

CREDENTIALS / 2026

Founder-led. Multicultural by craft. In it for the long run.

FOUNDER-LED.
MULTICULTURAL BY CRAFT.
IN IT FOR THE LONG RUN.

An independent advertising agency, eighteen years on.

Fluent across the U.S. General Market, U.S. based Hispanic, Latin America, and the Caribbean.

Expertise in retail, healthcare, public sector, and luxury automotive.

METHODGROUPE

WHAT WE DO

Five offerings.
One accountable team.

01

STRATEGY & MEDIA

Insights, planning, negotiation, buying, and optimization across digital, traditional, and emerging channels.

02

CREATIVE & PRODUCTION

Brand, broadcast, digital, photography, video direction, copywriting, post production. End to end.

03

MULTI-CULTURAL

U.S. General Market, U.S. Hispanic, Latin America, Caribbean. Bilingual, transcreated, culturally fluent.

04

ANALYTICS

Custom client dashboards, performance attribution, creative-level insight, panel-based ROAS.

05

DIGITAL & WEB

Microsites, full-site builds, hosting, CMS (Content Management System), ongoing management. Often for 10+ years per client.

METHODGROUPE

HOW WE WORK

Six steps.
Then we do it again, sharper.

The loop matters.

The biggest gains came from years two and three of an account, not the launch quarter.

01
LISTEN
Brief, business goal, audience, market context.

02
PLAN
Strategy, channel mix, KPIs, success metrics.

03
MAKE
Creative development, production, trans-creation.

04
BUY
Media negotiation with long-term partners.

05
MEASURE
Custom dashboards, performance reporting.

06
SHARPEN
Optimize, iterate, best-practice review.

METHODGROUPE

MULTICULTURAL

Multicultural is a craft. Not just translation.

GENERAL MARKET

Multicultural fluency makes our general-market work sharper, not the other way around.

U.S. BASED HISPANIC

Bilingual creative, transcreated where it should be, translated where translated is enough.

LATIN AMERICA & CARIBBEAN

Campaigns across Mexico, Central America, and the Caribbean. Local nuance, regional media, real partners.

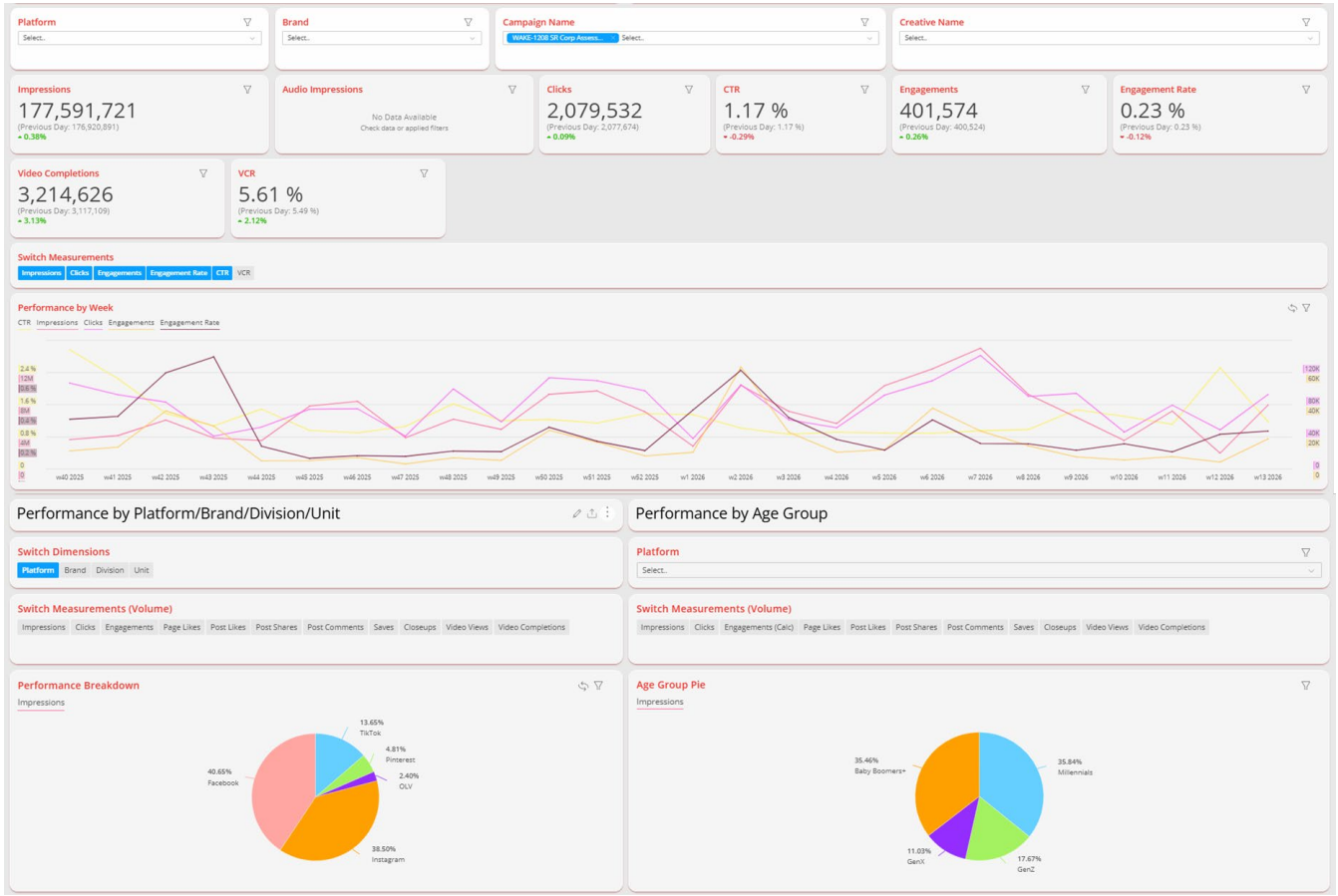
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ANALYTICS

Custom dashboards. Creative-level detail.

We bring the answer to the meeting, not the data dump.

We track impressions, clicks, video completion rate, engagements, and creative-level performance — by age, gender, platform, language, and unit.



METHODGROUPE

SOME OF OUR CLIENTS

Long-tenure work for brands who expect more than impressions.

GROCERY & CPG

ShopRite

the fresh grocer

FAIRWAY LIKE NO OTHER MARKET

Publix

Price Rite MARKETPLACE

DI BRUNO BROS.

Chifles

Claritin

AUTOMOTIVE

TOYOTA

Audi

McLaren

HEALTHCARE

UHealth UNIVERSITY OF MIAMI HEALTH SYSTEM

aetna

CVSHealth

PUBLIC SECTOR

U.S. Department of Agriculture

U.S. Department of the Interior

INVESTING & BANKING

H.I.G. CAPITAL

BB&T

Selected logos shown — full client list available on request.

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CASE STUDIES

GROCERY | CPG

Many brands, one pattern: long tenure compounds.

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CASE STUDY | GROCERY RETAIL | WAKEFERN

Thirteen years. Four retail banners. One media operation.

Every banner in the Wakefern cooperative has its own shopper, market and media mix, coordinated under a single team. General Market and Hispanic, in 350+ stores across the Northeast.

The Mainstream Flagship

Full-funnel Digital:
CTV & OLV awareness, IG-led social, display conversion

The Neighborhood Banner

Facebook-weighted social with a diversified display and video mix

The Premium Specialty Banner

Social-led:
Paid social is the primary surface, not a support layer

The Value Banner

Conversion-dense display with an over-indexing multicultural audience

The Upscale Specialty Banner

Social-led:
Paid-social is the focal point during high-season

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CASE STUDY | GROCERY RETAIL | WAKEFERN

Thirteen years of compounding success.



$34.58 ROAS

ON 3 MONTHS OF MEASURED MEDIA SPEND

6.1B+	1.7B+	1.2K+	22K+
IMPRESSIONS	COMPLETED VIDEO VIEWS	CAMPAIGNS	ADS PLACED

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CASE STUDY | GROCERY RETAIL | WAKEFERN

A best-in-class Social campaign, recognized by Meta.

THE CHALLENGE

Build awareness for ShopRite that earns a real conversation.

ShopRite's "Locally Grown" campaign highlights a deep community relationship between the farmers who grow food and the stores that sell it.

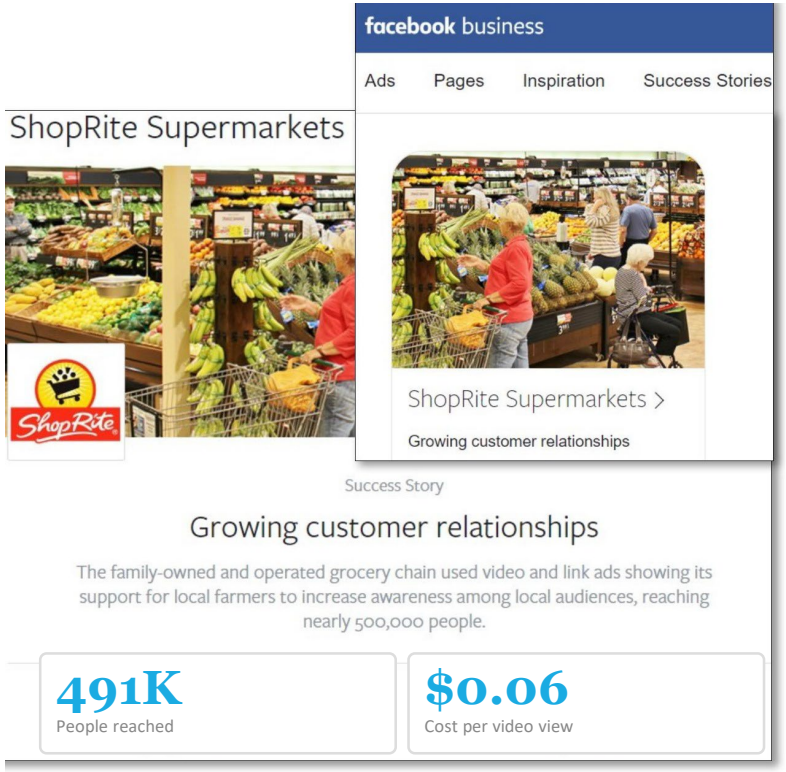
THE APPROACH

Strategy, creative, and community - all under one team.

- Connected all local ShopRite store pages to a unified main Facebook page.
- Performed ongoing competitive analysis across grocery and adjacent categories.

THE RESULT

Our craft, featured by Meta in their permanent Success Story library.

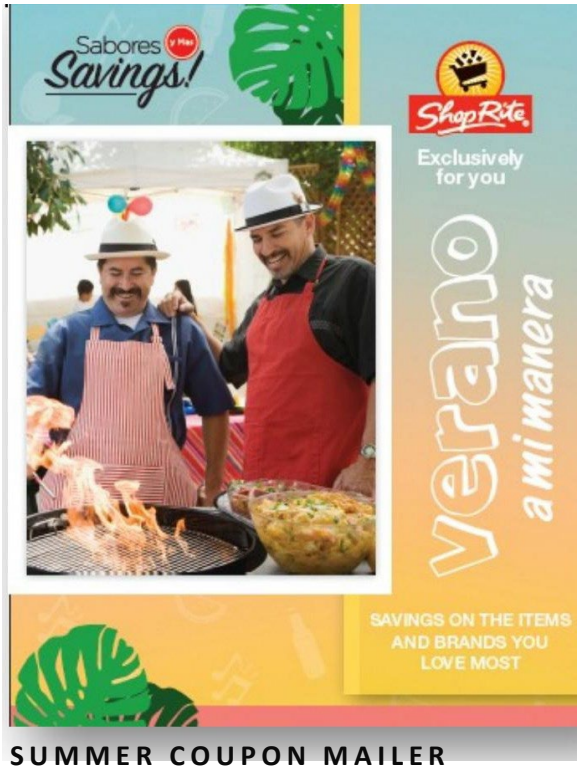


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CASE STUDY | GROCERY RETAIL | WAKEFERN | U.S. HISPANIC

ShopRite's customized offers. Our cultural insights.

On-brand visuals, recipe selection, look and feel, and copy.



SUMMER COUPON MAILER

8%

COUPON REDEMPTION RATE



HOLIDAY RECIPE BOOKLET

10%

COUPON REDEMPTION RATE

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CASE STUDY | GROCERY RETAIL | PUBLIX | U.S. HISPANIC

Publix®

THE CHALLENGE

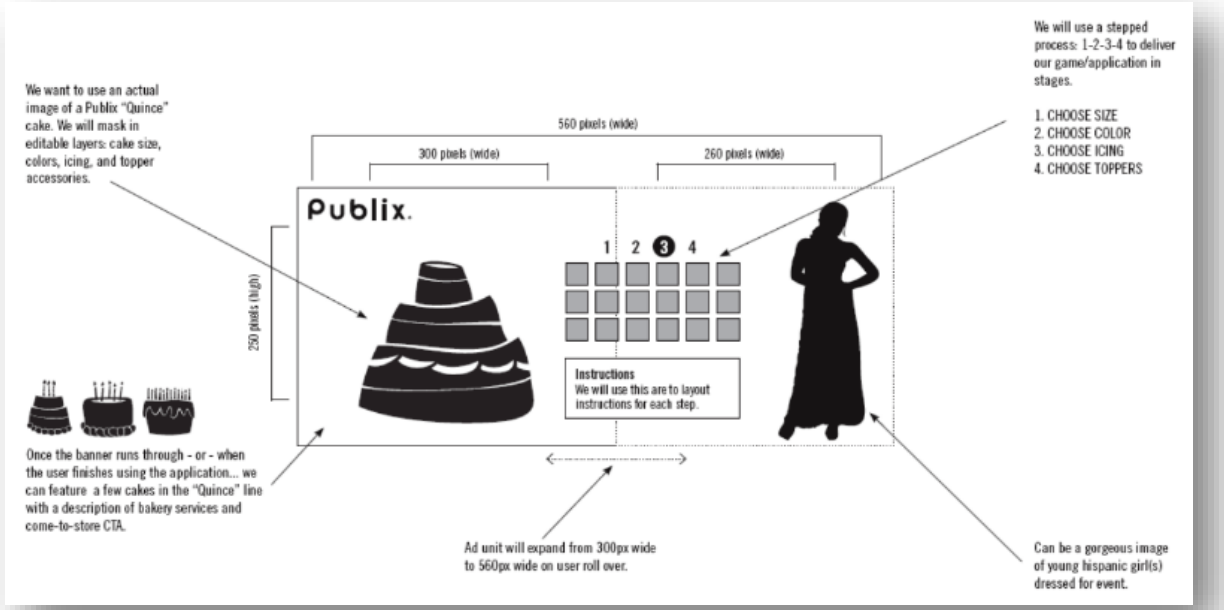
Connect with audiences when brand decisions are personal.

A Quinceañera cake is not a commodity purchase. It's a milestone. Standard display ads alone don't match the moment.

THE APPROACH

We helped them dream it. Publix baked it.

- Created interactive rich-media 'build your own cake' application.
- Coupon-driven digital display ads promoted Publix Bakery products.
- Cultural targeting around the Quinceañera milestone.
- Audience targeting: Hispanic moms and young women celebrating 15th birthdays.



THE RESULT

Culturally relevant targeting meets a once-in-a-lifetime purchase moment.

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CASE STUDY | CPG | CHIFLES

THE CHALLENGE

A legacy brand, a packaging refresh, and zero paid-media history.

Chifles loyalists knew the old pack on sight. The brand needed shelf recognition for the new look - without a national CPG budget or a track record to benchmark against.

THE APPROACH

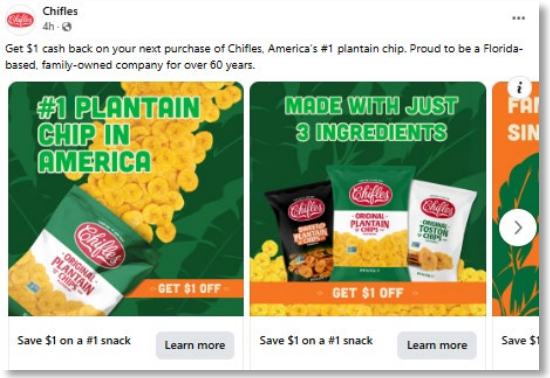
Three channels. One Hispanic-targeted awareness flight.

- YouTube Bumpers for mass low-cost reach
- Display click-and-convert through High Impact interstitials
- Meta Carousels running MGX Hispanic, First Party CRM, and lookalike audiences across four FL DMAs

THE RESULT

A refreshed pack the loyalists couldn't miss.





93%+
Impressions above goal

$3.12
Blended CPM
vs. $6.05 planned (-48%)

1.62%
Display CTR
vs. 0.10-0.50% benchmark

98%+
YouTube video completion rate

1MM+
Unique Meta accounts reached

74%
Aisle coupon signups from Display

Source: MethodGroupe / Campaign performance, FY2023-Q2 FY2026. MethodGroupe directed audience, targeting, placement and budget across YouTube, Display, and Meta.

METHODGROUPE

CASE STUDY | CPG | CLARITIN

Claritin®

THE CHALLENGE

A generic allergy-season ad reaches everyone and resonates with no one

Claritin needed a campaign related to the customer's backyard, not a national average.

THE APPROACH

A real-time, locally-relevant digital campaign for Claritin's allergy-season push

- Delivered geo-targeted display banner suite served to users by location
- Built a landing page with real-time, location-specific pollen-count integration



THE RESULT

A generic ad turned into an in-the-moment relief signal.

- Allergy-season timing and messaging tied to live data feeds
- Dynamic creative surfaced the local pollen count specific to each user's area

The work,
and the people behind it.

Three reasons. Two Cross-Generational leaders. Eighteen years.



WHY US

Three reasons.

01

FOUNDER-LED.

The senior people in the pitch are the same ones running the work, from kickoff through every quarterly review.

02

MULTICULTURAL BY CRAFT.

Not an add-on, not a translation desk. Bilingual creatives, transcreators, and strategists embedded in the team.

We don't outsource culture.

03

BUILT FOR THE LONG RUN.

Average client tenure measures in years, not engagements.

Wakefern: 13 years.

The Collection: 12 years.

H.I.G. Capital: 13+ years.

The longer we work together, the more we lift.

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PROOF, IN OTHER PEOPLE'S WORDS

Recognized work. Independent benchmarks.

META SUCCESS STORY

ShopRite 'Locally Grown' campaign was selected by Meta as a top-performing example. Still live in their case-study library.

SWOP CERTIFIED

Specifications for Web Offset Publications color expertise — production-grade quality control.

CATEGORY BENCHMARK

Wakefern VCR of 96.46% beat the audited 94.29% benchmark across permissioned partners.

LONG-TENURE TRACK RECORD

13+ years on Wakefern. 13+ years on H.I.G. Capital. 12 years on The Collection. Renewals are our main growth channel.

Generational fluency, on every account.



VALERIE PUSCEDDU

Principal — Strategy, Operations, Accounts

30+ years. Built and led digital departments at Ogilvy, Zimmerman, and MGSComm. Bilingual. **Lead on Wakefern, Southeast Toyota, and Aetna.**



ALEX WINOKUR

Principal —Strategy, Media, Analytics

15+ years. From analytics at MGSComm to accounts at MethodGroupe. Trilingual. **Lead on Wakefern, The Collection and Chifles.**

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WORKING WITH US

How a typical engagement runs.

Most relationships start with a defined campaign or sprint and grow into long-tenure work.

We'll tell you which channels to drop, which audiences are not worth the spend, and which creative is not earning its place.

WEEKS 1–2

DISCOVERY

Audit current state. Brief + business context. KPI alignment. Stakeholder mapping.

WEEKS 3–6

STRATEGY + PLAN

Audience strategy, channel mix, creative direction, measurement plan.

ONGOING

EXECUTION

Production, negotiation, launch, in-flight optimization. Weekly stand-up cadence.

QUARTERLY

REVIEW + RESET

Custom dashboard QBR. Performance against KPIs. Next quarter's plan, signed off.

Engagement structures: monthly retainer / project / hybrid. Contracts negotiated to align with how the work actually flows.

LET'S TALK.

We'd welcome a 20-minute call to talk through what we can bring to your brand.

Reach out to either of us directly - no pitch team, no handoff.

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Full capabilities at a glance.

STRATEGY & MEDIA

— Strategic Planning
— Media Planning & Buying (Digital, Traditional)
— Social Media
— Community Management
— Direct Marketing
— Trade Marketing
— Promotions
— Research
— Campaign Trafficking, Tagging, Q&A

CREATIVE & PRODUCTION

— Brand Development & Repositioning
— Logo & Brand Mark Design
— Art Direction
— Copywriting & Proofreading
— Photography
— Video Direction & Editing
— Broadcast Production
— Post-Production
— Press Run Management & Supervision
— Talent Acquisition & Casting
— Promotional & Marketing Materials
— Direct Mail Development
— Project Management

MULTICULTURAL

— U.S. Hispanic strategy and creative
— Latin America campaigns
— Caribbean campaigns
— Translation, transcreation & localization
— Cultural strategy and insight
— Bilingual & trilingual production
— Events & Community Marketing

ANALYTICS

— Custom client dashboards
— Performance attribution
— Creative-level performance reporting
— Panel-based ROAS analysis
— Audience insights
— Quarterly business reviews

DIGITAL & WEB

— Website Development & Production
— Microsite Development
— Software Development
— HTML5 Display Banners
— Streaming Video
— Digital Banners & Landing Pages
— Website Maintenance & Management
— Hosting & CMS
— Merchant Service Platforms
— Campaign Trafficking, Tagging, QA
— Search Engine Optimization (SEO)
— Local Listing Management

Every channel that earns its place.

Search, social, streaming video/audio and display, tailored to the brief.

Google Ads | Microsoft Ads | Meta | TikTok | LinkedIn | Pinterest

X | Snapchat | Roku | Amazon Ads | Samsung Ads | VIZIO

LG Ads | Disney Advertising | Netflix Ads | Paramount Ads | Peacock | Tubi

Pluto TV | Spotify Ads | Pandora | SiriusXM | iHeart Media | Apple Ads

FULL PROGRAMMATIC COVERAGE

DSPs and retail media networks tailored to each brief. Active across The Trade Desk, DV360, Amazon, Walmart Connect, Target Roundel, Kroger Precision Marketing, Instacart, and dozens more.

NATIVE, CONTENT & SPECIALTY

Native, content discovery, and specialty platforms tailored to each brief. Active across Taboola, Sharethrough, Yelp, Yahoo, and others.

The stack behind the work.

Research, audience, attribution, ad-serving, project management, and CMS — the tools we use day to day.

Statista	comScore	eMarketer	Nielsen	Kantar
Quantcast Quantcast	WARC	Numerator	U.S. Census	Winmo
SEMrush	Moz	GA4	Yext	Google Workspace
Innovid	Extreme Reach	Placed	Salesforce	Adobe Analytics
monday.com	MeisterTask	Discord	WordPress	Telerik