record for the West Virginia Department of Commerce. In fall 2023, WV Commerce Communications approached DR to create a recruitment campaign to attract correctional officers and non-uniformed personnel for the West Virginia Division of Corrections and Rehabilitation (WVDCR).

SERVICES Animation Creative Strategy Illustration Audio Production Digital Advertising Project Management Copywriting Graphic Design Traditional Media Account Management 40

THE CHALLENGE

On August 11, 2022, Governor Jim Justice declared a state of emergency due to a critical staffing shortage within the WVDCR. With over 1,100 vacancies, the WVDCR faced significant challenges in maintaining order and safety within correctional facilities.

To address this issue, Governor Justice signed a \$21 million funding package into law in September 2023. This package included increased starting salaries and pay raises for correctional officers, along with one-time bonuses for existing staff. In partnership with WV Commerce Communications, DR was tasked with developing a comprehensive recruitment campaign to leverage these financial incentives.

THE STRATEGY

The strategy was to use multiple channels to create a comprehensive recruitment campaign. By leveraging each platform with a tailored message that is specific to it's audience, we were able to guide those potential candidates towards our desired goal- filling vacant positions.

THE DETAILS

Following the implementation of the \$21 million funding package in September 2023, DR worked with WV Commerce Communications to develop a continuous recruitment campaign. Launched in November 2023, this campaign aimed to consistently deliver core messaging to potential recruits:

- Invest In Yourself: Highlighted the increased starting salaries, along with guaranteed pay raises after six months and three years, offering a competitive and rewarding career path.
- **Invest In Others:** Emphasized the opportunity to contribute positively to public safety and play a vital role in rehabilitation efforts, offering a chance to make a real difference in West Virginia communities.

• **Invest In Your Future:** Focused on the revamped training programs and potential for career advancement within the WVDCR, showcasing a long-term career with growth opportunities.

DR developed a multi-channel campaign utilizing motion graphic ads, digital ads and radio spots. The digital strategy included a search campaign, web display ads and boosted event-specific Facebook posts. In March 2024, DR began to promote 2024 spring one-stop hiring events. Building upon the success of the previous campaign, DR replicated the proven approach.











Video Ad



 \Box















Digital Ad Set

RESULTS

14 MILLION IMPRESSIONS

98,000+ CLICKS

The 2023 DCR Hiring Campaign resulted in over 14 million impressions and over 98,000 clicks. The DR team continues to support the DCR hiring efforts through localized advertising of "one-stop shop" hiring events at specific DCR locations.

Since the launch of the comprehensive recruitment campaign in November 2023, the WVDCR has made significant progress in addressing staff shortages. Patrick Mirandy, the agency's Chief of Staff, has stated "We have erased 600 vacancies throughout the state in a very short period of time". As of April 2024, there were a total of 429 vacant officer positions. This is a massive decrease as the department was reporting more than 1,100 vacancies less than a year ago. Additionally, due to the effectiveness of the continuous recruitment efforts and successful hiring at facilities, certain one-stop hiring events were designated as lower priority for the first time. This positive trend positions the WVDCR for continued success in its recruitment efforts.

4.2.1.4. Targeted digital advertising campaign Discuss your firm's approach to develop, budget and implement an effective digital marketing 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. Including your methods to place media and track results. Detail your effort to ensure the creative material is relevant to the campaign goals. Discuss how you will involve the Agency in finalizing plans. Provide at least one example of a similar campaign completed within the last 24 months.

Digital Relativity's digital advertising campaign creation starts with data. DR pairs partner direction, budget parameters and timelines with website and lead data, as well as available industry research and previous campaign data whenever possible, to identify target audiences and campaign strategy. In other words, DR crafts a detailed media plan outlining relevant ad platforms and budget allocations designed to reach the right audience in the right place at the right time.

DR is well-versed in digital advertising on The Trade Desk programmatic platform (display, video, audio and native), Google Ads (search, display, YouTube, shopping and location), Facebook/Instagram (display, video, instant experience, carousel and dynamic ads), X, Spotify, Snapchat, TikTok, Reddit, Microsoft Ads (search and display) and local market ads via AdButler ad server. Using the audience and geotargeting tools in each platform, DR builds a focused plan designed to deliver key messaging to the right audiences.

The DR team continually tests assumptions about markets and audiences, refining creative, messaging, landing pages and conversion paths, to ensure that valuable audience segments or high-performing ad placements are not missed.

Creating audience segments across ad platforms allows DR to see not only who responds to campaign messaging, but also which ad placements perform best. For example, during the West Virginia Division of Natural Resources' annual Gold Rush fishing event, DR targeted audiences with an affinity for hunting. By monitoring results, DR determined whether this audience engaged more with fishing ads and whether the ads performed better on Facebook or programmatic display, desktop or mobile, or in markets such as Morgantown versus Charleston. These insights guided budget allocation to ensure digital ad spend was invested where it delivered the strongest results.

DR's ad ops and creative teams work closely with partners to connect targeted audiences with the right message points in service of campaign goals through the use of social media platform demographics, in-market demographics, affinity data, and, when possible, partner first-party data. Understanding what these audiences respond to and how they receive messaging guides the creative end product. DR has a proven track record of identifying target audiences and getting documented results, from increasing organ donor designation in West Virginia among outdoor enthusiasts to growing the New River Gorge Convention and Visitor Bureau's travel guide requests among families and outdoor adventurers.

Part of DR's success in creating strategies that deliver results can be attributed to the in-house digital marketing tools the team utilizes to develop comprehensive digital strategies and run partner campaigns, resulting in improved outcomes and a higher return on investment. An advantage of having in-house tools is the ability to create layers of targeting to purchase impressions and clicks strategically within the digital space. Using demographic, interest and behavioral targeting in combination with geotargeting (focusing on relevant places, from entire states or regions to one particular building or park), DR helps its partners reach the right people at the right place and time.

To monitor the success of digital campaigns, DR's analytics team utilizes several powerful tools and makes recommendations based on this data. DR's media buying and analytics team is not only fluent with these tools, but they collectively have certifications in Google Analytics, Big Query, Looker Studio, Trade Desk Programmatic, Google Ads Search and Video and PMax campaigns, including Google Maps navigation.

DR closely collaborates with the partner on campaign plans from start to finish, working early to understand the campaign goals, any complementary efforts underway, the partner's preferred channels and other relevant considerations. DR's account executive communicates media plan strategy, creative concepts and overall campaign framework, working to make sure everyone is aligned as campaign development progresses. No media is placed and no creative is sent out without partner approval. Involving the partner in every step along the way ensures smooth campaign execution.

TARGETED DIGITAL CAMPAIGN: EXAMPLE WORK

THE WEST VIRGINIA
STATE TREASURER'S OFFICE
(JUMPSTART SAVINGS PROGRAM)

Targeting Skilled Trade Workers: Paid Search Campaign



wvjumpstart.gov



The West Virginia State Treasurer's Office (WVSTO) manages the state's financial resources, oversees investment programs and ensures fiscal accountability. In 2022, the WVSTO introduced the Jumpstart Savings Program, a first-of-its-kind initiative designed to support the state's skilled trade workers. Understanding the financial challenges that often come with launching and sustaining a career in the trades, the program provides tax-advantaged savings accounts to help cover essential expenses such as tools, equipment, licenses and certifications. To drive awareness and participation, the WVSTO partnered with Digital Relativity (DR) to execute a targeted paid search campaign, ensuring the program reached those who could benefit most.

SERVICES

Account Management
Creative Strategy
Copywriting

Digital Advertising

Graphic Design

Project Management
Video Production
Photography

THE CHALLENGE

Launching a brand-new program posed a significant challenge, especially compared to the WVSTO's more established initiatives with greater brand recognition. With limited public awareness and a niche target audience, it was crucial to drive relevant traffic to the website and educate potential participants about the benefits of the Jumpstart Savings Program. Previously, the WVSTO had only promoted the program through seasonal campaigns, which limited consistent engagement and visibility. To overcome this, the campaign needed a strategic approach to ensure that trade workers and their families could easily find and understand how the program could support their career goals.

STRATEGY

To effectively drive awareness and engagement, DR developed a strategic paid search campaign targeting branded and non-branded keywords on Google Search. This approach ensured that users actively searching for relevant terms — whether directly related to the Jumpstart Savings Program or more general traderelated financial resources — could easily discover the program. Unlike previous the WVSTO campaigns, which were primarily seasonal, this initiative was designed to run year-round, providing continuous visibility and capturing interest at various stages of a tradesperson's career journey. Maintaining an ongoing presence and allowing for continuing keyword and ad optimization maximized opportunities to connect with potential participants and reinforce the program's long-term impact.

THE DETAILS

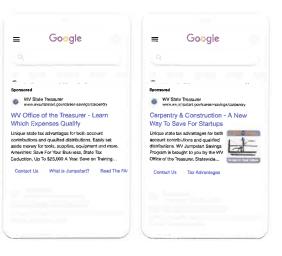
The Jumpstart Savings Program paid search campaign officially launched in May 2023, with DR continuously optimizing Google Ads for performance. As part of the initial rollout, DR developed landing page wireframes tailored to key trade industries, ensuring ad traffic was directed to relevant, informative pages. The WVSTO's IT team led the implementation of these pages, which included dedicated pages for:

- Jumpstart Overview
- Automotive Mechanics
- CDL Truck Drivers
- Cosmetologists/Barbers
- Culinary Artists
- Electricians
- Plumbers
- Welders

To further enhance user engagement, DR also helped the WVSTO integrate an interactive quiz on the Jumpstart Savings Program website. This quiz served as the primary call to action, allowing visitors to self-qualify and determine their eligibility for the program. Based on ongoing keyword analysis and campaign insights, additional landing pages for Carpentry and Construction trades were later implemented to expand reach and better align with user search behavior. Through continuous optimization and strategic expansion, the campaign has strengthened awareness and accessibility for West Virginia's skilled trade workers.



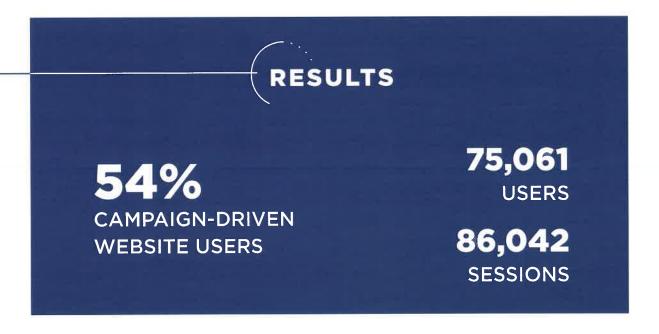




Paid Search Ads



Interactive Eligibility Quiz wvjumpstart.gov/quiz



Since its launch, the Jumpstart Savings Program paid search campaign has been the leading driver of website traffic, accounting for 54% of all users (75,061) and sessions (86,042) since May 2023. Not only has it successfully attracted visitors, but it has also fostered deeper engagement, with paid search users spending 12% more time on the site than the average visitor. This strong performance highlights the effectiveness of paid search in increasing awareness and encouraging interaction with the Jumpstart Savings Program.

4.2.2. MANDATORY PROJECT REQUIREMENTS

To be considered for selection, the Vendor must meet the following mandatory requirements. The Vendor must describe how it meets or will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification. The Vendor has an obligation to disclose information throughout the RFP process should circumstances change that might render the Vendor unqualified. The mandatory project requirements are listed below.

4.2.2.1. The Vendor must be capable of providing or securing a full range of advertising services for multiple STO programs simultaneously, prior to reimbursement by the STO.

Digital Relativity understands and can continue to meet this requirement for the West Virginia State Treasurer's Office. DR is in good financial standing, maintaining positive profit and loss and balance sheets and can pledge and place significant media before reimbursement. DR has maintained strong relationships with local, regional and national media vendors and holds two open lines of credit in good standing, which further bolsters the agency's ability to continue to commit media placements for the WVSTO.

4.2.2.2. For each strategy or project, the Vendor must develop and submit an itemized plan and project budget for Agency approval. The Vendor may come in under budget for any project. The Vendor must not charge for additional hours outside of an approved project budget unless a revised project budget is agreed upon and approved by the Agency PRIOR to the commencement of that work. It is the sole discretion of the Agency to allow for a project budget to be amended after it is approved. The Agency and Vendor shall mutually determine time frames and deadlines for each project. All materials and campaigns must be approved in advance by the Agency before work commences.

Digital Relativity understands and can meet these project requirements. As a standard operating procedure, the team will submit project budgets for the West Virginia State Treasurer's Office approval, ensuring no additional hours are charged outside of an approved budget unless a revised budget is mutually agreed upon in advance and receives the WVSTO approval for all materials, campaigns, time frames and deadlines prior to beginning work.

4.2.2.3. For each strategy or project, the Vendor must develop and present a post-project summary report with outcomes, insights, performance data and other relevant information within 45 days after the conclusion of a campaign or project.

Digital Relativity understands and can meet this requirement. During campaigns, DR provides a real-time Looker Studio dashboard to monitor campaign performance in the ad platform(s) (e.g., Facebook, Google, Trade Desk) and website performance in GA4. This helps capture the effectiveness of the campaign from the perspective of the user journey, from when a user first sees an ad, how they interact with it and what action they take once they reach the website. Using GA4 and ad platform data, DR's campaign retrospectives summarize campaign performance data and identify areas of success, areas to improve, new discoveries and how these results can inform strategy for future campaigns. Furthermore, campaign assessments consider paid media performance in the greater context of overall website traffic, partner goals and market conditions.

4.2.2.4. When necessary, the Vendor is responsible for finding low-cost subcontractors and negotiating favorable rates for advertising and other third-party purchases. Whenever possible, a minimum of three (3) detailed cost estimates from three (3) different subcontractors should be presented for review and final approval from the Agency, with the exception of media buys. The Vendor shall remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether the Vendor has yet to be reimbursed by the Agency.

Digital Relativity understands and can meet these requirements by providing a minimum of three detailed cost estimates for the West Virginia State Treasurer's Office review and approval, excluding media buys and will remit payment to subcontractors within 45 days of invoice receipt.

4.2.2.5. All materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time, including after the contract expires or is terminated.

Digital Relativity understands this requirement and acknowledges that all materials and campaigns produced for the West Virginia State Treasurer's Office will become the property of the WVSTO and may be used at any time, including after the contract expires or is terminated.

4.3. QUALIFICATIONS AND EXPERIENCE

Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information should include, but is not limited to, staff certifications or degrees applicable to this proposal, 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.

4.3.1.1. 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.

Digital Relativity, LLC, is a full-service marketing and advertising agency headquartered in Charleston, West Virginia. It is owned solely by Patrick Strader. There are currently 22 employees. There are no pending contracts to merge or sell any portion of the agency.

DR PHILOSOPHY STATEMENT

Digital Relativity is where creativity meets strategy. As a full-service marketing agency, we combine digital and traditional techniques to craft tailored solutions that deliver measurable results and exceed expectations. Our unique "tradigital" philosophy has been central to how we approach every project since day one.

We embrace challenges as opportunities, thinking holistically about each project to ensure every aspect aligns with the identified goals. By collecting and analyzing valuable data, we guide decisions that drive impact and maximize outcomes.

Collaboration is at the core of what we do. We work closely with partners to design campaigns that connect, resonate and inspire — whether it's enhancing the customer experience, driving economic growth or attracting visitors. Our strategies are dynamic, evolving to meet the demands of an ever-changing landscape.

Rooted in Appalachia but reaching far beyond, our team of creatives, strategists, developers and communicators is passionate about delivering high-quality work and building strong, lasting partnerships.

ABOUT US

DR has been successfully executing marketing and advertising projects for over 14 years for businesses throughout the United States. We work with a diverse set of partners on a wide range of award-winning marketing and advertising efforts.

THE DR TEAM

DR's team is nimble and efficient, with the ability to act quickly on market trends, current events and last-minute opportunities. Our 22-person team collaborates to develop projects for all partners, ensuring well-rounded and thoughtful concepts.

For more detailed information on the DR Team for the WVSTO, see section 4.3.1.4.



Meet the full DR Team

AWARDS

INC. BEST WORKPLACES 2024 & 2025



THE TELLY AWARDS - 46TH ANNUAL TELLY AWARDS 2025

Silver Telly Award - Travel & Tourism

"Paranormal Trail" for West Virginia Department of Tourism

Silver Telly Award - Products & Services

"Jumpstart Savings Program" for West Virginia State Treasurer's Office

The Telly Awards

Bronze Telly Award - Promotional

"Ride. Roam. Rest" for Pocahontas County Convention & Visitors Bureau

STARS OF ALMOST HEAVEN AWARDS - 2024

Digital Media - Pocahontas County Convention and Visitors Bureau *Digital Media across multiple platforms*

Overall Marketing and Advertising Campaign - Pocahontas County Convention and Visitors Bureau

"The Rest." Campaign

THE TELLY AWARDS - 45TH ANNUAL TELLY AWARDS 2024

Silver Telly Award - Public Interest & Awareness

"Affordable Connectivity Program" for West Virginia Office of Broadband

Silver Telly Award - Public Interest & Awareness

"Child Passenger Safety" for West Virginia Governor's Highway Safety Program The Telly Awards

THE TELLY AWARDS - 44TH ANNUAL TELLY AWARDS 2023

Silver Telly Award - Government Relations for Non-Broadcast

"Save Now for Peace of Mind Later" for WVABLE

Silver Telly Award - Product and Services for Regional TV"Be A Little Elfish" for West Virginia Lottery

The Telly Awards

Silver Telly Award - Direct Marketing for Non-Broadcast "Olympic Trials Bid"

Bronze Telly Award - Product and Services for Regional TV

"Jumpstart" for West Virginia State Treasurer's Office

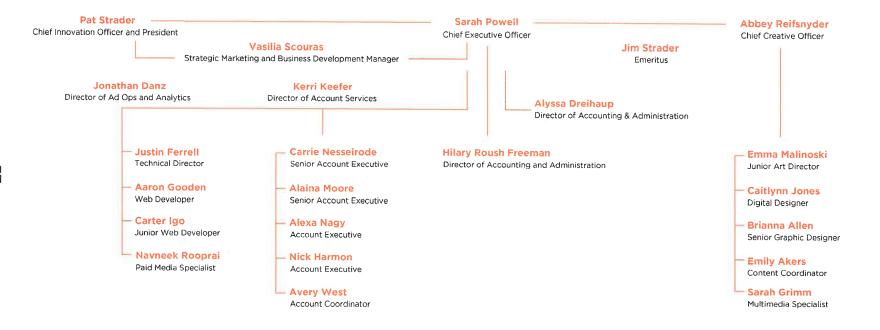
Digital Relativity did not submit entries for awards in 2020-2022 when the pandemic paused most award competitions.

US TRAVEL ASSOCIATION - 2021

West Virginia Department of Tourism - Mercury Award - Printed Collateral Materials



"Place I Belong" campaign submitted by the West Virginia Department of Tourism; Digital Relativity partnered with the agency on development, creative and execution



4.3.1.2. 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: Size and types of engagements handled by your firm; in-house capabilities; location from which services will be provided; and any other information you believe distinguishes your firm.

1. SIZE & TYPES OF ENGAGEMENTS

Digital Relativity has provided marketing and promotional services similar to those described in this RFP for the following clients with budgets of similar size as the WVSTO:

- West Virginia Commerce Department and associated agencies (Agency of Record)
 Sample of Services: Campaign Strategy, Campaign Creative, Creative Direction,
 Website Design, Website Support, Media Buying and Reporting, Promotional Items
- GoMart (Agency of Record)
 Sample of Services: Campaign Strategy, Creative Direction, Campaign Creative,
 Website Design, Website Support, App Support, Media Buying and Reporting,
 Multimedia Production, Promotional Items
- Visit Southern West Virginia (Agency of Record)
 Sample of Services: Campaign Strategy, Creative Direction, Campaign Creative, Website Design, Multimedia Production, Media Buying and Reporting, Printed Collateral, Al Consulting, Promotional Items
- Pocahontas County Convention and Visitors Bureau (Agency of Record)
 Sample of Services: Campaign Strategy, Creative Direction, Campaign Creative, Website Design, Multimedia Production, Media Buying and Reporting, Printed Collateral, Interior Design
- West Virginia Housing Development Fund (Agency of Record)
 Sample of Services: Creative Direction, Website Design, Multimedia Production, Printed Collateral, Branding and Logo Design
- A few other clients we provide services for:
 - Tucker County Convention and Visitors Bureau (Agency of Record)
 - Huntington Area Convention and Visitors Bureau (Agency of Record)
 - The Hartford (Creative Support, Paid Media, Digital Campaigns)
 - Mountain Stage (Website, Branding, Web Support)
 - New River Gorge Convention and Visitors Bureau (Agency of Record)
 - Bridge Day (Agency of Record)

- Mercer County Convention and Visitors Bureau (Agency of Record)
- Mountaineer Gas (Website Support)
- Bluefield State (Digital Campaigns)
- The Danville (VA) Office of Economic Development & Tourism (Photography, Videography)

2. IN-HOUSE CAPABILITIES

DR is a full-service agency that offers a wide range of services and professional support. Below is a brief outline of the agency's capabilities. All services are inhouse by DR, based in Charleston, West Virginia.

Responsive Website Development and Search Engine Optimization

DR uses carefully planned information architecture to create the foundation for a dynamic, user-friendly experience that guides visitors seamlessly toward conversions, no matter what device they're using — all SEO-streamlined to boost organic traffic.

Strategy and Marketing Development

DR goes beyond big ideas and even big numbers. DR thinks first, then acts, focusing on the metrics that actually count. The team builds roadmaps from research, then continually refines the approach to keep those key metrics trending upward. DR understands the sales funnel and helps partners meet their revenue goals.

Creative and Graphic Design

DR's designs bring beauty and psychology together in a powerful package that compels audiences and reinforces branding with a memorable, meaningful visual identity. We take complex ideas and turn them into smart, straightforward visuals that work anywhere — online, in print, or out-of-home.

Multimedia

DR captures gripping moments and ideas in video, photography and illustrations, and brings them to life. Through editing and animation, DR will share your story in a way that grabs and keeps attention through the media clutter

Content and Social Media Strategy

DR speaks with the audience, not at them. With creative, salient campaigns and strategic content that meets the audience where they are, going beyond surface-level likes to build meaningful engagement that strengthens brand connections and drives real results.

Media Buying, including Programmatic Buys

DR makes sure your messaging is leveraged fully but targeted efficiently. The team evaluates the reach, audience and value of every ad buy individually (personally and with fine-tuned algorithms), and uses that information to confidently guide negotiations so DR can guarantee ROI.

Video and Photo Production

DR speaks the language of film. Carefully crafted concepts and imaginative scripts are the soul of video production execution. From short interviews to large-scale productions, b-roll shots to full-length commercials, DR creates meaningful content that connects with and motivates the audience.

Public Relations

DR builds relationships with all of your target audiences — stakeholders, customers, even employees — so the team can build support with everyone involved with your brand. Even media relations goes beyond just sharing; DR plans ahead to make sure you're creating valuable things to say.

Al Consulting

DR helps partners explore how AI can solve real business challenges, not with off-the-shelf answers, but through thoughtful, hands-on discovery. Whether you're looking to streamline workflows, enhance customer experience or spark new

ideas, DR will work with you to identify where AI can truly add value and where human expertise should lead. The team builds strategies that are practical, ethical and aligned with your goals.

Review DR's Al Policy



3. LOCATION OF SERVICES

DR maintains an office in Charleston, West Virginia. Services would primarily be provided from this location.

4. OTHER INFORMATION WHICH DISTINGUISHES DIGITAL RELATIVITY

DR is an agency built on strategy and partnership. Our core values define our approach and set us apart. We believe that every voice matters, and we prioritize listening to understand the unique goals and needs of our partners. Our team is driven by a commitment to continuous learning and innovation, consistently challenging ourselves to create bold and effective solutions. This dedication ensures we provide the highest quality work for those who trust us with their business.

We foster genuine, respectful relationships, both within our team and with our partners. We treat our partners with the same integrity, kindness and perseverance we value ourselves. As a proud West Virginia-based agency, we are committed to showing that a strategic, thoughtful and research-driven approach can be found right here at home. We don't just talk about our work; we are deeply invested in it. We understand that the success of the West Virginia Treasurer's Office initiatives enriches the lives of our fellow West Virginians, and we would be honored to help these vital programs continue to flourish.

4.3.1.3. 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.



Alaina Moore - 4 years with Digital Relativity
Senior Account Executive
alaina@digitalrelativity.com
(304) 663-3383

Primary Work Location: Charleston, West Virginia

With over 10 years of professional experience in account management, marketing, sales, paid media and SEO, Alaina has had the opportunity to work with partners from a variety of industries, including travel and tourism, non-profit, home services, higher education and retail. Her hands-on experience enables her to develop integrated marketing strategies that help partners achieve and exceed their organizational goals. Alaina grew up in Fayetteville, WV, and has a B.S. in business management from West Virginia University Institute of Technology.

Certifications:

- Google Ads Search Certification
- Google Analytics Certification (including GA4)
- The Trade Desk Edge Academy Certified: Executive Program

Technical and Work Experience:

- Account Management
- Al Tools & Prompt Engineering
- Analytics and Reporting
- Budget Management
- Campaign & Project Management
- Content Development and Management

- Integrated Strategic Planning and Execution
- Market Research and Analysis
- Marketing and Strategy
- Project Management
- SEM/SEO Strategy
- Website and Landing Page Optimization

A few of the partners Alaina has worked with at Digital Relativity:

- FestivALL
- The Hartford
- Mountain Stage
- Visit Fayetteville (WV) Convention & Visitors Bureau
- Visit Southern West Virginia
- Waterstone Outdoors
- West Virginia Housing Development Fund
- West Virginia Public Broadcasting
- West Virginia State Treasurer's Office

4.3.1.4. 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.



Emily Akers = 5 years with Digital Relativity
Content Coordinator
Role: Copywriting

At Digital Relativity, Emily is responsible for social media and content coordination. She has a background in public relations writing and content creation. Emily has a B.A. in public relations from West Virginia Wesleyan College.

A few of the partners Emily has worked with at Digital Relativity:

- Bridge Day
- Center for Organ Recovery and Education (CORE)
- Center for Rural Health Development
- E.L. Robinson Engineering
- GoMart
- The Hartford
- Huntington Area Convention & Visitors Bureau
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- New River Gorge Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Summit Events WV (Summit Bechtel Reserve)
- Tucker County Convention & Visitors Bureau
- Visit Fayetteville (WV) Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia State Treasurer's Office



Brianna Allen - 4 Years with Digital Relativity **Senior Graphic Designer**

Role: Graphic Design

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

A few of the partners Brianna has worked with at Digital Relativity:

- GoMart
- Huntington Area Convention & Visitors Bureau
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- Mountain Stage
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia State Treasurer's Office
- West Virginia Governor's Highway Safety Program



Jonathan Danz - 6 Years with Digital Relativity
Director of Ad Ops and Analytics
Role: Marketing Strategy, Ad Operations

Jonathan has over 20 years of experience in digital marketing including SEM, analysis and reporting, content production, planning and strategy and account management. At Digital Relativity, he helps to manage the ad operations and web development teams. Jonathan has a B.S. in journalism from Syracuse University and a M.A. in archaeology from Washington State University.

A few of the partners Jonathan has worked with at Digital Relativity:

- GoMart
- The Hartford
- Pocahontas County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce

- West Virginia Department of Tourism
- West Virginia Division of Natural Resources
- West Virginia State Parks
- West Virginia State Treasurer's Office



Alyssa Dreihaup - 9 years with Digital Relativity
Director of Accounting & Administration
Role: Accounting

Alyssa is responsible for billing and other financial affairs. She has a varied background from working in radio production to administrative and financial work in criminal justice and higher education to media buying. She has a B.A. in journalism and mass communications with a broadcast specialization from Edinboro University of Pennsylvania.

A few of the partners Alyssa has worked with at Digital Relativity:

- Bluefield State University
- Marion County Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia Governor's Highway Safety Program
- West Virginia State Treasurer's Office



Hilary Roush Freeman - 4 years with Digital Relativity
Director of Operations

Role: Project Management, Marketing Strategy

Hilary is responsible for project management at Digital Relativity — guiding projects from initiation to closing and making sure all details are covered. Drawing upon a decade of diverse project management experience, she adapts best practices to meet the unique needs of each partner and project. Hilary earned her B.A. in public relations from Marshall University and her M.A. in higher education administration from West Virginia University.

A few of the partners Hilary has worked with at Digital Relativity:

- GoMart
- Mercer County Convention & Visitors Bureau
- New River Gorge Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Tourism
- West Virginia Housing Development Fund
- West Virginia Public Broadcasting
- West Virginia State Parks
- West Virginia State Treasurer's Office
- WorkForce West Virginia



Sarah Grimm - 2 Years with Digital Relativity
Multimedia Producer

Role: Multimedia Production

Sarah is a multimedia producer for Digital Relativity's creative team. Her experience in videography and photography and a love for the Mountain State allows Sarah to use her skills to share the beauty of West Virginia. From 8K video capture to editing social reels and everything in between, Sarah is an expert in content capture and output. She has a B.A. in multidisciplinary media studies from West Virginia University.

A few of the partners Sarah has worked with at Digital Relativity:

- The Danville (VA) Office of Economic Development & Tourism
- The Hartford
- GoMart
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- New River Gorge Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia State Treasurer's Office



Kerri Keefer - 4 years with Digital Relativity **Director of Account Services**

Role: Account and Marketing Strategy

Kerri has more than 23 years of experience in marketing, advertising and public relations. During her career, she has worked in various industries including event and destination marketing, agency client management, association management and e-commerce marketing. Before joining Digital Relativity, Kerri was the senior marketing manager for eCampus.com. In addition, in her former agency role, she managed the SMART529 college savings account, WV Housing Development Fund, and the Charleston CVB, among others. Kerri has a B.A. in public relations from Marshall University.

A few of the partners Kerri has worked with at Digital Relativity:

- E.L. Robinson Engineering
- Mylan Park Foundation
- Summit Events WV (Summit Bechtel Reserve)
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia Division of Natural Resources
- West Virginia Governor's Highway Safety Program
- West Virginia State Parks



Emma Malinoski - 4 Years with Digital Relativity
Junior Art Director
Role: Graphic Design 69

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

A few of the partners Emma has worked with at Digital Relativity:

- GoMart
- The Hartford
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- New River Gorge Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- West Virginia Broadband Enhancement Council
- West Virginia Department of Commerce
- West Virginia Division of Corrections and Rehabilitation
- West Virginia Governor's Highway Safety Program
- · West Virginia Treasurer's Office



Sarah Powell - 14 years with Digital Relativity
Chief Executive Officer
Role: Marketing Strategy

Sarah has over 20 years of professional experience working in marketing, sales and project management roles, including the creation of marketing plans and brand development. Work experience has taken her from the Walt Disney World Resort in Lake Buena Vista, FL, to Wake Forest University and the Graylyn Estate in Winston-Salem, NC, and finally back home to West Virginia and Digital Relativity. She has a B.S. in business administration (marketing emphasis) from West Virginia University and a M.B.A. from Wake Forest University.

A few of the partners Sarah has worked with at Digital Relativity:

- Center for Organ Recovery and Education (CORE)
- Center for Rural Health Development
- Destin Commons
- Enviroscience
- GoMart
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- New River Gorge Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia Division of Natural Resources
- West Virginia Lottery
- West Virginia Public Broadcasting
- West Virginia State Parks
- West Virginia State Treasurer's Office
- WorkForce West Virginia



Abbey Reifsnyder - 8 Years with Digital Relativity **Chief Creative Officer**

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Role: Creative Strategy & Direction

Abbey understands partner needs and has been leading and producing award-winning advertising campaigns for over 21 years. She started her career in retail advertising prior to moving to West Virginia, where she found her passion in agency work assisting partners, both large and small, in achieving their marketing goals. While formally trained in print advertising, she is also a skillful writer, director and strategist. Her unique skill set, paired with an understanding of the

big picture, means advertising campaigns are executed seamlessly under her direction. She has a B.F.A. from New York State College of Ceramics at Alfred University.

A few of the partners Abbey has worked with at Digital Relativity:

- Center for Organ Recovery and Education (CORE)
- The Danville (VA) Office of Economic Development & Tourism
- GoMart
- The Hartford
- Huntington Area Convention & Visitors Bureau
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- Mountain Stage
- New River Gorge Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia Division of Natural Resources
- West Virginia Governor's Highway Safety Program
- West Virginia Housing Development Fund
- West Virginia Lottery
- West Virginia Public Broadcasting
- West Virginia State Parks
- · West Virginia State Treasurer's Office
- WorkForce West Virginia



Navneek Rooprai - 4 Months with Digital Relativity

Paid Media Specialist

Role: Digital Media Placement

Navneek is responsible for paid media and strategic digital campaign execution at Digital Relativity. She holds a B.S. in business management and leadership from the University of North Carolina at Wilmington and brings over three years of experience in digital marketing to her role. With a strong foundation in business strategy and leadership, she combines analytical precision with creative thinking to drive meaningful results for partners.

A few of the partners Navneek has worked with at Digital Relativity:

- GoMart
- Mercer County Convention & Visitors Bureau
- The Hartford
- Tucker County Convention & Visitors Bureau
- · Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Division of Natural Resources
- West Virginia State Treasurer's Office



Vasilia Scouras - One Month with Digital Relativity
Strategy and Business Development Manager
Role: Marketing Strategy

Vasilia is responsible for strategy and business development at Digital Relativity — strengthening client relationships and identifying opportunities for growth. She brings more than a decade of experience in public media, marketing and community building, including leadership roles with NPR Music and West Virginia Public Broadcasting's Mountain Stage. Vasilia studied Studio Art and International Studies at West Virginia State University. A West Virginian by choice, she is dedicated to supporting the creative community and economic development in Appalachia.

A few of the partners Vas has worked with at Digital Relativity:

- Mercer County Convention & Visitors Bureau
- The Hartford
- West Virginia Housing Development Fund
- West Virginia Department of Tourism

A few of the partners Vas has worked with previously:

- WV Health Right
- West Virginia Higher Education Policy Commission
- West Virginia Primary Care Association
- Kanawha County Schools
- National WIC Association
- West Virginia Public Broadcasting



Pat Strader - 14-years with Digital Relativity
Chief Innovation Officer, President and Founder
Role: Marketing Strategy

Pat has over 25 years of professional experience in marketing, sales and advertising, working with companies to develop branding campaigns and media, organic search, paid search and social media strategies. He has a B.A. in sociology from West Virginia University. Pat has been invited to speak by numerous trade and marketing associations including PubCon Las Vegas, PubCon Austin, America Outdoors, La Fleur's Lottery World Austin, the West Virginia Governor's Conference on Tourism, the Kentucky Department of Agriculture, the Asheville Brewers Alliance, the West Virginia Fairs & Festivals Association and the National Apple Processors Association.

A few of the partners Pat has worked with at Digital Relativity:

- Center for Organ Recovery and Education (CORE)
- Center for Rural Health Development

- GoMart
- The Hartford
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Vertx Partners
- Visit Southern West Virginia
- West Virginia Department of Commerce
- West Virginia Department of Tourism
- West Virginia Division of Natural Resources
- West Virginia Lottery
- West Virginia State Parks
- West Virginia State Treasurer's Office



Avery West - 3 Years with Digital Relativity **Account Coordinator Role: Account Support**

As an account coordinator, Avery manages print production and coordinates meetings to support the account team and guide projects forward. With experience in client relations, social media management and audio engineering, she brings a versatile background in communication and project support. Avery holds a B.A. in Music from Alderson Broaddus University.

A few of the partners Avery has worked with at Digital Relativity:

- The Hartford
- Huntington Area Convention & Visitors Bureau
- Marion County Convention & Visitors Bureau
- Mercer County Convention & Visitors Bureau

- New River Gorge Convention & Visitors Bureau
- Pocahontas County Convention & Visitors Bureau
- Tucker County Convention & Visitors Bureau
- Visit Fayetteville (WV) Convention & Visitors Bureau
- Visit Southern West Virginia
- West Virginia Public Broadcasting
- West Virginia State Treasurer's Office

4.3.1.5. 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.

At Digital Relativity, the team ensures seamless continuity of client services and maintains the established level of quality by using the collaborative team structure and detailed documentation processes, so that any project team turnover does not interrupt service or impact deliverables. The team uses several tools, such as Workamajig and Basecamp, to ensure visibility of project details and communications. If a team member should leave, the information, process and tools are ready to be picked up by another member of the team.

4.3.2. MANDATORY EXPERIENCE REQUIREMENTS

The following mandatory qualification/experience requirements must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it meets the mandatory requirements and include any areas where it exceeds the mandatory requirements. Failure to comply with mandatory requirements will lead to disqualification, but areas where the mandatory requirements are exceeded will be included in technical scores where appropriate. The mandatory qualifications/experience requirements are listed below.

4.3.2.1. The Vendor must have a managing member or director with a minimum of five (5) years of previous management-level experience in providing the advertising services requested to agencies or companies with similar needs.

Digital Relativity meets and exceeds this requirement.

- Pat Strader, company owner, President and Chief Innovation Officer, has over 25 years of experience in developing and implementing marketing strategies for partners.
- Sarah Powell, Chief Executive Officer, has over 25 years of marketing experience, including 14 years with DR in account management, content strategy and team management roles.
- Abbey Reifsnyder, Chief Creative Officer, has 21 years of advertising experience in graphic design, creative direction, art direction, copywriting and strategic development.
- Kerri Keefer, Director of Account Services, has 23 years of experience, including marketing, advertising and public relations.
- Jonathan Danz, Director of Ad Ops and Analytics, has over 20 years of experience in digital marketing, including SEM, analysis and reporting, content production, planning and strategy.
- Alaina Moore, Senior Account Executive, has 10 years of experience including marketing, paid media and SEO experience.

4.3.2.2. Vendor must have a managing member or director who has managed or directed at least two (2) previous engagements with annual billings of more than \$200,000 within the last three years. Vendor should describe each qualifying engagement, listing the managing member or director, the name of the client, the length of the relationship, and the services provided.

Digital Relativity meets and exceeds this requirement.

The team listed in section 4.3.2.1 has all worked in various capacities with partners on the following projects with billings of more than \$250,000 in the last three years:

GoMart (Agency of Record) 10 years

Services: Social media management, branding, website design and development, in-store signage, campaign development and execution, multimedia production and collateral design

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Carrie Nesselrode

 West Virginia Commerce Department and associated agencies (Agency of Record) 10 years with the West Virginia Department of Tourism; 6 years with the parent agency, the West Virginia Department of Commerce

Services: Website design and development, graphic design, collateral design and production, multimedia production, software support and implementation, event support, media planning, campaign development and execution, reporting and more

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Kerri Keefer

Visit Southern West Virginia (Agency of Record) 10 years

Services: Website, collateral design and production, advertising, multimedia production, promotions, media planning and campaign development and execution

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Alaina Moore

Mercer County Convention and Visitors Bureau (Agency of Record) 10 years

Services: Website design and development, graphic design, collateral design and production, multimedia production, media planning, campaign development and execution, reporting and more

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Alexa Nagy

Tucker County Convention and Visitors Bureau (Agency of Record) 6 years

Services: Website design and development, graphic design, collateral design and production, multimedia production, public relations support, media planning, campaign development and execution, reporting and more

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Alexa Nagy

Pocahontas County Convention and Visitors Bureau (Agency of Record)
 4 years

Services: Website design and development, graphic design, social media management, collateral design and production, multimedia production, media planning, campaign development and execution, reporting and more

Managing Member: Pat Strader, Abbey Reifsnyder, Sarah Powell, Jonathan Danz, Kerri Keefer

Account Executive: Alexa Nagy

4.3.2.3. Vendor's supervising staff member assigned to this account must possess a bachelors degree, or five (5) years of related experience in lieu of a degree, in the areas of advertising, communications, or a related field such as journalism or marketing/sales. If the Vendor substitutes staff for this account, the experience, and qualification levels must be of a similar quality. The Agency reserves the right to approve and/or reject the Vendor's staff recommended to work on the account.

Alaina Moore
Senior Account Executive
alaina@digitalrelativity.com
(304) 663-3383

With over 10 years of professional experience in account management, marketing, sales, paid media and SEO, Alaina has had the opportunity to work with partners from a variety of industries, including travel and tourism, non-profit, home services, higher education and retail. Her hands-on experience allows her to create integrated marketing strategies that help partners meet and exceed their organizational goals. Alaina grew up in Fayetteville, WV, and has a B.S. in business management from West Virginia University Institute of Technology.

Certifications:

- Google Ads Search Certification
- Google Analytics Certification (including GA4)
- The Trade Desk Edge Academy Certified: Executive Program

Technical and Work Experience:

- Account Management
- Analytics and Reporting
- Budget Management
- Content Creation and Management
- Marketing and Strategy
- · Project Management
- SEM
- SEO
- Website and Landing Page Optimization

A few of the partners Alaina has worked with at Digital Relativity:

- FestivALL
- The Hartford
- Mountain Stage
- Retro Hospitality
- Visit Fayetteville (WV) Convention & Visitors Bureau
- Visit Southern West Virginia
- Waterstone Outdoors
- West Virginia Housing Development Fund
- West Virginia Public Broadcasting
- West Virginia State Treasurer's Office

CASE STUDIES AND WORK SAMPLES

WEST VIRGINA STATE TREASURER'S OFFICE GET A LIFE PROGRAM

LOGO DESIGN, BRANDING & PROGRAM ASSETS

wvtreasury.gov





Brand Guide



Choose from on assortment of goods for your laxuring needs!

The monthly open man the state of the controlled to 3 Min server take and the controlled to 3 Min server

Station Menus



TI'S FINE TO
PARK THERE

You came out of the courthouse to find a ticket on courthouse to find a ticket on your windshield.

Diddently, you accidentally parked in a you ponding Tine parked in a you ponding Tine parked in a your rush to get there!

PAY THE \$40
FINE TO THE CITY.

FINDERS

KEPPERS

By alaundry, you find \$5

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Indoor Sails

Cards

THE WEST VIRGINIA STATE TREASURER'S OFFICE

2023 Unclaimed Property DMV Promotion

wvunclaimedproperty.gov



OVERVIEW

The West Virginia State Treasurer's Office (WVSTO) manages the state's financial resources, oversees investment programs, and ensures fiscal accountability. A key initiative, the Unclaimed Property program, works to reconnect residents with lost or forgotten assets, including uncashed checks, dormant bank accounts and insurance proceeds.

In 2023, the WVSTO set out to expand awareness of the program statewide. With the high volume of visitors at DMV locations, the office saw a partnership with the West Virginia Division of Motor Vehicles as a strategic way to reach more residents. Digital Relativity (DR) brought this vision to life by developing a targeted awareness campaign, making it easier for West Virginians to search for and reclaim their unclaimed funds.

SERVICES

Creative Strategy
Copywriting

Digital Advertising

Graphic Design

Project Management

THE CHALLENGE

Coordinating between the WV State Treasurer's Office and the WV Division of Motor Vehicles (WVDMV) required aligning messaging, securing approvals and ensuring compliance with agency guidelines. The campaign materials were designed to be both informative and engaging while fitting seamlessly into DMV locations. Through collaboration and strategic planning, DR successfully implemented a campaign that reached residents during their visits to the WVDMV.

STRATEGY

Digital Relativity facilitated a partnership between the WVSTO and the WVDMV through coordinated in-person and virtual meetings. Understanding that WVDMV customers often spend time in waiting areas, DR saw an opportunity to capture their attention with engaging, easy-to-digest promotional materials. DR's strategy focused on creating visually appealing signage and digital messaging designed to spark curiosity and encourage residents to check for unclaimed property while they wait, maximizing the campaign's reach and impact.

THE DETAILS

To capture attention and effectively promote the Unclaimed Property program, DR updated the program's brand with a modern, eye-catching design. Various materials were created and tailored for each WVDMV location, including three posters featuring QR codes that linked directly to the Unclaimed Property website, allowing customers to check for unclaimed assets easily. Additionally, window clings were placed on the main entrance of each WVDMV, ensuring visibility as residents entered. A 30-second animated video was also developed for the WVDMV's Motor Vehicle Network, playing in the waiting areas to engage customers while they waited.

The WVSTO field staff took responsibility for installing the posters and window clings within their regional territories, ensuring that each WVDMV was fully equipped with the campaign materials. DR supported a press conference in Martinsburg, WV, to further promote the partnership, highlighting the collaboration between the WVSTO and WVDMV. As part of the event, DR designed branded t-shirts for the WVSTO and WVDMV staff, creating a cohesive and professional presence reinforcing the campaign's message.



Posters





Branded T-Shirts



Animated Ad

RESULTS

1,900 SEPTEMBER 2024-25 TOTAL QR CODE SCANS

The campaign achieved impressive results, with a total of over 1,900 scans linking individuals directly to the Unclaimed Property website from September 2024 through September 2025. The initiative's success has led to an ongoing partnership with the WV Division of Motor Vehicles, with the promotional materials still prominently displayed in DMV locations across the state. This continued presence ensures that residents are regularly reminded of the Unclaimed Property program and the opportunity to reclaim lost assets during their wait during their visit to the DMV.

THE WEST VIRGINIA
STATE TREASURER'S OFFICE
(JUMPSTART SAVINGS PROGRAM)

2024 Blog Strategy



wvjumpstart.gov



The West Virginia State Treasurer's Office (WVSTO) manages the state's financial resources, oversees investment programs, and ensures fiscal accountability. As part of its commitment to supporting West Virginians, The WVSTO launched the Jumpstart Savings Program, the first of its kind in the nation, designed specifically for skilled trade workers. This innovative program provides tax-advantaged savings accounts to help tradespeople cover essential expenses like tools, equipment, licenses and certifications — removing financial barriers to career advancement. In 2024, DR was engaged to craft more compelling content for the target audience and establish the WVSTO as a trusted expert for trade workers.

SERVICES

Creative Strategy

Digital Advertising

Copywriting

Project Management

THE CHALLENGE

DR aimed to explore native advertising as a channel for the upcoming Jumpstart Savings Program campaigns, building on the success of this tactic in previous initiatives. However, while the Jumpstart Savings Program website contained a wealth of information about the program, it lacked the specific type of content needed for native advertising. Additionally, there was an opportunity to create more engaging content tailored to skilled trade workers, positioning the WVSTO as a knowledgeable and trusted expert in the field.

STRATEGY

To develop a strategic approach for engaging content, DR conducted in-depth research to generate a comprehensive list of topic ideas that would resonate with the target audience on the Jumpstart Savings Program website. This researchdriven process helped identify relevant and timely subjects that would capture the interest of skilled trade workers. DR then collaborated closely with the WVSTO to finalize a list of topics to cover throughout the year, ensuring the content aligned with both the needs of the trades community and the goals of the Jumpstart Savings Program.

THE DETAILS

In 2024, DR produced a series of nine blog posts designed to engage and inform skilled trade workers while promoting the Jumpstart Savings Program. Each post was crafted to address the unique challenges and opportunities faced by tradespeople in West Virginia. The series began with 5 Ways The Jumpstart Savings Program Empowers West Virginia Trade Workers, highlighting the program's benefits. It was followed by Build Your West Virginia Trade Career With The Jumpstart Savings Program, providing actionable steps for workers to leverage the program for career growth.

To support tradespeople in managing their finances, 7 Tips For Maximizing Your Jumpstart Savings Account offered practical advice on how to get the most from their savings, while The Importance of Skilled Workers in West Virginia underscored the vital role they play in the state's economy. The post From

Apprentice to Entrepreneur: How the Jumpstart Savings Program Supports Career Progression explored how the program helps workers advance from entry-level positions to independent professionals.

Recognizing the importance of financial literacy, Financial Literacy For Skilled Workers focused on essential money management skills, and Mastering Your Resume: A Guide for Skilled Trade Workers offered expert advice on building stand-out resumes. To further support career growth, Six Apprenticeship Programs in West Virginia to Help Build Your Career in the Skilled Trades provided valuable information about local opportunities for hands-on training. Finally, What Are Qualified Expenses? clarified which expenses could be covered through the Jumpstart Savings Program, offering practical guidance for tradespeople looking to maximize their savings.



Blog Post

RESULTS

27,000 TOTAL USERS

61,584

82.79% ENGAGEMENT RATE

The blog series has successfully captured the interest of its target audience by covering a diverse range of topics. This broad appeal is reflected in the website analytics, with 27,000 total users, 30,487 sessions, and 61,584 views. The content's strong relevance and value are evident in its impressive 83% engagement rate, demonstrating that visitors are actively engaging with the material. These metrics indicate that readers are spending meaningful time with the content, fostering trust and contributing to improved SEO performance. These results highlight the blog's effectiveness in providing valuable resources while strengthening audience connection.

THE WEST VIRGINIA
STATE TREASURER'S OFFICE
(JUMPSTART SAVINGS PROGRAM)

2024 Celebrating the WV Trade Industry Campaign



wvjumpstart.gov

OVERVIEW

The West Virginia State Treasurer's Office (WVSTO) manages the state's financial resources, oversees investment programs, and ensures fiscal accountability. As part of its commitment to supporting West Virginians, The WVSTO launched the Jumpstart Savings Program, the first of its kind in the nation, designed specifically for skilled trade workers. This innovative program provides tax-advantaged savings accounts to help tradespeople cover essential expenses like tools, equipment, licenses and certifications — removing financial barriers to career advancement. To increase awareness and engagement, the WVSTO partnered with Digital Relativity (DR) to develop and execute a strategic marketing campaign highlighting the program's benefits and reaching the skilled trades community across the state.

SERVICES

Creative Strategy
Copywriting

Digital Advertising

Graphic Design

Photography

Project Management

Video Production

THE CHALLENGE

Promoting the Jumpstart Savings Program in Spring 2024 required overcoming the obstacle of introducing a brand-new program with little existing recognition to a highly specific audience. Unlike broad financial initiatives, The Jumpstart Savings Program was designed exclusively for skilled trade workers, making it essential to reach the right people while overcoming a general lack of awareness. With no established familiarity among the target audience, simply spreading the word wasn't enough; the campaign needed to break through industry noise, build credibility and clearly communicate the program's unique value in a way that resonated with tradespeople.

STRATEGY

To connect with the target audience and emphasize the pride and value of the West Virginia trade industry, DR partnered with the WVSTO to develop the integrated "Celebrating the West Virginia Trade Industry" marketing campaign. The strategy centered on sharing personal stories and testimonials from the winners of the 2023 the Jumpstart Savings Program Sweepstakes promotion, showcasing how the program helped support their career growth. This approach not only raised awareness of the Jumpstart Savings Program but also fostered an emotional connection with tradespeople, illustrating the program's tangible impact and its role in advancing their professional journeys.

THE DETAILS

The "Celebrating the WV Trade Industry" campaign ran from July 6 to October 31, 2024, using a strategic blend of traditional and digital tactics to maximize reach. Digital efforts included Facebook native ads, videos and animated display formats, along with YouTube and LinkedIn ads in both animated display and video formats. Trade Desk native ads and CTV were also integral to the campaign's success. On the traditional front, TV and radio ads helped ensure broad visibility across multiple channels.

As part of the campaign, DR produced two impactful 30-second testimonial videos featuring Jumpstart Savings account holders Lizzie and Micah, which helped humanize the program and highlight its real-world benefits. In addition, DR utilized the previously created blogs as landing pages for native advertising, further driving engagement and delivering valuable content that genuinely connected with the audience.









Video Ads

RESULTS

5.7 MILLION
IMPRESSIONS

22,612NEW USERS

,, 00,

80%

ENGAGEMENT RATE

The "Celebrating the WV Trade Industry" campaign successfully increased awareness and engagement, generating 5.7 million impressions and 34,924 clicks at an efficient \$0.50 cost per click. The campaign drove 22,612 new users to the site, resulting in 25,740 sessions and an impressive 80% engagement rate, demonstrating that the content resonated with the target audience. Most importantly, the campaign contributed to sustained growth in new Jumpstart Savings accounts, with approximately 10 accounts opened each month throughout the campaign period, reinforcing the effectiveness of the strategic outreach efforts.

WEST VIRGINIA DEPARTMENT OF TOURISM

Building Buzz from the Beyond: Crafting West Virginia's Paranormal Trail



wvtourism.com



Since 2015, Digital Relativity (DR) has proudly partnered with the West Virginia Department of Tourism (WVDT), delivering a full suite of services including strategy, web development, graphic design, copywriting, photography and video production. In 2024, DR crafted an innovative proposal for a statewide Paranormal Trail, designed to boost visitation to local attractions and tap into the growing interest in paranormal tourism. Collaborating closely with the WVDT, DR successfully planned and launched this exciting initiative, enhancing West Virginia's appeal as a destination for thrill-seekers and curious travelers alike.

SERVICES

Creative Strategy
Project Management
Video Production

Copywriting

Photography

Account Management

Graphic Design
Print Management

THE CHALLENGE

West Virginia has long been known for its eerie legends and haunted locales, from ghostly apparitions to tales of cryptids lurking in the shadows. Despite this rich history of the paranormal, the state's tourism efforts have traditionally focused on showcasing its natural beauty — rolling mountains, lush forests and stunning vistas — rather than its spine-chilling attractions. Recognizing an untapped opportunity, DR embraced the challenge of reframing West Virginia's allure to include its darker side. With creativity and strategic vision, DR worked with the WVDT to transform these spooky locations into a cohesive and marketable experience, culminating in the creation of the Paranormal Trail — a captivating journey that celebrates the state's haunted heritage while inviting a new wave of adventurous visitors.

INSIGHT

Paranormal tourism isn't new, but it is undoubtedly on the rise, and a prime opportunity, especially in a market rich with tales of cryptids and lore. Research revealed that paranormal tourists are a high-value niche, often boasting above-average incomes with a strong willingness to spend money on immersive, location-specific experiences. These travelers don't just visit; they actively seek out haunted or mysterious sites and are enthusiastic about collecting memorabilia as part of their journey. Best of all, their interest isn't tied to any specific season, making them an ideal year-round market.

STRATEGY

Building on the soaring popularity of "spooky season" and the record-breaking \$12.2 billion spent on Halloween in 2023, the Paranormal Trail was strategically set to launch on October 1, 2024. To ensure the trail's success and statewide impact, DR developed clear criteria to identify the most fitting locations and crafted an initial list, emphasizing representation across all nine travel regions in West Virginia. This approach guaranteed that every corner of the state could benefit from the initiative. Input from tourism partners and public nominations further refined the final list, ensuring authenticity and local engagement.

Collaborating with the WVDT, DR devised a comprehensive launch package designed to maximize visibility and excitement.

DETAILS

The execution of the Paranormal Trail followed the successful blueprint established by WVDT's Waterfall and Culinary Trails. To streamline the visitor experience, DR partnered with Bandwango, a platform specializing in mobile passes that track visitor engagement. This integration lets participants digitally check in at trail locations and monitor their progress in real time, delivering a seamless and user-friendly journey along the trail.

To foster engagement across multiple locations, a curated collection of swag items was developed. Each item showcases a custom trail logo that creatively blends the West Virginia Tourism brand with a spooky twist. To further enhance the experience, DR collaborated with Morgantown-based artist Liz Pavlovic, celebrated for her distinctive cryptid illustrations and strong regional following. Liz designed a striking 11x17 poster exclusively for participants who visit all trail locations. Her artwork masterfully captures the essence of the trail, incorporating its featured sites in her signature style, making it a coveted keepsake for adventurers.

To leverage the WVDT's extensive social media reach, DR orchestrated a photo and video shoot at five key trail locations. The imagery captured an eerie, atmospheric tone — a departure from the usual Tourism brand but perfectly aligned with the Paranormal Trail's theme. To amplify engagement, five social media reels were produced, spotlighting the most popular stops and unraveling their eerie stories. Additionally, a cinematic trailer was crafted to set the mood for the trail, building anticipation, mystery and intrigue among potential visitors. To complete the launch package, a custom landing page was designed to immerse visitors in the Trail's eerie atmosphere. Featuring intentional glitches and a ghostly cursor, the page perfectly captured the Paranormal Trail's tone. It served as a one-stop hub, providing all the essential details for completing the trail and discovering each location, seamlessly blending functionality with a spooky, interactive experience.



Paranormal Trail Website



Paranormal Trail Rack Card



Paranormal Trail Swag



RESULTS

FB & IG VIEWS **1,411,500** GEOGRAPHICAL REACH
45 STATES + D.C.
& 4 COUNTRIES

T4,193

PASSES DISTRIBUTED **6,523**

3-MONTH RESULTS: Oct. - Dec. 2024

The Paranormal Trail has demonstrated strong market appeal and engagement effectiveness since its launch. The campaign generated substantial social media engagement, including 1,411,500 views, 1,483 comments, 50,062 likes and 27,184 shares across Instagram and Facebook platforms.

Participation metrics showed solid adoption, with 6,523 passes distributed resulting in 4,262 check-ins and 11 trail completions. The campaign reached participants from 45 states, Washington D.C., and four international markets — Canada, Australia, France and Scotland/UK, demonstrating broad geographic appeal.

The dedicated landing page performed well with 74,193 views, 69,995 sessions and a 38.13% engagement rate. These results indicate the Trail's effectiveness in capturing audience interest, driving meaningful participation and fostering community engagement.

HARTFORD FUNDS

Investing in Education: The 2023 SMART529 Spring/Summer Campaign



smart529.com



The SMART529 college savings plans originated from the West Virginia State Treasurer and the West Virginia Legislature's goal to provide an attractive program to assist West Virginia families in financially preparing for college expenses. The plans have since become one of the top 529 savings plans in the United States. In 2022, Digital Relativity (DR) began working with Hartford Funds on digital advertising.

SERVICES

Digital Advertising & Strategy

Social Media

Account Management

Creative Strategy
Project Management
Printed Collateral

Creative Strategy
Graphic Design
Copywriting

THE CHALLENGE

Digital Relativity was tasked with driving traffic to the SMART529 website so users could learn more about the program and, ultimately, open a SMART529 account.

THE STRATEGY

The strategy for SMART529 centered on a multi-faceted digital approach designed to increase overall website traffic year-over-year while effectively reaching and engaging West Virginia parents and grandparents. The campaign aimed to introduce new audiences to SMART529 and educate them on its benefits as a college savings solution by implementing a mix of targeted digital advertising, organic content marketing, and strategic media placements. Simultaneously, a retargeting strategy ensured that individuals already familiar with the brand received additional messaging that reinforced key advantages and encouraged deeper engagement.

THE DETAILS

The 2023 SMART529 Spring/Summer campaign was launched on June 1, 2023, and ended on August 31, 2023. With a media spend of about \$38,000, the digital strategy included CTV, native advertising, social display and video advertising, paid search and audience retargeting. The campaign targeted parents and grandparents in West Virginia to introduce SMART529 to new users and build retargeting audiences. The DR team then used retargeting to serve additional messaging to those who visited the website, as well as creating lookalike audiences from the retargeting audiences to expand the campaign's reach to those who might be receptive to SMART529 messaging.



Digital Ad Set



Social Animated Ads



RESULTS

7,063,358IMPRESSIONS

CLICKS - 20,457
CLICK-THROUGH RATE - 0.29%

Demographic targeting (parents and grandparents) yielded a 0.23% click-through rate, while retargeting based on social engagement and website visits resulted in a 0.29% click-through rate. Retargeting "warm" audiences (those who interacted with social channels or the website) proved to be a solid strategy, given the amount of time people take to make life decisions around money.

As a result of this campaign, DR focused on retargeting as a complementary strategy with the traditional display, CTV and video ads to build consideration further down the decision-making funnel and using lookalike audiences to strengthen top-of-funnel awareness.

WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

Drive High, Get a DUI: A Labor Day Weekend Initiative for Safer Roads



drivesafewv.com/drive-high-get-dui

OVERVIEW

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

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

SERVICES Project Management Social Media Copywriting Digital Advertising Graphic Design Traditional Media Creative Strategy

THE CHALLENGE

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

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

THE STRATEGY

Given that males between 18 and 34 represent the demographic with the highest incidence of drug-impaired driving, Digital Relativity strategically chose media outlets to effectively engage this target audience.

To drive home the message about the dangers of drug-impaired driving, Digital Relativity recognized the need for a strong online destination to build awareness and present relevant statistics from both West Virginia and national sources.

THE DETAILS

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

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

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

Digital Relativity also designed and built a customized landing page for the campaign where viewers of digital ads would be sent for more information.

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



Digital Ad Set



Billboards





Customized Landing Page

drivesafewv.com/drive-high-get-dui



Tagged Television Spot



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

WV-10 Approved / Revised 06/08/18

State of West Virginia

VENDOR PREFERENCE CERTIFICATE

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

1.	Application is made for 2.5% vendor preference for the reason checked: Bidder is an individual resident vendor and has resided continuously in West Virginia, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; or,			
	Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; or ,			
	Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,			
2 .	Application is made for 2.5% vendor preference for the reason checked: Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,			
3.	Application is made for 2.5% vendor preference for the reason checked: Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; or,			
4. ✓	Application is made for 5% vendor preference for the reason checked: Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,			
5. 	Application is made for 3.5% vendor preference who is a veteran for the reason checked: Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or ,			
6.	Application is made for 3.5% vendor preference who is a veteran for the reason checked: Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.			
7.	Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules. Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.			
8. 	Application is made for reciprocal preference. Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.			
Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.				
By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.				
Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.				
Bidder: Digital Relativity Signed:				
Date: 9-17-25 Title: Chief Innovation Officer and President				

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

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

(Printed Name ar	nd Title) Pat Sti	rader, Chief Innovation Officer and President
(Address) 108	1/2 Capitol Stre	eet, Charleston, WV 25301
(Phone Number)	/ (Fax Number)	304-663-6890 / 304-608-2121
(email address)	pat@digitalre	lativity.com

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Digital Relativity	The Market
(Company)	
(Signature of Chief Innovation Officer and President	
(Printed Name and Title of Authorized Representative) (Date)	
304-663-6890 / 304-608-2121	
(Phone Number) (Fax Number)	
pat@digitalrelativity.com	
(Email Address)	

REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office Professional Advertising, Marketing and Promotional Services

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

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

Digital Relativity		_
(Company)	Vin	– Pat Strader, Chief Innovation Officer and President
(Representative Vanue	Title)	
304-663-6890	pat@digitalrelativity.com	
(Contact Phone/Email)	_
9-17-25		
(Date)		_

Revised 08/02/2018