



**Puerto Rico Department of Health  
Recertification Publicity Campaign  
Request for Proposal (RFP)**

**11/06/2023**

2023-PRMP-RPC-008

Puerto Rico Department of Health  
Medicaid Program, ATTN: Elizabeth Otero-Martínez  
268 Luis Muñoz Rivera Ave.  
World Plaza – 12th Floor (Suite 12)  
San Juan, Puerto Rico 00918

SUP3RNOVA, LLC - Registration number 381634, is a For-Profit Domestic Limited Liability  
Company organized under the laws of Puerto Rico today

Proposal prepared by  
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# Gobierno de Puerto Rico

Administración de Servicios Generales

Registro Único de Proveedores de

Servicios Profesionales

## CERTIFICADO ÚNICO DE PROVEEDORES

FECHA DE EXPEDICIÓN

23 de octubre de 2023

NÚMERO DE CERTIFICACIÓN

202335931

FECHA DE VENCIMIENTO

23 de octubre de 2024

Nombre del Proveedor: SUP3RNOVA, LLC

Número de Proveedor: 48612

Unique Entity ID (SAM.gov): SLF5F2RGL9W3

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### PERSONAS AUTORIZADAS A FIRMAR

NOMBRE Y APELLIDOS	TÍTULO QUE OSTENTA
Jualfredo Perez Encarnacion	CEO

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.



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manifesto.

As the leader of **SUP3RNOVA**, a creative think tank dedicated to innovative communication and results, I am reaching out to present a visionary approach to amplify awareness of Medicaid's crucial recertification process.

In a world inundated with information, the critical message of recertification must be heard loud and clear by Puerto Rico's seniors. Our objective is to elevate this message through strategic communication that not only informs but also inspires action. We understand the importance of this process in safeguarding uninterrupted access to healthcare services for those who need it most.

**SUP3RNOVA** proposes a multifaceted campaign tailored to resonate with the senior community and their families. We will integrate our expertise in digital storytelling with grassroots engagement to ensure every senior is aware and empowered to navigate the recertification process with ease.

Our tools range from **traditional media to innovative digital platforms**, all orchestrated to foster an environment of support and clarity around Medicaid's offerings.

We seek to collaborate with you to ensure that the path to recertification is not just a requirement, but a reaffirmation of our collective commitment to the health and well-being of every senior citizen. Let's join forces to illuminate this process, making it as seamless as possible.

Enclosed is a blueprint of our targeted awareness strategy. We are keen to schedule a meeting to further discuss the execution of a campaign that will resonate with the hearts and minds of our elderly population, ensuring they continue to receive the care they deserve.

We look forward to the opportunity to partner with Medicaid/PRDH to turn awareness into action.

Best Regards,



Juafrédo Pérez

CEO / Founder

**SUP3RNOVA**

## about us.

**SUP3RNOVA** stands as a beacon of innovation and excellence in the realm of marketing and publicity. Our journey began over a decade ago, with a vision to craft campaigns that do more than just reach audiences—they create enduring connections and drive meaningful actions. This vision has propelled us onto the global stage, where we've had the privilege of collaborating with illustrious international brands such as L'Oréal, Porsche, and Absolut.

Our work with these titans of industry has honed our expertise in navigating the nuances of diverse markets and has ingrained in us the importance of adaptability and cultural relevance. At **SUP3RNOVA**, we understand that each brand has a unique story to tell and a unique audience to engage. This understanding is at the core of our bespoke campaign strategies, which are meticulously tailored to reflect the values and aspirations of the brands we represent.

Our broad experience with these high-profile clients makes us the perfect fit for the Medicaid Recertification Publicity Campaign. We are poised to bring our world-class strategic thinking, our depth of creative expertise, and our proven track record of delivering results to ensure that the citizens of Puerto Rico are not just aware of the Medicaid recertification process but are empowered to navigate it with ease.

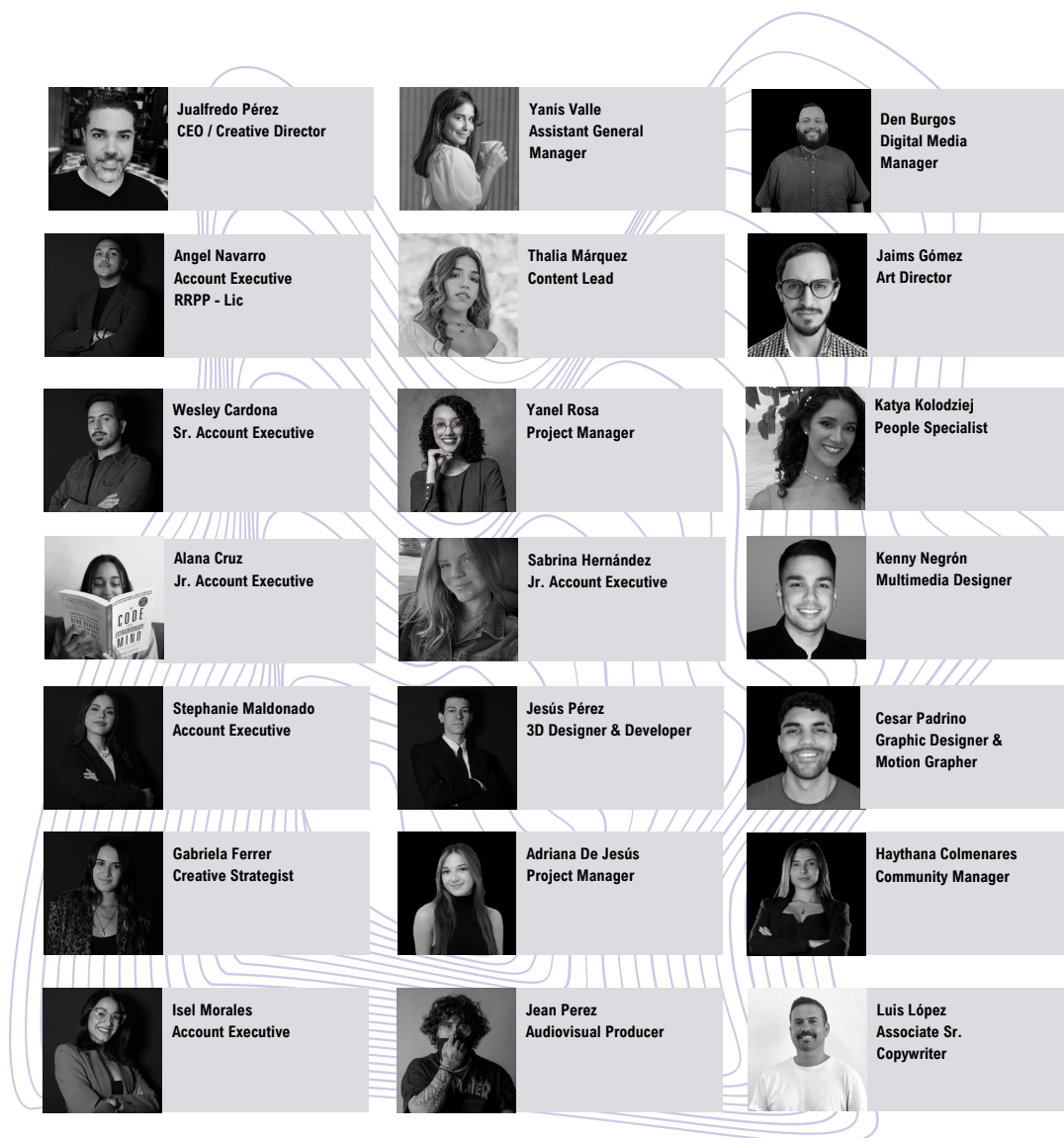
**We're a think tank  
of creators  
obsessed with  
human+brand  
engagement**

A multicultural **full-service agency** with a media company approach. We amplify your **brand's voice** in today's marketing jungle by hacking culture, engaging audiences with hand-crafted experiences, and applying real-time data analytics into the formula. We do Social Media, Video, Influencers, Paid Media, Business Intelligence, Experiential, and many other tricks. We speak español and hablamos English too.



# people.

We are a blend of seasoned professionals from various sectors including creative, marketing, technology, and project management. With 30+ employees our structure is designed to leverage tools and processes to handle large bandwidth with attention to detail. This multidisciplinary approach allows us to view challenges from multiple perspectives, ensuring comprehensive and creative solutions. Each team member brings their unique skill set, expansive knowledge, and unwavering dedication to every project we undertake. United in purpose and vision, we are committed to driving success and making a meaningful impact in all our endeavors.



# structure.

At **SUP3RNOVA**, our organizational structure is strategically designed to handle high-volume, high-impact campaigns, ensuring efficiency and excellence across all facets of our operations. Below is a snapshot of our robust structure:

## **Executive Leadership Team:**

Led by Juaifredo Pérez, with over 18 years of experience in Marketing and Advertising, this is the guiding force behind SUP3RNOVA, with an executive team comprised of industry veterans with a wealth of experience in managing large-scale campaigns and steering the agency toward pioneering strategies and innovative solutions.

## **Account Management Division:**

Our Account Management team serves as the primary point of contact for our clients, ensuring seamless communication and project alignment with client goals. The division is adept at managing accounts with a volume of 5M or more, delivering meticulous attention to detail and proactive service.

## **Strategic Planning Department:**

This department is the brain trust of SUP3RNOVA, responsible for market research, consumer insights, and the development of strategic plans that drive campaign effectiveness and ROI.

## **Creative and Design Division:**

Home to our award-winning creatives, this division brings together copywriters, graphic designers, and multimedia artists who are experts in crafting compelling narratives and visual experiences across a variety of platforms.

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

Specializing in digital presence and engagement, this team is proficient in SEO, SEM, content marketing, and social media strategy, ensuring our clients' digital footprint is expansive and impactful.

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

With a deep understanding of both traditional and new media landscapes, this division is skilled in planning and executing media buys that maximize exposure and align with campaign goals and budgets.

# structure.

**Public Relations and Communications Department:**

Our PR team excels in creating and maintaining a positive public image for our clients, crafting messaging that resonates, and building relationships with key media outlets.

**Production and Event Coordination Division:**

This division oversees all aspects of production and event management, ensuring that every touchpoint with the audience is engaging, professionally executed, and aligned with the overarching campaign strategy.

**Technology and Innovation Department:**

Staying ahead of the curve, this department is dedicated to leveraging the latest technologies to enhance campaign delivery and effectiveness, from advanced analytics to cutting-edge platform development.

**Compliance and Legal Division:**

Ensuring that all campaigns adhere to industry regulations and legal requirements, this division is critical in navigating the complexities of healthcare marketing.

**Quality Assurance and Performance Analysis Department:**

This team is charged with monitoring campaign performance, analyzing KPIs, and implementing continuous improvement strategies to ensure that campaign objectives are met and exceeded.

**Finance and Budgeting Division:**

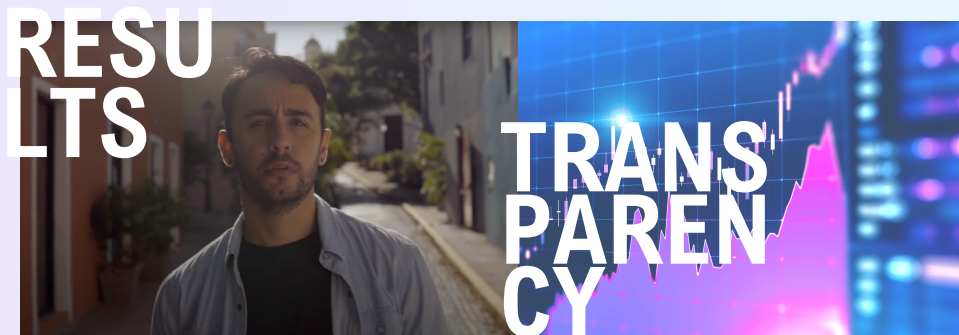
Responsible for the financial stewardship of the agency, this division manages budgets with precision and accountability, ensuring the optimal allocation of resources for campaign success.

With this structured approach, SUP3RNOVA is uniquely equipped to manage and execute campaigns of a 3M volume, delivering not just results, but excellence in every aspect of our engagement with the Medicaid/PRDH campaign.



We infuse your projects with curiosity, ensuring your brand stays not just relevant but revolutionary.

We nurture brands, providing them with the tools and strategies to expand, reach new markets, and flourish.



Beyond buzzwords and hype, we are steadfast in our dedication to delivering concrete results. Your objectives mold our strategies, ensuring each step taken is a stride towards your goals.

We ensure clear, open communication, laying all cards on the table. Your trust is paramount, and we honor it by providing insights, updates, and feedback, keeping you informed and empowered at every juncture.



# what we do.

At **SUP3RNOVA**, you can witness the transformation of ideas into powerful narratives, resonating profoundly within the marketplace. Experience seamless digital and analog landscapes where every pixel and every emotion is fueled by your vision, sparking authentic connections and engagement. Immerse in meticulously crafted campaigns that echo your brand's essence, resonating across dimensions of time and space. Dive into insights that set paths to uncharted territories of growth and loyalty. With SUP3RNOVA, envision more, and achieve more. Your brand, reborn, reignites a world of possibilities, ensuring not just visibility, but a lasting legacy. Welcome to where the extraordinary happens.

## *services.*



Content Marketing &  
Public Relations



360° Campaigns



Strategy & BI



Coding



Programmatic



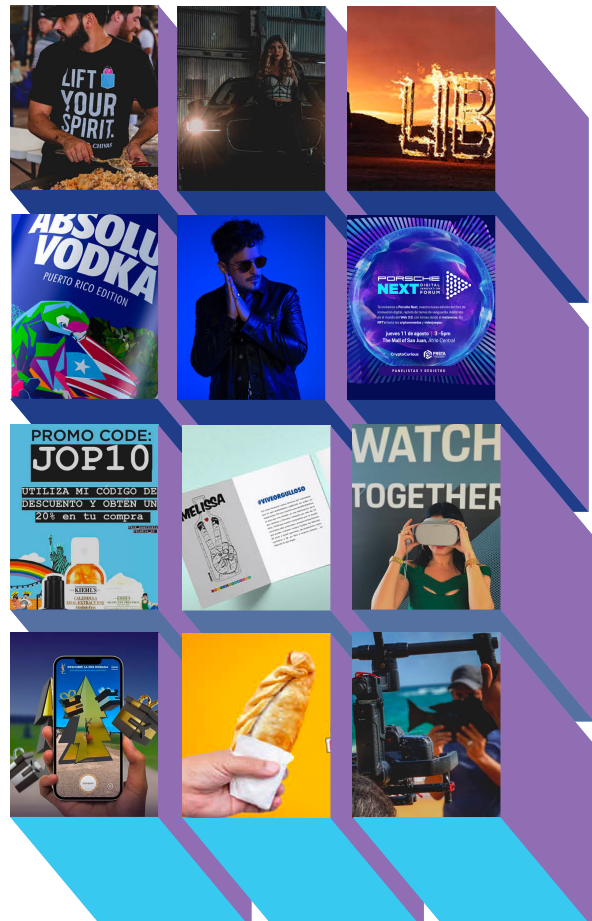
Branding



Analytics



Experiential



# brand canvas.

At **SUP3RNOVA**, we stand proud reflecting on the wide scope of collaborations that have colored our journey. The privilege of working with diverse and powerful brands has been a powerhouse of learning, innovation, and mutual growth. Each project is a new chapter in our ongoing narrative of crafting impactful and resonant stories. The confidence and partnership of each brand fuel our pursuit for excellence, pushing the boundaries of creativity and strategy, and solidifying our commitment to deliver remarkable results. Here's to the brands that make us who we are – together, we shine brighter.



+ 20 SHORTLISTS

## AWARDS & RECOGNITIONS IN THE PAST 24 MONTHS:

GOLD - BEST 360 CAMPAIGN - ABSOLUT - SME DIGITAL AWARDS  
GOLD - PEOPLE'S CHOICE AWARD - ABSOLUT - SME DIGITAL AWARDS  
GOLD- BEST CONSUMER PROMOTION - L'ORÉAL CARIBE - SMS PREMIOS A LA EXCELENCIA EN MERCADEO  
SILVER- EXPERIENTIAL MARKETING - L'ORÉAL CARIBE - SMS PREMIOS A LA EXCELENCIA EN MERCADEO  
SILVER- BEST VIDEO EXECUTION - L'ORÉAL CARIBE - SMS PREMIOS A LA EXCELENCIA EN MERCADEO  
SILVER- BEST MULTICHANNEL MARKETING - ABSOLUT - SMS PREMIOS A LA EXCELENCIA EN MERCADEO  
BRONZE- BEST CONSUMER PROMOTION - L'ORÉAL CARIBE - SMS PREMIOS A LA EXCELENCIA EN MERCADEO  
BRONZE- MARKETING PUBLIC RELATIONS - ABSOLUT - SMS PREMIOS A LA EXCELENCIA EN MERCADEO

# recent work.



*We were chosen to design the first Absolut Vodka bottle for the Puerto Rico market along with a full 360° campaign for its launch.*

Check out the case study video here:

[LINK](#)

**Awards:**

Gold - Best 360° Campaign *SME Digital Awards 2021*

Gold - People's Choice Award *SME Digital Awards 2021*

Shortlist - Best Multichannel Campaign  
*SME Premios a la Excelencia en Mercadeo 2021*

Shortlist - Best Digital Marketing  
Campaign *SME Premios a la Excelencia en Mercadeo 2021*



*We commissioned the Macro Influencer Alexandra Fuentes (750k followers +) to be the face of our women's fragrance campaign for L'Oréal on Mother's Day 2023.*

*She was the champion of all daughters and sons who wished to send a very particular and hyper-personalized video to their mothers in real-time. Over 1,600 videos were generated instantaneously.*

Check out the case study here: [LINK](#)

**Awards:**

Shortlist - Best Digital Marketing  
Campaign *SME Premios a la Excelencia en Mercadeo 2023*

Silver - Best Video Execution *SME Digital Awards 2023*



*2022 Father's Day campaign for L'Oréal Men's Fragrances, we commissioned the international pop star Tommy Torres and created a full 360° campaign that concluded with a one-of-a-kind private concert.*

Check out the concert recap video here: [LINK](#)

Check out the TV Spot here: [LINK](#)

**Awards:**

Shortlist - Best Multichannel Campaign  
*SME Premios a la Excelencia en Mercadeo 2022.*

Shortlist - Best Consumer Promotion  
Campaign *SME Premios a la Excelencia en Mercadeo 2022.*

## CLIENT REFERENCE CONTACTS

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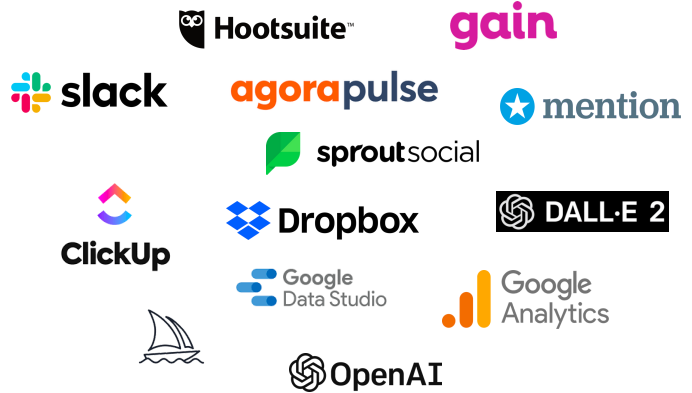
# tools & certifications.

At SUP3RNOVA, we harness a suite of advanced tools and hold esteemed certifications that empower us to deliver unparalleled services:

## Tools:

- Analytics and Data Visualization: Google Analytics, Tableau, and Adobe Analytics provide us with deep insights into campaign performance and audience behavior.
- Project Management: Clickup to ensure streamlined workflow and efficient task management.
- Customer Relationship Management (CRM): Salesforce and HubSpot for maintaining and analyzing customer interactions and data.
- Content Management Systems (CMS): WordPress for agile website content management and optimization.
- Social Media Management: Hootsuite and Buffer for scheduling, monitoring, and analyzing social media content.
- Email Marketing: Mailchimp and Constant Contact for targeted email campaign management and tracking.
- Design and Development: Adobe Creative Suite and Sketch for creating visually compelling digital assets.
- SEO and SEM Tools: SEMrush and Moz for enhancing our search engine marketing and optimization efforts.

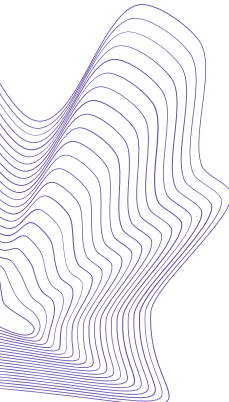
*Some of our current tech stack:*



## Certifications and Credentials:

- Google Partner: Certified expertise in Google Ads and Google Marketing Platform.
- Facebook Blueprint Certified: Mastery in Facebook advertising and page management.
- HubSpot Inbound Marketing Certified: Proficiency in attracting and engaging customers through marketing methodologies.
- Adobe Certified Expert (ACE): Professional accreditation for advanced skills in Adobe products.
- Project Management Professional (PMP): Certified project managers with a focus on delivering results on time and within budget.
- Artificial Intelligence Product Design MIT (In Progress)

# our framework.



SPARK is a proprietary suite of tools and methodologies that synergize data analytics, creative ideation, and strategic planning to ignite campaign performance. This unique framework has been honed through our extensive work with international powerhouses like L'Oreal, Porsche, and Absolut, enabling us to craft bespoke strategies that resonate with diverse audiences and drive substantial market engagement. The SPARK framework is instrumental in our ability to not only meet but exceed client expectations, providing a competitive edge in the dynamic world of healthcare communication and marketing.

**S**

## SYNCHRONIZE

Gather data, Insights, objectives, and synchronise the team.

**P**

## PROLIFERATE

From an educated stand point, produce as many ideas as possible.

**A**

## ASSESS

Curate ideas and establish internal evaluation criteria.

**R**

## REFINE

Align ideas with executions, tactics and objectives.

**K**

## KINDLE

Evolve ideas into deeper phases and explore amplification scenarios.

**I D E A S**

Ignite

Diversify

Expand

Absurdity

Shuffle

**vision.**



Our campaign envisions a future where every senior in Puerto Rico has seamless access to the healthcare they need, ensuring that age is not a barrier to wellness. We aim to cultivate a culture of proactive health management, where the recertification process is as natural and routine as the pursuit of a healthy, vibrant lifestyle. By simplifying and demystifying the recertification process, we seek to empower seniors to take charge of their health, ensuring they continue to live their lives with the dignity, care, and quality they deserve.

## **the task.**

**Effectively communicate the process, urgency, and importance of the recertification process for the Puerto Rico Medicaid audience.**



# analysis.

## P A I N S

- Complexity and confusion surrounding the recertification process for Medicaid.
- Fear of losing essential health benefits due to non-compliance or missed deadlines.
- Technological barriers prevent easy access to information and submission processes.
- Potential health risks due to lapses in coverage affecting timely medical care.

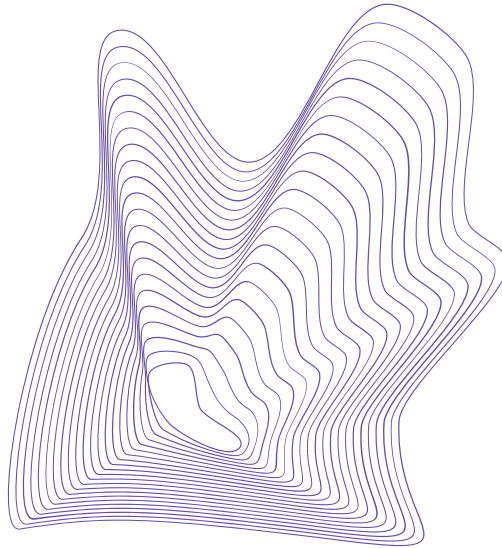
## G A I N S

- Streamlined and user-friendly recertification process improving compliance.
- Peace of mind for seniors knowing their health coverage is secure.
- Enhanced community support and resources to assist with recertification.
- Greater health outcomes and quality of life for the elderly population.

## O P P O R T U N I T I E S

- Leveraging digital platforms to simplify and expedite the recertification process, making it more accessible to a broader audience.
- Partnering with local communities and organizations to provide hands-on assistance and increase awareness.
- Implementing educational campaigns to inform beneficiaries about the importance and benefits of timely recertification.
- Utilizing data analytics to identify and reach out to individuals at risk of losing coverage.
- Offering multilingual support to cater to the diverse linguistic needs of the beneficiary population.

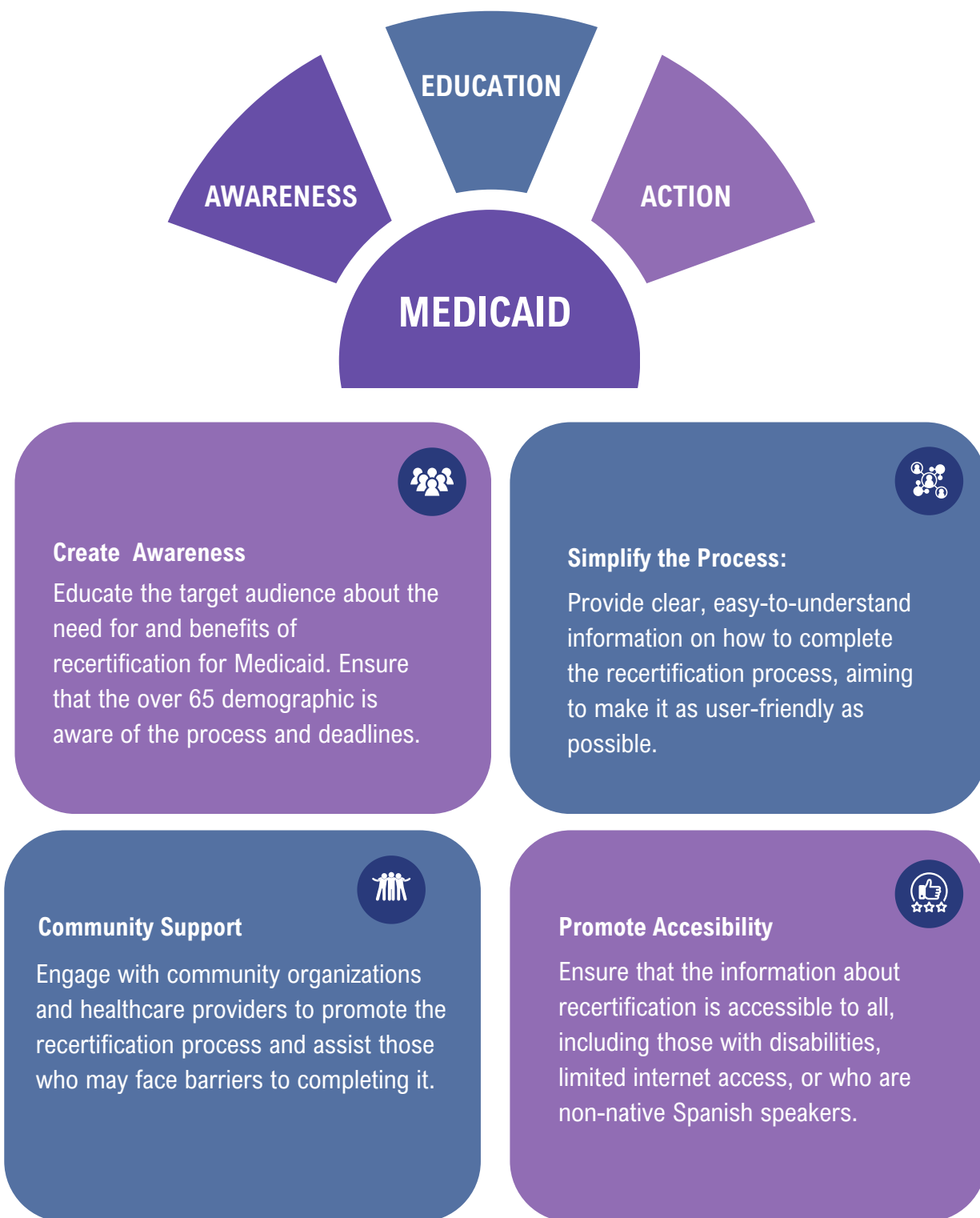




- **Population Demographics:** Puerto Rico has a higher proportion of senior citizens compared to many U.S. states, with over 20% of its population aged 65 and over. This demographic is a critical audience for Medicaid services. (Source: U.S. Census Bureau)
- **Medicaid Enrollment:** Approximately 1.6 million people in Puerto Rico were enrolled in Medicaid, accounting for almost 50% of the island's population. (Source: Center on Budget and Policy Priorities)
- **Internet Penetration:** Internet usage in Puerto Rico has been steadily increasing, with over 80% of households having Internet access, which provides an opportunity for digital campaigns. (Source: Internet World Stats)
- **Mobile Device Usage:** There is a high penetration of mobile devices among Puerto Ricans, with most adults owning a smartphone. This suggests that mobile-based outreach could be effective. (Source: Pew Research Center)
- **Healthcare Access:** Post-Hurricane Maria studies indicated significant disruptions in healthcare access, highlighting the need for improved healthcare communication and services. (Source: Health Affairs)
- **Economic Factors:** The economic strain on Puerto Rico's healthcare system, exacerbated by the debt crisis and natural disasters, has led to an increased reliance on Medicaid. (Source: Kaiser Family Foundation)
- **Policy Changes:** Changes in federal and local policies can affect Medicaid eligibility and enrollment, which necessitates ongoing public information campaigns. (Source: Commonwealth Fund)
- **Cultural Factors:** Cultural sensitivities and language preferences play a crucial role in communication strategies in Puerto Rico, with a preference for campaigns in Spanish. (Source: Journal of Health Communication)



**objectives.**



# audience.



## **"Empowering the golden years with informed health choices."**

The primary audience for our Medicaid recertification campaign is Puerto Rican residents aged 65 and above, who are due for their Medicaid renewal. This demographic predominantly encompasses lower to middle-income seniors who rely on Medicaid for their healthcare needs. They exhibit varied levels of literacy and might have limited proficiency with digital tools, necessitating diverse approaches to outreach. Their behavior is characterized by a high valuation of health and continuity of medical care, possibly accompanied by anxiety over bureaucratic processes. Psychographically, they place a premium on health and community well-being, viewing healthcare as a shared family concern rather than an individual one. Many in our audience may face accessibility challenges, such as disabilities or mobility restrictions, which must be considered in our campaign design to ensure inclusivity. Their use of technology ranges widely, with some individuals expressing a preference for traditional recertification methods. This audience seeks clarity and reassurance, necessitating messaging that is both clear and empathetic, empowering them to maintain their health benefits without hassle or confusion.

# ¡RENUEVA TU SALUD, RENUEVA TU VIDA!

The slogan "**Renueva tu Salud, Renueva tu Vida**" captures our mission with a resonant and clear message. Health is the foundation upon which the quality of our lives is built; it is the core of a full and active existence. This tagline not only invites Medicaid beneficiaries to actively engage in the recertification process but also underscores the positive transformation that such an action can trigger.

By renewing their eligibility, beneficiaries are not just maintaining a service; they are affirming their commitment to their well-being, ensuring they continue to have access to the care and support that enrich their daily lives and empower their future. It's a reaffirmation that with health comes renewed life, opening doors to continued opportunities, happiness, and the ability to make lasting contributions to their families and communities.

Reference to Recertification

health Reference

**¡RENUUEVA TU SALUD,  
RENUUEVA TU VIDA!**

Magnitude of impact

The slogan "**Renueva tu Salud, Renueva tu Vida**" captures our mission with a resonant and clear message. Health is the foundation upon which the quality of our lives is built; it is the core of a full and active existence. This tagline not only invites Medicaid beneficiaries to actively engage in the recertification process but also underscores the positive transformation that such an action can trigger. By renewing their eligibility, beneficiaries are not just maintaining a service; they are affirming their commitment to their well-being, ensuring they continue to have access to the care and support that enrich their daily lives and empower their future. It's a reaffirmation that with health comes renewed life, opening doors to continued opportunities, happiness, and the ability to make lasting contributions to their families and communities.

## key visuals.



**¡RENUEVA  
TU SALUD,  
RENUEVA  
TU VIDA!**

¡NO DEJES QUE EL TIEMPO DECIDA POR  
TI! CADA DÍA CUENTA Y TU ACCESO A LOS  
BENEFICIOS DE MEDICAID ES ESENCIAL  
PARA TU SALUD Y BIENESTAR. NO ESPERES  
AL ÚLTIMO MOMENTO PARA RECERTIFICAR  
TU COBERTURA. ¡ACTÚA AHORA!

Para más información:  
**787-641-4224**  
**[www.medicaid.pr.gov](http://www.medicaid.pr.gov)**  
O visita tu oficina de Medicaid local

DEPARTAMENTO DE  
**SALUD**



### Color Palette:

- Purple: #800080 (Life/Health)
- Cyan #00FFFF (Calm and Trust)
- White: #FFFFFF (Clarity)

### Imagery:

- 65+ Seniors enjoying life in everyday scenery.

### Typography:

- Primary Font: Azura (Readability and Modern Appeal)
- Secondary Font: Lato (Headings and Emphasis)



## key visuals.



### Color Palette:

- Purple: #800080 (Life/Health)
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- 65+ Seniors enjoying life in everyday scenery.

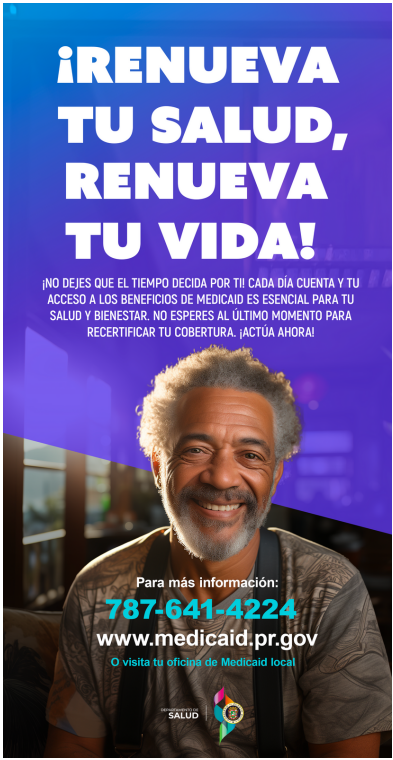
### Typography:

- Primary Font: Azura (Readability and Modern Appeal)
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key visuals.



PROGRAMMATIC





# amplification.



- **Community Outreach Programs:** Collaborate with local community centers, churches, and senior clubs to reach out directly to the elderly, providing assistance and raising awareness about the importance of Medicaid recertification.
- **Informational Direct Mailing:** Send out easy-to-read brochures and reminder postcards to seniors' homes, emphasizing the recertification deadline and the steps required to complete it.
- **Partnerships with Healthcare Providers:** Work with doctors' offices and clinics to distribute materials and set up informational kiosks where seniors can learn more and even complete their recertification on-site.
- **Mobile Assistance Units:** Deploy mobile units staffed with knowledgeable personnel to visit senior communities, providing on-the-spot recertification help and answering any questions about Medicaid benefits.
- **Volunteer Ambassador Program:** Train volunteers to become Medicaid recertification ambassadors who can assist their peers and neighbors in understanding and completing the recertification process.



## Radio Spot 1: Awareness

**Title:** "Renueva Tu Salud - Comienza Aquí"

**SFX:** Sounds of a serene sunrise.

**Narrator:** "Con cada amanecer, surge una oportunidad para renovar tu salud y tu vida. Es el momento de recertificar tu Medicaid."

**SFX:** Click sound and an upbeat melody.

**Female Voice:** "Renové mi Medicaid fácilmente y sin complicaciones. ¡Tú también puedes hacerlo!"

**Narrator:** "Visita [www.meicaid.pr.gov](http://www.meicaid.pr.gov) o llama al 787-641-4224 para obtener más información. Estamos aquí para guiarte en cada paso."

**SFX:** Background sound of a happy conversation.

**Narrator:** "Renueva tu salud, renueva tu vida."

**SFX:** Closure with the upbeat melody.

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## Radio Spot 2: Testimonials

**Title:** "Historias de Éxito - Renueva Tu Salud"

**SFX:** Inspiring background music.

**Narrator:** "Cada persona que recertifica su Medicaid escribe una historia de éxito. Escucha las experiencias de quienes ya lo han hecho."

**Male Voice 1 (Elderly):** "Gracias a Medicaid, continúo mi tratamiento sin preocupaciones."

**Female Voice 2 (Middle-Aged):** "Renové mi Medicaid y sigo disfrutando de la vida con serenidad."

**Narrator:** "No lo dejes para después. Renueva hoy y vive con tranquilidad. Estamos aquí para ayudarte."

**SFX:** Laughter and joyful chatter in the background.

**Narrator:** "Renueva tu salud, renueva tu vida."

---

## Radio Spot 3: Call to Action

**Title:** "Actúa Ahora - Medicaid te Espera"

**SFX:** Notification sound.

**Young Voice:** "Abuelo, te llegó un recordatorio para la recertificación de Medicaid."

**Elderly Voice:** "Ah, sí. Puedo hacerlo fácilmente desde casa."

**Narrator:** "No dejes para mañana la salud de tu futuro. Renovar tu Medicaid es seguro y sencillo."

**SFX:** Keyboard typing and a confirmation chime.

**Narrator:** "Visita [www.meicaid.pr.gov](http://www.meicaid.pr.gov) o llama al 787-641-4224. Tu salud no puede esperar."

**Elderly Voice:** "Listo, ya renové. ¡Fue muy sencillo!"

**Narrator:** "Renueva tu salud, renueva tu vida. Tu bienestar es nuestra prioridad."

**SFX:** Upbeat and positive music to close.



tv.

La pantalla muestra un amanecer resplandeciente, simbolizando un nuevo día.  
Narrador: (Voz en off) Cada amanecer ofrece la promesa de un día lleno de vida y salud.

(escena 1: El amanecer simboliza un nuevo comienzo.)

Corte a un grupo de adultos mayores activos en el parque.

Narrador: *Mantener tu bienestar depende también de renovar tu cobertura médica.*

(escena 2: Adultos mayores realizando ejercicios en el parque, simbolizando actividad y bienestar.)

Transición a una señora mayor frente a una computadora, con una joven a su lado asistiéndola.

Narrador: *"Renueva tu Salud, Renueva tu Vida" está aquí para apoyarte en cada paso.*

(escena 3: Señora mayor recibiendo ayuda de una joven con la computadora.)

Transición rápida a un señor mayor mostrando con orgullo una planta que ha crecido y florecido.

Narrador: *Así como cuidas tu jardín, cuida de tu salud renovando tu cobertura Medicaid.*

(escena 4: Señor mayor cuidando su jardín.)

La cámara se centra en el rostro de personas mayores, cada uno con una expresión de serenidad y satisfacción.

(escena 5: Adulto mayor sonriendo, serenidad.)

(escena 6: Grupo de amigos riendo juntos.)

Narrador: *No dejes para mañana lo que puedes renovar hoy. Llama al 787-641-4224.*

**La pantalla cambia a un mensaje inspirador con el número en letras grandes.**

(escena 7: Mensaje de llamado a la acción con el número resaltado.)

Narrador: *Renueva tu compromiso con tu salud.*

**Cierre con el logo de la campaña y el número nuevamente en pantalla.**

(escena 8: El logo de la campaña con el número de teléfono e invitación a renovar.)

Narrador: *Llama ya, al 787-641-4224 y renueva tu vida.*

# media mix.

The Media Mix is based on various strategic considerations, taking into account the target audience, media consumption habits, the objectives of the campaign, and the need for a holistic approach to reach and engage the audience across multiple touchpoints. Here's a breakdown of the rationale for each media channel:

## TV (30%)



- **Reach:** Television offers a broad reach, crucial for public health campaigns aiming to impact a wide demographic.
- **Trust:** TV is a trusted source of information for many, making it a suitable medium for health-related messaging.
- **Visual Impact:** The ability to utilize visuals, sound, and motion creates an emotive and memorable message prompting action.

## Digital (including Social Media) (45%)



- **Targeting:** Digital platforms allow for precise targeting based on interests, behavior, and demographics, reaching specific segments of the population most in need of health renewal messages.
- **Engagement:** Social media, in particular, fosters two-way communication, which can increase engagement and encourage community building around the campaign's goals.
- **Analytics:** Digital channels provide real-time analytics, allowing for swift adjustments and optimization of the campaign.
- **Cost-Efficiency:** Compared to traditional media, digital offers cost-effective solutions with potentially high ROI.

## Radio (10%)



- **Accessibility:** Radio is an accessible medium for people who may be on the move or not as easily reached through visual media (e.g., during driving, in rural areas with limited internet access).
- **Local Reach:** Tailoring radio messages to local or regional audiences can address specific health concerns pertinent to those communities.

# media mix.

## Print (5%)



- **Credibility:** Print media is often considered a credible source and can reach an audience that prefers traditional forms of news consumption.
- **Detailed Content:** Allows for more in-depth information sharing, which can be vital for conveying health messages that require more explanation.

## Out-Of-Home (5%)



- **Visibility:** Billboards, transit ads, and posters have high visibility in public places, reinforcing the campaign's message.
- **Complementary:** Supports other media by keeping the campaign message top-of-mind when individuals are not using other media.

## Influencer Collaborations (5%)



- **Relevance:** Influencers can make health messages more relatable to their followers, particularly in younger demographics.
- **Trust:** People often trust influencers they follow, which could lead to higher engagement with the campaign's activities and messages.

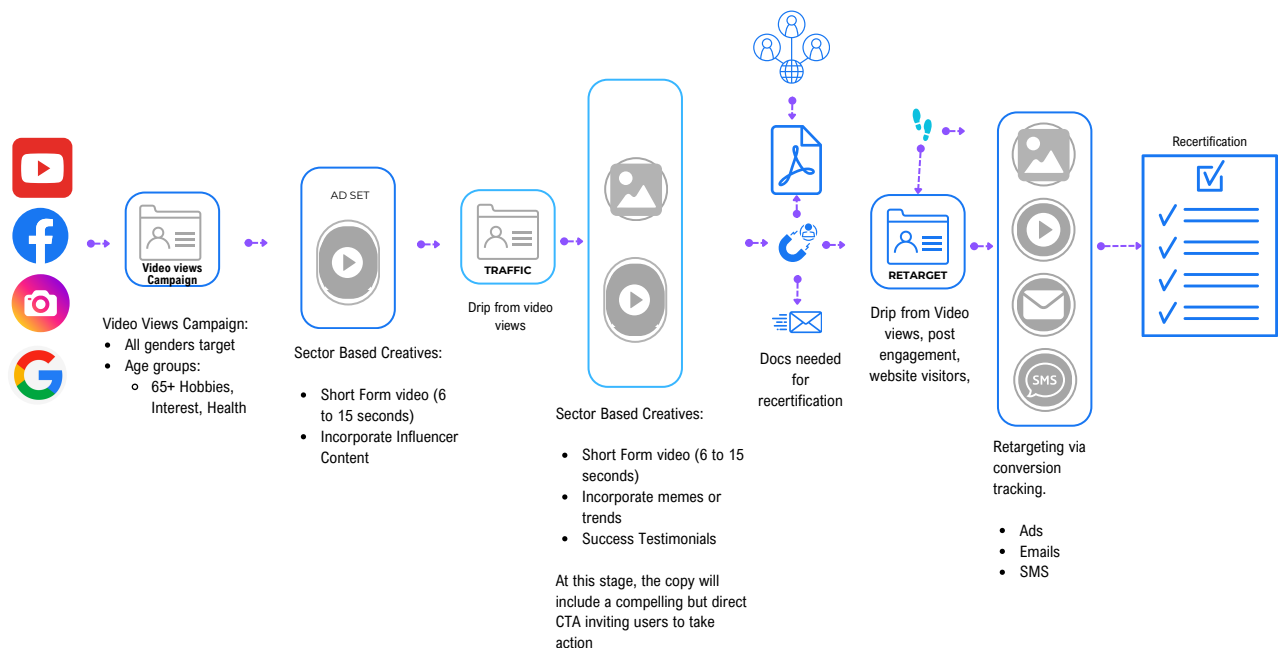
### The allocated percentages in the media mix are designed to:

- Maximize overall reach and frequency across channels to build widespread awareness.
- Ensure a cost-effective allocation that leverages the strengths of each medium.
- Provide flexibility to adjust and optimize based on real-time feedback and analytics.
- Foster engagement through interactive and participatory channels.
- Target specific audience groups with personalized messaging where they are most active.
- The strategy aims to create synergies between different types of media, with each supporting the other to enhance the overall impact of the campaign. The mix is fluid and can be adjusted as the campaign progresses to respond to audience engagement, channel performance, and the campaign objectives.

# channels.

	MAIN TARGET 65+	SECONDARY (FAMILY, CAREGIVER) 35-55
<b>ATL</b>		
TV	✓	
OOH	✓	
PRINT	✓	
RADIO	✓	
<b>PAID DIGITAL</b>		
PROGRAMMATIC	✓	✓
GOOGLE, YOUTUBE	✓	✓
ADS	✓	✓
META	✓	✓
<b>CONTENT MARKETING</b>		
INFLUENCERS	✓	
YOUTUBE SHORTS		
REELS	✓	
PODCAST	✓	
<b>BTL</b>		
COMMUNITY EVENTS	✓	✓
CLINICS		

# programmatic funnel.



# public relations.

Creating a robust public relations plan is essential for enhancing the visibility and credibility of the "Renueva tu salud, Renueva tu vida" campaign. Below is a comprehensive PR plan designed to engage the public, media, and stakeholders effectively.

## **Objectives:**

1. Increase awareness and understanding of the Medicaid recertification process among current beneficiaries.
2. Motivate Medicaid beneficiaries to complete their recertification in a timely manner to avoid lapses in coverage.
3. Position the campaign as a helpful resource for navigating the recertification process effortlessly.
4. Foster a partnership between the campaign, community organizations, and healthcare providers to support beneficiaries during the recertification process.

## **Target Audience:**

- Current Medicaid beneficiaries, particularly those approaching their recertification deadlines.
- Healthcare providers, clinics, and hospitals serving Medicaid populations.
- Community organizations that assist with healthcare enrollment and access.
- Local and regional government health agencies and departments.

## **Key Messages:**

1. Recertification is essential to maintain your Medicaid benefits without interruption.
2. The recertification process has been simplified to make it easier for beneficiaries to retain their healthcare coverage.
3. "Renueva tu salud, Renueva tu vida" is your partner in health, guiding you every step of the way through Medicaid recertification.
4. There is support available from local organizations for those who need assistance with the recertification process.

# public relations.

## Strategies and Tactics:

### Media Outreach:

- Press Kit Development: Customize the press kit to include detailed information on Medicaid recertification steps, deadlines, and assistance resources.
- Medicaid-Focused Media Relations: Engage with journalists who cover healthcare and social services, offering expert interviews and stories.
- Informational Briefings: Host briefings focused on educating the media about Medicaid recertification and the campaign's support initiatives.

### Community Engagement:

- Collaboration with Healthcare Providers: Develop partnerships that facilitate communication with Medicaid beneficiaries, such as info sessions or inclusion of recertification reminders in appointment communications.
- Assistance Workshops: Create workshops in partnership with community organizations to assist individuals with the recertification process in person or via virtual meetings.
- Public Speaking and Presentations: Deliver presentations at healthcare events or community meetings about the importance of Medicaid and maintaining coverage.

### Influencer and Advocate Engagement:

- Recertification Ambassadors: Partner with influencers who can share their Medicaid recertification experiences or experts who can offer advice.
- Advocacy Groups Partnership: Work with organizations focused on healthcare access to amplify message distribution and provide aid to beneficiaries.

### Evaluation:

- Media Coverage: Assess in terms of coverage related to Medicaid recertification and outreach efforts.
- Social Media and Website Analytics: Track engagement, clicks through to recertification guides, and use of campaign hashtags.
- Workshop and Event Metrics: Evaluate the number of workshop attendees and feedback forms to measure success.
- Recertification Rates: Coordinate with health agencies to monitor any increase in recertification rates corresponding with campaign efforts.



# digital marketing.

## STRATEGIC SOCIAL & PAID MEDIA CAMPAIGN FOR MEDICAID RECERTIFICATION

### Campaign Objective:

To simplify the Medicaid recertification process for beneficiaries, empowering them to complete necessary steps in a timely manner to maintain continuous healthcare coverage.

### Social Media Strategy:

#### Content Mix:

**Educational Posts:** Consistent production of informative content that breaks down the recertification process into easy-to-understand steps.

**Storytelling:** Sharing compelling narratives of individuals who have seamlessly gone through the recertification, highlighting the positive impact on their health and wellness.

**Interactive FAQs:** Regularly addressing common recertification questions in an engaging and interactive format.



#### Platforms:

**Facebook & Instagram:** Utilizing the visual nature of these platforms to reach a broad audience with carousel posts, stories, and live sessions.

**Twitter:** Quick, real-time updates, and reminders about recertification deadlines, as well as engagement with related health and community-focused Twitter chats.

**YouTube:** Hosting short, informative videos that can be easily shared across multiple platforms, including how-tos and beneficiary testimonials.

#### Content Calendar:

We'll develop a monthly content calendar that aligns with recertification timelines and ensures a steady flow of relevant posts.

#### Community Management:

Responding to comments and direct messages in a timely manner, fostering an open dialogue and providing personalized guidance.



# digital marketing.

## Paid Media Strategy:

### Targeting:

Using sophisticated targeting options to reach **Medicaid recipients**, including **demographic targeting, interest-based segmentation, and retargeting of website visitors**.

### Ad Formats:

**Carousel Ads:** For storytelling and step-by-step guides to recertification.

**Video Ads:** To engage users with quick tips and testimonials that can evoke emotional responses and prompt action.

**Search Ads:** Activated around keywords associated with Medicaid and recertification to capture the interest of those actively seeking information.

### Content Amplification:

Promoting top-performing organic posts to broaden their reach and engagement.

### Influencer Partnerships:

Engaging micro-influencers in the health and wellness sector to share campaign messages, adding credibility and further extending reach.

### Budget Allocation:

We anticipate higher spending around key recertification periods to ensure visibility when awareness is most critical. Allocating reserves for A/B testing of ad creatives and targeting to optimize performance.



This strategy is tailored to effectively inform Medicaid recipients about the recertification process, boost engagement, and drive actions through carefully planned social media content and strategically executed paid media initiatives.

Through a measured, results-focused approach, we stand ready to ensure that the "Renueva tu salud, Renueva tu vida" campaign fulfills its mission of assisting beneficiaries in the recertification process, thereby maintaining their essential healthcare coverage.

# execution plan.

## **Phase 1** - Pre-Launch (December 15 - December 31, 2023):

- Finalize Media Schedules
  - Complete Creative Assets
  - Launch Public Relations Efforts
  - Influencer Briefing and Kick-Off
- 

## **Phase 2** - Launch (January 1 - January 15, 2024):

- Official Launch with New Year Promotion
  - Release Commercials and Radio Spots
  - Engage with Social Media Influencers
- 

## **Phase 3** - Momentum-Building (January 16 - February 28, 2024):

- Content Publishing Across All Channels
  - Amplify Outreach with Events Tied to Health Awareness Dates in January/February
  - Community Health Challenges with Weekly Check-Ins
- 

## **Phase 4** - Mid-Campaign Review (March 1 - March 7, 2024):

- Interim Analysis of Campaign Data
  - Adjustment of Strategies Based on Performance
  - Re-energize Campaign with Refreshed Creative
- 

## **Phase 5** - Final Push (March 8 - March 29, 2024):

- Ramp up Ad Spend in Underperforming Channels (if any)
  - Viral Social Media Challenges with Countdown to March 30
  - Final Weeks' Influencer Push
- 

## **Phase 6** - Campaign Conclusion (March 30, 2024):

- Campaign Conclusion with Impact Highlights
- Success Stories Compilation and Sharing
- Setup for Future Engagement Post-Campaign

# success metrics.

## Metrics and Evaluation | KPIs for Campaign Success

### TV & Radio:

- Cumulative Reach within the Campaign Period
- Spot Recall Rate

### Digital & Social Media:

- Impressions and Reach Specific to Campaign Duration
- Engagement Rate during Campaign Months
- CTR to specific landing pages

### Influencer Collaborations:

- Impressions and Engagement Within Campaign Period
- Influencer-Specific Campaign Conversion Tracking

### Print & Out-Of-Home:

- Impressions Estimated for Campaign Period
- QR Code Scans/Engagement from Print Materials

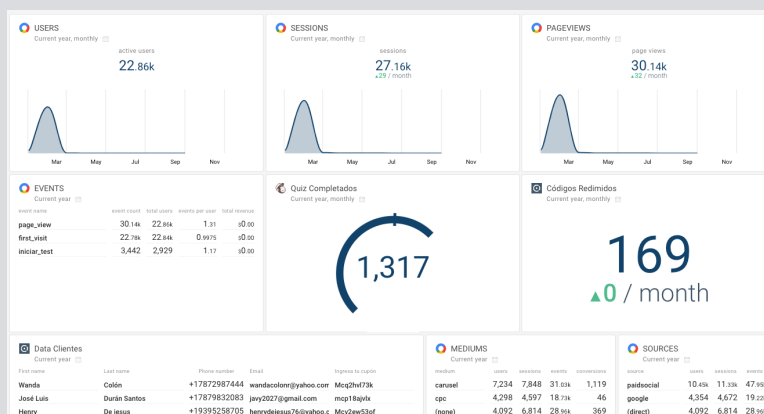
### Cross-Platform Metrics:

- Positive Brand Sentiment Increase
- Overall Conversion Tracking for the Campaign Period

### ROI Calculation (adjusted for campaign duration):

- Cost vs. Engagement & Conversion within the Campaign Period

SAMPLE LIVE DASHBOARD: <https://intelligence.sup3rnova.com/shared/YkMMBcpyHCda2ubFE>



We develop custom dashboards equipped with live analytics to empower your decision-making processes. Our tailor-made dashboards provide real-time insights and a comprehensive overview of relevant metrics, enabling our clients to monitor, analyze, and respond to data with agility and precision.

# timeline & budget.

## December 2023 - March (30th) 2024

	Pre-Campaign	Launch	Amplification	Sustaining efforts
Awareness	Digital Campaign	360 Launch	Digital Media Messages	360 Sustaining Messages
Consideration	Influencer Marketing (Macro)	Influencer Marketing (Macro) Paid Media	Influencer Marketing (Micro) Paid Media	Influencer Marketing (Micro) Paid Media
		Online Outreach	Community	Clinics
Action				
	4 Weeks	8 weeks	4 Weeks	8 weeks

## Budget Breakdown

Item	Percentage of Budget	Amount (\$)
Media Spend (Digital, TV, Print, OOH)	40%	1,200,000
Creative & Production Costs	10%	300,000
Collateral Material   Promo Items	5%	150,000
Accoun Management & Project Management	10%	300,000
Public Relations	5%	150,000
Talent & Influencers	7%	210,000
Events and Activation	8%	240,000
Agency Fees	15%	450,000
Total	100%	3,000,000

**rates.**

## Rate card - account management & agency fees.

Position	Deliverables	Rate Card (Hourly)
Strategic Planning	Top-level strategy for brands and to strength long-term goals.	\$120
Account Executive	Brand Strategy ownership. Sustaining strategies. Client Service Management, Scouting, Negotiations, Meetings, Content Calendar Lead, Reporting, Clippings, Sendouts Production. Media-Influencer follow up.	\$90
Project Manager	Project Management, Influencer strategies, influencer negotiations. Press-Media-Influencer follow up. Supplier relations. Estimates Preparation & Budgeting	\$80
Coodinator	Event production, promoters, staff coordination, supplier coordination	\$75
Agency Fee	Financing fee for third-parties net cost services, and for special project coordination.	15%-20%
Media Buying	Traditional Media Buying (Government fee)	15%
Digital Buying	All Digital Media Buying	15%

rates.

## Rate card - creative & other services

Position	Deliverables	Rate Card (Hourly)
Creative Director	Creative ownership, branding system, big Ideas	\$120
Creative Strategist	Strategic planning, Insights, Research & Proven Strategy	\$100
Art Director	Mood board, storyboard, video direction, storyline, brand guidelines, concept toolkits	\$100
Animator	2D & 3D Animation.	\$100
Copywriter & Content Creator	Copies por campaign, calendars, script and send-out. Also, generation of low-level photos.	\$85
Web programming	Landing page creation, interactive scripts such as quizzes, lead magnets, and general web design	\$85
Public Relations	General Public Relations, from Press Releases to press conferences and crisis mangement.	\$150
Graphic Designer	ATL & BTL Graphic design for billboards, print, signage, cut out, backdrop, send-out	\$100
Audiovisual producer	Film, edit, sound & format corrector.	\$100



**THANK YOU**

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