

**BEFORE THE WASHINGTON STATE  
UTILITIES AND TRANSPORTATION COMMISSION**

In re Application of

DOLLY, INC.

For a Permit to Operate as a Motor Carrier of  
Household Goods and a Permit to Operate  
as a Motor Freight Common Carrier

Docket No: TV-180605

**TESTIMONY OF**

**Kevin Shawver**

**SENIOR DIRECTOR OF MARKETING  
DOLLY, INC.**

**November 30, 2018**

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## LIST OF EXHIBITS

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3 Exhibit No. \_\_\_\_ (KS-2): Screen shots of LinkedIn webpage.

4 Exhibit No. \_\_\_\_ (KS-3): Screen shots of Facebook webpage.

5 Exhibit No. \_\_\_\_ (KS-4): Screen shots of Instagram webpage.

6 Exhibit No. \_\_\_\_ (KS-5): Screen shots of Twitter webpage.

7 Exhibit No. \_\_\_\_ (KS-6): Screen shots of YouTube webpage.

8 Exhibit No. \_\_\_\_ (KS-7): Screen shots of Pinterest webpage.

1 **I. IDENTIFICATION OF WITNESS**

2 **Q. What is your name and business address?**

3 A. Kevin Shawver, 901 Fifth Avenue, Suite 600, Seattle, Washington 98164.

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5 **Q. By whom are you employed and in what capacity?**

6 A. I am the Senior Director of Marketing for Dolly.

7  
8 **Q. What is your educational background and experience in marketing?**

9 A. I have a Bachelor of Science degree in Marketing from the University of Idaho and a  
10 Masters in Public Administration from Seattle University. I have over 15 years of  
11 marketing experience, focused primarily on digital marketing, working at advertising  
12 agencies and large global brands such as Starbucks and L'Oréal.

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14 **Q. How long have you been employed by Dolly?**

15 A. I have worked at Dolly for 2 years and 4 months.

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17 **Q. What is the scope of your testimony?**

18 A. Testimony is limited to only Dolly's marketing activities.

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20 **II. PURPOSE OF TESTIMONY**

21 **Q. Please explain what your testimony addresses.**

22 A. My testimony will address the transformation of Dolly's marketing activities after the  
23 WUTC issued the cease and desist.

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**Q. Are you sponsoring any exhibits to support your testimony?**

A. Yes, I am sponsoring exhibits that show screenshots comparing the changes Dolly has made in its Internet marketing.

**III. DOLLY'S INTERNET MARKETING**

**Q. What websites does Dolly use to market the business and why?**

A. Dolly uses www.dolly.com for two main reasons: (1) It is an online resource for people to learn about our service offering; (2) A place where people who are interested in being an independent contractor with Dolly can apply. In addition, our website provides a way for customers to reach us via email or phone, announce job postings, and in general be an online resource to help answer frequently asked questions.

In addition to www.dolly.com we also maintain brand and profile pages on Facebook, Twitter, and Yelp. These websites are mainly used to communicate directly with our customers and give them a place to share a review or read reviews from other Dolly customers. These websites are free and Dolly has limited control over the entirety of the messaging and content on these pages.

**Q. What is your understanding of the WUTC's cease and desist order in this docket as it relates to Dolly's Internet marketing?**

A. It is my understanding that the WUTC's cease and desist order states that Dolly is advertising as a household good carrier.

1 **Q. In what ways has Dolly altered the contents or messaging of its internet marketing**  
2 **to address the WUTC's concerns?**

3 A. Since Dolly received the cease and desist order from the WUTC, we made changes to our  
4 messaging to make it even clearer that Dolly doesn't do the moving, but rather connects  
5 people to willing independent contractors for moving and delivery help. We use phrases  
6 like:

- 7 • Dolly connects you with local truck owners who are ready to help with your  
8 moving, delivery, and hauling needs; or
- 9 • Use Dolly to find help on your schedule at an affordable price.

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11 **Q. In your opinion, why do you believe Dolly's Internet marketing complies with the**  
12 **WUTC's rules and laws?**

13 A. It is my understanding that the WUTC regulates companies that perform household goods  
14 carrier services and companies that advertise that they perform household goods carrier  
15 services. As stated earlier, we are careful in our messaging, and have made changes so it  
16 is clear that Dolly connects those with moving and delivery needs to an independent  
17 contractor to help.

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19 **Q. In your opinion, have Dolly's Internet marketing always complied with the WUTC's**  
20 **rules and laws?**

21 A. Yes, but we take the WUTC's concerns seriously so we made even more changes to try  
22 to address them as referenced above.

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24 **Q. Are any of Dolly's marketing materials directed at any one state, city, or any other**  
25 **geographical region?**

1 A. Yes. Dolly services are available in 11 markets and our paid marketing tactics are  
2 targeted only to those markets. Paid marketing tactics can vary by market. An example  
3 in Seattle would be the interior advertising cards that are on some Seattle area busses and  
4 trains. The websites Dolly uses to market the business – www.dolly.com, Facebook,  
5 Twitter, and Yelp – are accessible to everyone, regardless of which market they are in or  
6 if Dolly provides services in their market. For example, someone in Alaska could access  
7 www.dolly.com even though Dolly services are not available in Alaska.

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9 **Q. Have any other states ever objected to Dolly’s Internet marketing?**

10 A. No. None whatsoever.

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12 **Q. Have any consumers ever complained about Dolly’s Internet marketing being**  
13 **confusing or misleading?**

14 A. No. Never.

15

16 **Q. Earlier in your testimony you said you’re sponsoring exhibits that compare the**  
17 **changes Dolly has made in its Internet marketing. Please explain those exhibits in**  
18 **more detail.**

19 A. At the March hearing I sponsored exhibits showing screen captures of the following  
20 webpages: LinkedIn, iTunes, Facebook, Twitter, YouTube, Pinterest, Instagram, Yelp,  
21 and Craigslist. I detail the changes made to those pages in the table below.

<b>Webpage</b>	<b>Changes to webpage since March 7, 2018</b>
LinkedIn	Deleted all references to Washington state.
Facebook	Deleted all references to Washington state.
Instagram	Deleted and/or obscured all references to Washington state.

1 As stated in the table, we removed all references to the city of Seattle and the State of  
2 Washington from our LinkedIn, Facebook, and Instagram webpages. On our Instagram  
3 webpage, we further obscured all references to Washington state. All of the changes are  
4 highlighted by red circles in the exhibits. So, it should be abundantly clear to consumers,  
5 and the WUTC Staff, that our service is not focused on Washington state. With respect  
6 to the Apple iTunes App Store webpage, we also removed all references to the city of  
7 Seattle and the State of Washington but Apple has not yet approved those changes.

8  
9 **Q. What changes Dolly make to its Twitter, YouTube, and Pinterest webpages?**

10 A. We did not make any changes to these webpages because they do not mention or  
11 reference the city of Seattle or Washington state and as I stated above, those webpages  
12 have never caused any confusion about Dolly because we clearly state that we “connect  
13 users to independent contractors” in our other Internet marketing materials. Meaning, no  
14 consumers have ever cited those webpages to ascribe any actions, activities, or  
15 performance of household goods carrier services to Dolly.

16  
17 **Q. What changes Dolly make to its Craigslist webpage?**

18 A. As for our Craigslist webpage, we deleted it entirely.

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20 **Q. Has Dolly made any changes to any webpages that you did not sponsor as exhibits at  
21 the March hearing and what are the changes?**

22 A. Yes, because we take the WUTC’s concerns seriously, we also deleted all references to  
23 Washington state on our Google Play app page but Google has not yet approved the  
24 changes.

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#### IV. CONCLUSION

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**Q. Do you have any final thoughts to add to your testimony?**

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A. There is no way for any company, including Dolly, to limit the reach of its internet

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marketing. We believe our marketing materials are very clear in stating that Dolly

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connects users to independent contractors who perform the actual service. This is very

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typical of sharing economy companies and the public is educated on how platforms like

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ours works due to the myriad of sharing economy platforms available to consumers.

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**Q. Does this conclude your testimony?**

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A. Yes, it does.