



Puerto Rico Department of Health  
Medicaid Program  
ATTN: Elizabeth Otero-Martínez  
World Plaza- 12th Floor (STE.12), San Juan, PR 00918

I am addressing the Evaluation Committee with the intention of presenting the services of Tere Suárez, LLC; for the development and implementation of communication strategies for the advertising service proposal for the Medicaid recertification campaign (RFP) 2023-PRMP-RPC-008. Over three decades, the company has transformed into a robust and recognized advertising agency offering public relations, digital services, and production. Tere Suárez, LLC has provided services in more than 20 categories, hence boasting extensive market experience. In addition to having received international awards, perhaps what most highlights our work is the innovation in the use of all integrated communication elements (360) and strategic evolution in both Omnichannel and Optichannel.

A handwritten signature in blue ink, appearing to be "Tere Suárez", is written over the first few words of the paragraph.

Our strategic creativity is focused on achieving the goals of each client, through modern methods of advertising, data, and partnerships. We work as a team with our clients in strategic planning, content development, advertising campaigns, public relations, digital efforts, and Influencer Marketing. We have developed high-impact recognition campaigns with extensive reach, exceeding established goals. Among our clients are: Popular, Inc., Coliseo de Puerto Rico, MD Timeline, Brava Group, Puerto Rico Health Department, ASSMCA, Office for the Women's Advocate, AutoCare, among others.

We are part of various international alliances and certifications that support creativity, competitiveness, and diversity such as: The Networkone, Women Owned Certified, Minority Suppliers, and Horoma 3; the largest local media planning and buying hub in Puerto Rico.

Among the most important campaigns for the Department of Health, we highlight: The first campaign of 2021 about vaccination efforts, titled: "Quiéreme" ("Love Me"), "Une tu Compañía" ("Join Your Company"), "Juega Pal' Equipo" ("Play for the Team"), "De frente a los Opioides" ("Facing Opioids"); the innovative "SaluBots" campaign for the

Epidemiology program; and the recent "Sin Tabú" ("Without Taboo") campaign for the HIV and Sexually Transmitted Diseases program, for which we created an "outreach" strategy that positively impacted youth and affected audiences. Our experience in health topics, in measurement, and high-impact media strategies make us the ideal agency for managing the strategic planning of campaigns for the Puerto Rico Health Department and the Medicaid-PR Office.

A handwritten signature in blue ink, consisting of stylized, cursive letters that appear to be 'T' and 'S'.



PUERTO RICO DEPARTMENT OF HEALTH  
 RECERTIFICATION PUBLICITY CAMPAIGN RFP | 11/6/23

DEPARTMENT OF  
**HEALTH**



# Recertification

## CAMPAIGN

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# Recertification

## CAMPAIGN



Tere Suárez Advertising presents itself as the optimal candidate to spearhead the advertising campaign for the Medicaid Program of the Department, thanks to a track record of success and innovation that speaks for itself. Established in 1989 by Tere Suárez Castro, the president, our agency has steadily grown from a local enterprise to a well-regarded name in the industry, fostering enduring relationships with a network of clients, media partners, and suppliers.

One of our most enduring collaborations was with Agustín Lugo, an auto dealer, whose loyalty to our agency spanned an impressive 25 years until his retirement. A cornerstone of our client base has been Popular, Inc., Puerto Rico's most renowned financial institution, with whom we have maintained a fruitful partnership since 1999. Our work with Popular, Inc. alone includes the creation, production, and launch of more than 300 distinct advertising campaigns, setting industry standards with pioneering creative concepts and technological applications. This includes innovations such as the first building "mesh" advertisement, the introduction of complete "wrapping" advertising on public buses, and the creation of a groundbreaking 8-episode digital series.

In anticipation of shifts in the local industry, our agency has been proactive since 2014, forming strategic local and international alliances. This global outreach was highlighted by our association with the world's most extensive network of independent agencies based in London, a relationship initiated at our Cannes Festival appearance in France in 2013.

FIRM HISTORY



# Recertification

## CAMPAIGN

FIRM HISTORY

At Cannes, we were recognized for "Ni una bala más," an agency project that earned accolades at numerous international and local festivals.

In 2017, we solidified a pivotal alliance with Horoma 3, Puerto Rico's leading media hub. Proudly, we are the only agency in Puerto Rico recognized as a Women-Owned Business, a certification that extends across the United States and the Caribbean.

Our collaboration with EKN, the leading network for programmatic digital purchases in Latin America and the Caribbean, is a testament to our commitment to remaining at the forefront of advertising technology and trends. These partnerships not only equip us with advanced platforms that benefit our clients but also grant us competitive edges through innovative management experiences and business models.

Cumulatively, our team brings over 150 years of professional experience to the table, united by a shared passion for innovation, a pledge to excellence, unwavering commitment, synergistic collaboration, and a dedication to continual professional development.



# Recertification

## CAMPAIGN

EXPERIENCE

Publicidad Tere Suárez stands at the forefront of the marketing and advertising domain, boasting a distinguished history of over three decades. Within this period, the agency has curated a robust and diverse portfolio, serving an impressive roster of clients from both the private sector and government institutions. The agency's enduring commitment to excellence has cemented its status as a pillar in the industry.

### Client Portfolio:

#### Popular, Inc.:

A testament to its reliability and strategic power, Publicidad Tere Suárez has sustained a 25-year collaborative tenure with Popular, Inc. The agency has been pivotal in orchestrating over 300 comprehensive campaigns, crafting events, promotions, and engaging in strategic planning initiatives.

Its multifaceted work spans across the breadth of Popular, Inc.'s diverse divisions, handling projects for Mortgage, Auto, Insurance, Premium Banking, Credit Cards, Fiduciary Services, Customer Servicing, innovation products, Popular at Work, and E-money.

The enduring partnership with Popular, Inc. exemplifies Publicidad Tere Suárez's versatility and capacity to provide a full spectrum of marketing and advertising solutions to a leading financial institution.

#### Departamento de Salud:

The agency has effectively partnered with the Departamento de Salud, demonstrating a proficiency in navigating and excelling within governmental frameworks.

Publicidad Tere Suárez has been instrumental in launching close to 20 diverse campaigns, enhancing the reach and impact of various health programs. Its success is underpinned by adept budget management, strategic media planning, targeted outreach, and event coordination, all contributing to the amplification of crucial public health messages.

The work undertaken for the Departamento de Salud reinforces the agency's expertise in managing extensive government projects and delivering comprehensive 360 campaigns.



# Recertification

## CAMPAIGN

EXPERIENCE

### **Kia Motors:**

Publicidad Tere Suárez has delivered tailored marketing and advertising strategies to drive Kia Motors' brand growth and product promotion.

### **Coliseo de Puerto Rico:**

The agency has played a significant role in elevating the Coliseo de Puerto Rico's presence in the entertainment space, enhancing event publicity, boosting ticket sales, and fostering audience engagement.

### **Autoridad de Acueductos y Alcantarillados de Puerto Rico (AAA):**

Publicidad Tere Suárez has contributed to AAA's visibility and customer engagement, focusing on their critical services for the Puerto Rican community.

### **Auto Care:**

Leveraging industry insights, the agency has provided innovative advertising and marketing solutions for Auto Care's automotive products and services.

### **MD Timeline:**

The agency has developed strategic marketing initiatives for MD Timeline, focusing on their specialization within the medical or healthcare sector.

### **ASSMCA (Administration of Mental Health and Addiction Services):**

Collaborating with ASSMCA, Publicidad Tere Suárez has played a key role in public health campaigns addressing mental health and addiction services.

### **OGP - Todos por Puerto Rico:**

The agency has executed impactful public awareness and outreach campaigns for this significant governmental organization, aligning with Puerto Rico's communal and developmental objectives.

### **Brava:**

Publicidad Tere Suárez has provided comprehensive marketing and advertising strategies to bolster Brava's standing in its respective sector.

### **Coopervision:**

As a trusted partner, the agency has supported Coopervision in marketing their specialized contact lens products.





# Recertification

## CAMPAIGN

EXPERIENCE

### **Goodwill:**

Publicidad Tere Suárez has adeptly promoted Goodwill's philanthropic mission and retail operations, enhancing public engagement and support.

### **DDEC (Department of Economic Development and Commerce):**

The agency's campaigns have been integral to the DDEC's initiatives, promoting economic growth and commercial vitality in Puerto Rico.

### **Create:**

The agency has crafted innovative marketing and advertising solutions for Create, amplifying its creative arts or entertainment pursuits.

### **Harmony Health:**

Publicidad Tere Suárez has aligned with Harmony Health to promote its healthcare services through strategic advertising efforts.

### **National University College:**

The collaboration with National University College has seen the agency develop and implement marketing strategies to boost enrollment and elevate the institution's profile.

Publicidad Tere Suárez's expansive and varied clientele underscores its adaptive capability to deliver customized advertising and marketing services that resonate with each client's unique vision and objectives.

Their extensive experience, successful long-term relationship with Popular, Inc., crisis management excellence in work done for AAA, and effective work with the Departamento de Salud showcase their expertise in marketing and advertising, making them a reliable choice for a wide range of clients and projects.



# Recertification

## CAMPAIGN

### STRUCTURE

We are full-service 360 advertising agency is typically organized into various departments, each specializing in different aspects of the advertising and marketing process. We have an innovative framework, we work in collaboration and a proprietary designed collaborative, called as CREATIVE PODS. Each week, we select four member of each department to creative and develop new products and strategies.

#### **Management and Leadership:**

**CEO/President:** Oversees the agency's overall operations, strategy, and growth.

**Executive Team:** Includes top executives responsible for specific areas like finance, client relations, and creative direction.

#### **Client Services and Account Management:**

- **Account Managers:** Serve as the main point of contact for clients, responsible for understanding their needs and ensuring that projects are executed to meet client expectations.
- **Account Executives:** Support account managers in day-to-day client interactions and project management.

#### **Creative Department:**

- **Creative Director:** Leads the creative team, setting the artistic and creative direction for campaigns.
- **Art Directors and Graphic Designers:** Responsible for visual design and aesthetics in various advertising materials.
- **Copywriters:** Craft compelling copy and content for ads, websites, and other marketing materials.
- **Production Artists:** Handle the technical aspects of design and production, ensuring that creative assets are ready for publication.

#### **Media Planning and Buying:**

- **Media Planners:** Develop strategies for media placement, determining where and when ads should appear to reach the target audience.



# Recertification

## CAMPAIGN

### STRUCTURE

- **Media Buyers:** Negotiate and purchase ad space in various media channels, such as print, broadcast, digital, and outdoor.

#### **Digital Marketing and Social Media:**

Digital Strategists: Develop digital marketing plans, including SEO, SEM, and social media strategies.

- **Social Media Managers:** Manage and grow a client's presence on social platforms, create content, and engage with the audience.
- **Web Developers and Designers:** Build and maintain websites, online campaigns, and interactive content.

#### **Data Research and Analytics:**

- **Market Researchers:** Conduct market research and gather data to inform advertising strategies.
- **Data Analysts:** Analyze campaign performance, track metrics, and provide insights for optimization.

#### **Public Relations (PR) and Communications:**

- **PR Specialists:** Manage the client's public image, handle media relations, and craft press releases and PR campaigns.

#### **Video and Production:**

- **Video Producers:** Oversee video production for TV commercials, online videos, and other visual content.
- **Directors, Editors, and Camera Crew:** Responsible for the technical aspects of video production.

#### **Finance and Administration:**

CFO (Chief Financial Officer): Manages the agency's financial operations, budgets, and expenses.

- **Human Resources:** Handles staffing, hiring, benefits, and other HR functions.

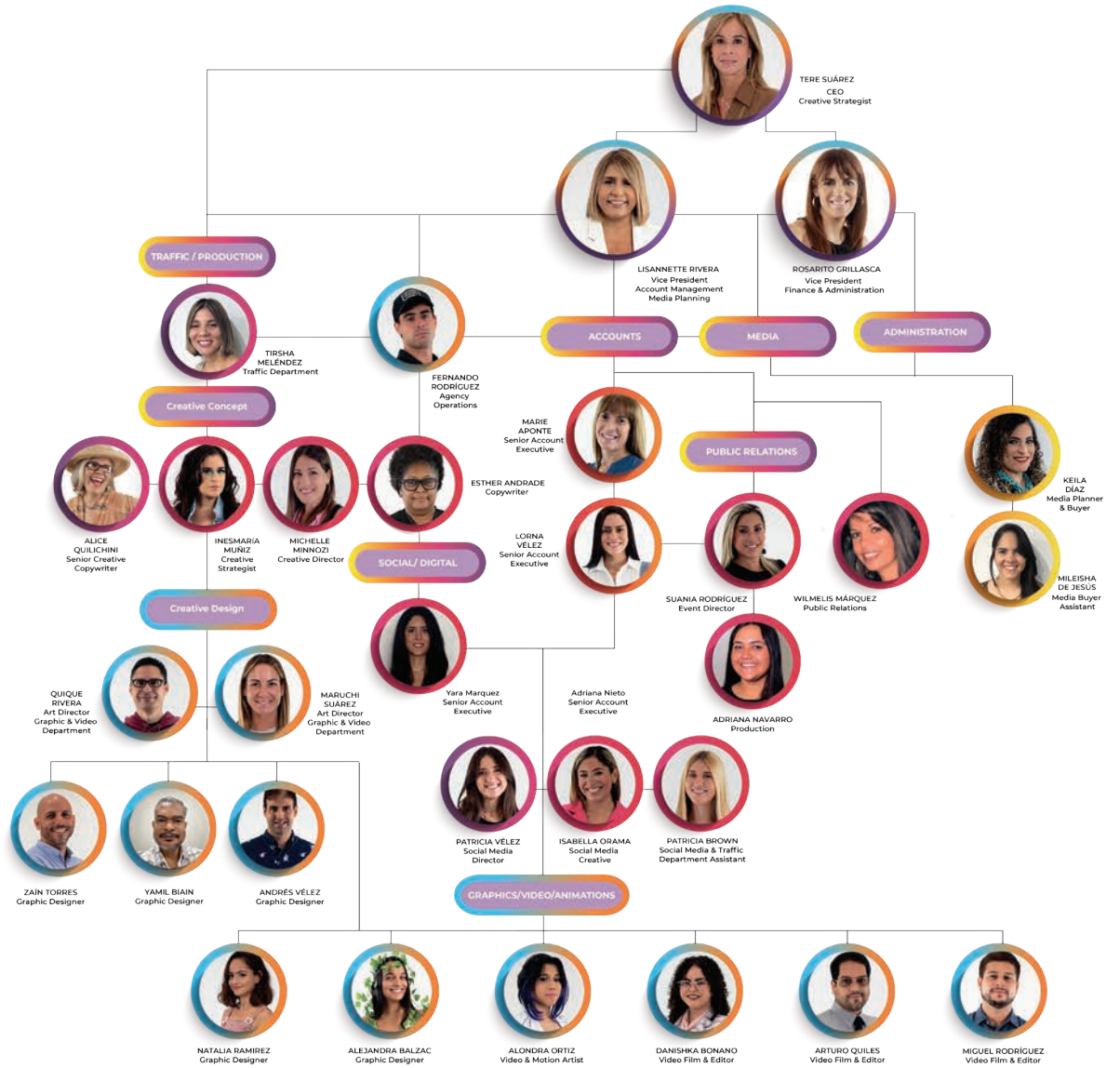
#### **Traffic and Production Management:**

- **Traffic Managers:** Oversee project workflow and timelines, ensuring that projects move smoothly through the agency.



# Recertification CAMPAIGN

STRUCTURE



# Recertification

## CAMPAIGN

### STRUCTURE

*Tere Suárez*  
**CEO | Strategic Communications Manager**  
• Prepares Strategic Plan for Creative Communication.  
• Create visual and strategic communicative designs.

*Lisanette Rivera*  
**Vice President | Account Management and Media Planning**  
• In charge of the company's marketing team.  
• Handles the strategic management of the brand.  
• Strategically plans budgets.  
• Set goals.  
• Conduct market research

*Lorna Vélez*  
*Fernando Rodríguez*  
*Marie Aponte*  
**Account executives and coordinators**  
• Acts as a point of contact and liaison in operational matters.  
• Provides daily technical guidance and leadership as appropriate to area of expertise.  
• Addresses concerns and responds to problems and conflicts as they arise.

*Suania Rodríguez*  
**Events and Public Relations**  
• Manages aspects of different public relations activities and strategies to manage public image.  
• Drafts and distributes press releases, fact sheets, and media invitations, along with any other communications.

*Keila Díaz*  
*Mariali Serrano*  
**Media Strategist and Planner**  
• Evaluate and recommend different media platforms involving the target audience to be reached.  
• Design and execute media plans.  
• Coordinates with the different national and regional media.

*Tirsha Meléndez*  
**Traffic**  
• Track and disseminate information.  
• Create schedules for timely delivery of resources and materials.  
• Identifies potential issues that may disrupt work schedules.

*Inesmaría Muñiz*  
**Creative Strategist**  
• Examines market and industry reports to identify important trends  
• Conducts market research regarding customer demographics.  
• Organize focus groups to test the effectiveness of a marketing strategy or gauge public opinion on a topic or product  
• Advises the creative director

# Recertification

## CAMPAIGN

STRUCTURE

*Alice Quilichini*  
*Michelle Minozzi*  
*Esther M Andrade*

### **Creative Directors and Copywriting**

- Create and produce original copy that is accurate, well-researched, and meets client/company needs and timelines.
- Talk to internal and external parties to learn about their content needs.
- Conduct research to formulate ideas or support writing.
- Assist in other aspects of the creative or research processes to create cohesive and accurate content.
- Research, edit, proofread, and translate content.

*Maruchi Suárez | Kike Rivera*  
*Zaín Torres | Yamil Blain |*  
*Andrés Vélez | Natalia*  
*Ramírez | Alejandra Balzac |*  
*Alondra Ortiz*

### **Graphic Directors and Designers**

- Illustrate the concept by designing rough design art and copy.
- Create visually communicative designs.
- Coordinate all art, designs, graphics, and aesthetic concepts.

*Arturo Quiles*  
*Miguel Rodríguez*

### **Video Editors**

- Create and edit videos following the Producer's visual concept.
- collaborate on content for social media platforms.

*Patricia Vélez*  
*Isabella Orama*  
*Patricia Brown*

### **Social Media**

- Monitor social media content, press releases, and emails.
- Prepare reports and presentations on public relations activities.
- support the Public Relations team.

*Rosario Grillasca*  
**Administration | Billing**

# Recertification

## CAMPAIGN

SERVICES

Tere Suárez, under its essence of an advertising agency, is a company made of an impeccable team of professionals whose mission and objective are to manage, design, prepare and develop advertising strategies for different brands and companies.

**Strategic Planning-** The first step in developing initiatives, content and distribution in communication channels is planning. Through research, measurement, and analysis tools, which are included as part of all services to be provided, the agency will support strategy, creative direction, media plans, digital metrics, and campaign content. At this stage, the work team will deepen into the situations that impact the issue, what is happening in Puerto Rico, help, conversations, feelings, among other aspects that are measured in the process. The conclusions support each of the extensions of the campaign to be developed. **Team:** Researcher and Planner- these professionals have 12 years of experience, both in the local market and in the United States and Europe.

**Conceptualization and Creative Development-** The creation of ideas, content, messages, and graphics is the phase that is known as the creative concept. The agency will provide the services of creative, photos, writing, graphic composition, designs, music and all the elements necessary for the executions within the general plan to develop. Among these, we can mention commercial for television and radio, digital media, press, magazines, outdoor media, digital and printed educational material, digital material, video content, among others.

**Team:** Creative Director, Associate Creative Director, Graphic Designers, Copywriters.

**Production and Traffic-** The services provided by the agency include the production and management of each of the executions to be developed and work itineraries. The production team is responsible for managing estimates, coordinating filming, audio recordings, delivering materials to the media, among their essential tasks.

**Team:** Production Supervisor, Production Assistants.



# Recertification

## CAMPAIGN

SERVICES

**Digital content and social media-** The agency has a team of professionals with experience in managing content on digital platforms, both local and programmatic. We form alliances with international partners such as EKN and Google certifications. Photographers, Cameramen, Editors, Social Media Specialists, Web Designers and Applications, Digital Channel Management; supported by measurement tools and optimization reports. This department will give support in everything related to the digital and innovation.

**Team:** Editors, Content Specialists, Editors.

**Media Planning-** As part of the services to be provided, media planning is essential for the distribution of the developed executions. At this stage, recommendations will be made for media, distribution channels, platforms supported by market metrics, such as CPM, CPP, GRPS, TGRPS, Scope and Frequency, Actions, Engagement. This department has experts in analysis and use of tools for decision making and presentation of metrics. It is a highly specialized team that has constant training, especially in the digital area. The agency will offer the customer its experience and value of being part of Horoma 3, Puerto Rico's largest local media consortium.

**Team:** Media Planners, Media Buyers.

**Events, Promotion and Outreach-** One of the components of the proposal is to reach the participants and future participants of the program in a direct and different way. The agency has an experienced work team in the creation, development, and assembly of events. Its director, Suania Rodríguez, has coordinated over 3,200 events in her career of almost 25 years. From seminars, conventions, and fairs to massive events of over 10,000 people; both in Puerto Rico and in the Caribbean and the United States. In addition, as part of the services the team of Numoon is integrated, who oversee assemblies, from tents and booths installation to logistics for Golf Tournaments and all the necessary equipment for each event. We have delivery trucks, storage, and cleaning materials. Important customers of this division are: Popular Auto, Hitech Auto Care, Health Department and CDBG-DR.

**Team:** Director, Assistant, and Installation Technicians (6).





# Recertification

## CAMPAIGN

PS SERVICES

- **Project Managers:** Manage individual campaigns and projects, ensuring they are completed on time and within budget.

### **Influencers Marketing:**

Our Influencer Marketing Department the brand's marketing team is responsible for managing influencer partnerships and campaigns to reach and engage with target audiences through influential individuals on social media and other digital platforms.

- **Content Creators:**

Work closely with influencers to produce content that aligns with the campaign strategy.

Develops and edits multimedia content, including videos, photos, and written content.

Ensures the content is on-brand and adheres to quality standards.

Collaboration among these departments is crucial to delivering comprehensive advertising and marketing campaigns that meet client objectives and reach their target audiences effectively.



# Recertification

## CAMPAIGN

PROCESSES

Based on a model designed by the company's planning and accounting team, its defined what we call the 4-K or 4-KEY Ingredients.

It is the structure of management of the account and delivery of final contents for each campaign, this process helps to establish direction and a system of organization and cycle that contributes to the result of each initiative. It is an enabling process.

1

### Close contact

We will maintain as much collaboration as possible with your team, your programs, and collaborators, based on established goals and metrics.

2

### In-depth analysis

Intelligence based on data. Using factors such as: segmentation by demography, psychology, lifestyle trends and analysis of life stages. Media plans based on scope, relevance, affinity, media rankings, among others.

3

### Leadership negotiations and conscious budgeting

We are recognized for our bargaining power. You don't need the largest budget to get the best deal. We have a proven formula in place.

4

### Metrics

We work to get the best possible return on your investment based on established KPIs. Therefore, we will perform regular post-purchase analyses, SOI/SOV reports and trading reviews.

# Recertification

## CAMPAIGN

Media planning, content distribution and account management will be supported by modern research, analysis, and productivity tools.

TOOLS



### Certifications



### Aliances



# Recertification

## CAMPAIGN

EXECUTIONS

TS

**tu casa**  
siempre con Popular Mortgage.

Para comprar o refinanciar con Popular Mortgage te acompañamos durante el proceso. Cuenta con nosotros.

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¡INTEGRAND! Manda el formulario donde dice Integrand y métele turbo a tu seguro obligatorio.

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**#Denúncialo**

787-722-2977

**EN LA ESCALERA LA PRUEBA VA POR LA CASA.**

HAZTE LA PRUEBA. **PalCholi**

La decisión se toma en **4.7**

**Volvo**

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solicitaron y se beneficiaron.

Miles de personas como tú han beneficiado de los planes programados de la Universidad de Puerto Rico. El Seguro de Desempleado de la Universidad de Puerto Rico te ofrece un seguro de desempleo que te permite solicitar un seguro de desempleo.

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**VIVENDA**

**Mira a Mami, es otra con el vino y las pastillas.**

Disfruta las bebidas. Alarma con los opioides. Busca ayuda.

Línea PAC: 1-800-981-0023  
asmcca.pr.gov

**ASSMCA**

**Quérome mientras se pueda.**

Atención a todos los adultos mayores de 65 años.

El Centro de Vacunación de la Guardia Nacional vacinará a los adultos mayores de 65 años y a sus cuidadores. El centro de vacunación se encuentra en el Centro de la Guardia Nacional, 1000 Calle de la Guardia, San Juan, PR 00901.

Atención: 787-722-2977

**SALUD**

**¡Las cervezas más fáciles ya.**

**Muévete con Popular Auto.**

**POPULAR.**

**AlertaRosa**  
Actúa a tiempo, podrías salvar una vida.

En una emergencia, cada minuto cuenta. AlertaRosa te ayuda a actuar a tiempo y salvar una vida. AlertaRosa es un servicio de emergencia que te ayuda a actuar a tiempo y salvar una vida. AlertaRosa es un servicio de emergencia que te ayuda a actuar a tiempo y salvar una vida.

**AlertaROSA**

**#ReadyPalCholi**

**VENUE SHIELD**

26 • junio

GOBIERNO DE PUERTO RICO

**mi casa**

WEB SERIES **La. ves em.**

**POPULAR**

Los mosquitos **Aedes aegypti** se crían en recipientes con agua acumulada.

**SALUD**

**The Shop Salon**

**100% VACUNADOS**

**UNE tu compañía**

protegetevacunate.com

**#ConRefuerzo PalCholi**

SE REQUIERE EVIDENCIA DE VACUNACIÓN. Para más información: CalleasOsp@arrhbs.com

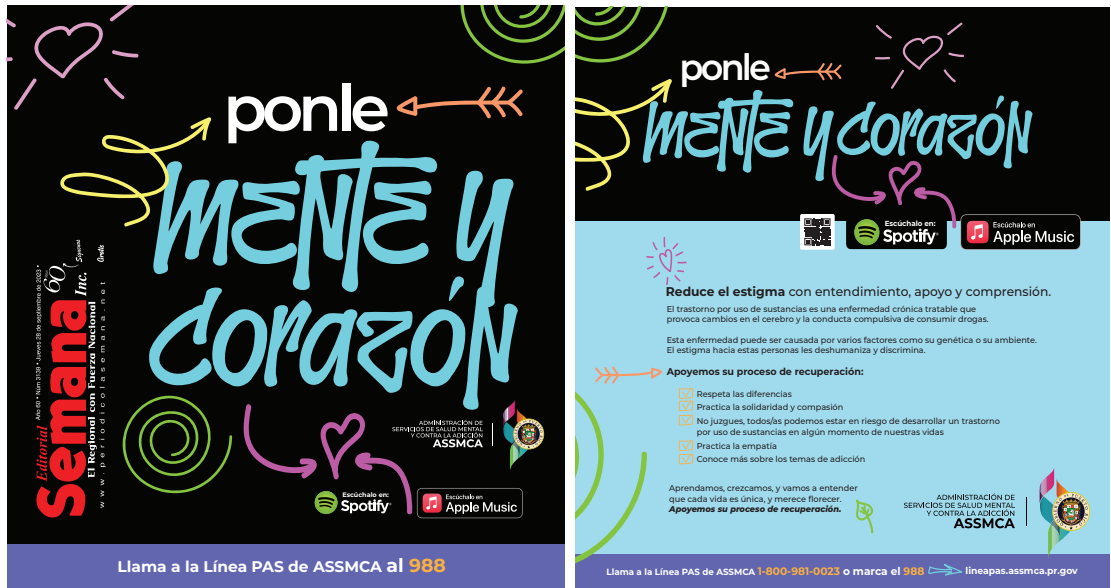
**#ConRefuerzo PalCholi**

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# Recertification CAMPAIGN

EXECUTIONS



## ASSMCA- "MENTE y CORAZON" CAMPAIGN

Concept: The advertising campaign focused on the stigma of opioid dependence would be based on the creation of an emotive song as its centerpiece. This song would aim to convey a message of understanding, empathy, and solidarity towards individuals battling opioid dependence, challenging the stigmas and prejudices that often surround this issue. Through profound lyrics and moving melodies, the campaign would seek to raise awareness among the public about the complexity of addiction, emphasizing the importance of offering support rather than judgment. The song would become an anthem of hope and change, urging society to address the issue with compassion and solidarity and to work together to extend a helping hand to those fighting this disease.

Strategy: The campaign strategy against stigma, based on a song about opioid addiction, would focus on maximizing its reach and awareness. To achieve this, the campaign would leverage various platforms and media:



# Recertification

## CAMPAIGN

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**Launch on Spotify:** The song would be released on Spotify as the starting point. It would be promoted on the platform using paid advertising and marketing strategies to increase its visibility and reach. The song would be available for free for anyone to listen to and share.

**Broadcast on radio stations:** The song would be sent to major local and national radio stations. Collaboration agreements would be established with DJs and radio programs to regularly play the song and discuss the importance of the campaign during broadcasts.

**Digital media:** Paid advertising and organic content would be used to reach a broader audience. Additionally, people would be encouraged to share their own stories and experiences related to opioid addiction using a specific hashtag.

**Outdoor advertising (billboards):** Strategic billboards would be placed in prominent locations across the island. These billboards would display messages related to the campaign and the availability of the song on Spotify. The design would be striking and memorable to attract attention.



# Recertification CAMPAIGN

RESULTS

EFFICIENCIES	P18+
Population	2,710,000
Reach %	50.6%
Population Reach:	1,371,260
Average Frequency	5.6
GRP'S	284.8
Gross Impressions	7,697,900
Total Spots	282
Total Vehicles	10

## Activación

- Timeline de 6:30am a 9:30am
- 60 promoters
- Supervision
- Print of de 60 t-shirts for promoters
- Printing & installation of 120 dboards 24x32
- Logistic
- Loudspeaker Van with audio (Mente y Corazon Song)
- Cities: Bayamón (7) Guaynabo/Cupey (5) Carolina (7) Hato Rey/Santurce (7) Ponce (9) Caguas (4) Gurabo (2) San Germán (2) Arecibo (3) Hatillo (3) Mayagüez (3) San Lorenzo (2) Yabucoa (2) Humacao (4)
- Reach: **67,313 people**

We employed a combination of strategies and formats that allowed us to support the objectives of awareness, reach, website traffic, and consideration.

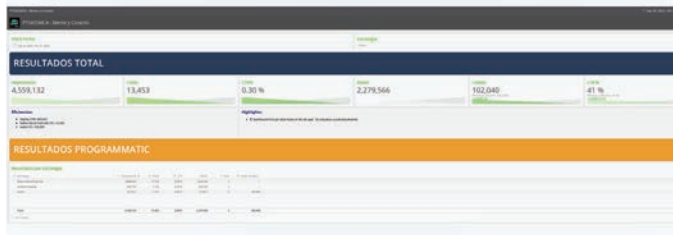
For the awareness and reach objectives, we utilized standard banners and audio formats, enabling us to connect with users at different moments and in various ways.

## Programmatic Buying Results

Media	Format	KPI	Impressions		Link Clicks	CTR	Achievement +/-
			Estimated 1,411,311	Obtained			
Audience Buying	Standard Banners	CPM Impressions	400,000	459,387	1,123	0.24%	115%
	Native Ads, Push Ads & Email Ads	CPC Clicks	10,000	11,369 Clicks (Impressions 3,848,324)	11,369	0.29%	112%
	Audio	CPL Listens	100,000	102,040 Fully Played (Impressions 251,621)	1,161	0.46% 40.55% LTR	102%
<b>Total</b>			<b>510,000</b>	<b>4,559,132</b>	<b>13,453</b>	<b>0.30%</b>	<b>323%</b>

For the traffic objective, we employed high-impact formats such as push ads, which are ads that appear directly on users' mobile screens as notifications, and native formats that generate high-quality traffic by presenting the campaign message in a content recommended article appearance.

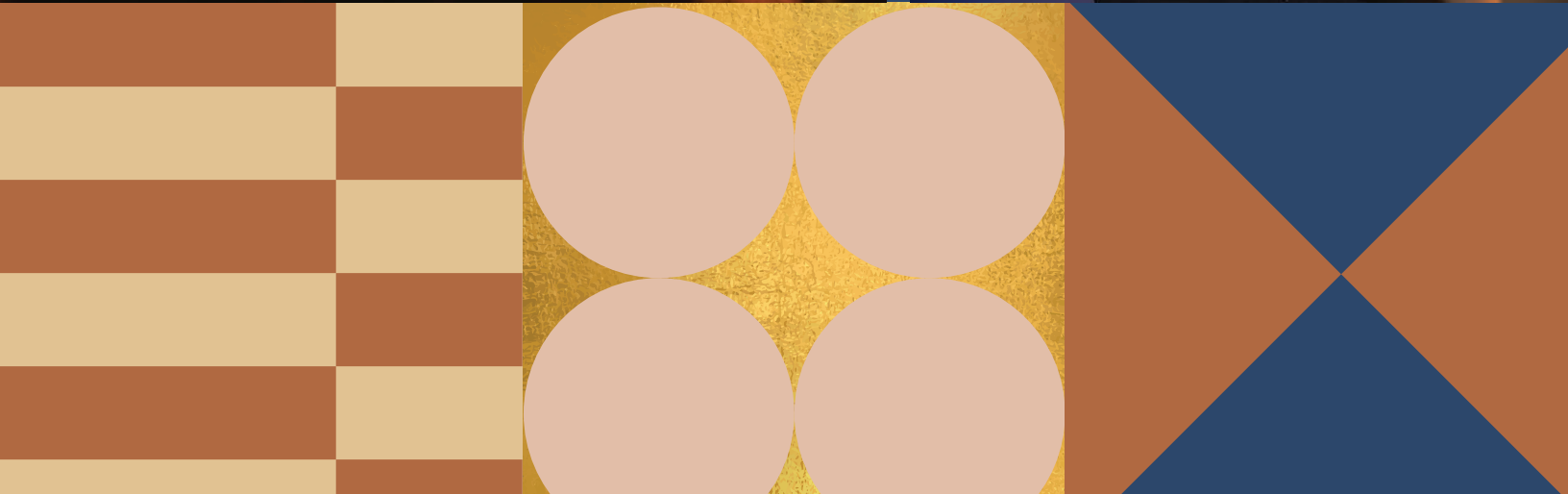
## Programmatic Buying Results



This combination of formats enabled us to achieve a total reach of 1.3 million unique users, representing 72% of the estimated audience.



TODOS POR  
**Puert  
Rico**





# Recertification

## CAMPAIGN

### RESULTS

Campaign A- Todos por Puerto Rico

#### **Client: Todos por Puerto Rico**

#### **Context**

The communication initiative "*Todos por Puerto Rico*" aims to establish a novel platform to guide and inform the entire population about all the services, grants, funds, and tools that government agencies provide.

It is important that information should be available to all Puerto Ricans. Therefore, we developed the "*Todos por Puerto Rico*" program, where we will have updated information on what the various government agencies and instruments are doing.

Working in collaboration with the communication department of each agency, we could include testimonial capsules to enrich the information presented in the program. This, contribute to enlarge the government image.

Also, we will include private and public sectors. Business and small business will merge to duplicate the message of the importance of both sectors working together.

#### **Audience**

18+ from the entire Island and subsegments by geographic area.

#### **Approach**

##### **TV Program:** *Todos por Puerto Rico*

A 30-minute weekly program production, transmitted every Sunday by Telemundo Channel 2, at 10:30 p. m.; and WIPR Channel 6, on Mondays, at 6:00 p. m.; and streaming in Fortaleza social media on Mondays, at 5:00 p.m.



# Recertification

## CAMPAIGN

### RESULTS

Campaign A- Todos por Puerto Rico

#### Concept

- News & conversation
- Two major topics, discuss by heads of agencies, special invites, and topic experts. Also, as social engagement forum, guest from private sector and non-profit organizations.

#### Content marketing

Distribution of informative and educational content through the main newspapers of Puerto Rico. Weekly publication of 4 consecutive pages. Paper-based content becomes editorial notes and videos for distribution on the media's digital platforms website, Facebook, and Instagram.

**The weekly reach of this 360° Content distribution reaches 1.8 million people.**

#### Proposal and KPI's

Using as a reference the **results obtained** in the first phase of transmission of the program, as shown by the audience program with an **average of 7%** on the basis, at this stage the estimated projection must present an increase of 2% to 3% over the current average. Bringing **program audience + connectivity to 350K tuned people.**

Using technology and social media, disseminating information about government services and opportunities optimizes the strategy through new platforms.

- **Podcast:** when the target group cannot access the regular media, as television, it will have the opportunity to use this platform where it will find interviews with related information.
- **Radio:** use the audios of the televised programs to stream 30 min radio space.
- **Digital Log:** : distribution of contents of the program in video "clips" of 1 minute.



# Recertification

## CAMPAIGN

RESULTS

Campaign A- Todos por Puerto Rico

### Billboards:


**AAA explica** el proceso de tratamiento del agua

DOMINGO 11 | 10:30 PM | TELEMUNDO



Familia **pioneros** en comunicación ante personas sordas

DOMINGO 24 | 10:30 PM



**OCIF:** Conoce sobre la fiscalización en la industria financiera.

DOM, 16 DE OCT | 10:30 PM | TELEMUNDO



**NAME certifica** ICF por estándares de calidad

DOMINGO 5 | 10:30 PM





# Recertification

## CAMPAIGN

RESULTS

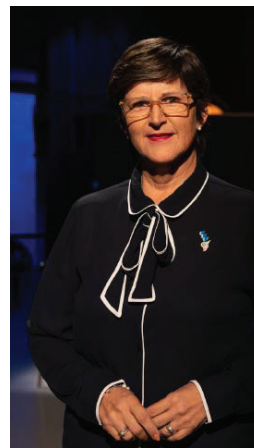
Campaign A- Todos por Puerto Rico

### Digital assets:




Patólogo retiene muestras para enviar a diferentes laboratorios

DOMINGO 5 | 10:30 PM

AAA explica el proceso de tratamiento del agua

DOMINGO 11 | 10:30 PM



AAA invierte \$3.9 millones.

DOMINGO 4 | 10:30 PM  
TELEMUNDO




ICF alcanza acreditación por cumplir con estándares de calidad

DOMINGO 5 | 10:30 PM




"PODES": dirigido a familias con visión de emprender un negocio

DOMINGO 5  
10:30 PM





Acueductos: Complejidad de la infraestructura  
sirviendo una población de 3.2 millones

112	51	247
PARQUES DE TRATAMIENTO	PLANTAS DE TRATAMIENTO	POZOS
8	1	1.649
REPRESAS	ESTACIONES DE TRATAMIENTO	ESTACIONES DE TRATAMIENTO

Con sobre 20,000 millones de inversión


AAA: Crea plan para determinar la pérdida de agua

DOMINGO 11 | 10:30 PM

AAA invierte \$3.9 millones.

DOMINGO 11 | 10:30 PM



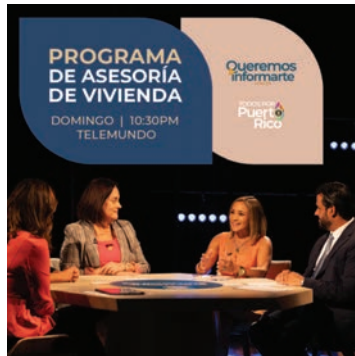

# Recertification

## CAMPAIGN

RESULTS

Campaign A- Todos por Puerto Rico

### Social media:




# Recertification CAMPAIGN

## RESULTS

Campaign A- Todos por Puerto Rico

### Results

Media	Format	KPI	Impression		Link Clicks	CTR Obtained	Achievement %
			Estimated	Obtained			
Native Ads Push Ads & Gmail Ads	CPC Clicks	CPA	13,500	9,997 Clicks Impressions: 2,294,703	9,997	0.44%	153%
			Standard Banner	CPM Impressions	583,333	1,028,025	1,043
Etk	Facebook	CPM Impressions	430,667	335,499	1,067	0.20%	129%
	Video	CPV Complete Views	18,200	189,443 Views Impressions: 284,028	1,226	0.62%	148%
	Audio	CPL Listens	27,000	50,974 Listens Impressions: 70,683	80	0.1%	82%
<b>Total</b>			<b>1,102,350</b>	<b>4,352,546</b>	<b>13,400</b>	<b>2.22%</b>	<b>309%</b>

### Results

Strategy	Format	KPI	Impression		Link Clicks	CTR Obtained	Achievement %
			Estimated	Obtained			
Neutral	Standard Banner	CPM Impressions	526,711	790,238	1,263	0.56%	150%
<b>Total</b>			<b>526,711</b>	<b>790,238</b>	<b>1,263</b>	<b>0.56%</b>	<b>150%</b>



### Results Radio Live Mentions

STATION	SPOTS
WPRQ	18
<b>Total</b>	<b>18</b>

EFFICIENCIES	
Population Reach	131,477
Reach %	4.9%
Average Frequency	2.8
CPM	12.8
Gross Impressions	342,000
Total Spots	18
Total Vehicles	1

**Reach:** The number or percent of a potential audience exposed to a specific vehicle or media schedule at least once within a given time period.  
**Frequency:** The average number of times an individual (or households) hears an advertising message.  
**CPM:** The number of CPMs per for a schedule spot.  
**Gross Impressions:** The number of individuals or households delivered by a media schedule, generally measured in thousands (000).

### Results Radio 30ss

STATION	SPOTS
WPRQ	56
WPRQ HD 54	55
WPRQ HD 52	58
WPRQ HD 50	54
<b>Total</b>	<b>223</b>

EFFICIENCIES	
Population Reach	1,172,385
Reach %	48.9%
Average Frequency	5.3
CPM	486.4
Gross Impressions	13,201,403
Total Spots	223
Total Vehicles	4

**Reach:** The number or percent of a potential audience exposed to a specific vehicle or media schedule at least once within a given time period.  
**Frequency:** The average number of times an individual (or households) hears an advertising message.  
**CPM:** The number of CPMs per for a schedule spot.  
**Gross Impressions:** The number of individuals or households delivered by a media schedule, generally measured in thousands (000).



### Results

Strategy	Format	KPI	Impression		Link Clicks	CTR Obtained	Achievement %
			Estimated	Obtained			
Telemondo	Facebook	CPM Impressions	200,000	248,680	0	0.0%	0%
	Banners	CPM Impressions	100,000	262,530	439	0.77%	175%
<b>Total</b>			<b>300,000</b>	<b>511,210</b>	<b>439</b>	<b>0.86%</b>	<b>146%</b>



# Recertification

## CAMPAIGN

RESULTS  
 Campaign A- Todos por Puerto Rico

**Todos por Puerto Rico TV**  
 16 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads SORT BY

<b>TXPR - Temporada de Huracanes</b> No views · 1 day ago	<b>TXPR   Edición 12</b> 13 views · 2 days ago	<b>TXPR - Departamento de Educación</b> No views · 3 days ago	<b>TXPR - Impacto económico x pandemia</b> 1 view · 5 days ago	<b>TXPR - Administración de Vivienda Pública</b> No views · 7 days ago
<b>TXPR - Programa de Asistencia para Renta de la...</b> 5 views · 7 days ago	<b>TXPR - Lago Carraizo</b> No views · 8 days ago	<b>TXPR   Edición 11</b> 40 views · 9 days ago	<b>TXPR - PRITS</b> No views · 10 days ago	<b>TXPR - Presidenta Ejecutiva de la AAA</b> 1 view · 12 days ago
<b>TXPR - Alcalde de Culebra</b> 3 views · 2 weeks ago	<b>TXPR   Edición 10</b> 43 views · 2 weeks ago	<b>TXPR - GAPSA</b> 3 views · 2 weeks ago	<b>TXPR - GAPSA</b> 3 views · 2 weeks ago	<b>TXPR - DACO</b> 4 views · 2 weeks ago
<b>TXPR   Edición 9</b> 16 views · 3 weeks ago	<b>TXPR   Edición 8</b> 22 views · 1 month ago	<b>TXPR - Edición 7</b> 53 views · 1 month ago	<b>TXPR - G8 Coop</b> 2 views · 1 month ago	<b>TXPR - Hospital de Trauma de Centro Médico</b> 9 views · 1 month ago
<b>TXPR - DTOP</b> 46 views · 1 month ago	<b>TXPR - Corrección comida local</b> 17 views · 1 month ago	<b>TXPR - Reo Artesanía</b> 1 view · 1 month ago	<b>TXPR - Edición 6</b> 20 views · 1 month ago	<b>TXPR - Agricultura</b> 83 views · 1 month ago
<b>TXPR - Justicia</b> 4 views · 1 month ago	<b>TXPR - Edición 5</b> 66 views · 1 month ago	<b>TXPR - El deporte está de vuelta</b> 3 views · 2 months ago	<b>TXPR - REHABILITACIÓN EN LAS CÁRCELES</b> 4 views · 2 months ago	<b>TXPR - Edición 4</b> 35 views · 2 months ago
<b>TXPR - Edición 3</b> 26 views · 2 months ago	<b>TXPR - Semana de la Policía</b> 3 views · 2 months ago	<b>TXPR - Edición 2</b> 53 views · 2 months ago	<b>TXPR - SEMANA DE LA POLICÍA</b> 22 views · 2 months ago	<b>TXPR - Edición 1</b> 79 views · 2 months ago
<b>Todos Por Puerto Rico TV</b> 92 views · 3 months ago				



# Recertification

## CAMPAIGN

RESULTS  
Campaign A- Todos por Puerto Rico



[https://issuu.com/endi26/docs/todosporprfeb28endph\\_](https://issuu.com/endi26/docs/todosporprfeb28endph_)



[https://issuu.com/endi26/docs/todosporpr0308endph\\_1](https://issuu.com/endi26/docs/todosporpr0308endph_1)



[https://issuu.com/endi26/docs/todosporpr\\_ed\\_3\\_0315\\_endph](https://issuu.com/endi26/docs/todosporpr_ed_3_0315_endph)



[https://issuu.com/endi26/docs/todosporprmarzo22end\\_27](https://issuu.com/endi26/docs/todosporprmarzo22end_27)



[https://issuu.com/endi26/docs/todosporpr0329end\\_ph\\_2](https://issuu.com/endi26/docs/todosporpr0329end_ph_2)



[https://issuu.com/endi26/docs/todosporprabril\\_5\\_2022\\_1](https://issuu.com/endi26/docs/todosporprabril_5_2022_1)





# #ReadyPalCholi



PUERTO RICO DEPARTMENT OF HEALTH  
RECERTIFICATION PUBLICITY CAMPAIGN RFP | 11/6/23

DEPARTMENT OF  
**HEALTH**



# Recertification

## CAMPAIGN

### RESULTS

Campaign A- Todos por Puerto Rico

**Client:**

Coliseum of Puerto Rico

**Objective:**

The Coliseum of Puerto Rico is the most important entertainment platform in our Puerto Rico. Venue Shield is the protection and safety program that elevates the venue's preparation and disinfection protocols to another level. As an initiative and in the face of new projects, the Coliseum needs to communicate to the public and the industry that it is ready. #ReadyPalCholi.

Communicate that attendees can return to the Coliseum safely.

**Strategy:**

The Coliseum of Puerto Rico is about to open its doors. After the pandemic, many are eagerly awaiting the Coliseum's reopening. Therefore, this opening represents an event in itself.

For this concept, we used the image of renowned artists such as Gilberto Santa Rosa and others. They will represent this warm welcome.

Through their image and talent, we communicate the safety protocol. This safety protocol includes how the Coliseum has prepared for this moment and what measures will be taken at each event and visit.



The global strategy was based on a song, written by the Agency in collaboration with Maestro Cucco Peña, explaining the protocols to follow. To add elements, a dance troupe was incorporated, which, along with a mix of artists like Abrante, the cast of In The Heights, and Gilberto Santa Rosa, motivated the audience to relive new experiences and enjoy entertainment.

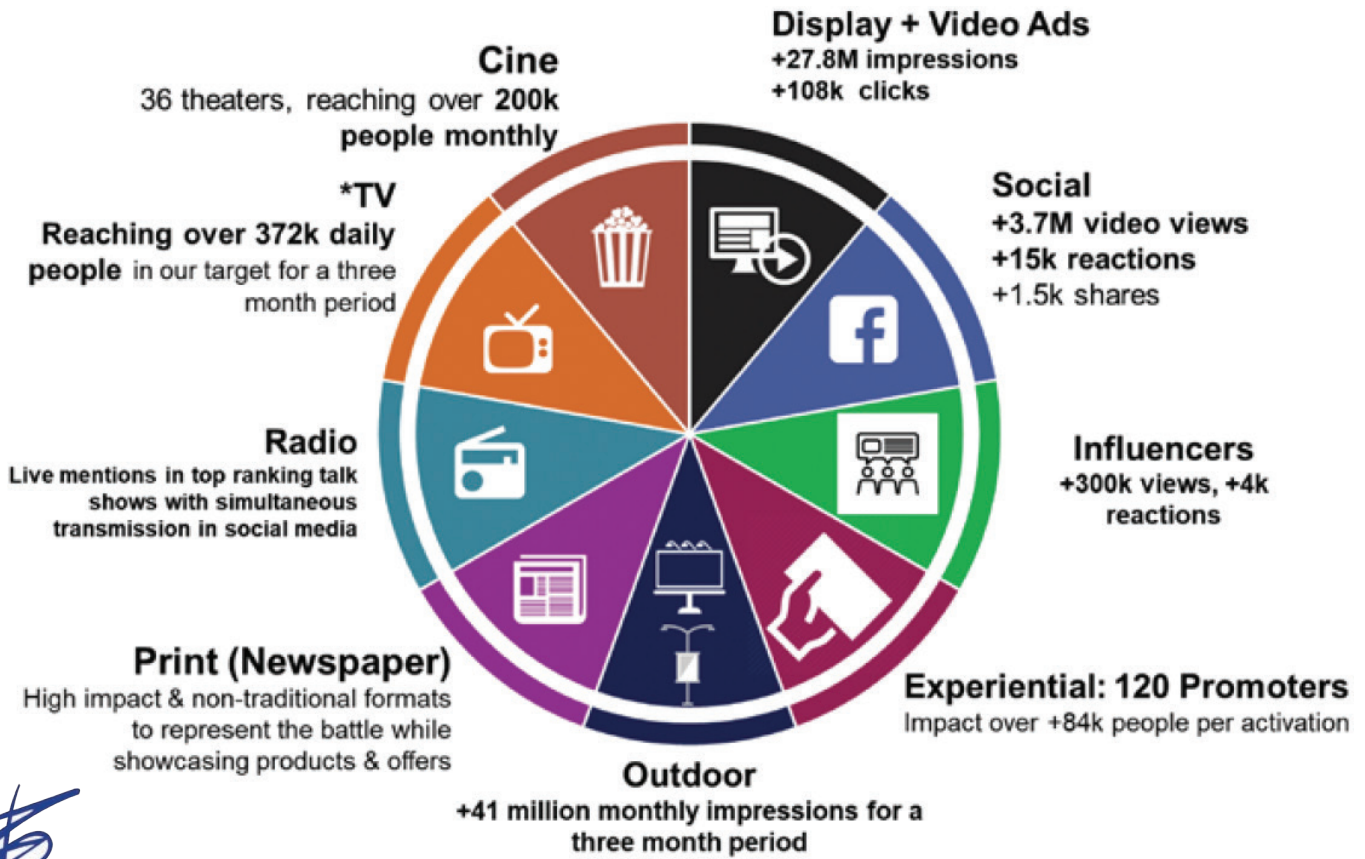
Campaign - "ReadyPalCholi"



# Recertification

## CAMPAIGN

### Resultados:




# Recertification

## CAMPAIGN




28 • Mayo



COLISEO DE PUERTO RICO  
JOSE MIGUEL AGRELOT




28 • Mayo



COLISEO DE PUERTO RICO  
JOSE MIGUEL AGRELOT




28 • Mayo



COLISEO DE PUERTO RICO  
JOSE MIGUEL AGRELOT




28 • Mayo



COLISEO DE PUERTO RICO  
JOSE MIGUEL AGRELOT

*TS*



PUERTO RICO DEPARTMENT OF HEALTH  
RECERTIFICATION PUBLICITY CAMPAIGN RFP | 11/6/23

DEPARTMENT OF  
**HEALTH**





*CREATIVE*

DEPARTMENT OF  
**HEALTH**





# Recertification

## CAMPAIGN

### OBJECTIVE

Achieve recertification of all Medicaid Beneficiaries by the federal government imposed deadline. Go beyond standard approaches, most innovative and adequate means, “out of the box ideas”

### TARGET

- Medicaid Beneficiaries
- 1.6 million participants
  - diverse groups of all ages

### STRATEGY

In response to the critical initiative set forth by The Puerto Rico Medicaid Program (PRMP), we are poised to submit a proposal that meets the urgency of the federally mandated recertification process and also ignites a sense of community and shared responsibility among the 1.6 million beneficiaries across the Island.

Recognizing the diversity and richness of Puerto Rico's population, our campaign hinges on the concept of communal well-being, encapsulated in our chosen slogan, "**Combinas Conmigo, renueva tu plan**". This phrase is more than a call to action; it is an affirmation that Medicaid is a partner in health, not just for the individual but for their family and loved ones as well.

Our approach is to elevate the idea of health insurance from a personal necessity to a collective advantage—showing that when one of us engages





# Recertification

## CAMPAIGN

necessity to a collective advantage—showing that when one of us engages with Medicaid, we all move towards a healthier life together. The essence of **"Combinas Conmigo, renueva tu plan"**, resonates with the unity and interdependence that epitomizes the Puerto Rican spirit. Through a multi-faceted advertising campaign, we aim to use innovative and culturally resonant mediums to reach all age groups and social segments. We will deploy a combination of traditional media and cutting-edge digital platforms, alongside grassroots community outreach, ensuring our message is both inclusive and impactful.

Our goal is to make the recertification process not just a bureaucratic mandate but a renewal of a commitment to communal health and prosperity. By inspiring beneficiaries to view recertification as a positive affirmation of solidarity and self-care, **"Combinas Conmigo, renueva tu plan"** will be the rallying cry that drives participation and promotes a united front for a healthier Puerto Rico.

Through creativity and innovation, we are confident that our campaign will significantly increase engagement and ensure the PRMP meets its recertification objective by the March 30, 2024 deadline.





# Recertification

## CAMPAIGN

### INSTITUTIONAL CAMPAIGN

Campaign based in family values, in peoples values.

We are all important as we combine under the same values and needs, as we make emotional connections.

**Emotional connection:** Presenting images of family members in the campaign generating an emotional connection between the public and Medicaid. By identifying with the images, the audience feels that the campaign is directly aimed at them, their lives and their family needs.

**User Focus:** Highlighting familiar images, the campaign conveys the idea that Medicaid cares about the health and well-being of the entire family, not just an individual. This focus on the user and their family environment can attract users who are looking for personalized medical care tailored to the needs of the whole family.

**Differentiating Competition:** Presenting family images can help differentiate the Medicaid campaign from the competition. If the campaign focuses on the family and the benefits of Medicaid health services for the whole family, it can excel in a saturated advertising market and generate greater attention and commitment from the target audience.

**Brand recognition:** Presenting family images can help improve brand recognition and message retention. People can remember the Medicaid campaign and brand more easily if they are emotionally connected to family images

**Visual appeal:** Family images can be visually appealing and attract the attention of the target audience. The images can be used in different components of the advertising campaign, such as commercials, print ads, social networks, etc.







# Recertification

## CAMPAIGN

Combino con migo... **renueva tu plan.**

**You match with me... renew your plan** suggests that the Medicaid company has the ability to adapt and evolve with its customers across generations, providing services that fit the changing needs of people at different stages of life.

At Medicaid, we value our relationship with our customers and strive to provide a quality, personalized service that meets the needs of each generation.

The campaign focuses on the idea that connecting people and their community can generate lasting satisfaction and benefits. From older to younger, every generation has its own needs and preferences, and we at Medicaid work tirelessly to meet all of them.





## BENEFICIARIO DEL PLAN VITAL

# Renueva tu plan.

### CREATIVE

**Peoples connection values under an emotional song.**

Connecting emotionally with the audience: The right song manages to generate an emotional connection with the audience and exalts the goal of the campaign. The music evokes feelings and emotions that increase public identification and empathy with the institution being promoted, in this case, Medicaid.

Improve message retention: Emotional songs improve message retention and branding, making it memorable. People are more likely to remember the message of an advertising campaign if they are emotionally connected to it, and an emotional song fulfills this purpose.



Increase virality: Using an emotional song in an advertising campaign tends to increase the virality of the campaign. Touching a person emotionally increases the likelihood of them sharing it on social media and, in doing so, sharing the message.

Generate a positive impact: Emotional songs have a positive impact on the audience. Through music, you can get to lift the mood and increase the motivation. This in part helps the audience feel more comfortable and confident with Medicaid.



BENEFICIARIO DEL PLAN VITAL

# Renueva

tu plan.



787-641-4224 | [www.medicaid.pr.gov](http://www.medicaid.pr.gov)

DEPARTAMENTO DE  
**SALUD**



BENEFICIARIO DEL PLAN VITAL

# Renueva

tu plan.



DEPARTAMENTO DE  
**SALUD**



787-641-4224 | [www.medicaid.pr.gov](http://www.medicaid.pr.gov)



PUERTO RICO DEPARTMENT OF HEALTH  
RECERTIFICATION PUBLICITY CAMPAIGN RFP | 11/6/23

DEPARTMENT OF  
**HEALTH**





BENEFICIARIO DEL PLAN VITAL

# Renueva tu plan.

ENGLISH LYRIC:

Because life just happens, oh, no  
And all the time it leaves, doesn't come back  
I just want to live in your heart  
For the thousand years to come

I want to do everything to brighten your life  
And in every embrace make you forget the pain

That I am your destiny, that you are my way  
Do not think so much, that you combine with me

And I want to do everything to brighten your life  
And in every hug make you forget the pain...

Because life just happens  
And all the time it leaves, doesn't come back

**renew your plan today.**

SPANISH LYRIC:

Porque la vida simplemente pasa, oh, no  
Y todo el tiempo que se va, no vuelve  
Sencillamente, yo quiero vivir en tu corazón  
Por los mil años que vienen

Quiero hacerlo todo por alegrar tu vida  
Y en cada abrazo hacer que olvides el dolor

**Que yo soy tu destino, que tú eres mi camino  
No pienses tanto, que tú combinas conmigo**

**Y quiero hacerlo todo por alegrar tu vida  
Y en cada abrazo hacer que olvides el dolor...**

Porque la vida simplemente pasa  
Y todo el tiempo que se va, no vuelve

**renueva tu plan, hoy.**





**TV 30 ss:**

The TV spot showcases a simple yet powerful message through a montage of family moments. We see joyful and touching interactions between different generations — fathers and sons, mothers and daughters, embracing and enjoying each other's company. These images highlight the beauty and importance of family connections. The recurring phrase **"Renueva tu plan"** ties these moments together, suggesting that just as we renew our bonds with family, we should also remember to renew our plans. It's a reminder that life is about moving forward and cherishing our loved ones, with the subtext that renewing our plan is part of maintaining the support system that our families provide.



**Song under:**

Porque la vida simplemente pasa, oh, no  
 Y todo el tiempo que se va, no vuelve  
 Sencillamente, yo quiero vivir en tu corazón  
 Por los mil años que vienen

Que yo soy tu destino, que tú eres mi camino  
 No pienses tanto, que tú combinas conmigo

Porque la vida simplemente pasa  
 Y todo el tiempo que se va, no vuelve

Loc. Beneficiario del Plan Vital,  
 no pongas en riesgo, tus servicios médicos.  
**Renueva tu plan, hoy.**





BENEFICIARIO DEL PLAN VITAL

# Renueva

tu plan.



Verifica tu fecha de renovación.  
 Para continuar con tu plan médico, es requisito actualizar  
 tus datos personales. No pongas en riesgo tus servicios médicos.

Llama, descarga la aplicación o entra al web:  
 787-641-4224 | TTY/TDD: 787-625-6955  
[www.medicaid.pr.gov](http://www.medicaid.pr.gov)

DEPARTAMENTO DE  
**SALUD**



*TERE SUAREZ*







# MEDIA

CAMPAIGN

DEPARTMENT OF  
**HEALTH**





# Recertification

## CAMPAIGN

### Media Strategy and Channels Distributions

Creating a comprehensive media planning strategy for an outreach campaign focused on increasing awareness of a Medicaid health plan recertification process, reaching an estimated 1.6 million beneficiaries, requires a mix of innovative and traditional approaches. To capture the attention of the target audience where they are, go, consume, and engage with their lifestyles, we can utilize a combination of grassroots ideas and traditional media, while seamlessly integrating digital strategies, social media, events, influencers marketing.

#### 1. Wellness, exercise and outdoor events:

- **Outdoor Yoga and Wellness Sessions:** Organize yoga and wellness events at public parks and beaches, partnering with fitness influencers. Promote the recertification process during these events.
- **Dance and renovation: Salsa or Bachata. :** Invite to groove an exhilarating dance outdoor event like no other! This event promises to be a celebration of movement, music, and pure joy, meanwhile promote the recertification process.
- **Beach Pop-Up Clinics:** Set up mobile health clinics at popular beach destinations to offer information on recertification and basic health check-ups. Distribute branded sunscreens, towels, and informative pamphlets.

#### 2. Restaurant Partnerships:

- **Menu Inserts:** Collaborate with local restaurants to include inserts or QR codes in their menus, offering discounts for recertification completion.
- **Chef's Cooking Show:** Host a cooking show featuring a renowned local chef who highlights the importance of maintaining good health through proper nutrition, with a focus on Medicaid recertification.

#### 3. Public Transportation and Traffic Lights:

- **Transit Wrap Advertising:** Advertise on public transportation vehicles with creative wraps or ads to inform passengers about the recertification process.



# Recertification

## CAMPAIGN

- **Interactive Traffic Light Displays:** Use digital screens at traffic lights to display reminders about the recertification process, interspersed with safety messages.
- **Transcita Vehicles ADS -Digital Screens:** Some transit vehicles now incorporate digital screens inside the vehicle for dynamic advertising content, offering more interactive and real-time advertising opportunities.
- **Tren Urbano Interior Advertising:** Inside transit vehicles, there are ad spaces above seats, on handrails, and inside vehicle doors. These ads can be highly targeted and are viewed by passengers during their journey.

#### 4. Local Community Centers and Workshops:

- **Local Workshops:** Conduct informative workshops at community centers on topics like healthcare, insurance, and recertification. Provide practical guidance.
- **Storytelling Events:** Organize community storytelling events where beneficiaries can share their recertification experiences and learn from one another.
- **Supermarkets Collab: Co-Branded Promotions:**

Create co-branded promotions and campaigns that are featured in both the supermarket's marketing materials, shopper, floor graphics and their marketing channels. This could include joint email newsletters, social media posts, and website banners and In-store events.

**5. Influencer Marketing:**-Health and Wellness Influencers: Collaborate with health and wellness influencers who can create content that educates and encourages their followers to complete the recertification process.



# Recertification

## CAMPAIGN

### 6. Digital and Social Media:

- **Interactive Website:** Create a user-friendly website with interactive tools to guide beneficiaries through the recertification process. Offer a chatbot for real-time assistance.

**7. Social Media Contest:** Run contests on social media platforms to incentivize beneficiaries to share their recertification journey, using a specific hashtag.

- **TurnosPR Digital Screens in public offices:** Various governments offices and public services incorporate digital screens inside for dynamic advertising content, offering more interactive and real-time advertising opportunities.

### 8. Traditional Media:

- **TV Commercials:** Air informative and engaging TV commercials featuring real Medicaid beneficiaries who have successfully completed the recertification process.
- **Radio Jingles ads and Interviews:** Utilize catchy radio jingles and interviews with healthcare professionals to discuss the benefits of recertification.
- **Cinema:** At the beginning or during the cinema ad, a QR code is displayed on the big screen. This code can be seamlessly integrated into the ad's narrative.

### 9. Billboards and Newspapers:

- **Billboards:** Place eye-catching billboards in high-traffic areas with concise messages about recertification and contact information.
- **Newspaper Features:** Publish feature ads with a four pages cover in national and regional newspapers about the importance of recertification.

By combining these grassroots, out-of-the-box ideas with traditional media, digital strategies, and influencer marketing, the campaign can effectively raise awareness of the Medicaid health plan recertification process among beneficiaries and encourage their active participation in the program.



# Recertification

CAMPAIGN

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Vicepresidente Senior  
Popular, Inc  
787-765-9898

Carlos Irizarry  
Presidente  
AutoCare Group  
787-226-5001

José Cancela  
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**Gobierno de Puerto Rico**  
**DEPARTAMENTO DE HACIENDA**  
**Área de Rentas Internas**



**Certificación de Deuda**

Fecha: 06 noviembre 2023  
ID de Contribuyente: 10031-45216  
ID de Correspondencia: L0989414592

PUBLICIDAD TERE SUAREZ LLC  
PO BOX 362319  
SAN JUAN PR 00936-2319

Certifico que el contribuyente identificado en la parte superior de este documento no tiene deudas por ningún concepto incluyendo contribución sobre ingresos al día 06 noviembre 2023 en nuestro sistema.

**IMPORTANTE:**

**De estar de acuerdo con esta información:** deberá realizar el pago a través de SURI <https://suri.hacienda.pr.gov> a la mayor brevedad posible para así evitar la acumulación de intereses.

**De no estar de acuerdo con esta información:** deberá presentar su reclamación acompañada de la evidencia correspondiente en cualquiera de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la ubicación de estos centros, puede acceder a [www.hacienda.pr.gov](http://www.hacienda.pr.gov). Sí tiene preguntas relacionadas a este documento, puede comunicarse con nuestro Centro de Llamadas Hacienda Responde al (787) 622-0123.

**Advertencia:** Este documento incluye un detalle de deuda de contribuciones asociadas a su cuenta con balances adeudados, incluyendo intereses, recargos, penalidades, multas y otros, a la fecha de emisión del mismo . Además, esta certificación no incluye deudas pendientes de tasar o en proceso de investigación a la fecha de emisión .


**VALIDACIÓN:**

Para verificar si este Certificado es válido, acceda <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".

**Vigencia:** Este Certificado es válido hasta 30 días después de la fecha de emisión.



### Certificación de Radicación de Planillas

 PUBLICIDAD TERE SUAREZ LLC  
PO BOX 362319  
SAN JUAN PR 00936-2319

Fecha: 06 noviembre 2023  
ID de Contribuyente: 10031-45216  
ID de Correspondencia: L1814774976

Este Comerciante **ha cumplido** con la radicación de sus Planillas Mensuales de Impuesto sobre Ventas y Uso y/o Planilla Mensual de Impuesto sobre Importaciones.

#### ADVERTENCIA:

De no estar de acuerdo con esta información, deberá presentar su reclamación acompañada de la evidencia correspondiente en uno de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la localización de los SAC, puede acceder a [www.hacienda.pr.gov](http://www.hacienda.pr.gov). Si tiene preguntas relacionadas a este documento, puede comunicarse al Centro de Contacto Hacienda Responde al (787) 622-0123.

#### VALIDACIÓN


Para verificar si este Certificado es válido, acceda <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".

**Vigencia: Este Certificado es válido hasta 30 días después de la fecha de emisión.**



**Certificación de Radicación de Planillas**

Fecha: 06 noviembre 2023  
ID de Contribuyente: 10031-45216  
ID de Correspondencia: L0318325952

 PUBLICIDAD TERE SUAREZ LLC  
PO BOX 362319  
SAN JUAN PR 00936-2319

**Contribución sobre Ingresos - Entidad Jurídica**

**Año Contributivo Estatus**

2022	Prórroga sometida
2021	Planilla radicada
2020	Planilla radicada
2019	Planilla radicada
2018	Planilla radicada

**Advertencia:**

De no estar de acuerdo con esta información, deberá presentar su reclamación acompañada de la evidencia correspondiente en uno de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la localización de los SAC, puede acceder a [www.hacienda.pr.gov](http://www.hacienda.pr.gov). Si tiene preguntas relacionadas a este documento, puede comunicarse al Centro de Contacto Hacienda Responde al (787) 622-0123.

**VALIDACIÓN**

Para verificar si este Certificado es válido, acceda a <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".



# Gobierno de Puerto Rico

Administración de Servicios Generales

Registro Único de Proveedores de

Servicios Profesionales

## CERTIFICADO ÚNICO DE PROVEEDORES

### FECHA DE EXPEDICIÓN

28 de abril de 2023

### NÚMERO DE CERTIFICACIÓN

202325312

### FECHA DE VENCIMIENTO

28 de abril de 2024

Nombre del Proveedor: PUBLICIDAD TERE SUAREZ LLC

Número de Proveedor: 27272

Unique Entity ID (SAM.gov): DEX6NWTFVJU4  
SAM inactivo para licitador

Dirección Postal: PO BOX 362319 San Juan, PR 00936

Teléfono: (787) 960-2220

Correo Electrónico: rgrillasca@teresuarez.com

### PERSONAS AUTORIZADAS A FIRMAR

NOMBRE Y APELLIDOS	TÍTULO QUE OSTENTA
TERESA SUAREZ CASTRO	PRESIDENTE

Será responsabilidad de cada Agencia Ejecutiva, Corporación Pública o Municipio validar la elegibilidad del proveedor antes de otorgar cualquier contrato. Así como el de garantizar que el proveedor pueda ofrecer los servicios profesionales conforme a las normas que lo regulan.

**ADVERTENCIA:** Cualquier alteración anula este certificado y podría ser sancionado criminalmente conforme a las disposiciones aplicables del Código Penal de Puerto Rico.



Validación: <https://validacion.pr.gov/>, debe usar el número de certificado como código de validación

RV.20220729





# Gobierno de Puerto Rico

Administración de Servicios Generales

Registro Único de Licitadores

## CERTIFICADO DE ELEGIBILIDAD

### FECHA DE EXPEDICIÓN

28 de abril de 2023

### NÚMERO DE CERTIFICACIÓN

202325358

### FECHA DE VENCIMIENTO

28 de abril de 2024

Nombre del Licitador: PUBLICIDAD TERE SUAREZ LLC

Numero de Licitador: 27272

Unique Entity ID (SAM.gov): DEX6NWTFFVJU4

Dirección Postal: PO BOX 362319 San Juan, PR 00936

Teléfono: (787) 960-2220

Correo Electrónico: rgrillasca@teresuarez.com

### PERSONAS AUTORIZADAS A FIRMAR

NOMBRE Y APELLIDOS	TÍTULO QUE OSTENTA
TERESA SUAREZ CASTRO	PRESIDENTE

Será responsabilidad de cada Agencia Ejecutiva, Corporación Pública o Municipio validar la elegibilidad del licitador antes de adjudicar cualquier procedimiento de adquisición, órdenes de compra u otorgar contratos. Así como el de garantizar que el licitador puede proveer los bienes y servicios no profesionales conforme las normas que lo regulan.

**ADVERTENCIA:** Cualquier alteración anula este certificado y podría ser sancionado criminalmente conforme a las disposiciones aplicables del Código Penal de Puerto Rico



Validación: <https://validacion.pr.gov/>, debe usar el número de certificado como código de validación

RV.20220729



## CERTIFICATE OF GOOD STANDING

I, **Omar J. Marrero Díaz**, **Secretary of State** of the Government of Puerto Rico,

**CERTIFY:** That, pursuant to Puerto Rico's General Law of Corporations, **PUBLICIDAD TERE SUÁREZ, LLC**, register number **3701**, a **for profit domestic** Limited Liability Company organized under the laws of Puerto Rico on **December 16, 2011**, has complied with the payment of its Annual Fees.



**IN WITNESS WHEREOF**, the undersigned by virtue of the authority vested by law, hereby issues this certificate and affixes the Great Seal of the Government of Puerto Rico, in the City of San Juan, Puerto Rico, today, **December 16, 2022**.

**Omar J. Marrero Díaz**  
Secretary of State

To validate this certificate go to: <https://estado.pr.gov/>

This certificate is valid for one (1) year from issue date (Regulation 8688, Art. 26). However, it is subject to faithful compliance with the provisions of Chapter XV and Chapter XXI of Act 164-2009, as applicable.

Certificate Validation Number: **504325-88849982**

## CERTIFICADO DE REGISTRO DE COMERCIANTE

**Nombre Localidad:**

**PUBLICIDAD TERE SUAREZ**  
AVE. HOSTOS  
#466  
SAN JUAN PR 00918

**Nombre Legal:**

**PUBLICIDAD TERE SUAREZ LLC**  
URB EL VEDADO 466 AVE HOSTOS  
SAN JUAN PR 00918-3015

# 0101536-0010

### Agente retenedor

**Fecha de Emisión:**

01-jul-2023

**Fecha de Expiración:**

30-jun-2025

**Tipo de Certificado:** Comerciante

**Código NAICS:**

54181

**Actividad Comercial:**

Agencias de Publicidad

Certifico que este comerciante está inscrito en el Registro de Comerciantes del Departamento de Hacienda.



**Secretaria Auxiliar  
Área de Rentas Internas**

Este certificado no es transferible y el mismo deberá exhibirse en todo momento en un lugar visible al público en la localidad indicada. Para verificar si este certificado es válido, acceda a <https://suri.hacienda.pr.gov> y presione el enlace "Valide certificados y licencias".



**L0509814592**



## CERTIFICADO DE EXISTENCIA

Yo, **Omar J. Marrero Díaz**, **Secretario de Estado** del Gobierno de Puerto Rico,

**CERTIFICO:** Que, de acuerdo con nuestros archivos, "**PUBLICIDAD TERE SUÁREZ, LLC**" con número de registro **3701**, es una **compañía de responsabilidad limitada doméstica con fines de lucro** organizada el **16 de diciembre de 2011**.

*Esta certificación no implica que esta corporación haya cumplido con el requisito de radicar informes anuales conforme a la Ley General de Corporaciones, según enmendada. Si usted interesa saber si esta corporación ha rendido informes anuales, deberá solicitar una Certificación de Cumplimiento ("Good Standing").*



**EN TESTIMONIO DE LO CUAL**, firmo el presente y hago estampar en él el Gran Sello del Gobierno de Puerto Rico, en la ciudad de San Juan, Puerto Rico, hoy, **27 de junio de 2023**.

**Omar J. Marrero Díaz**  
Secretario de Estado

Para validar este certificado acceda a:

<https://estado.pr.gov/>

Este certificado podrá ser validado un número ilimitado de veces antes de la fecha de expiración 26-jun.-2024.

Número de Validación del Certificado: **565358-98361536**



## CERTIFICATION CONFLICT OF INTEREST

Publicidad Tere Suárez LLC by this means certify that during the period of this contract or any extensions to it not knowingly employ any professional personnel who are also in the employ of the Commonwealth and providing services involving this contract or services similar in nature to the scope of this contract to the Commonwealth. Furthermore, we certify that during the period of this contract or any extensions to it not knowingly employ any Commonwealth employee who has participated in the making of this contract until at least two years after his/her termination of employment with the State.

A handwritten signature in blue ink, appearing to be "Tere Suárez", written in a cursive style.

By: Tere Suárez  
President  
Publicidad Tere Suárez LLC