



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. Hispanic, Latin America, and the Caribbean. Long-tenure work in retail, healthcare, public sector, and luxury automotive.



We don't post. We perform.

Numbers we earned, not numbers we hope for.

These are scale and tenure metrics across a focused client portfolio in this deck. We are senior people doing senior work — built to keep clients for a decade, not a quarter.

18

YEARS

Independent. Founder-led.

10+

YEAR PARTNERSHIPS

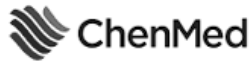
H.I.G. Capital, The Collection,
Wakefern Food Corp., and others

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

RETAIL & GROCERY



HEALTHCARE



AUTOMOTIVE



CPG



INVESTING & BANKING



PUBLIC SECTOR

U.S. Department of Agriculture

U.S. Department of the Interior

Florida Power & Light

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, ongoing management. Often for 10+ years per client.

A full capability list lives in the appendix.

Six steps. Then we do it again, sharper.



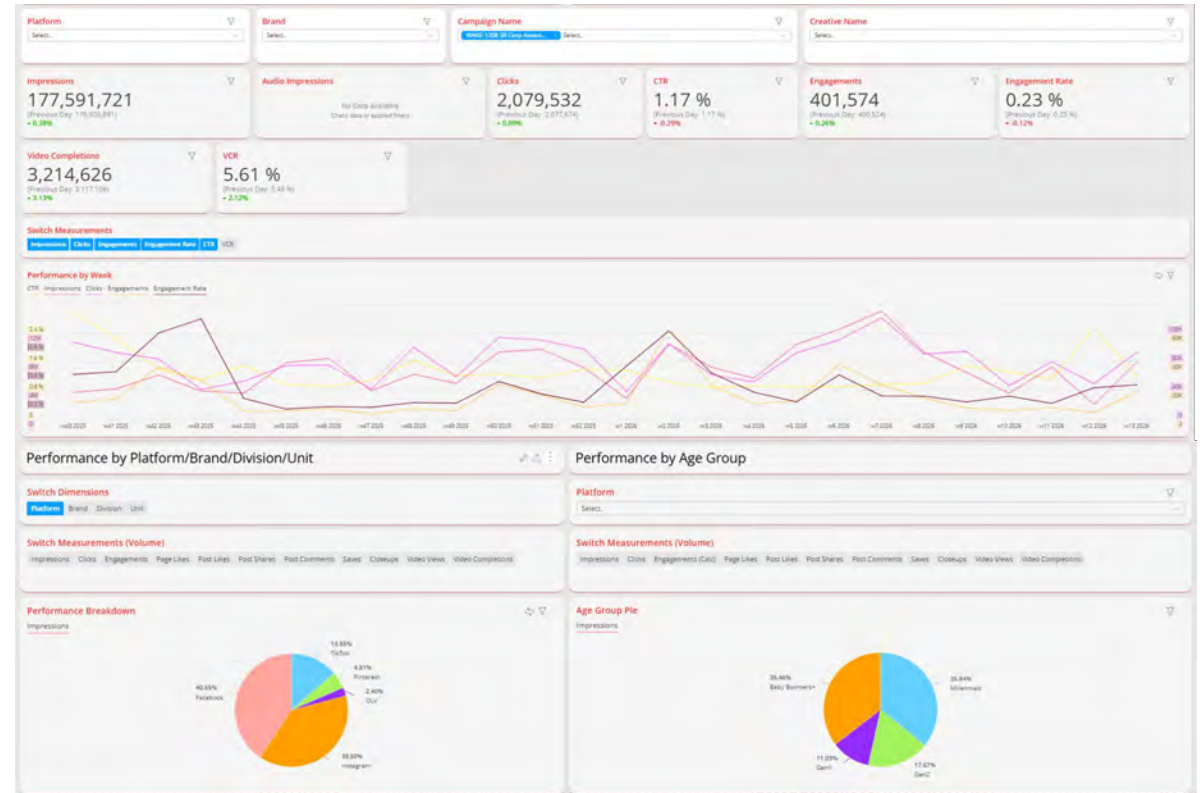
The loop matters.

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

Custom dashboards. Down to creative-level detail.

Performance dashboard.

We track impressions, clicks, video completion rate, engagements, and creative-level performance — by age, gender, platform, and unit. We bring the answer to the meeting, not the data dump.



96.5%

VCR delivered for ShopRite — vs 94.3% benchmark

7.6%

CTR on The Collection paid search (from 1.45%)

Multicultural is a craft. Not a translation service.

GENERAL MARKET

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

U.S. HISPANIC

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

LATIN AMERICA & CARIBBEAN

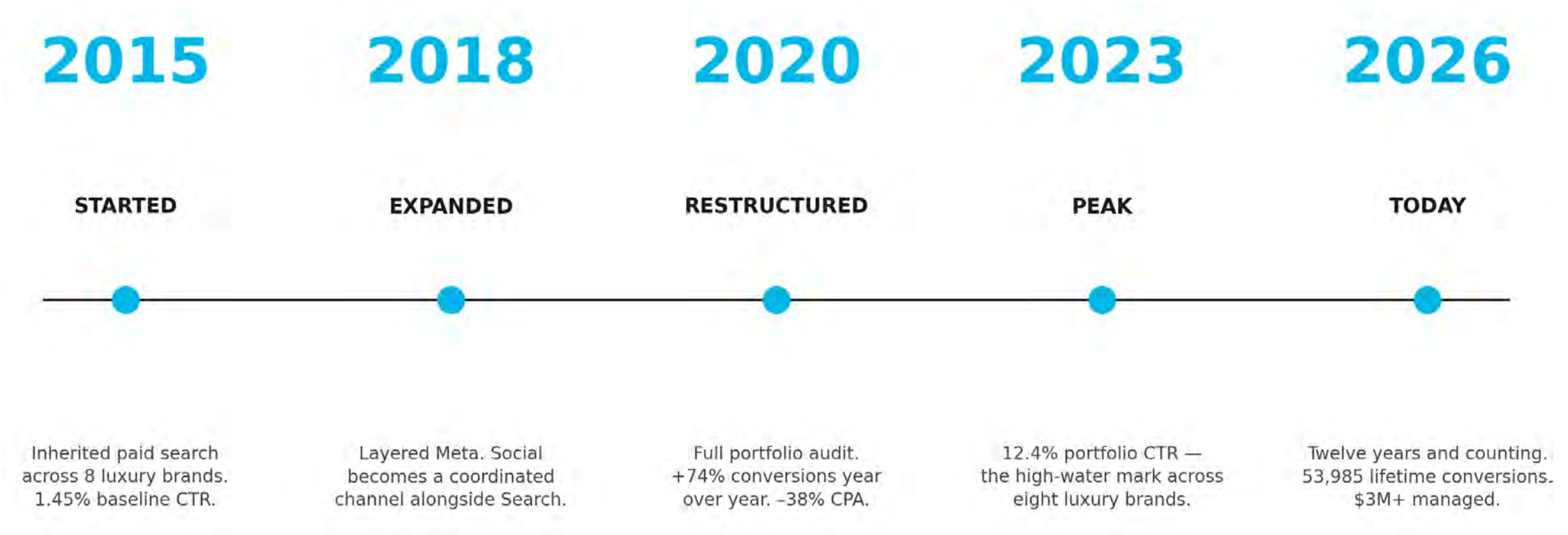
Campaigns across Mexico, Central America, and the Caribbean. Local nuance, regional media, real partners.

The work, and what it changed.

Case studies. Different categories. One pattern: long tenure compounds.



The Collection: year one to year twelve.



12 years. 8 luxury brands. 53,985 lifetime conversions. \$3M+ managed. The longest active relationship in the agency.

Source: The Collection paid search account, 2015–2026.

The Collection

+615

POINTS OF PAID SEARCH CTR LIFT, OVER TWELVE YEARS

Picked up paid search across eight luxury brands. Audited, restructured, and optimized. Then expanded into display and social — which now drive

20% of all display lead generation.

+74% conversions YoY after the 2020 restructure.

–38% CPA. 53,985 lifetime conversions. Call volume up 616% since 2015.



HANDLES AWARDS AS GRACEFULLY AS CORNERS

THE NEW 2021 JAGUAR F-PACE

LEASE FOR **\$539** PER MO. FOR 36 MOS. OR **0.9%** APR FOR 60 MONTHS

INCLUDES JAGUAR ELITECARE
WHITE GLOVE DELIVERY TO YOUR DOOR

THE COLLECTION

2021 Jaguar F-PACE \$56,449. Offer with approved Tier 1 credit through Jaguar Financial and subject to price list. MSRP \$56,445.00 \$5,399.00/month lease payment excludes tax, 36 months, 50,000 miles per year \$0.30 per mile over. \$4,699.00 down payment. Excludes fee, title, license, options, and dealer fees. \$0 security deposit. Lease end value: \$32,854.00. Photos are for illustration only. Subject to availability. See dealer for details. The Collection is not responsible for typographical errors. Offer ends 04/30/21



2020 GHIBLI

Lease for **\$699** /month for 36 Mos.* OR Finance for **0%** for 36 Mos.*

White Glove Delivery to your Door

EXPLORE MORE

Maserati Ghibli THE COLLECTION



Alfa Romeo 2021 STELVIO RWD

Lease for 36 Months **\$349** /MO. with \$4,000 down

THE COLLECTION

Lease for **\$899** /month for 36 months

2021 Porsche Taycan [View Inventory](#)

*Excludes tax, tag & dealer fees.

The Collection Porsche

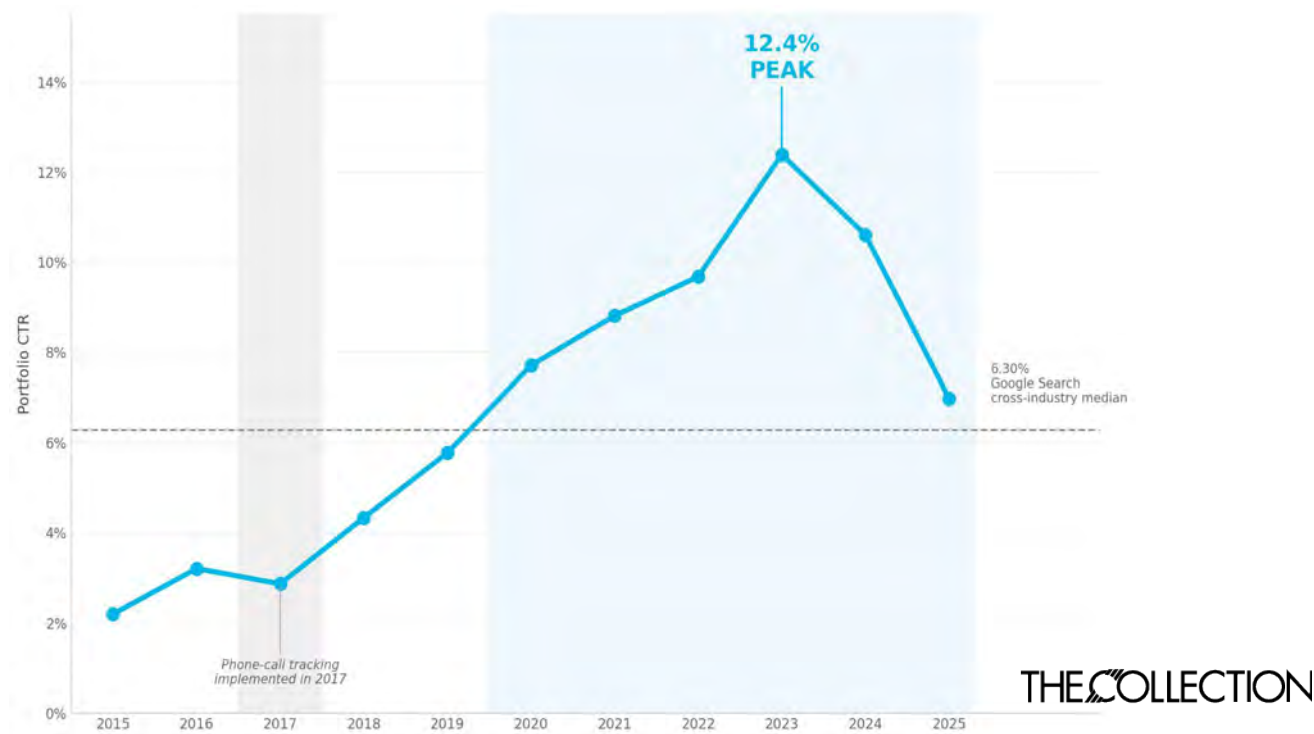
PORSCHE

WHAT WE DID

- Inherited paid-search across Audi, Porsche, Jaguar, Aston Martin, Maserati, McLaren, Ferrari, and Alfa Romeo
- Rebuilt account structure, relevancy scoring, and bid logic — 2.5x phone calls
- Layered Facebook + Instagram, then expanded to display lead-gen
- Holistic Approach: SEM → display → social, all measured against unified KPIs
- Twelve years and counting; campaigns refreshed quarterly



Twelve years of compounding.



The Collection portfolio CTR, 2015–2025. Eleven full years shown. The twelfth year is in progress.

Source: client account data, all-time portfolio rollup. Benchmarks: Google Search cross-industry median 6.30%; WordStream/LocaliQ 2025 Search Ads Benchmarks for Auto (For Sale) 8.29%.

OUTPACING THE MEDIAN

~50%

above the cross-industry Google Search median.

Six-year average: 9.37% CTR — versus a 6.30% Google Search median.

WHAT CHANGED AFTER 2023

Three forces compounded: Google's shift to Responsive Search Ads and Performance Max reshaped how Search measures CTR. Portfolio budget reallocated toward higher-intent moments. Luxury-auto competitive bidding rose sharply.

Wakefern / ShopRite

\$34.58

ROAS ON 6 MONTHS OF SELECT MEASURED MEDIA SPEND

Thirteen years running digital for ShopRite, Price Rite, The Fresh Grocer, and Wakefern co-op brands.

6.1B+ impressions. 1.7B completed video views. 1.2K+ campaigns across 22K+ placements.

Across General Market and Hispanic, in 350+ stores in the Northeast.

ROAS based on permissioned consumer purchase panel of verified shoppers (~50% of measured spend).



WHAT WE DID

- 13-year continuous relationship with Wakefern Food Corp.
- Digital strategy + LPs + display + social + online video + streaming + creative
- 96.46% video completion rate — vs. 94.29% category benchmark
- Recognized by Facebook as a top-performing 'Locally Grown' Success Story
- Hispanic ShopRite holiday booklets: ~10% coupon redemption

ShopRite Hispanic Direct Mail

HISPANIC COUPON MAILER

8%

COUPON REDEMPTION RATE

Hispanic-targeted mailer for ShopRite — emphasis on summer fun, family, and friends. Hispanic-relevant content, customized offers, on-brand visuals.



HISPANIC HOLIDAY COUPON BOOKLET

~10%

COUPON REDEMPTION RATE

Holiday booklet developed for ShopRite Hispanic shoppers — recipe selection, look and feel, language. Distributed in-store and reportedly picked up rapidly.



Paid search done sharper.



SHOPRITE DELIVERS

+10%

PAGES PER SESSION VS ALL USERS (3.3 VS 3.0)

In-market SEM users visited more pages per session than the average. 67% female reach (vs 52% non-paid baseline), driven by baby-segment keyword targeting. Higher new-user volume than non-CPC channels.



PRICE RITE INNOVATION

10.02%

SEM CTR — 8 POINTS ABOVE OVERALL CAMPAIGN CTR (1.66%)

'Looking for a Grocery Store' ad delivered the highest CTR (10.77%). Competitor-targeted searches outperformed expectation; Save-A-Lot searches drove 11.83% CTR.

ShopRite 'Locally Grown'

Selected by Meta as a top-performing Success Story

ShopRite's Locally Grown campaign was recognized by Meta as a top-performing example and is still featured in their Success Stories library. The goal: build customer awareness and a real conversation about the Locally Grown program. The campaign delivered a very low cost-per-view, an outsized volume of reach, and a public Meta endorsement of our craft.



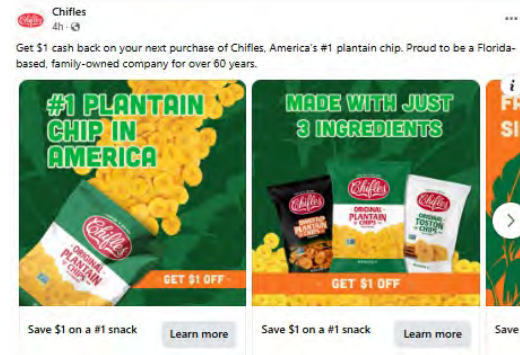
WHAT WE DID

- Strategy and creative led by MethodGroupe, executed across Facebook and Instagram
- Initial cross-platform social testing: FB, Instagram, Twitter, Pinterest, Snapchat
- Connected all local ShopRite store pages to a unified main FB page
- Ongoing competitive analysis across grocery and adjacent categories
- Outcome: Featured by Meta in their permanent Success Story library

Chifles Plantain Chips

~6.0MM

TOTAL IMPRESSIONS — 93% ABOVE PLANNED GOAL



First agency. First paid media. Three channels — and a refreshed pack the loyalists couldn't miss.

AT A GLANCE

- \$3.12 blended CPM (vs. \$6.05 planned, -48%)
- 1.62% Display CTR vs. 0.10–0.50% CPG benchmark
- 97.7% YouTube delivery on Connected TV
- 98%+ YouTube video completion rate
- 1MM+ unique Meta accounts reached
- 74% of Aisle coupon signups from Display

PROBLEM

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

Chifles had never advertised before. Loyalists knew the old pack on sight. The brand needed shelf-recognition for the new look — without a national CPG budget and without a track record to benchmark against.

APPROACH

Three channels. One Hispanic-targeted awareness flight.

YouTube Bumpers carried mass low-cost reach (97.7% on CTV). Display delivered click-and-convert through HIU interstitials. Meta Carousels ran Lotame 3rd-party Hispanic, 1P CRM, and lookalike audiences across four FL DMAs.

RESULT

~6.0MM impressions at \$3.12 CPM. 93% above goal.

Display drove 74% of Aisle signups at 1.62% CTR. YouTube held 98%+ completion at \$2.35 CPM. Meta reached 1MM+ accounts. Mid-flight West Palm reallocation lifted CTRs across remaining DMAs.

La Carreta

Branding, packaging, and millennial-targeted research

Logo design and retail packaging for La Carreta's Cuban coffee and croquetas, the Miami-staple Cuban restaurant. We also designed logo and signage for the Florida International University campus location, ran research into millennial interest in premium espresso, and built a brochure to extend the brand story.



- ### WHAT WE DID
- Logo design and retail packaging for Cuban coffee + croquetas
 - Logo and signage for FIU campus location
 - Branding recommendations across the restaurant family
 - Research: millennials and premium espresso (La Carreta Cuban espresso)
 - Brand brochure for trade and consumer use



MAGEFESA Cookware

Experiential retail-buyer outreach — break into the U.S. market

Magefesa Cookware needed to break into U.S. retail buyers who weren't taking the meeting. Rather than a sales sheet, we built an experiential gift package — celebrating Magefesa's 60+-year Spanish-culture heritage — that arrived in front of buyers and store/department managers in a way they couldn't ignore. It was a brand-led trade-marketing play.



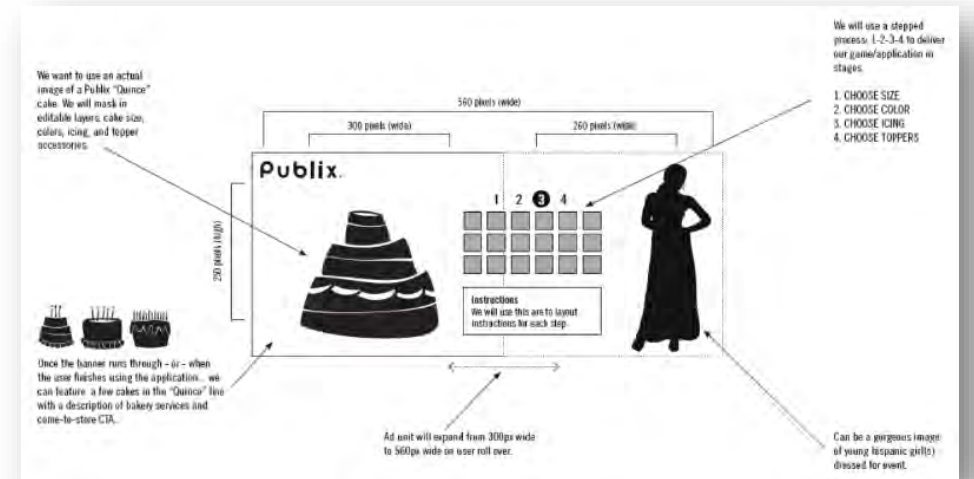
WHAT WE DID

- Custom, authentic gift package design for retail buyers and store managers
- Olive oil from Spain to highlight unique local flavors and brand provenance
- Brochure telling the 60+-year history of the Magefesa brand
- Experiential trade marketing in service of U.S. retail distribution

Publix Bakery

Interactive rich-media 'build your own cake' + targeted display

Interactive rich-media application for Publix Bakery that let shoppers build their own cake, paired with display advertising aimed at moms and young women celebrating their Quinceañera (15th birthday) — a culturally specific Hispanic milestone where bakery spend is high and brand decisions are personal.



WHAT WE DID

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

Claritin spring campaign

Digital display + landing page with real-time pollen-count data

A real-time, locally-relevant digital campaign for Claritin's allergy-season push. We built display banners and a campaign landing page that surfaced live pollen-count data specific to each user's geo-targeted location — turning a generic allergy-meds ad into a personally relevant, in-the-moment relief signal.



WHAT WE DID

- Geo-targeted display banner suite
- Landing page with real-time, location-specific pollen-count integration
- Allergy-season campaign timing and messaging
- Dynamic creative tied to live data feeds

MASA MTS campaign

LINKEDIN + META / B2B INSURANCE / MEMBERSHIP BENEFITS

-49%

LINKEDIN COST-PER-CLICK (\$4.31 → \$2.19)



Built the lead-gen engine where there wasn't one. Cut LinkedIn cost in half — same audience, doubled buying power.

AT A GLANCE

- 53% Reduction in LinkedIn CPM (\$11.36 → \$5.40)
- Lead-gen apparatus built from zero
- Audiences inside ADP, Cigna, Gallagher, Aflac, Aon, HUB International
- ~70% of impressions to Finance / HR / Sales / BizDev
- ~43% of impressions to Senior+ seniority
- ~39% to enterprises of 10,001+ employees

PROBLEM

Brand-only program. No leads being generated.

MethodGroupe inherited a LinkedIn account running pure brand awareness — zero lead-generation infrastructure. The mandate was clear: deliver MQLs to the Field B2B Sales Team, on a constrained budget, across a complex multi-state regulatory perimeter.

APPROACH

Build the engine. Target with surgical precision.

Stood up four lead-gen campaign structures (Brokers + Groups x Static + Video). Built Lookalike audiences and lead form architecture. Launched a Broker / Employee dual creative system with awareness and retargeting variants. Hyper-localized to specific member-group pockets — not national-with-exclusions.

RESULT

Half the cost. The right people, at the right firms.

LinkedIn CPC down 49%, CPM down 53%. Audience reached the largest broker / benefits firms in the U.S. (ADP, Cigna, Gallagher, Aflac, Aon, HUB International) with ~70% of impressions to Finance, HR, Sales, and BizDev — and 43% to Senior+ decision-makers.

Aetna Medicare AEP

8 YRS

OF ANNUAL ENROLLMENT WORK / EN, ES, CR — 2016–2024

The largest ROAS margins in Aetna's history during our tenure.

Strategic ideation, media planning + buying, and creative development for TV, FSI/newspapers, direct mail, radio, OOH, social, and digital display.



WHAT WE DID

- Annual Enrollment Period campaigns — eight years running
- Market-specific messaging tailored to Medicare Advantage plans by region
- Co-branded display banners across the Aetna provider network
- Lower-income segment work: simpler messaging, image-heavy, accessibility-conscious
- Aetna 'EDGE' co-op pilot: microsite + toolkit for provider marketing packages

Aetna 'EDGE' Provider Co-op Pilot

Cost-sharing platform for unified Aetna/Coventry Medicare AEP marketing

A first-of-its-kind cost-sharing program built to give Aetna/Coventry Medicare and its provider network a unified voice during AEP. We developed the platform end to end: a microsite where providers could choose pre-built marketing packages — Direct Mail, OOH, Newspaper, Radio, Digital, Cable TV, Postcards — and co-op with Aetna/Coventry on a single, controlled brand expression.



Reference: aetnaedge.com (live during pilot).



WHAT WE DID

- Strategy, creative, and platform development for the EDGE pilot
- Microsite (aetnaedge.com) with provider self-service marketing-pack selection
- Multi-channel toolkit: Direct Mail, OOH, Newspaper, Radio, Digital, Cable TV, Postcards
- Unified Aetna/Coventry Medicare brand expression at the local-provider level
- Designed to scale beyond pilot — replicable across additional Aetna provider markets

Got Milk — Bigote de Leche

Hispanic Breakfast Project / nutrition policy outreach

Federal-agency client. Hispanic audience. Nutrition-policy outcome. Part of the broader 'Got Milk?' portfolio, the 'Bigote de Leche' (Milk Mustache) Breakfast Project reframed a balanced breakfast as something culturally familiar, joyful, and aspirational for Hispanic moms. Creative was led with cultural insight, not translation.



WHAT WE DID

- Hispanic-market digital banners, landing page, and social
- Cross-channel: social media, print, and TV reinforcement
- Real-time, geo-targeted creative adapted for regional cultural relevance
- Nutrition-policy framing without lecturing the audience
- Part of the federal 'Got Milk?' campaign portfolio

Discover the Forest

Spanish-language website redesign in partnership with The Ad Council

Federal-agency client. Public-information mandate. We rebuilt the Spanish-language presence of the Discover the Forest campaign — framework, content modules, and social integration — to current accessibility and search best practices, in partnership with The Ad Council.



WHAT WE DID

- Site framework rebuilt to current best practices
- Interactive modules tailored for Spanish-language audiences
- Real-time social integration across the experience
- Accessibility and search optimization
- Coordinated with The Ad Council for distribution and campaign support

HBO Latino

Mobile site development for Hispanic streaming subscribers

Built a Hispanic-market mobile microsite for HBO Latino so viewers could browse schedules, watch trailers, and engage with images, video, and social integration in one mobile-first experience. The work blended product, content, and Hispanic-market UX in a category that rarely got that combined treatment at the time.



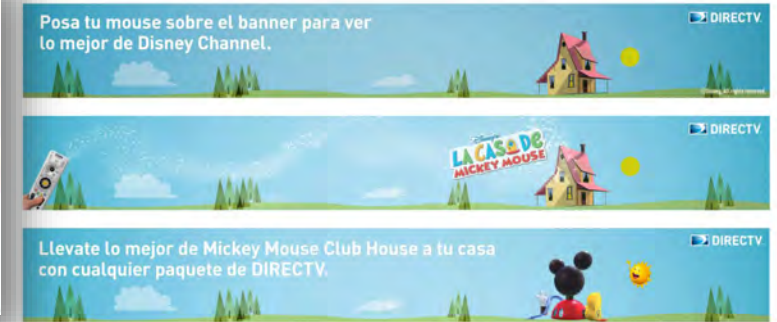
WHAT WE DID

- End-to-end mobile microsite design and development
- Schedule browsing, trailer playback, image and video galleries
- Native social integration
- Hispanic-market UX and language considerations from kickoff
- Hosted and managed on MethodGroupe infrastructure

DirecTV

Display banners and online video by user interest and demographic

Online video spots and digital banners for DirecTV that promoted specific channels and programming based on user interests and demographics. The work balanced volume of creative with sharp audience-channel matching, so the right person saw the right show at the right moment.



WHAT WE DID

- Online video spot creative and production
- Digital banner suite tied to channel/programming targeting
- Audience-segmented delivery by interest and demographic
- Coordination with DirecTV ad operations and media planners

Southeast Toyota

Web, video, and digital banners with iFrame modules

A multi-asset Hispanic-market program for Southeast Toyota covering site design, creation, and hosting on MethodGroupe servers, plus a Tundra video targeted at Hispanic men, plus interactive banners and a Prius reliability microsite. End-to-end strategy, creative, production, and hosting.



WHAT WE DID

- U.S. Hispanic web with iFrame modules — designed, built, hosted
- Toyota Tundra video production for U.S. Hispanic men
- Interactive digital banners and microsite for Prius reliability story
- Site hosting and ongoing management

H.I.G. Capital

30+ sites, 6 languages, custom CMS — 13-year managed relationship

A custom database-driven CMS solution for H.I.G. Capital, the middle-market private equity firm — 30+ sites in 6 languages under one umbrella brand. We built the platform, hosted it on dedicated infrastructure with 24-hour monitoring, ran daily content updates, and enforced SEO best practices across the brand and sub-brands. Thirteen-year continuous engagement.



WHAT WE DID

- Custom database / CMS for 30+ sites in 6 languages
- Dedicated server, 24-hour monitoring, daily content updates
- SEO-architecture best practices across umbrella + sub-brands
- Site build + hosting + management + email marketing — fully managed

DHL Shipping Support Center

B2B microsite — 500+ unique pages, custom CMS, dedicated infrastructure

Microsite development for DHL's Shipping Support Center, including B2B connectivity. We built site architecture, navigation, programming, and mobile responsiveness; managed all traffic; and ran server software updates on dedicated infrastructure. The site contains 500+ unique pages, with a custom CMS we built specifically to handle update flow.



WHAT WE DID

- Microsite architecture, navigation, programming, mobile-responsive
- 500+ unique pages of customer-isolatable B2B content
- Custom-built CMS for site update management
- Dedicated server hosting with software-update management
- Traffic management across the site

The work, and the people behind it.

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



Generational fluency, on every account.



VALERIE PUSCEDDU

Principal — Strategy, Operations, Accounts

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



KERIC SMOTRILLA

Principal — Tech, Production, Creative

40+ years across Ogilvy, Starmark, Federated. Led the IBM-to-Lenovo repositioning in Latin America. Color-Theory Practitioner (SWOP-certified). Lead on Aetna, ChenMed and H.I.G. Capital.



ALEX WINOKUR

Principal — Strategy, Media, Analytics

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

Three reasons.

01

FOUNDER-LED.

Three principals. On every account. The senior people who pitched 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. H.I.G. Capital: 13+. The longer we work together, the more we lift.

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.

How a typical engagement runs.

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

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



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

LET'S GET TO WORK.

Leadership team. One agency. Eighteen years on.

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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

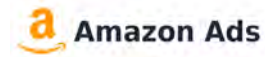
- Custom client dashboards
- Performance attribution
- Creative-level performance reporting
- Panel-based ROAS analysis
- Audience insights
- Quarterly business reviews

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.

Active across search, social, streaming video/audio and display. Leveraging programmatic, native, and specialty apps.



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 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

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