



NUECES COUNTY HOSPITAL DISTRICT

Professional Services
Strategy + Marketing + Outreach

Tuesday, October 22, 2024



AGENCY OVERVIEW



MDR

MDR Advertising + Digital + Media

AGENCY SNAPSHOT



HEALTHCARE

TRAVEL & LEISURE

RETAIL & LIFESTYLE

ENERGY & INDUSTRY

FOOD & BEVERAGE

HIGHER EDUCATION

FINANCIAL

26

TEAM MEMBERS

CREATIVE STRATEGISTS (5)

COPYWRITERS (5)

DESIGNERS (7)

MEDIA BUYERS (4)

DIGITAL DEVELOPERS (3)

DATA ANALYSTS (3)

ANIMATORS (3)

VIDEO EDITORS (2)

ACCOUNT MANAGERS (5)

FINANCE MANAGERS (3)

ESTABLISHED

1974

12Y

AVERAGE LENGTH
OF PARTNERSHIP

150M

DOLLARS IN
PLACED MEDIA

800

CREATIVE
AWARDS

250%

AVERAGE ROI
FOR OUR CLIENTS

50Y

MARKETING
EXPIERNCE

100%

INDEPENDENTLY
OWNED

BRANDS WE'VE PARTNERED WITH

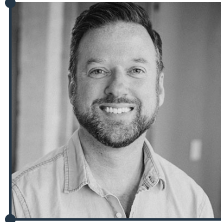


MDR Advertising + Digital + Media

YOUR NCHD TEAM



**VENESSA
SANTOS-GARZA**
Account
Strategist



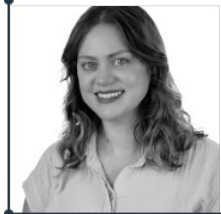
**STEPHEN
RYBAK**
Principal & CCO



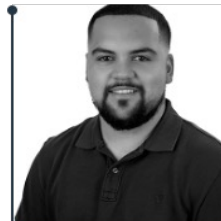
**JACKIE
SWONKE**
Sr. Director of
Creative
Strategy



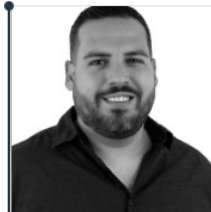
**QUINTON
SMITHWICK**
Media
Director



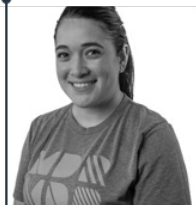
**JENNA
WARD**
Senior Media
Manager



**JOEL
CANTU**
Digital
Media Buyer



**NOE
GARCIA**
Web
Developer/SEO



**ALYSSA
GARZA**
Senior Designer
& Illustrator



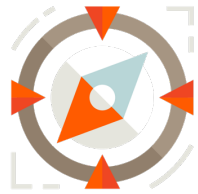
**SHERRY
ROBESON**
Sr. Director
of Marketing



OUR APPROACH



OUR WORK PROCESS



MAP

Marketing
Action
Plan

Diagnostic in nature, this plan is a roadmap to guide brand building decisions. It's intended to discover, audit and assess the current situation and recommend prioritized actions to meet internal and external marketing objectives. Your customized MAP will uncover needs, plot priorities, set attainable goals and develop aspirations.

MARKETING ACTION PLAN



SET

Strategic
Execution
& Tactics

Strategic at its core, this plan will refine, and plot brand and marketing strategies based on MAP findings. It is intended to inform detailed tactical plans for the launch, release and execution of brand initiatives both internally and externally.

STRATEGIC EXECUTION & TACTICS



BAM

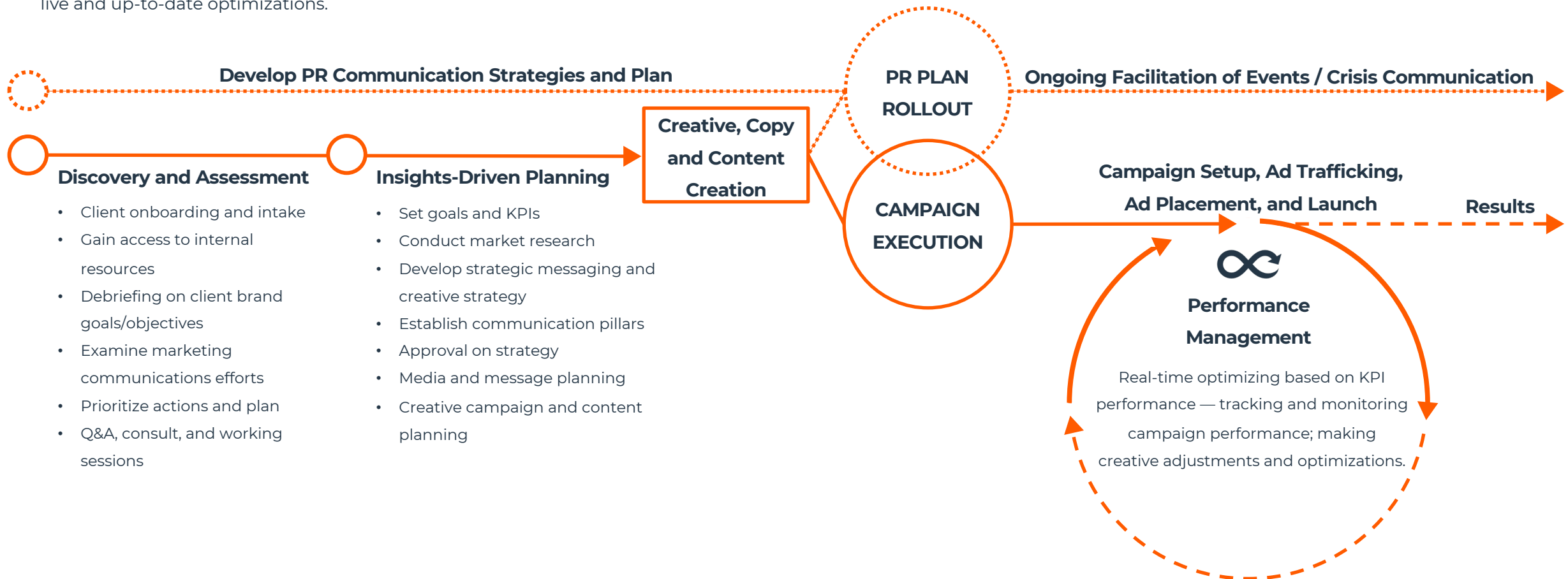
Brand
Alignment
Masterplan

This is a comprehensive 360-degree brand guidebook that will inform all brand decisions and rollout strategy. It serves as a reference tool to assist marketing teams to maintain and continue to grow the brand by laying out a groundwork for future marketing phases and brand evolution and innovation.

BRAND ALIGNMENT MASTERPLAN

USE END-TO-END STRATEGY

The Insights-Driven Planning Phase is the greatest opportunity for initial research and understanding — from audience and consumer insights, brand studies, competitive and industry analysis, etc. The secondary research phase is throughout — brand lift studies in live campaigns, foot traffic and attribution, and social listening research tools to make live and up-to-date optimizations.



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DEPLOY PREMIUM TECH TOOLS

Market and Consumer Research

Premium tools to conduct primary and secondary research for market and consumer insights.

resonate comscore

MRI | SIMMONS | Nielsen

sightx CCR

Competitive Tools

Access to a connected system of competitive research tools to properly position and optimize buys.

VIVVIX
A KANTAR COMPANY

Pathmatics
BY SENSOR TOWER

SEMRUSH

Data Partners

Enhanced targeting and personalized marketing efforts to drive better campaign results.

experian.

stirista

ORACLE

cuebiq

/LiveRamp

audigent.

data
axle

DATAFY

Social Listening

Activation across the digital ecosystem — including a team certified in social and search advertising.

sproutsocial CISION®

Brandwatch

Digital Activation and Ad Verification

Cherry-picked digital partners managed by our in-house experts — social and programmatic executions.

gumgum DV DoubleVerify

Google Ads IAS

Magnite Basis Technologies

Premium Media Inventory

Guaranteed presence on the most premium inventory and publishers of your choice.

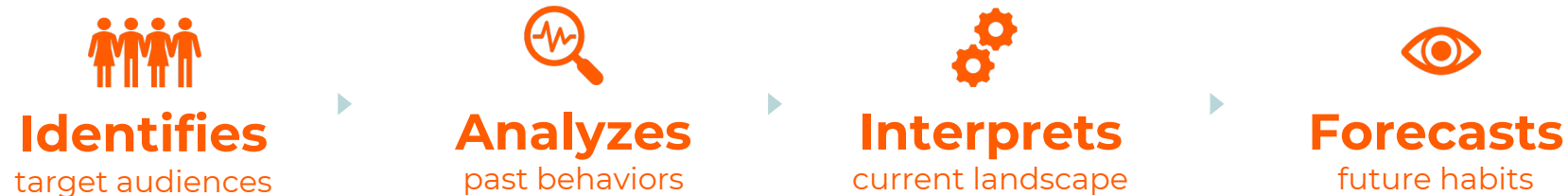
pandora® ESPN Spotify

max peacock hulu

discovery+ Disney+ Paramount+

GAIN CONSUMER INTELLIGENCE

By harnessing the power of AI, our Predictive Modeling tool continuously adapts to consumers' needs giving us the insight to do it right.



This resource provides the most precise data available to connect with your customers when and where they are most likely to convert. We'll know what your audience is looking for even before they do so we can make confident, data-driven decisions that maximize your media budget.

[View Some Recent Strategic Media Case Studies](#)

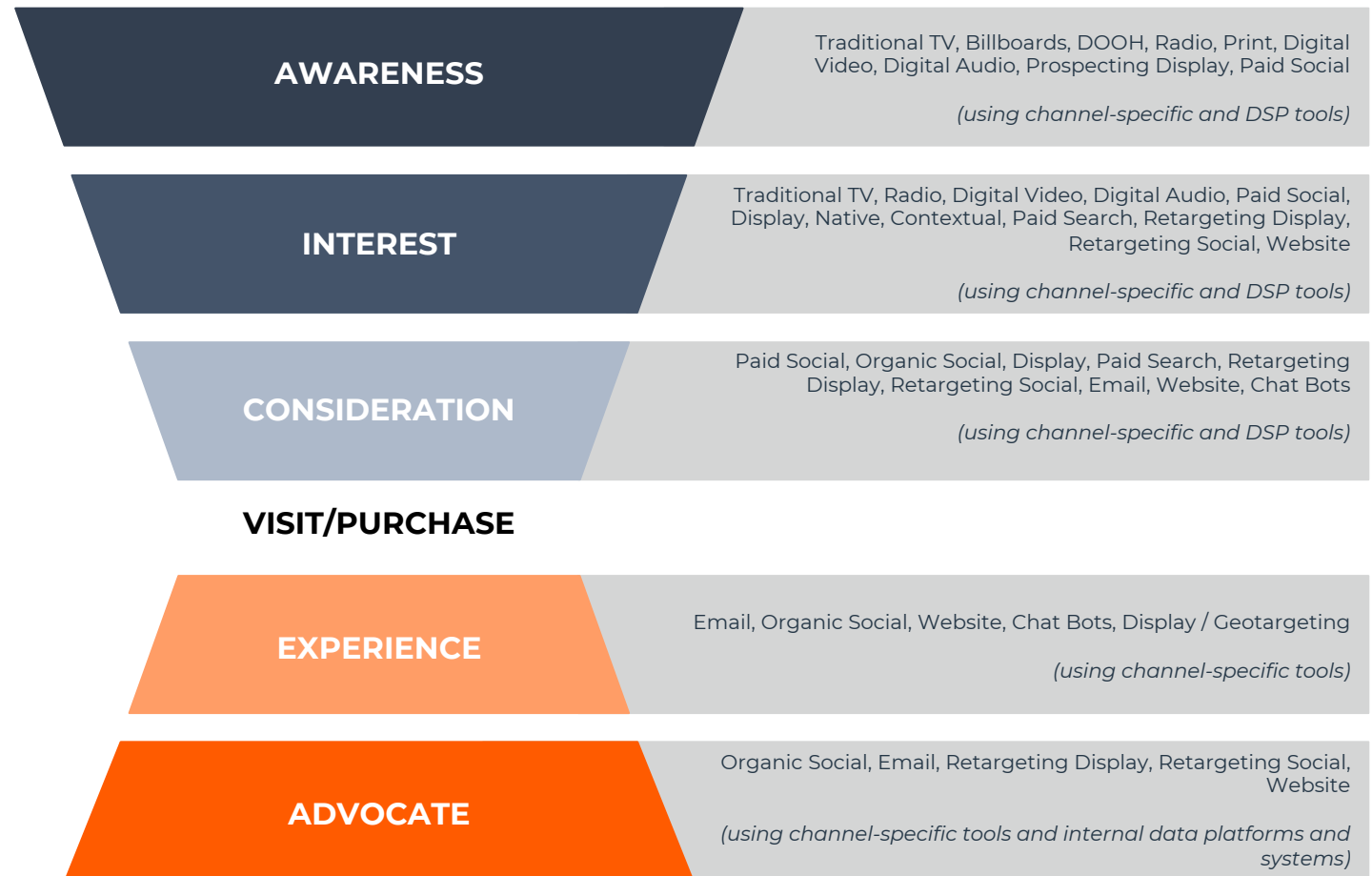
APPLY FULL-FUNNEL EXECUTION

Full-Funnel Channels / Media Tactics

Customer's journeys and the marketing funnel are increasingly complex and fragmented, especially due to the digital landscape. We take a full-funnel approach that drives awareness and demand across multiple channels simultaneously.

By understanding the customer journey, we can best utilize each of our engagement channels to create meaningful touchpoints for our customer that, ultimately, lead them through purchase as loyal advocates.

DIGITAL TOUCHPOINTS



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ACTIVATE MEDIA

Media Planning and Strategy

Strategically crafted media plans to optimize audience engagement and campaign success.

- Media Plan Development
- Audience Research
- Segmentation Analysis
- Industry Benchmarking
- Channel Recommendations
- Tracking Strategies
- Creative Recommendations
- Performance Forecasting

Campaign Structure

Organized frameworks for effective campaign execution and asset management.

- In-Platform Account Builds
- Campaign Builds
- Audience Onboarding
- Tracking Implementation
- Creative Trafficking
- Reporting Builds

Execution and Optimization

Dynamic management and continual refinement to maximize campaign performance.

- Campaign QA Process
- Day-to-Day Campaign Management
- Optimization Logs
- A/B Testing
- Attribution Monitoring
- Delivery Compliance
- Brand Lift Studies
- Visitation Tracking

Reporting and Analytics

Comprehensive reporting solutions for actionable insights and strategic evaluation.

- Maintain Dashboards and Workspace
- Client Access Management
- MDR Support & Management
- End-of-Month Automated Reporting
- End-of-Quarter Reporting
- End-of-Flight Reporting
- Custom Reporting

Agnostic AdTech: Although we have a premium network of partners, tools, and technologies, we are always empowering our services by continuously evaluating our AdTech to enhance value for our clients

Consolidated Billing: Billing is simplified with a single invoice based on media spend — ensuring every dollar is accounted for through a stringent reconciliation and billing process.

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REPORT & OPTIMIZE

Relevant optimizations to the campaign require enough data and execution of current strategies to get an understanding of performance, we typically recommend and implement the following:



Weekly Tracking

Weekly sync and reviews allow our team to analyze performance to KPIs and swiftly implement relevant. media optimizations.

Optimizations Include

- Targeting adjustments
- Placement level adjustments
- Bid/Budget Adjustments
- Creative allocation changes
- Day of Week/ Time of Day adjustments



Monthly/Quarterly Reporting

Monthly or quarterly report of campaign performance allows us to consider recommendations towards targeting, partners and creative.

Optimizations Include

- Targeting adjustments
- Placement level adjustments
- Bid/Budget Adjustments
- Creative allocation changes
- Day of Week/ Time of Day adjustments



24/7 Dashboard Access

Real-time access to the campaign data for both our teams allows an ongoing, open dialogue and monitoring of campaign performance.

Views Include

- Fully customized dashboards based on your preference.
- KPIs-focused dashboards aligned to tactical plan and measurement brief for the campaign


DASHBOARD REPORTING

Real-time, live dashboard reporting

allows our clients to have on-demand access to up-to-date campaign performance data where clients can gain insight into what is driving performance on their campaigns.

Our fully integrated platform can aggregate hundreds of APIs to bring all your current and new data into one easy-to-use tracking system that is custom-tailored to your needs.

 24/7 reporting access via web-based UI

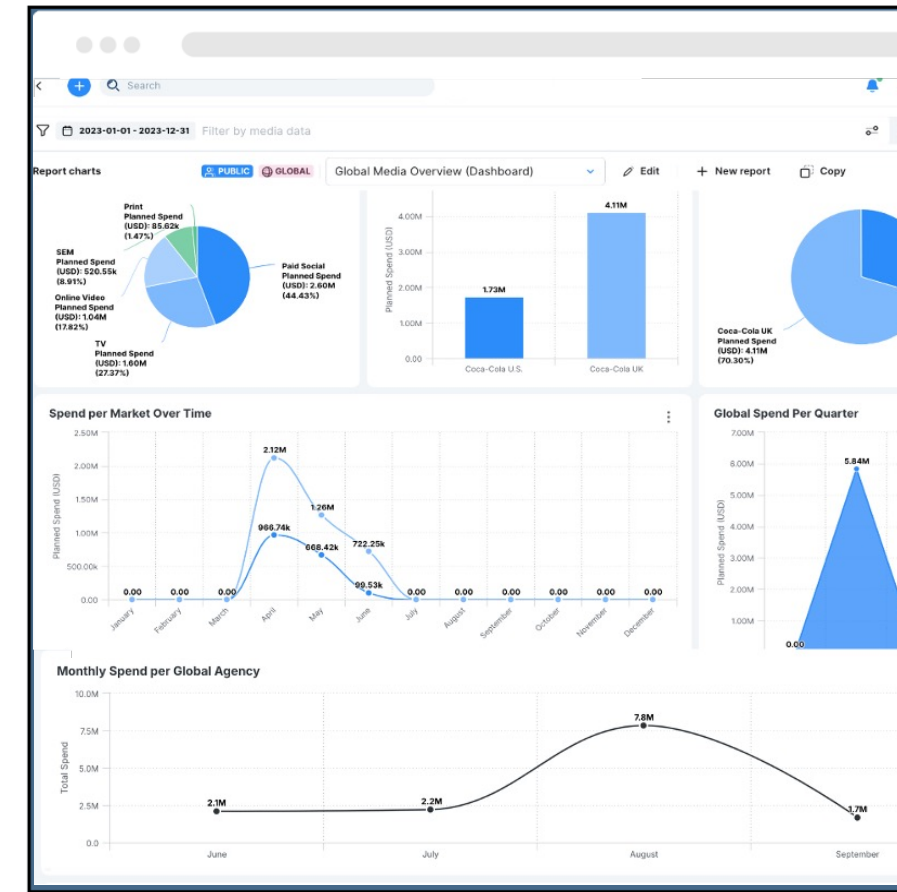
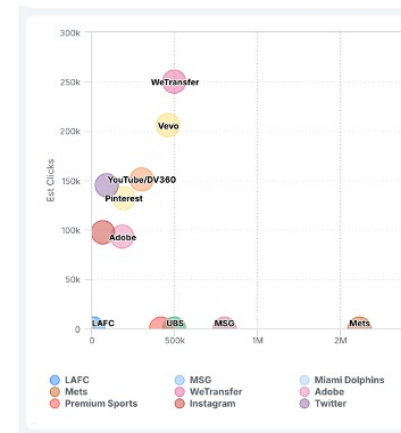
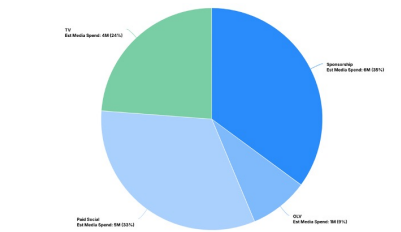
 Granular performance reporting

 Updated daily

 Dedicated MDR support

 Downloadable data & graphics

 Built for your campaign's KPI



PROPOSED TIMELINE & BUDGET



Fiscal Year 2024-2025

PROPOSED BUDGET

Professional Services

\$200,000

- Discovery, meetings, strategy, planning
- Marketing Action Plan (MAP)
 - Brand assessment, diagnosis and direction, short-term and long-term planning
- Brand standards guide
- Brand voice and messaging, strategy and creative consult.
- Media planning, buying, reporting and optimization.
- Ongoing marketing consult/support
- All focused on KPIs determined by the MAP (ex. Enrollment, site visits, internal awareness, public awareness, perception)

Production Budget

\$250,000

- Capture and produce video, image assets
- Printed collateral materials, promotional items
- All other out-of-house expenses

Working Media

\$350,000

Goes directly towards the actual purchase of media placements

TOTAL

\$800,000

The logo for MDR, consisting of the letters "MDR" in white, bold, sans-serif font, centered within a solid orange square.

**THIS
COULD
BE BIG.**

**AMBITIOUS?
LET'S TALK.**

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