



CREDENTIALS / 2026

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

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

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An independent advertising agency, eighteen years on.

Fluent across the U.S. General Market, U.S. based Hispanic, Latin America, and the Caribbean. Long-tenure work in retail, healthcare, public sector, and luxury automotive.



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

RETAIL & GROCERY



HEALTHCARE



AUTOMOTIVE



TOYOTA



Maserati



ASTON MARTIN

CPG



Claritin

INVESTING & BANKING



BB&T

PUBLIC SECTOR

U.S. Department of Agriculture

U.S. Department of the Interior

Florida Power & Light

# Five offerings. One accountable team.

01

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## STRATEGY & MEDIA

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

02

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## CREATIVE & PRODUCTION

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

03

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## MULTI- CULTURAL

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

04

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## ANALYTICS

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

05

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## DIGITAL & WEB

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

*A full capability list lives in the appendix.*

# Six steps. Then we do it again, sharper.



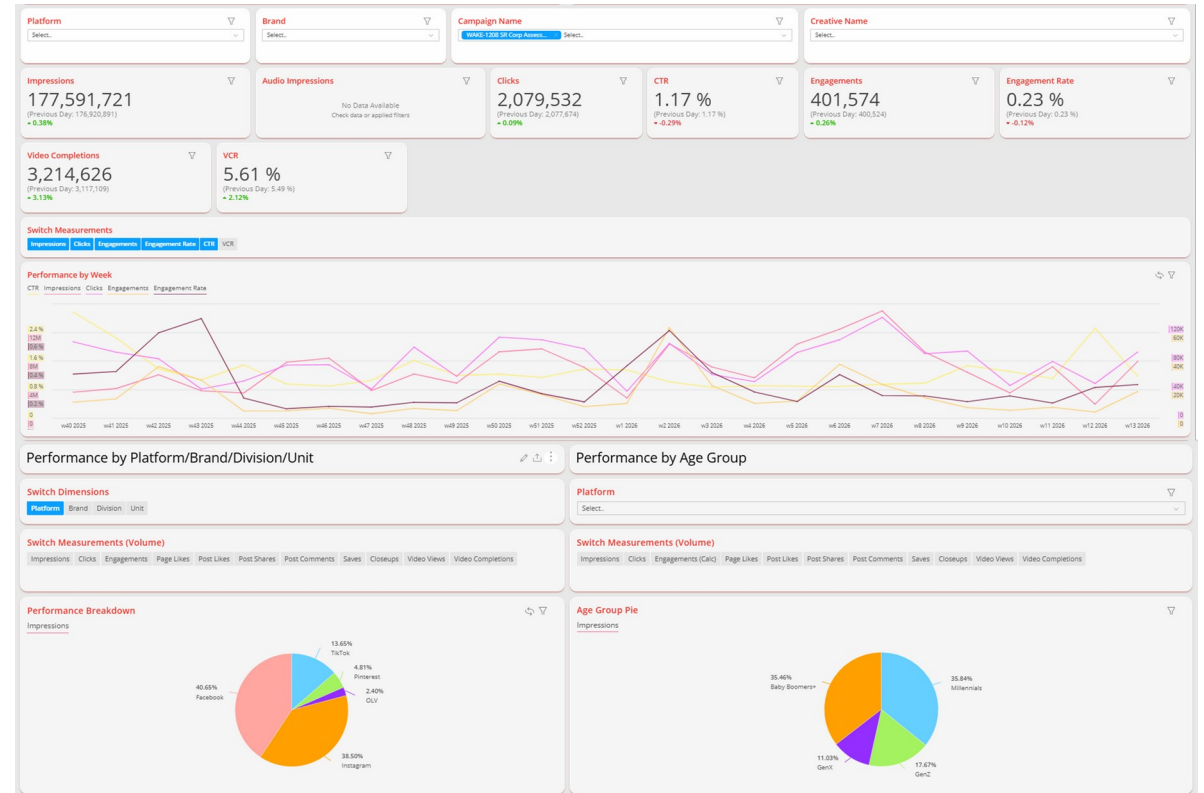
**The loop matters.**

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.

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## GENERAL MARKET

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

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## U.S. BASED HISPANIC

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

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## LATIN AMERICA & CARIBBEAN

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

# The work. The strategy. The success.

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

# The Collection: year one to year twelve.

2015

2018

2020

2023

2026

STARTED

EXPANDED

RESTRUCTURED

PEAK

TODAY

Inherited paid search across 8 luxury brands. 1.45% baseline CTR.

Layered Meta. Social becomes a coordinated channel alongside Search.

Full portfolio audit. +74% conversions year over year. -38% CPA.

12.4% portfolio CTR — the high-water mark across eight luxury brands.

Twelve years and counting. 53,985 lifetime conversions. \$3M+ managed.

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

# 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.

2020 GHIBLI  
Lease for \$699 / \$0 DOWN OR Finance for 0%  
Per Mo. 39 Mos.\* OR for 36 Mos.\*  
White Glove Delivery to your Door

EXPLORE MORE

Maserati Ghibli THE COLLECTION

JAGUAR

HANDLES AWARDS AS GRACEFULLY AS CORNERS

THE NEW 2021 JAGUAR F-PACE  
LEASE FOR \$539 OR 0.9% APR PER MO. FOR 36 MOS. OR FOR 60 MONTHS  
INCLUDES JAGUAR ELITECARE WHITE GLOVE DELIVERY TO YOUR DOOR

THE COLLECTION

2021 Jaguar F-PACE 58246249. Offer with approved Tier 1 credit through Jaguar Finance and subject to prior sale. MSRP \$56,948.00 \$539.00/month lease payment includes tax. 36 months, 10,000 miles per year \$0.30 per mile over. \$4,995.00 down payment. Excludes tax, title, license, options, and dealer fees. \$0 security deposit. Leases 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.

Alfa Romeo THE COLLECTION  
2021 STELVIO RWD  
Lease for 36 Months \$349/MO. with \$4,000 down

Lease for \$899 /month for 36 months

2021 Porsche Taycan View Inventory  
\*Excludes tax, tag & dealer fees.

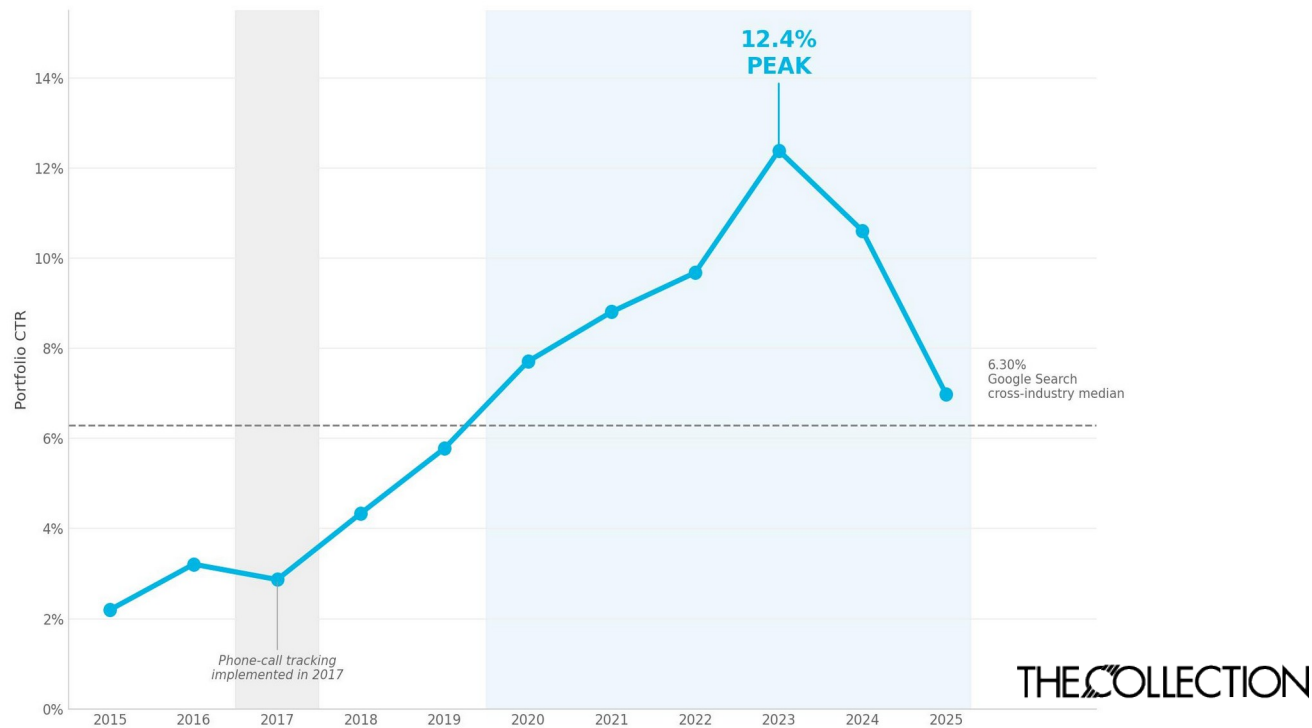
The Collection Porsche PORSCHE

### 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.



## 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

# 93%+

TOTAL IMPRESSIONS — ABOVE PLANNED GOAL ~6MM

## PROBLEM

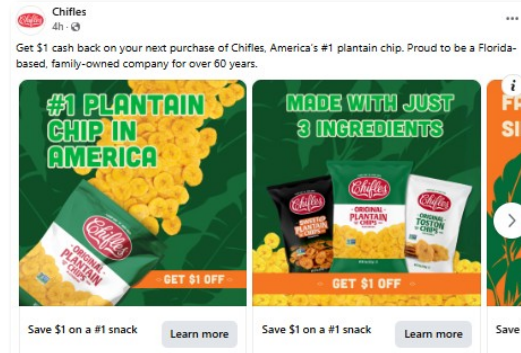
**A legacy brand, a packaging refresh, and zero paid-media history.**

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.



**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

## 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.



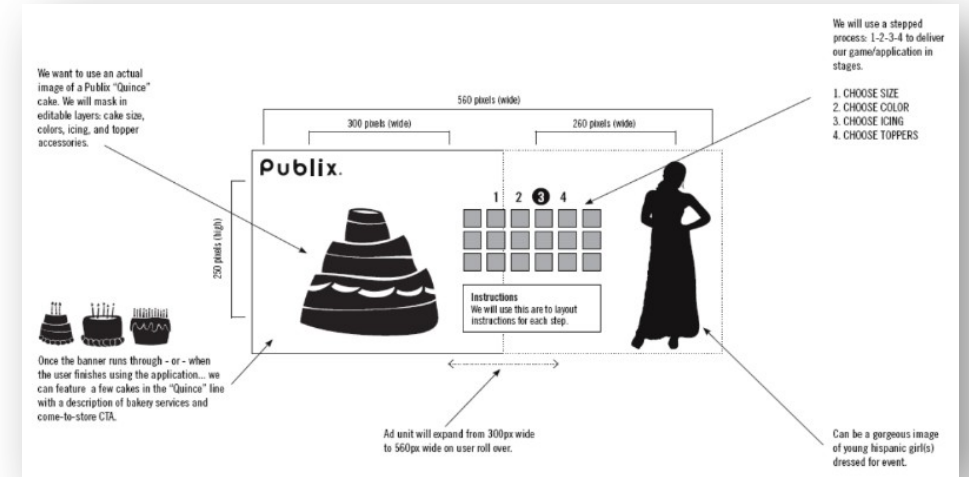
## WHAT WE DID

- 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

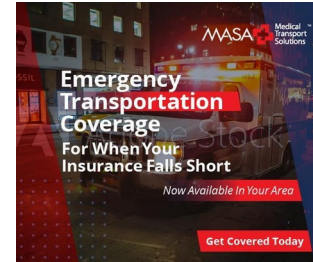
- Geo-targeted display banner suite
- Landing page with real-time, location-specific pollen-count integration
- Allergy-season campaign timing and messaging
- Dynamic creative tied to live data feeds

# 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 × 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](http://aetnaedge.com) (live during pilot).



## WHAT WE DID

- Strategy, creative, and platform development for the EDGE pilot
- Microsite ([aetnaedge.com](http://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

# Sai Ayurvedic College



# \$2.96

COST PER LEAD — 2.6x BETTER THAN INDUSTRY BENCHMARK

Brand, web, content, and paid — one agency for nearly a decade.

## AT A GLANCE

- Brand identity & logo design
- Website design & ongoing management
- Newsletter + online course development
- Facebook advertising + SEM (Google AdWords)
- Press releases & social media (FB + Twitter)
- Corporate communication templates

## PROBLEM

**A NAMA-approved Ayurvedic college needed enrollment for an unfamiliar category.**

Founded 2006, Sai was one of the first US institutions approved by the National Ayurvedic Medical Association. The brand needed awareness and enrollment inquiries across health professionals, veterans, and Spanish-language audiences — with no prior media history.

## APPROACH

**Build the full brand stack. Then amplify it.**

MethodGroupe served as full-service agency: logo, brand templates, website, newsletter, online courses, PR, and Facebook + Twitter management. Paid amplification ran Facebook + SEM with daily monitoring, hard budget caps, and free in-flight optimization.

## RESULT

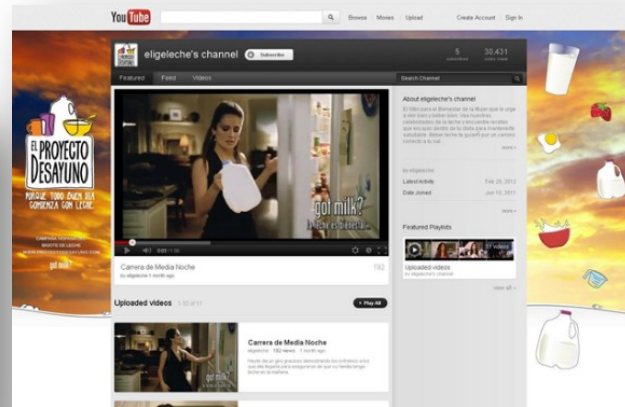
**Reach across 12 countries. Fan growth in 30 days.**

Facebook fan base grew 309% in 30 days across 12 countries. Earned-media validation through a Natural Awakenings community spotlight (Feb 2011) and a Univision Primer Impacto segment. Engagement spanned nearly a decade as agency of record.

# 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.



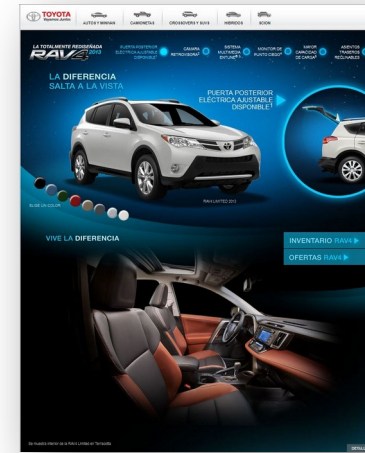
## WHAT WE DID

- 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.

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*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.

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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.

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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.

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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.

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*Leadership team. One agency. Eighteen years on.*

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## VALERIE PUSCEDDU

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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

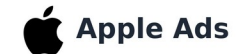
- Custom client dashboards
- Performance attribution
- Creative-level performance reporting
- Panel-based ROAS analysis
- Audience insights
- Quarterly business reviews

## 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 **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**