



METHOD
GROUPE

WHO WE ARE

ABOUT METHODGROUPE



- We are a **full-service advertising** and advanced **digital technology solutions** company
- We are **strategic thinkers** leveraging technology to provide solutions for our clients' business and marketing challenges
- We are **agile and adaptable**, with principals actively involved in your business
- We are a **diverse, highly experienced team** who specialize in digital and traditional advertising across the U.S. General Market, U.S. Hispanic & Latin America
- We strive to grow everyday, to be **specialists within our core competencies** and provide value to our partners



OUR LEADERS



**Keric Smotrilla, Principal
Lead on Operations,
Production and Creative**

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305 606 8059



**Valerie Pusceddu, Principal
Lead on Strategy, Media
and Analytics**

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305 338-5175

“We are thought leaders with decades of combined experience across many industries, ethnicities and competencies, leading to strategic, results-oriented, high-level execution for our clients.”



SOME OF OUR CLIENT PARTNERS



WHAT WE DO

A FULL SERVICE AGENCY

Services We Offer at MethodGroupe

Web Development & Programming

Direct Marketing

Strategic Planning

Social Media

Digital Media Planning & Buying

Traditional Media Planning & Buying

Campaign Trafficking, Tagging, Q&A

Campaign Reporting & Analytics

Events & Community Marketing

Creative Development & Production

Promotions

Research

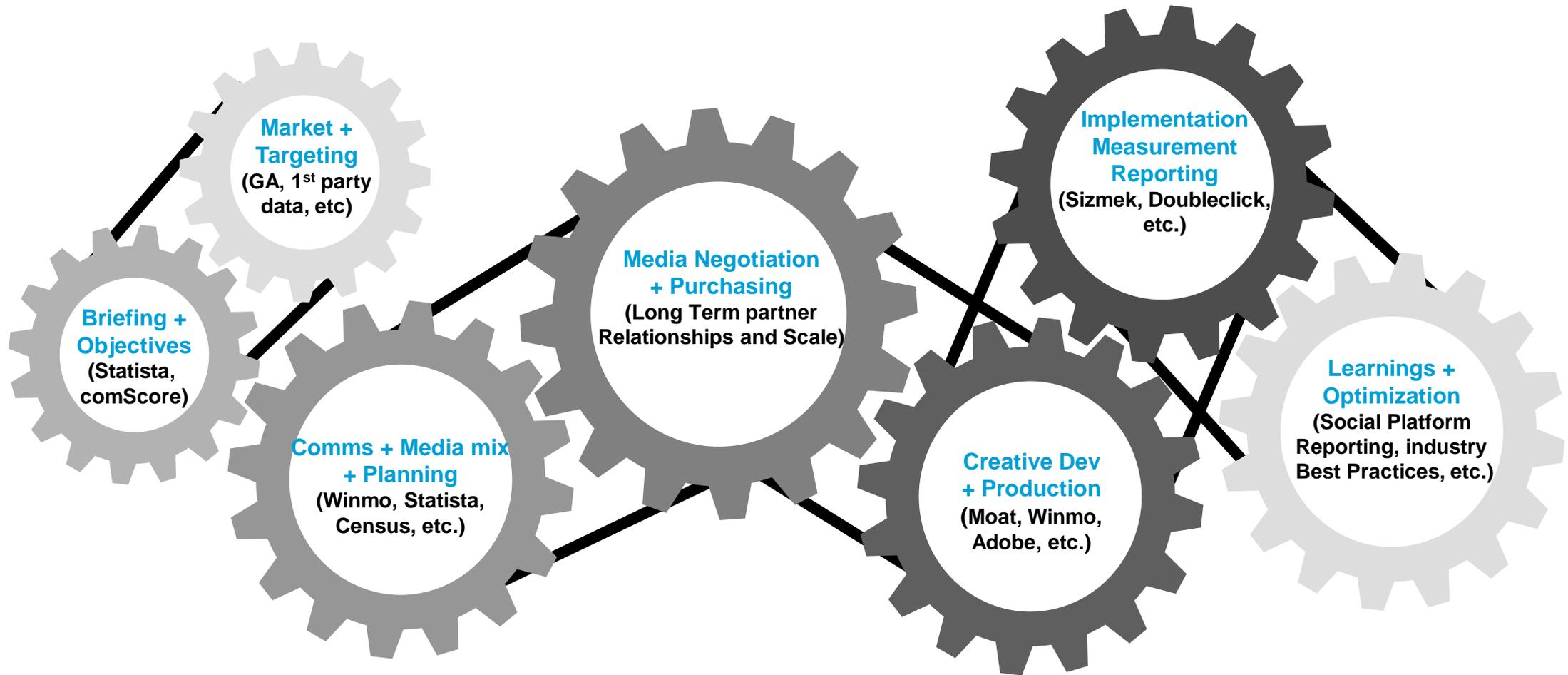
Merchant Service Platforms



AGENCY TOOLS



AGENCY PROCESS & METHODOLOGY



SOME OF OUR WORK

AETNA: NATIONAL & REGIONAL STRATEGY + MEDIA + CREATIVE + PRODUCTION

MethodGroupe has been working with Aetna for over 5 years across various campaigns and initiatives, producing a large body of work for Medicare prospects in both Hispanic and General Markets. These efforts include strategic, media planning & creative development for TV, Newspapers/FSI, DM, Radio, Outdoor, Social, and Digital Display ads amongst others. We also developed and piloted a unique cost-sharing program and microsite which offered co-op marketing packages for Aetna and the providers within their network.

Welcome to Aetna Medicare Advantage DSNP

What to expect:

- 1 Welcome call**
Now that you're an Aetna member, here are the next steps on your path to better health.
We want to give you a warm welcome.
We'll call you within a few days of enrollment to confirm your plan.
We can answer any questions you have about your coverage.
- 2 ID card**
Your ID card will arrive in the mail.
It will include your member ID, your primary care doctor (PCP).
Take advantage of your benefits today:
Dental, Hearing, Prescription drug coverage, Personal care team.
- 3 Welcome kit**
Your kit will arrive in the mail.
It contains a member handbook on how to get the most of your plan.

4 Health survey
Your care coordinator will call you within 10 days to complete your health survey. Be sure to take the call. The health survey is an important step in getting the most from your plan.

Let's get started. Call your care team today.
1-855-463-0933 (TTY: 711)
8:00 AM - 5:00 PM EST, Monday through Friday

Sell Aetna Medicare

aetna medicare solutions

Resources

- 2020 Aetna Medicare Productive Provider Resource
- 2020 Table of Appointments from English
- 2020 Table of Appointments from Spanish
- Approved Other Care Office
- Aetna Medicare Advantage DSNP

Medicare & Medicaid?

Learn more here about a Medicare Advantage plan built just for you.

aetna medicare solutions

Here for you

Call us today if you have Medicare and Medicaid.

Aetna Demo
1-855-790-2711 (TTY: 711)
8:00 AM - 5:00 PM EST, Monday through Friday

Happy Birthday

Your DSNP Care Team

1-855-463-0933 (TTY: 711)
8:00 AM - 5:00 PM EST, Monday through Friday

Get more coverage with Aetna Medicare Advantage

There are other great Medicare coverage options that include prescription drug coverage plus other important health benefits.

You could be missing benefits

Your SilverScript Prescription Drug Plan ONLY provides Medicare Part D (drug) coverage.

Get more with Aetna

SilverScript Insurance Company and Aetna are part of the same company. You could be getting MORE benefits, at low or no additional cost to you, like:

- Part D (drugs)
- Part A (hospital)
- Part B (medical)

aetna medicare solutions

Aetna

At Coverity, an Aetna company, our Special Needs Plans provide coverage you can count on.

Like Comment Share

Juntos es mejor

Leal Medical Center es proveedor de Aetna Coventry Medicare.

Primas mensuales del plan a partir de \$0

aetna COVENTRY

1-833-842-4303 (TTY: 711)

Medical Hospitalization Prescription Drugs All in one plan

aetna COVENTRY

Dedicated to you

aetna medicare solutions

Medicare and Medicaid?

coventry-medicare.com/duals2018

1-855-327-0727 (TTY: 711)
8 a.m. to 8 p.m., Monday through Friday



THE COLLECTION: PAID SEARCH + SOCIAL + DISPLAY

Pre-MG CTR 1.45%
(Feb 2015)

SEARCH CAMPAIGN TREND FROM 2014-2019

Current CTR 7.6%
350pt+ increase



MethodGroupe's relationship with The Collection over 5 years ago with just taking over Paid Search campaigns across 8 luxury brands and after a full audit have grown to include a holistic methodology of display and social driving from engagements to leads.

Paid Search increased by 615 points due to our consistent optimizations and improvement to relevancy scoring and campaign structure changes. Today our average CTR is over **7.5%**, inclusive of competitor campaigns which tend to have a lower CTR. Additionally, call volumes have increased by 616% since 2015!

Social launched in 2018 and has contributed to **20%** of all lead generation for display.

THE COLLECTION
Sponsored · 🌐

Like Page

Lease packages starting at \$499/mo. Click "Sign Up" for more information on this offer.

Lease the 2018 Macan | \$499 /MONTH | 39 month lease

Lease the 2018 Macan
2018 Macan from only \$499/mo.

Sign Up

Audi

Reserve your 2020 Q5 today.

2020 Audi Q5 2.0T Premium Quattro

Lease From **\$404**
per month for 36 months

THE COLLECTION
Experience More

*see dealer for details



MethodGroupe Credentials 2020



H.I.G. CAPITAL: SITE BUILD + HOSTING + MANAGEMENT + EMAIL MKTG

MethodGroupe created through concept a customized database solution with over 30 sites in 6 languages under the umbrella brand of H.I.G. Capital, a middle-market private equity firm. Currently managing, hosting and daily updates to all content for the past 11 years.

All of the sites are on a dedicated server and have 24 hour monitoring. The site was created with SEO best practices to achieve optimal search results for the brand and sub brands.



CENTRAL HUB



OVERVIEW PAGE



NEWSFEED PAGE (SEO)



SECTOR NAVIGATION

[HTTP://WWW.HIGCAPITAL.COM](http://www.higcapital.com)



SOUTHEAST TOYOTA: RAV4

US HISPANIC WEB WITH IFRAME MODULES



These iFrame Modules were created and supported on the MethodGroupe servers, independently from the Toyota website. When the section is called up on the Toyota website, it is ported seamlessly into the iFrame on the site.



LA CARRETA:

PACKAGING + BRANDING + BROCHURE

MethodGroupe created La Carreta logo design and design of packaging for Cuban coffee and croquetas (for retail sale) for this Cuban restaurant and Miami staple. We also designed logo and signage and provided branding recommendations for Florida International University campus location of La Carreta, conducted research into targeting millennials and millennial interest in premium espresso coffee for La Carreta Cuban espresso





MAIN HOME PAGE

DHL: MICROSITE INTEGRATION

Microsite development to include B to B Connectivity for the DHL Shipping Support Center.

MethodGroupe created site architecture, navigation functionality, programming and mobile responsiveness. We also manage all traffic to the site and maintain all server software updates on a dedicated server. This site contains more than 500 unique pages that allow users to isolate specific information for their needs. A custom CMS (content management system) was developed to manage updates to the site.



BLOG



NEWS



SHIPPING CENTER

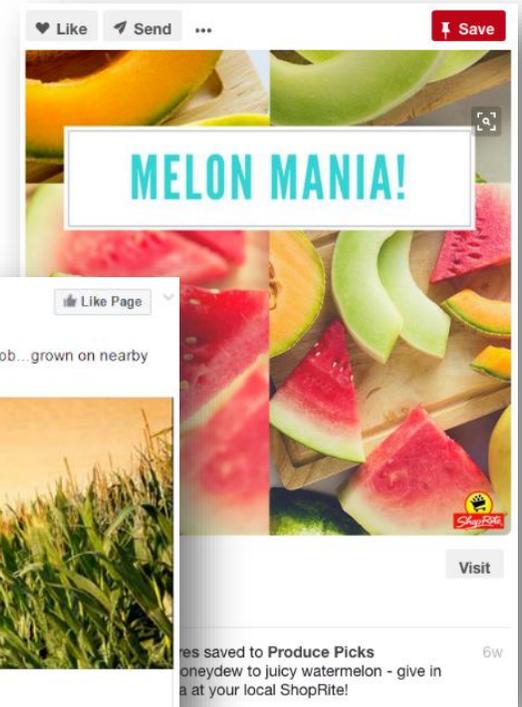
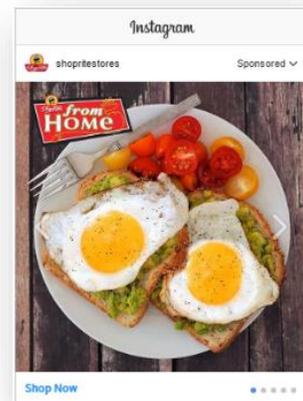
<http://goglobal.dhl-usa.com>

WAKEFERN:

STRATEGY + LPS + DISPLAY + SOCIAL + ONLINE VIDEO + STREAMING + CREATIVE + ANALYTICS

MethodGroupe has managed all digital campaigns for **ShopRite, Price Rite and The Fresh Grocer brands under Wakefern Food Corp.** for the last 7 years, covering off on Digital Marketing in the General U.S. and Hispanic Markets for over 350 stores in the Northeast.

- All initial social integration testing: Facebook, Twitter, Instagram, Pinterest, and Snapchat
- Acquisition campaign: Improved efficiencies over time
- Facebook Nearby Locations: Connecting all local ShopRite pages to a main ShopRite FB page
- Ongoing competitive analysis: All grocery and non-grocery
- Reporting: Detailed, visual end-of-campaign reports
- Education: on latest advertising and social platform technologies



WAKEFERN:

SHOPRITE FACEBOOK SUCCESS STORY

- ShopRite's "Locally Grown" Campaign was recognized by Facebook as a top performing example and asked to be a part of their Success Stories (still live)
- The Goal of the campaign has been to develop customer awareness and discussions about Locally Grown offering
- Overall the campaign was highly effective with a very low cost per view and an impressive volume of reach

ShopRite
Sponsored · 🌐

Family owned and operated farms working together with family owned and operated ShopRites.

Proud to support local!
Grown Fresh. Grown Locally.
SHOPRITE.COM/GROWNFRESH

Learn More

ShopRite (Danbury, CT)
Sponsored · 🌐

Nothing says summer like farm fresh corn on the cob. Delivered from nearby farms.

Proud to support local!
Just picked! Now that's fresh.
WWW.SHOPRITE.COM/GROWNFRESH

Learn More

facebook business

Ads Pages Inspiration Success Stories

ShopRite Supermarkets

ShopRite Supermarkets >
Growing customer relationships

Success Story

Growing customer relationships

The family-owned and operated grocery chain used video and link ads showing its support for local farmers to increase awareness among local audiences, reaching nearly 500,000 people.

491,380
people reached

\$0.06
cost per video view

WAKEFERN RESULTS

WAKEFERN BY THE NUMBERS*

- 7 Year Partnership
- 690+ Campaigns (over 15K placements)
- 441K+ New Social Followers
- 14+ Million Clicks
- 182+ Million Completed Video Views
- 213+ Million Engagements
- 627+ Million Social Impressions FB is 502M
- 1+ Billion Impressions Served
- Video Completion Rates (VCR) rates highly increased in effectiveness from 2018 to 2019 Fiscal (from 54% to 77%) with consistent efficiency for CPCV of \$0.05

SOCIAL
CAMPAIGNS

ENGAGEMENTS CLICKS

IMPRESSIONS

VIEWS



*As of April 2020



SHOPRITE: HISPANIC COUPON MAILER

Created a Hispanic focused coupon mailer for ShopRite's Hispanic customers with emphasis on summer fun, family and friends. The mailer offered Hispanic relevant content, coupons and customized offers with on-brand visuals. This piece received an 8% coupon redemption rate.



SHOPRITE: HISPANIC HOLIDAY COUPON BOOKLET

Sabores y Más

iFelices Fiestas!

PRESENTS

iFelices Fiestas!

Celebrando con Familia, Comida y Tradición
Celebrating with Family, Food and Traditions

Sabores y Más

iFelices Fiestas!

The best thing about the holidays is celebrating with family. No matter where we are, our culture and traditions bring us together. We love reliving childhood memories, and sharing our heritage with new generations - decorating the tree and nativity, las posadas, midnight mass, singing carols, fireworks for New Year's Eve, leaving your shoes outside for the three kings, and of course preparing a feast.

Whether you abuela makes pork or turkey hallacas or tamales, there will definitely be coquito and flan. ShopRite is happy to bring you this **Sabores y Más Recipe Booklet**, filled with everything you need to have "Felices Fiestas".

From our family to yours, we wish you the merriest of celebrations.

Lo mejor de las fiestas de fin de año es celebrar nuestra cultura y tradiciones en familia. No importa en qué parte del mundo estés, nuestra herencia nos une. Es grato revivir las memorias de nuestra niñez y compartirlas con las nuevas generaciones. Ya sea decorando el arbolito de navidad y el nacimiento, las paradas o posadas, la misa de media noche, cantar tróvulas navideñas, fuegos artificiales para el año nuevo, o dejar tus zapattos afuera esperando la llegada de los tres reyes magos y por supuesto, preparar la fiesta.

¿Cerdo o pavo? ¿Hallacas o tamales? El coquito y el flan no pueden faltar. Sabores y Más tiene el placer de traerte un recetario lleno de todo lo mejor para el fin de año para que tengas unas "Felices Fiestas".

De nuestra familia ShopRite a la tuya.

iFelices Fiestas!

COTIJA STRAWS • TORCIDITOS DE QUESO

INGREDIENTS

- 8 cups Cotija® Queso, crumbled
- 1 1/2 cups part-skim, slightly salted milk and lightly floured
- 1/2 cup unsalted butter, melted
- 2 eggs yolk
- 1/4 cup green onions, finely chopped

DIRECTIONS

1. Preheat oven to 400°F.
2. Mix the egg yolks and butter together in a small dish and brush lightly over surface of pastry dough.
3. Sprinkle each sheet with cheese and onions, cover with plastic wrap and roll with pin gently to press into dough.
4. Cut each sheet into 1 1/2" strips lengthwise and twist each strip 6-8 times.
5. Lay strips on non-stick baking sheets and bake until puffed and golden brown (20-25 minutes). This is a great accompaniment to your favorite soups.

STUFFED YUCCA • CARIMANOLAS

INGREDIENTS

- 1 garlic clove, minced
- 1/4 cup hot pepper, chopped
- 1/2 cup chopped onion
- 1 onion, chopped
- 1/2 cup La Flor® minced cilantro, drained
- 1/2 tsp. La Flor ground coriander
- 1/2 cup La Flor tomato paste
- 1/2 pound ground beef

DIRECTIONS

1. In a large pot sauté the yucca, salt and water to cover. Bring to a boil, then reduce to medium heat and cook for about 15 minutes. Drain yucca and remove any fiber from the stems. Mash the yucca, cover and set aside.
2. To prepare the meat filling in a large skillet, heat oil over medium-high heat. Add the onions, and hot pepper and cook until soft, about 3 minutes. Add the garlic, onions, coriander, salt, black pepper and cook for about 1 minute, stirring often.
3. Add the ground beef and cook until the meat is cooked through, about 7 minutes. Add the tomato paste and cook for 2 minutes more. Remove from the heat, adjust the seasoning and let it cool.
4. Divide the yucca mixture into 10 balls. Make a hole through the center of each with your finger. Stuff about 1 tablespoon of meat or cheese filling and gently close the hole, press or seal them.
5. In a large pot heat the vegetable oil to 325°F. Add the carimanolas to hot oil and cook about 1/2-3 minutes until golden brown, turning them often. Remove from the oil and drain on paper towels. Serve warm with dip.

QUESO STUFFED JALAPEÑOS • JALAPEÑOS RELLENOS

INGREDIENTS

- 1 large Cacique® Fully Cooked Chorizo
- 1/2 cup crumbled Cacique® Queso Fresco
- 1/2 cup Cacique® Queso Dip
- 12 jalapeños
- 1/2 olive oil
- 1/2 tsp. salt
- 1/2 cup onion

DIRECTIONS

1. Preheat the oven to 375°F and line a rimmed baking sheet with foil or parchment paper. Microwave the chorizo in a microwave for 1-2 minutes until heated through.
2. Sauté the onion and salt. Add the jalapeños lengthwise. Use a paring knife to remove the seeds and white membranes.
3. Add the Cacique Queso Fresco and your favorite Cacique Queso Dip to the mixing bowl and stir until incorporated. Spoon the filling into each jalapeño, spreading it in and to seal but ensuring it doesn't overflow, you'll need 2-3 tablespoons each.
4. Cut the bacon strips in half and lightly oil a half-sheet pan each jalapeño. Use a toothpick to secure the ends. Bake the jalapeños open side up, for 25-30 minutes, until the bacon is opaque with a bit of browning. Oil the upper surface and bake 1-2 jalapeños very hot water and use a brush to brush to seal the top of the jalapeño. Continue baking for 5 minutes to allow the bacon to caramelize. Invert the lid for an additional 2 minutes to crisp it further. Serve warm.

FIRE ROASTED TOMATO SALSA • SALSA DE TOMATE ASADO

INGREDIENTS

- 1 bag Mission® Thin & Crispy Tortilla Chips
- 1 1/2 lbs. fire-roasted tomatoes, halved
- 1 large onion, peeled and cut
- 2 eggs yolk
- 1/2 cup green onions, finely chopped
- 2 Tbsp. fresh lime juice
- 1/2 tsp. cumin
- 1 tsp. coriander
- 1/2 tsp. salt
- 1/2 cup cilantro, finely chopped

DIRECTIONS

1. Arrange tomatoes, onion, garlic, and jalapeños on a baking sheet lined with foil. Broil close to the heat, turning vegetables occasionally until charred, 12-15 minutes. You may need to remove garlic from grill before other vegetables are finished cooking.
2. Once cooked, transfer tomatoes, onion, peeled garlic, and jalapeños to a blender or food processor. Pour a medium salsa, remove seeds from jalapeños.
3. Add lime juice, cumin, coriander, onions, and salt to your blender or food processor and pulse until vegetables are finely ground. Transfer to a bowl and stir in cilantro and egg yolk or lime juice if desired.
4. Serve with Mission® Thin & Crispy Tortilla Chips and enjoy.

CHEESE DIP • QUESO FUNDIDO

INGREDIENTS

- 1 bag Mission® Thin & Crispy Tortilla Chips
- 1 large onion, peeled and cut
- 1/2 cup green onions, finely chopped
- 1/2 cup milk
- 2 Tbsp. unsalted butter
- 2 Tbsp. all-purpose flour
- 1 cup whole milk
- 1 cup shredded mozzarella cheese
- 1 cup shredded pepper jack cheese

DIRECTIONS

1. In a medium bowl stir together avocado, tomato, green onions, jalapeño, lime juice, and salt. Taste and adjust seasonings, if needed.
2. Preheat the broiler and position a rack in the upper third of the oven.
3. In a large bowl pour all but milk butter over medium heat. Stir to melt and smooth, then whisk in milk. Cook until bubbling, take off heat and stir in mozzarella and pepper jack. Stir until completely melted. Transfer to a bowl, add back to heat to melt cheese. Place a slice under the broiler and to test until bubbling and browned.
4. Serve warm topped with avocado salsa.

RITZ CRAB BALLS • PELOTTITAS DE CANGREJO RITZ

INGREDIENTS

- 1/2 cup mayonnaise
- 1/4 cup Queso Pasa®
- 1/2 cup onion (finely chopped)
- 1/2 cup green onions (finely chopped)
- 2 eggs, beaten
- 1/2 cup Ritz® Cracker, finely crushed, drained

DIRECTIONS

1. Mix first 5 ingredients until blended. Stir in mayonnaise.
2. Combine crushed peanuckle with next 3 ingredients and stir until blended.
3. Refrigerate balls 1-2 hours to allow the bacon to caramelize. Invert the lid for an additional 2 minutes to crisp it further. Serve warm.
4. Heat 1" of oil to 300°F in medium saucepan on medium-high heat. Add crab balls, 6-8 at a time. Cook 2-3 minutes, or until golden brown. Remove from oil and drain on paper towels.
5. Serve crab balls with the mayonnaise mixture.

2020

ShopRite

January - Enero

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 2 3 4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February - Febrero

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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17	18	19	20	21	22	23
24	25	26	27	28	29	

March - Marzo

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April - Abril

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May - Mayo

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17	18	19	20	21	22	23
24	25	26	27	28	29	30

June - Junio

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 2 3 4 5 6 7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

July - Julio

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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August - Agosto

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September - Septiembre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30			

October - Octubre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November - Noviembre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 2 3 4 5 6 7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December - Diciembre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 2 3 4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MOON PHASES: ○ New Moon ● First Quarter ◐ Full Moon ◑ Third Quarter

New Year's Eve Traditions

iNo te Olvides!
Don't Forget!

ShopRite

Happy New Year!

Lista de Compras Shopping List

- Sprinkle Some Sugar Outside
- Eat 12 Grapes at Midnight
- Throw a Bucket of Water Out
- Take Your Luggage for a Walk
- Buy a New Broom
- Bread Huevos Milk Frijoles

Holiday Booklet was developed with the Hispanic target in mind from recipe selection to look and feel and language. These booklets were provided in-store at ShopRite and were told they were overwhelmingly picked up with a coupon redemption at about ~ 10%



THANK YOU!

ABOUT OUR FOUNDERS

KERIC SMOTRILLA



Over 30 Years of Experience in Global Advertising, Account Management, Production and Agency Operations

- Strategic Thinking / planning
- Client Services
- Direct Mail experience
- SWOP Certified Color Expert
- Pre-Press, Production and Printing
- Broadcast TV and Radio
- Business development
- B to C, B to B and local Retail experience
- Campaigns within Canada, Asia, Mexico, United Kingdom, Germany, Vietnam, US General market and US Hispanic markets

Achievements:

Ogilvy, Global rebranding of DHL Latin America, Central America & Caribbean

Ogilvy, Development, launch and management of online VTP (Vacation Travel Plus) program for Mexicana Airlines with an increase of 210% in sales

Ogilvy, Launch of US Hispanic communications for FORD Motor Company

Ogilvy, Repositioning of IBM as Lenovo in Latin America

Starmark International, Manage the merger of MARC USA and Starmark International. Developed an overall transition plan for current clients, aligned all operational / production procedures and developed a CRM program to manage specific client needs

Federated Department Stores, Responsible for the administration, management, preparation release and quality control of US\$90MM annually of DM, Magazine ads, monthly sales catalogs and insertions into newspapers

Throughout his career, Keric has directed multi-million dollar marketing budgets for national and global brands, including: Wakefern (ShopRite, Price Rite, Fresh Grocer), Discovery Channel, H.I.G. Capital, GRILLiT, Porfirio's Restaurant, Kaplan University, Offshore Fishing League, Sony Pictures Television (Crackle, Kalixta), AMC Liquidators, Sai Ayurvedic College, Barilla, 1st Global, UHealth, Southeast Toyota, Florida Power & Light, HBO Latino, BB&T, The Ad Council (Discover the Forest) APPI, Centuric, Norwegian Cruise Line, Citrix, Sterling Jewelers (Kay & Jared), Kodak, Mexicana Airlines, Mexico Tourism, Terra.com, DHL, SAP, Mattel (6 sub-brands), American Express Private Bank, American Express Cards, Ford Motor Company, IBM/Lenovo, Lexmark and Federated Department Stores (Macy's)

VALERIE PUSCEDDU

Over 20 Years of Experience in Global to Local Retail Advertising, Account Management, Strategy and Media

- Strategic Thinking / planning
- Traditional & Digital Media planning and buying
- Direct Mail experience
- B to C, B to B and local Retail experience
- Campaigns within Canada, US General market, US Hispanic, Latin America, Caribbean and Mexico markets
- Bilingual (Spanish / English)



Achievements:

Ogilvy, Zimmerman & MGSCOMM, First on staff Digital personnel responsible for creating a digital media department. Built and trained the digital department, establishing processes, managing client campaigns and building new business. Trained agency staff in understanding interactive and helping sell services to clientele. Created partnerships to assist with SEM, SEO, Rep. Management, CMS, Social community managers, etc.

Ogilvy, Lead person for recommending, planning and executing an interactive campaign for Mexicana Airlines in 2001 after the September 11th tragedies that left many airlines with cancelled flights and empty seats. Mexicana Airlines needed immediate solutions to drive traffic and sales to their online booking engine with a budget of only US\$70,000. Within 2 months, the campaign generated a 600% ROI

Ogilvy, Mexicana Airlines grew from a US\$500,000 interactive account at Ogilvy to a US\$2.5 MM in 3 yrs

Zimmerman, Executed Zimmerman's digital campaigns within 2 wks of tenure with 3 of their traditional clients. Managed over 14 clients running multiple interactive campaigns during key retail times of the year

Zimmerman, Expanded interactive business volume from \$0 to US\$6 million in billings within a year tenure at Zimmerman, managing over US\$13 million after 19 months of tenure

Zimmerman, For one of our automotive retail clients, we were able to generate over a million home page views for the first time after running a 3 month digital campaign (over a 300% increase pre campaign)

Ogilvy & Zimmerman, Responsible for continued annual growth of all accounts managed since 2001

MGSCOMM, As a strategic digital consultant and liaison, she took this traditional, Hispanic agency from US\$600,000 in digital media billing to \$5.5 million in 8 months. Afterwards, due to the success, MGSCOMM partnered with MethodGroupe to be their digital arm

Throughout her career, Valerie has directed multi-million dollar marketing budgets for national and global brands, including: Wakefern (ShopRite, Price Rite, Fresh Grocer), The Collection, Discovery Channel, GRILLiT, Porfirio's Restaurant, Sony Pictures Television (Crackle, Kalixta), AMC Liquidators, Coral Castle Museum, Barilla, Absolut, Chivas, H.I.G. Capital, 1st Global, Palms Casino Resort, Unilever Knorr, Publix, Southeast Toyota, Florida Power & Light (Fibernet), Florida Marlins, HBO Latino, Claritin, ITT Tech, BB&T, Florida Lottery, Milk, APPI, Centuric, Nestle, UHealth, Sai Ayurvedic College, Southwest General Hospital, Sterling Jewelers (Kay & Jared), Gentle Dental, McDonalds, Cleveland Museum of Art, Patio Furniture, Pep Boys, Friendly's Restaurant, Jackson Hewitt, White Castle, The Room Place, hhgregg, Ashley Furniture HomeStores, Party City, Firehouse Subs Restaurant, George Foreman Grill, oBand, Dental Works, Auto Nation, Lane Bryant, Atlantis Resorts, Kodak, GOL TV, Cisco, Mexicana Airlines, Mexico Tourism, Terra.com, DHL, SAP, American Express, Kraft Foods (Tang, Clight), El Sitio.com and L'Oreal