# NUECES COUNTY HOSPITAL DISTRICT

Professional Services
Strategy + Marketing + Outreach

Tuesday, December 10, 2024

NUECES COUNTY
HOSPITAL DISTRICT

MDR

# AGENCY OVERVIEW

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# MDR Advertising + Digital + Media
# AGENCY SNAPSHOT

**HEALTHCARE**

**TRAVEL & LEISURE**

**RETAIL & LIFESTYLE**

**ENERGY & INDUSTRY**

**FOOD & BEVERAGE**

**HIGHER EDUCATION**

**FINANCIAL**

ESTABLISHED

# 1974

## 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)

## 12Y
AVERAGE LENGTH OF PARTNERSHIP

## 150M
DOLLARS IN PLACED MEDIA

## 800
CREATIVE AWARDS

## 250%
AVERAGE ROI FOR OUR CLIENTS

## 50Y
MARKETING EXPERIENCE

## 100%
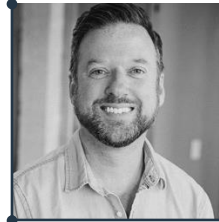INDEPENDENTLY OWNED

## BRANDS WE'VE PARTNERED WITH

RALLY CREDIT UNION

Star FURNITURE | MATTRESSES

USS LEXINGTON

Driscoll Children's Hospital

TEXAS STATE AQUARIUM

NEC co-op energy

GOLD'S GYM

PORT CORPUS CHRISTI

CITGO.

HOGAN HOMES

β

KEMAH TEXAS

metroPCS

PHYSICIANS PREMIER

CHI

WaterStreet RESTAURANTS, INC.

CASA del MAR BEACHFRONT SUITES

CHAMPS

H·E·B

Shiner BEERS

Visit port land

PHILLIPS 66

American Cancer Society

ST. MARY'S UNIVERSITY

# OUR APPROACH

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# OUR WORK PROCESS

## MAP
### Marketing Action Plan

## SET
### Strategic Execution & Tactics

## BAM
### Brand Alignment Masterplan

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.

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. It also defines brand positioning and messaging pillars from which to build these strategies.

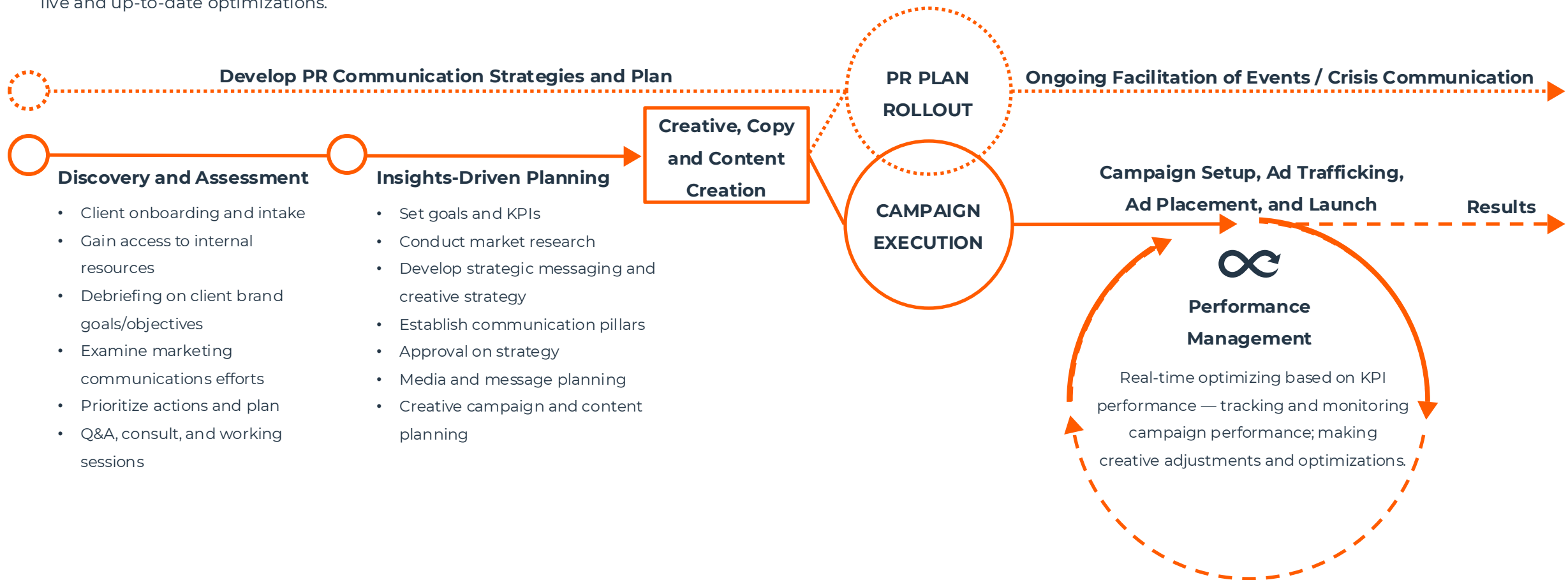This is a comprehensive 360-degree brand guidebook that will inform all brand decisions and rollout strategy. It serves as a reference tool to assist marketing teams to maintain and continue to grow the brand by laying out a groundwork for future marketing phases and brand evolution and innovation.

**MARKETING ACTION PLAN** → **STRATEGIC EXECUTION & TACTICS** → **BRAND ALIGNMENT MASTERPLAN**

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# 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.

**Develop PR Communication Strategies and Plan**

**PR PLAN ROLLOUT**

**Ongoing Facilitation of Events / Crisis Communication**

**Creative, Copy and Content Creation**

**Discovery and Assessment**

- Client onboarding and intake
- Gain access to internal resources
- Debriefing on client brand goals/objectives
- Examine marketing communications efforts
- Prioritize actions and plan
- Q&A, consult, and working sessions

**Insights-Driven Planning**

- Set goals and KPIs
- Conduct market research
- Develop strategic messaging and creative strategy
- Establish communication pillars
- Approval on strategy
- Media and message planning
- Creative campaign and content planning

**CAMPAIGN EXECUTION**

**Campaign Setup, Ad Trafficking, Ad Placement, and Launch**

**Results**

**Performance Management**

Real-time optimizing based on KPI performance — tracking and monitoring campaign performance; making creative adjustments and 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.**

**Identifies**
target audiences

**Analyzes**
past behaviors

**Interprets**
current landscape

**Forecasts**
future habits

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

**DIGITAL TOUCHPOINTS**

## 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.

**AWARENESS**

Traditional TV, Billboards, DOOH, Radio, Print, Digital Video, Digital Audio, Prospecting Display, Paid Social

*(using channel-specific and DSP tools)*

**INTEREST**

Traditional TV, Radio, Digital Video, Digital Audio, Paid Social, Display, Native, Contextual, Paid Search, Retargeting Display, Retargeting Social, Website

*(using channel-specific and DSP tools)*

**CONSIDERATION**

Paid Social, Organic Social, Display, Paid Search, Retargeting Display, Retargeting Social, Email, Website, Chat Bots

*(using channel-specific and DSP tools)*

**VISIT/CONVERT**

**EXPERIENCE**

Email, Organic Social, Website, Chat Bots, Display / Geotargeting

*(using channel-specific tools)*

**ADVOCATE**

Organic Social, Email, Retargeting Display, Retargeting Social, Website

*(using channel-specific tools and internal data platforms and systems)*

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# MDR Advertising + Digital + Media
# 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.

# 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.
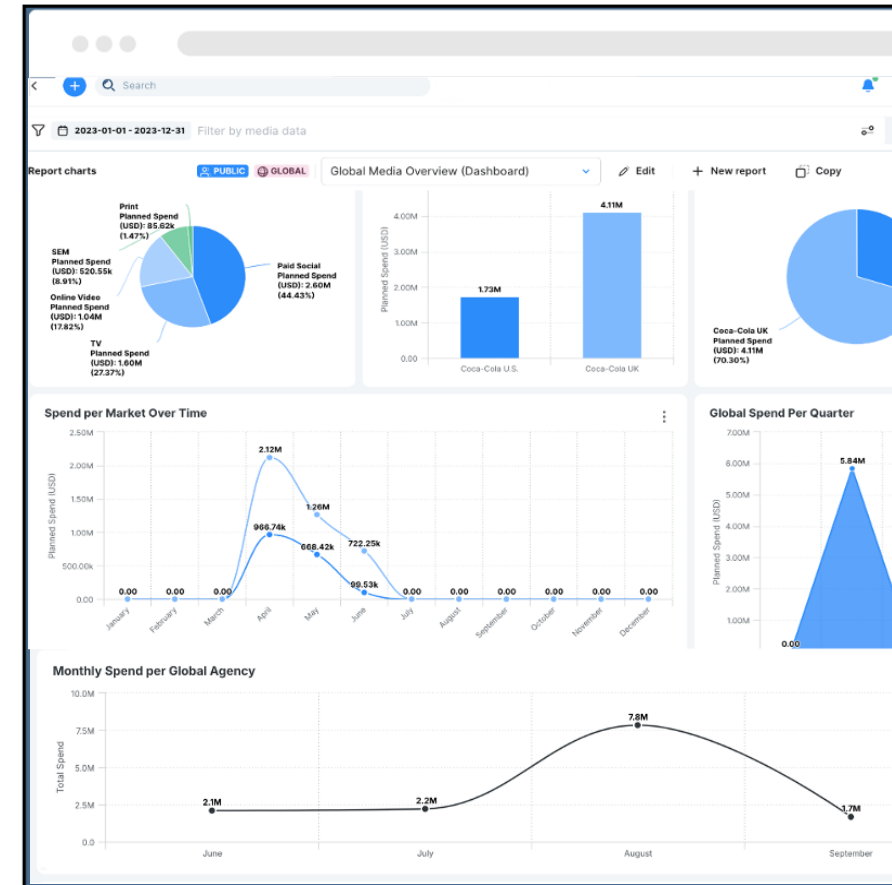
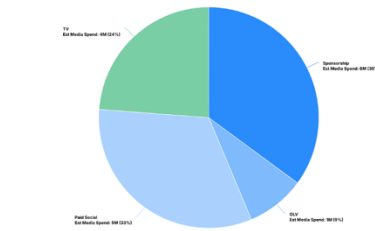24/7 reporting access via web-based UI

Granular performance reporting

Updated daily

Dedicated MDR support

Downloadable data & graphics

Built for your campaign's KPI

# PROPOSED TIMELINE & BUDGET

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# 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**                                                    **$100,000**
- Capture and produce video, image assets
- Printed collateral materials, promotional items
- Website updates or improvements
- All other out-of-house expenses

**Media Budget**                                                  **$287,500**
- Purchase of media ad placements

**TOTAL**                                                         **$587,500**

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# THIS COULD BE BIG.

**AMBITIOUS?
LET'S TALK.**

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