

November 6, 2023

Elizabeth Otero Martínez, MBA RFP Solicitation Coordinator (Puerto Rico Medicaid Program,
Puerto Rico Department of Health)

**Recertification Publicity Campaign (RPC)
Request for Proposal (RFP) 2023-PRMP-RPC-008.**

Mrs. Elizabeth Otero,

This letter is to confirm our interest in bidding for the listed proposal.

CADA LLC dba CADA ADVERTISING is an experienced full-service advertising agency, registered in the Puerto Rico Department of State. Originally founded in 1988 under name of PromoAge, since 2000's we rebranded our advertising firm under CADA acronym (Connecting Advertising Digital Applications). We provide an extensive arrange of multiple solutions for all our clients through traditional media as well as non-traditional, especially in multiple digital platforms, including APP's, LIVE websites, Data Analysis and multiple metrics for efficiency maximization of every advertising dollar invested.

Due to the changing times and eroding audiences in the traditional communications channels, like radio, tv and print, we had accumulated senior experience in the digital playground with a strong tenure in the health industry managing HIPAA centers in Bayamon and other private health providers organizations, exceeding all KPI's defined.

POWERed by

cada
c a d a a d v e r t i s i n g . c o m



Our offices are located at:
VIC BUSINESS CENTER,
#869 Muñoz Rivera Avenue, Suite e201,
San Juan Puerto Rico 00925

Our staff is a well-balanced team of professionals, with over 40 years of amassed experience, strong industry network with affiliated offices in London and Latin America. The corporate client mix run from health industry, automotive, government and retail in general.

Please visit www.cadaadvertising.com for further information or you can reach me directly at 787-579-5822

Cordially yours,

A handwritten signature in blue ink, appearing to read 'Peter Gerardino', with a long horizontal line extending to the right.

Peter Gerardino, President, CADA LLC dba CADA ADVERTISING (ASG / RUP#: 49411 / Certification T658771EB001)

c.c.: Krisstarah Méndez, General Manager
Diana Benitez, Senior Account Services
Gerson Reyes, Senior Digital Manager

Table on content

Firm/organization business background

CADA ADVERTISING, originates since 1988 with services in special events, retail advertising in the furniture, automobile, insurance and supermarket industries under the name of PromoAge. In 1998, Peter Gerardino, founder, and principal shareholder, decided to acquire the participation of the minority partners to evolve under the name CADA PUBLICATION GROUP CORP. Eventually, around 2010, it evolved under the name Cada Advertising, which four letter stands for Connecting Advertising & Digital Applications to focus mostly on the automobile industry and related services. Prior to 2010, the team analyzed various trends and began to readdress business efforts to the health industry business.

During the last few years our firm has seen an erosion in demographics and has oriented multiple of its services to the health business, having resounding success. Our current interest continues to expand the portfolio of health and related services. As part of the Puerto Rico ever evolving and changing demographics, CADA will continue in the pursuit of the goal, and it will be to be fully recognized as an unquestionable leader in the communications field related to the health industry.

Firm/organization business experience

With customer retention that exceeds the industry average, CADA Advertising has managed to duplicate Precision Health sales (Client since 2018) to make it grow from 13 offices around the Island to 25 during the last 4 years. On the automotive industry, Calesa Toyota (Client since 2008) had grew monthly sales from 35 units average to near 300 every month, making it move 17 slots in the Toyota Network ranking system from 19 of 23 by 2008 up to become the #3 of 23 since 2015.

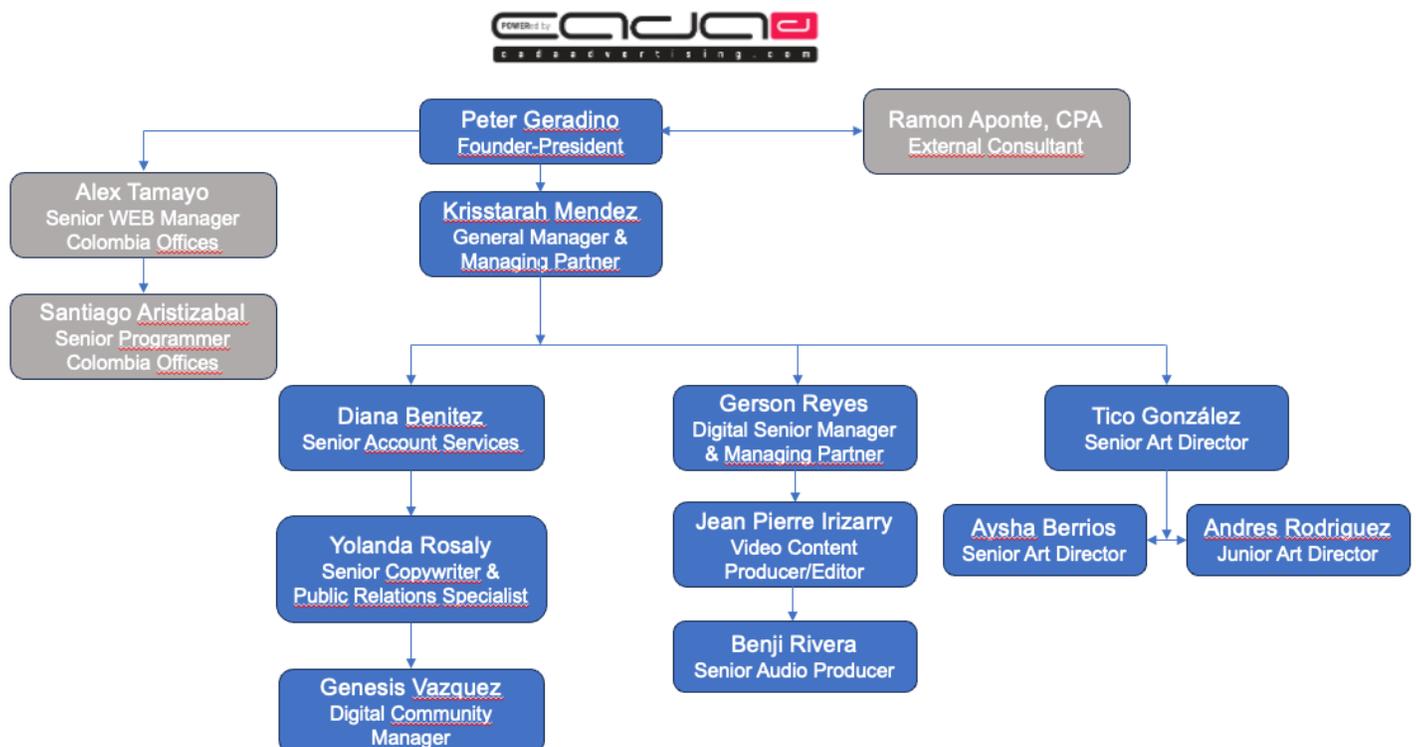
Currently, since 2022, we have been doing business with the municipality of Dorado, managing to offer the formula of the importance of selling the local commerce and tourism assets of the municipality as traffic builder to increase visitors, consumption of goods, hotels and many services, improving an IVU collection mechanism to reinvest in infrastructure for a better quality of life for its residents and visitors.

It should be noted that the main tools for measuring efficiency on digital platforms have been our winning formula. Our reporting method allows us to be a transparent advertising firm like no other, we are fully engage in the ultimate purpose of efficiency in audiences and the delivery of a successful message.

Firm/organization business structure

Recently restructured, CADA Advertising has affiliate offices in Latin America for the development of multiple digital platforms and in London for the management of a business automation platform solution.

Made up of a team of 12 people, below is an organizational table that is beneficial to understand our structure. It should be noted that we firmly believe in a nuclear-circular structure where the project leader is the one to whom the entire company team responds, always guided by senior management.



This management approach led us to become efficient and fast decision makers helping us reduce hierarchical slow communication or decision-making solutions. On the other hand, our management style not only promotes empowerment, but assertive, loyal and committed team members to the goals of every client in the firm.

Firm/organization services

- Account administration
 - Subject to volume is typically composed of Peter Gerardino and Krisstarah Méndez, general media channels and Gerson Reyes, digital, in budget administration.
 - Comprehensive charts and calendars, every dollar is accounted before every media execution (see attachments A, B, C)
- Digital social media
 - Captained by Gerson Reyes, all digital platforms are directly supervised by him and Genesis Vazquez. The YouTube platform, Google, Facebook and Instagram are mainly used to promote messages. At the current stage, other platforms related to specific industries are also used for tracking leads. We consider that the incursion of message automation and the use of artificial intelligence could be highly efficient in the management of this project.
- Public relations
 - We have the support of Yolanda Rosaly who is a veteran reporter and expert in health and government issues with more than 25 years of experience in journalism. Yolanda is an extraordinary resource for crisis management.
 - We also rely on Diana Ortiz, former Communications Secretary of the Puerto Rico Health Department under Dr. Johnny Rullan leadership.
- Creative design
 - With over 40 years of experience in the advertising industry, Tico Gonzalez has worked directly with the Department of Health, Department of Transportation and the Fortaleza Office of the Governor, among others.

- In addition, Tico possess solid corporate brand tenure and had been directly involved with top American brands to multiple renowned international accounts and projects directly related to his supervision and design style.
- Community management
 - Genesis Vázquez is the one who mostly leads the development of communication efforts on digital community platforms.
- Development of digital platforms (apps, web pages, channels, etc.)
 - We have the support of the Colombia office through Alex Tamayo who is our project manager along with Santiago Aristizabal senior programming manager, responsible for our entire digital division in most of the multiple digital platforms that we had created and manage.
- Design and development of strategies
 - Peter Gerardino boasts an impressive 35 years of experience in the advertising industry. His active involvement in various boards and businesses, alongside his consistent leadership since the company's inception, has led to remarkable returns that have significantly benefited the entire staff, delivering measurable and tangible results for every client resulting in an above average client retention.
- Event coordination
 - Diana Benítez with vast experience in event management and event production could be an extraordinary resource in case of related projects
- Production
 - Gerson Reyes together with Jean Pierre Irizarry have the complete capacity for production development along with Benji Rivera for managing audio efforts, editing image sync.

- Development of media plans
 - Every media plan, from small to huge budgets investments are manage and supervised by Krisstarah Méndez and Peter Gerardino
- Crisis management
 - In the past we have handled a certain crisis led by our public relations director. With vast experienced, there is no doubt any crisis can be neutralized.
- Others

Firm/organization tools and certifications/credentials

- Tools used to facilitate the development and communication skills with clients typically run on formal email communication.
- For fast-paced decision making and tackle specifics issues, normal tendency is creating forums on WhatsApp application with key players of the project. This tool not only is highly responsive, also had become the usual most effective way to fast communication.
- We also integrate an all-in-one free platform to manage our team with Precision Health staff, **Bitrix24**, designed to be seamlessly integrated into all our business processes, even we only use a limited tools of the full capacity of the software.
- We have many Google Certifications & credentials, also from Facebook Meta and other related software platforms, including accounting certifications. More validations available upon request.

Firm/organization execution (design and creativity)

- Please see attachments (D,E,F)
- Also visit www.cadaadvertising.com

Firm/organization results and achievements – publicity campaigns (one to three previous campaign)

CASE I, (health industry) CESMI

- Goals and objectives: Establish a brand identity that enhance the image of “dispensario” as locally known as. Design pursuit was to provide from street to waiting room a self-explained clean look with just looking and reading the brand name.
- Target: Both genres, 34+ age group, 22,000 “vidas” as known in the jargon, associated to the region.
- Creative concept: Develop a concept around a self-explained name that also work as a line extension for multiple complementary services-departments.
- Performance: No performance was ever defined, except a well unified image that reunites the promise and reason why of the brand.
- Accomplishments: Ever client since 2010. (please refer to attachment F)

CASE II, (health industry) PRECISION HEALTH

- Goals and objectives: Expand the brand accordingly to market demand, while name recognition is built on solid construction and brand identity.
- Target: Micro regionalization of marketing efforts to increase per-clinic appointments.
- Creative concept: Based on marketing mix of product and services of the organization, tailored messages fulfill each clinic needs. Infographics, informative videos, products shots addressed every communication needed per clinic. In other words, we run national brand advertising for this business organization, but also, we can accommodate customized regional communication effort to improve region performance or a specific clinic performance.
- Performance: The organization duplicate its clinic inventory from 12 to 25 since the client landed in our agency in February 2018.
- Accomplishments: Still a key business partner of CADA ADVERTISING since February 2018, with plans on calendar up to 2026 so far.

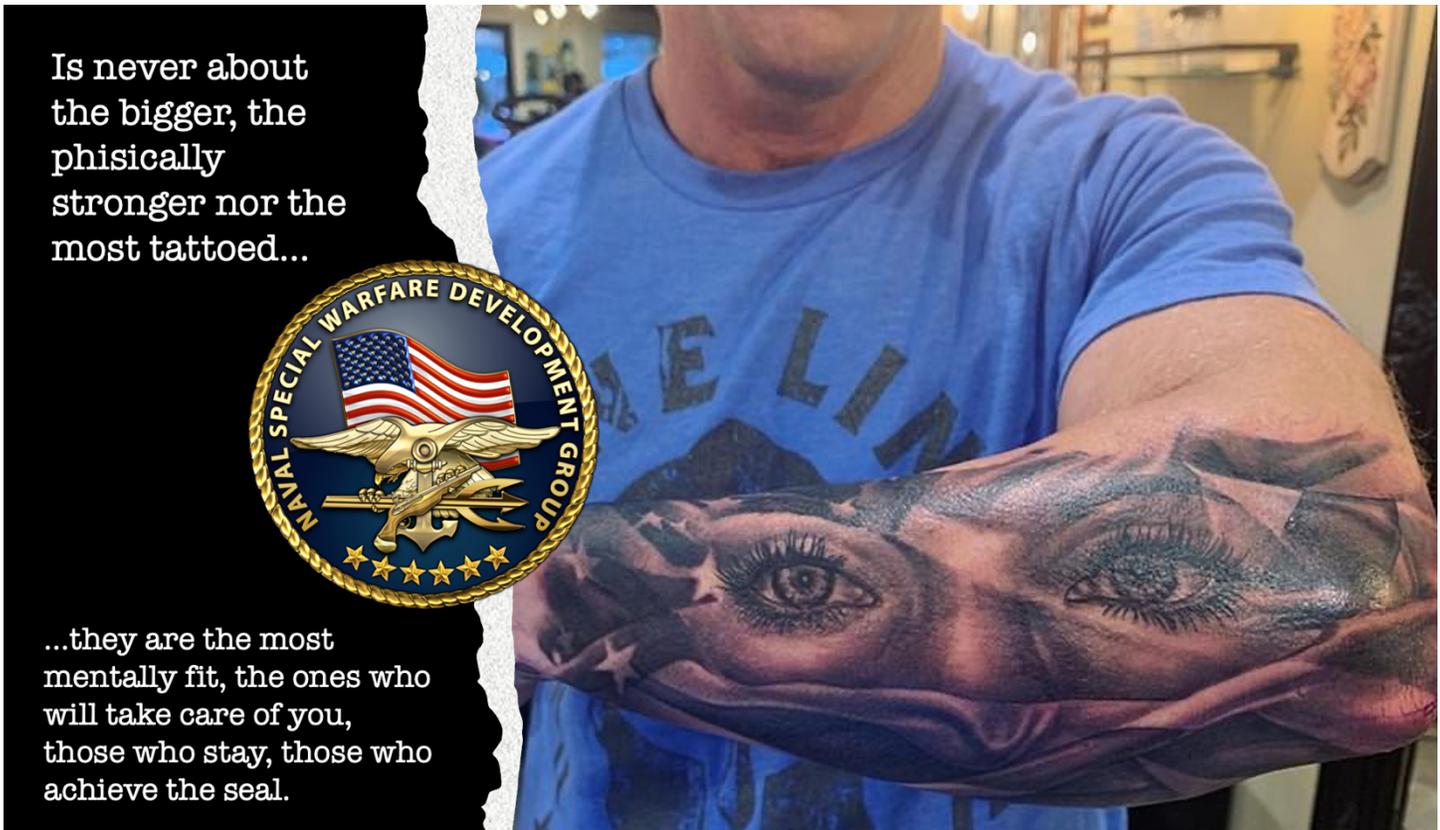
CASE III, automotive industry, CALESA TOYOTA

- Goals and objectives: Achieve the expected market share pre-established by Toyota of Puerto Rico every month, this is a weekly duty.
- Target: On a monthly basis, 80% traffic coming from metro area, 20% coming from metro-extended area, both genres, 34+.
- Creative concept: The automotive industry generally behaves under an action-reaction “here and now” approach. Is an intensive playground, that led us to be “on guard” to respond on any given day or weekend in less than 24-36 hours’ time frame.
- Performance: Our performance is evaluated mostly based on leads inventory available for closing sales at dealership desk. With our lead tracking software, we are able to reinforce the best lead generator channel, example given: Facebook vs Google vs Instagram. (please refer to attachment G)
- Accomplishments: CADA ADVERTISING business partner since January 2008.

Firm/organization knowledge of proposed service

- Knowledge regarding the purpose of this RFP: Meeting the criteria for universal health insurance with limited financial resources is of paramount importance. It ensures that everyone in society has access to essential healthcare services, regardless of their economic situation, but with fair census of real population needs. The selection process is crucial and must pair with honesty and real needs, making sure the process do not create overlapping of financial sources for current residents in real need. The advertising efforts must help build trust among the population and ensures that resources are allocated fairly for not overcharging the system resulting in mismanagement of the budget for the Puerto Rico Department of Health. Transparency becomes crucial also allows for scrutiny and accountability, reducing the potential for corruption or favoritism in the selection of beneficiaries. In situations with limited financial resources, prioritization is key. Decisions on who is eligible for health insurance type benefits should be based on clear, well-defined criteria that consider the most vulnerable and those in urgent need. It's essential to strike a balance between inclusion and financial sustainability, while never compromising on the core principle of equitable healthcare for all.

- Brief statement of how will tackle this RFP in case of being selected: We already assemble the responsible team in case CADA ADVERTISING resulted selected.
- Illustrate in creative ways why your firm/organization should be awarded this RFP:



Firm/organization references and/or recommendations

Provide references and/or letters of recommendation (enclosed).