



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**

ksmotrilla@methodgroupe.com

305 606 8059



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

vpusceddu@methodgroupe.com

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

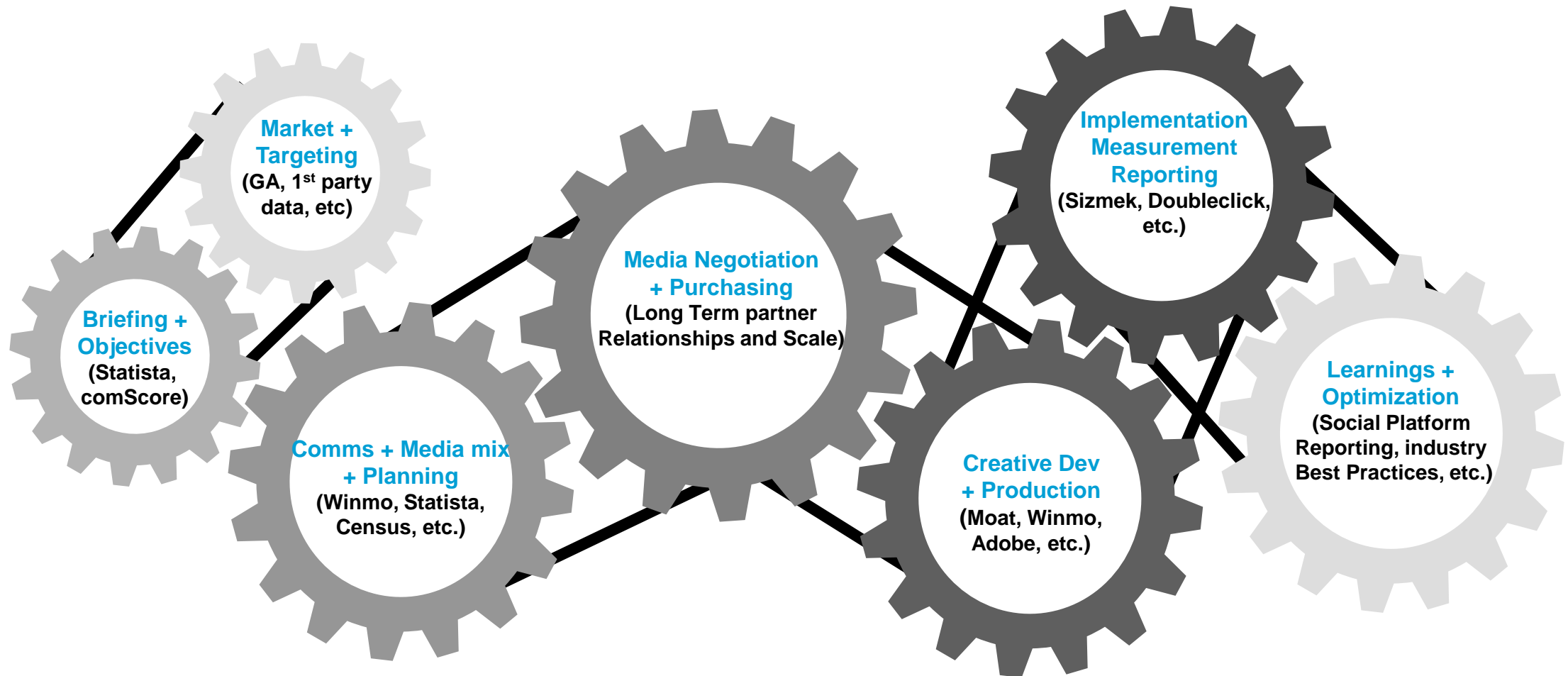
Merchant Service Platforms



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.
What call you within a few days of enrollment to confirm your DSNP.
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).
Your ID card will arrive in the mail. It contains a member handbook on how to get the most of your plan.
- 3 Welcome kit**
We'll send you a welcome kit with a member handbook on how to get the most of your plan.

Take advantage of your benefits today

- Dental
- Hearing
- Prescription drug coverage
- Over-the-counter products
- Transportation
- Personal care items

4 Health survey
Your care coordinator will call you within 30 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 benefit.

Let's get started. Call your care team today.
1-855-463-4933 (TTY: 711)
8:00 AM - 5:00 PM EST, Monday through Friday

Looking ahead

Sell Aetna Medicare

Resources

- 2025 Aetna Medicare Product Resubmission
- 2025 Scope of Appointment Form English
- 2025 Scope of Appointment Form Spanish
- Approved Other Care Sites
- Member Care Services (PDF)

Medicare & Medicaid?

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

If you have these cards, enroll to get personalized care.

Learn more here →

Here for you

You may qualify for a Medicare Advantage plan that gives you personalized care and more benefits than Original Medicare. Call today to see if you're eligible for an additional cost to you. Get Medicare advice from a licensed agent.

Call us today if you have Medicare and Medicaid.
Aetna Demo
1-855-750-2711 (TTY: 711)
8:00 AM - 5:00 PM EST, Monday through Friday

Happy Birthday

Your DSNP Care Team

Dear [Member First Name],

Happy birthday! We hope you're having a great day. Let us know how we can help you have the best day yet.

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)

Medical Hospitalization Prescription Drugs All in one plan

aetna COVENTRY

Dedicated to you

If you have Medicare and Medicaid, you may qualify for a plan with a medication care team. They can help your life easier by helping you use your plan benefits. So you can reach your health goals and make the most out of life.

Facebook Post: Aetna Medicare Advantage. At Coventry, an Aetna company, our Special Needs Plans provide coverage you can count on.

Graphic: **Juntos es mejor**. Leal Medical Center es proveedor de Aetna Coventry Medicare. Primos mensuales del plan a partir de \$0.

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

Medicare and Medicaid?
coventry-medicare.com/duals2018

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

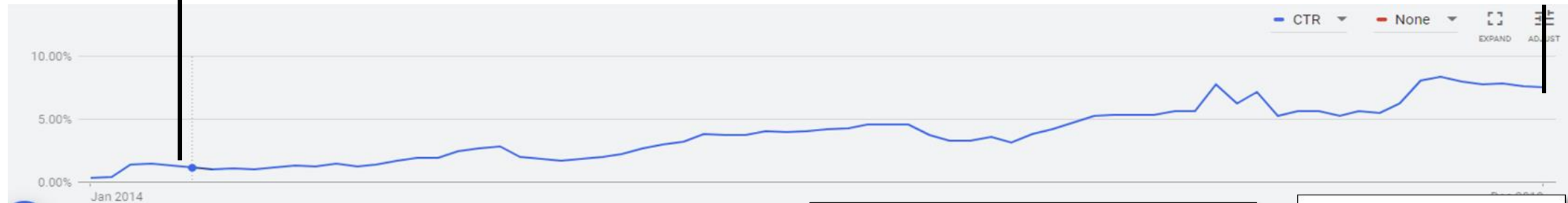


THE COLLECTION: PAID SEARCH + SOCIAL + DISPLAY

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.



MethodGroupe Credentials 2



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)



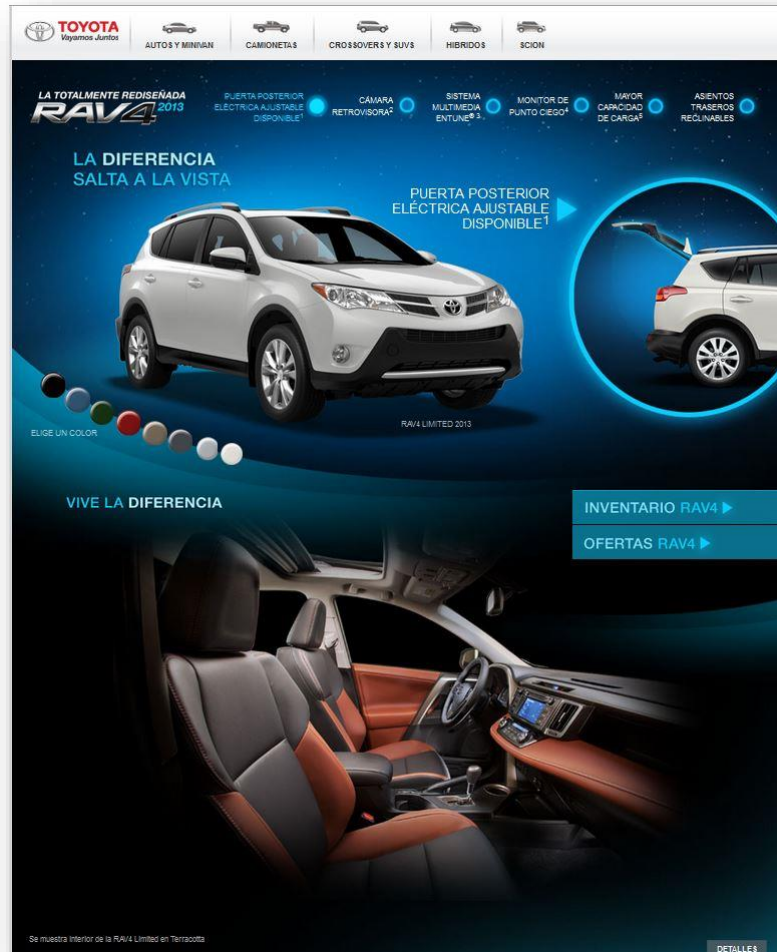
SECTOR NAVIGATION

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



SOUTHEAST TOYOTA: RAV4

US HISPANIC WEB WITH IFRAME MODULES



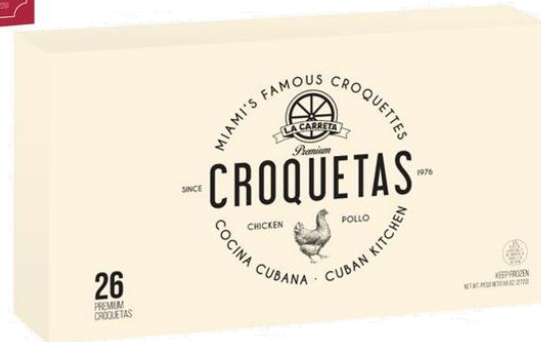
These iFrame Modules were created and supported on the MethodGroupe servers, independently from the Toyota website. When the section is called up on the Toyota website, it is ported seamlessly into the iFrame on the site.



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



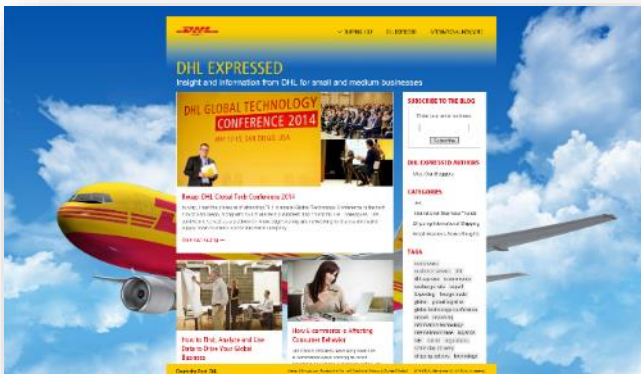


MAIN HOME PAGE

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>

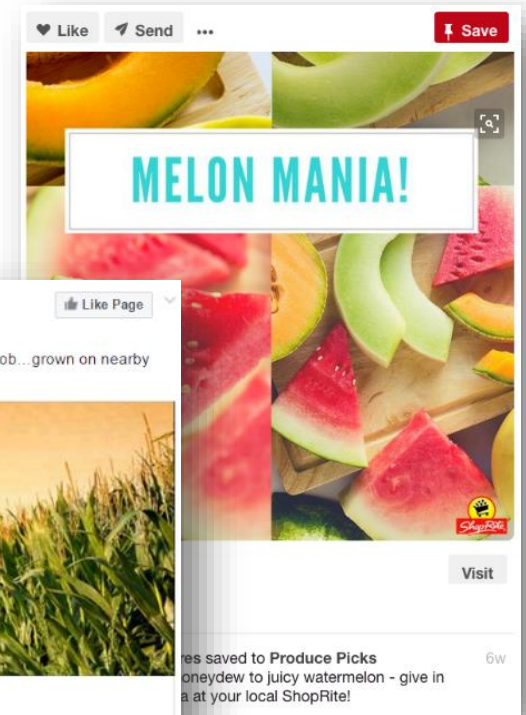
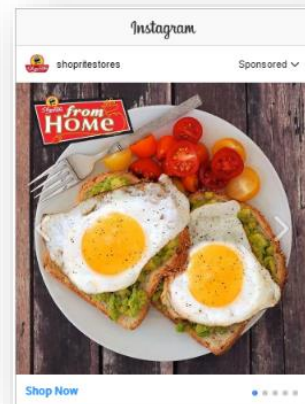


WAKEFERN:

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



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

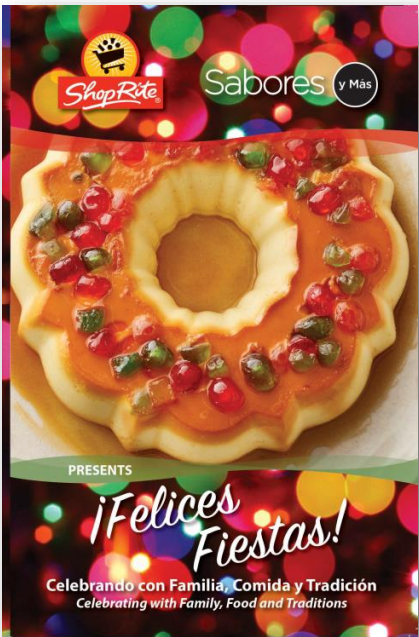


SHOPRITE: HISPANIC COUPON MAILER

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



COTIJA STRAWS • TORCIDITOS DE QUESO

INGREDIENTS

- 8 cups Cotija® Cheese, crumbled
- 1 1/2 cups part-skim ricotta, slightly drained and lightly floured
- 1/2 cup shredded cheddar, melted
- 2 eggs yolk
- 1/4 cup green onions, finely chopped

DIRECTIONS

1. Preheat oven to 400°F.
2. Mix ricotta and cheddar 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 times.
5. Lay strips on non-stick baking sheets and bake until puffed and golden brown (10-15 minutes). This is a great accompaniment to your favorite soups.

STUFFED YUCCA • CARIMANOLAS

INGREDIENTS

- 1 1/2 lbs. fresh or La Pasa frozen yuca
- 1 La Pasa vegetable oil for frying
- 1 onion, chopped
- 1/2 cup La Pasa ground coriander
- 1 1/2 lbs. La Pasa ground beef
- 1 1/2 cups rice, rinsed
- 1 1/4 cups beef bouillon cubes
- 1 1/2 cups chopped onion
- 1 onion, chopped
- 1/2 cup La Pasa ground coriander
- 1 1/2 cups ground beef

DIRECTIONS

1. In a large pot place the yuca, salt and water to cover. Bring to a boil, then simmer for 1 hour and cook for about 15 minutes. Drain yuca and remove any fiber from the center. Mash the yuca, cover and set aside.
2. To prepare the meat filling in a large skillet, heat oil over medium-high heat. Add the onions, and beef patty and cook until soft, about 3 minutes. Add the garlic, onions, coriander, salt, black pepper and cook for about 3 minutes, 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.
4. Divide the yuca 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 compress to fill the hole.
5. In a large pot heat the vegetable oil to 375°F. Add the yuca balls to the hot oil and cook about 7-8 minutes until golden brown, turning them often. Remove from the oil and drain on paper towels. Serve warm with dip.

FIRE ROASTED TOMATO SALSA • SALSA DE TOMATE ASADO

INGREDIENTS

- 1 1/2 cups Mission® Thin & Crispy Tortilla Chips
- 1 1/2 cups fresh lime juice
- 1/2 cup onion, finely chopped
- 1/2 cup cilantro, finely chopped
- 1/2 cup jalapeño, stemmed
- 2 Tbsp. fresh lime juice
- 1/2 cup onion
- 1 Tbsp. vinegar
- 1/2 cup cilantro
- 1/2 cup jalapeño

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. This may vary in roasting time, so check often before other vegetables are finished cooking.
2. Once cooked, transfer tomatoes, onion, onion, garlic, and jalapeños to a blender or food processor. Pour a medium salsa, remove seeds from jalapeños.
3. Add lime juice, onion, cilantro, jalapeño, and salt to your blender or food processor and pulse until vegetables are finely ground. Transfer to a bowl and stir in cilantro and lime juice as desired.
4. Serve with Mission® Thin & Crispy Tortilla Chips and enjoy.

CHEESE DIP • QUESO FUNDIDO

INGREDIENTS

- 1 1/2 cups Mission® Thin & Crispy Tortilla Chips
- 1 1/2 cups shredded cheddar
- 1 1/2 cups shredded Monterey Jack
- 1/2 cup shredded mozzarella
- 1/2 cup shredded pepper jack cheese
- 1/2 cup milk
- 2 Tbsp. shredded 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 as needed. Sprinkle with cheese.
2. Preheat the broiler and position a rack in the upper third of the oven.
3. In a large bowl pour all but butter over medium heat. Stir to heat until smooth, then whisk in milk. Cook until bubbling. Turn off heat and stir in mozzarella and pepper jack. Stir until completely melted. Transfer to a bowl, place a lid back on heat to melt cheese. Place lid off under the broiler and broil until bubbling and browned.
4. Serve warm topped with avocado salsa.

2020

ShopRite

January - Enero

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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
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

March - Marzo

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				

April - Abril

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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			

May - Mayo

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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

June - Junio

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				

July - Julio

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				

August - Agosto

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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

September - Septiembre

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				

October - Octubre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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					

November - Noviembre

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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



Holiday Booklet was developed with the Hispanic target in mind from recipe selection to look 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%



MethodGroupe Credentials 2021

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

