



AGENCY OVERVIEW

Driscoll Children's Hospital



WE BUILD BRANDS WITH AMBITION

We're early adopters, forward thinkers, strategic planners and relationship builders. We're a true full-service agency partner that specializes in advertising, digital and media strategies for growing businesses.

MDR - AGENCY OVERVIEW

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SNAPSHOT



MEDICAL
TRAVEL & LEISURE
HIGHER ED
RETAIL
FINANCIAL
ENERGY

1974
YEAR ESTABLISHED

20
TEAM MEMBERS

CREATIVE STRATEGISTS
COPYWRITERS
DESIGNERS
MEDIA BUYERS
DIGITAL DEVELOPERS
DATA ANALYSTS
ANIMATORS
VIDEO EDITORS
ACCOUNT MANAGERS





**STEPHEN
RYBAK**

Principal | CCO

20+ yrs. brand strategy
20+ yrs. medical experience
20+ yrs. creative direction
20+ yrs. tactical planning

NOTABLE WORK:

Driscoll Children's Hospital
Physicians Premier
American Cancer Society
Halo Flight, March of Dimes
Ronald McDonald House
Corpus Christi Medical Center
CITGO, HEB, Shiner Beers



**JACKIE
SWONKE**

Creative Director

20+ yrs. creative direction
20+ yrs. strategy and planning
20+ yrs. copywriting

NOTABLE WORK:

Driscoll Children's Hospital
ExpressJet
Star Furniture
Direct Energy
Phillips 66
Foley's (Macy's)
Champion Energy



**LAUREN
CLAYTON**

Media Director

6+ yrs. HIPPA experience
6+ yrs. medical experience
15+ yrs. media dashboard &
analytics experience

NOTABLE WORK:

Physicians Premier
USS Lexington Museum
Visit Kemah
Hogan Homes
NEC Co-op Energy
NavyArmy
Port Corpus Christi



**SHERRY
ROBESON**

Marketing Director

20+ yrs. integrated field marketing
20+ yrs. brand management
15+ yrs. sales/marketing strategy
12 years strategic market
development research

NOTABLE CLIENT WORK:

T-Mobile
Gold's Gym
Sprint-Nextel
Whataburger
Corpus Christi Medical Center



AGENCY EXPERIENCE

WE DEVELOP PARTNERSHIPS THAT LAST.





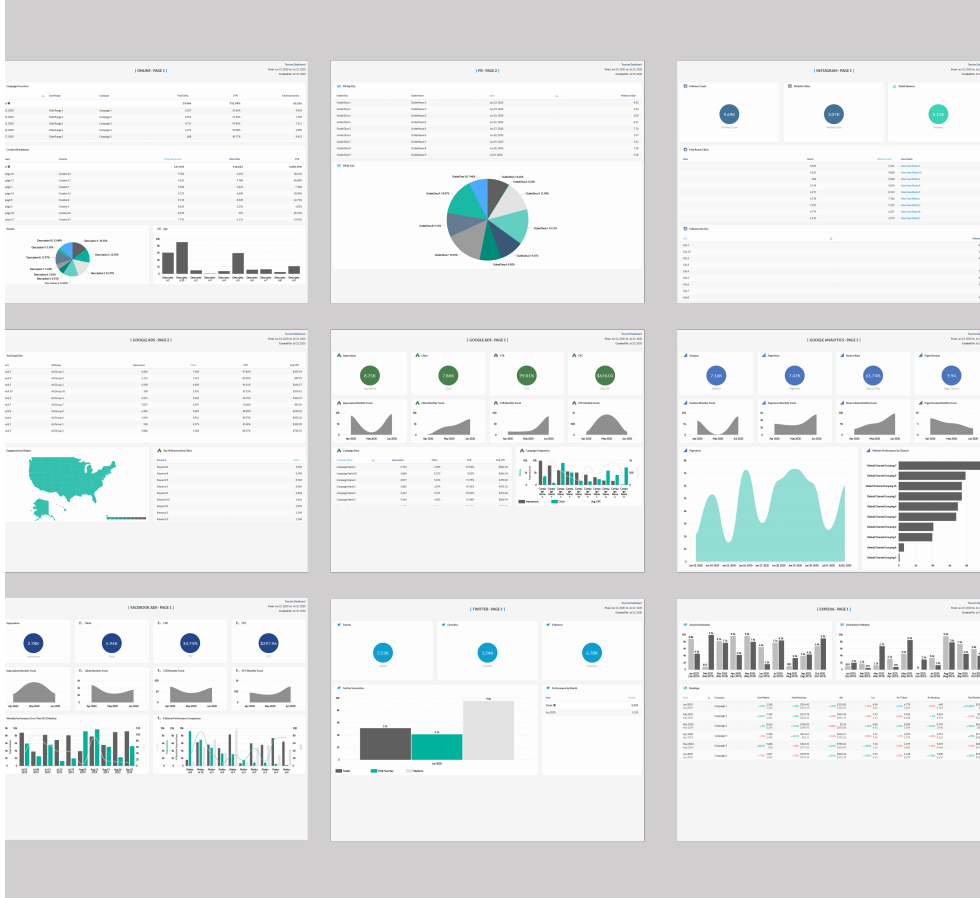
AGENCY EXPERIENCE

MEDICAL INDUSTRY



AGENCY STRUCTURE





OUR DEPARTMENTS

MEDIA & ANALYTICS

RESEARCH & PLANNING

Our access to industry trends and partner data allows us to accurately develop customer profiles based on behaviors. Then we create an actionable plan based on your specific goals.

PURCHASING POWER

With an omni-channel approach to traditional, digital and emerging media, our media team has purchased \$100 million+ in placements for our clients. It gives us bargaining power and inside intel that ultimately translates into quantifiable added value.

MARTECH STACK

We deploy the latest in marketing technology to ensure measurable performance and results for buying, tracking and attribution. And we have the expertise to analyze and act on the findings.

DASHBOARD REPORTING

We create custom real-time reporting dashboards that aggregate hundreds of APIs to ensure maximum ROI and accountability.

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OUR DEPARTMENTS

WEB & DIGITAL

PLANNING & DEVELOPMENT

We plan every pixel prior to development. A thoughtful site map and wire frame creates the user experience that engages viewers for longer periods of time.

SEO & SEM

We can boost your search engine optimization through highlighting key words and creating crawlable content.

CONTENT DEVELOPMENT

Beyond design, our custom content is what sets our websites apart. We build your story from the ground up and create a flow of information that guides the viewer.

WEB CARE

Ongoing security, support and maintenance ensure your website is always healthy and performing at optimal levels for maximum impact.

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OUR DEPARTMENTS

CLIENT SERVICES

PLANNING & SUPPORT

We drive long-term, proactive forecasting and planning to set a clear path forward. And through consistent monitoring and reliable, support we provide the agility to pivot at any point.

PROJECT MANAGEMENT

Organized and detailed, our project management systems ensure every job is delivered on time, on budget and on strategy.

BRAND MANAGEMENT

Our team serves as ambassadors of your brand lending extra eyes and ears to avoid missing opportunities or potential threats. We remain vigilant stewards to protect the integrity of your brand at every turn.

THOUGHT LEADERSHIP

We aren't just passionate about our industry we're experts in it. Through innovative thinking full of insight and information we inspire growth by sharing our knowledge with our client partners and their in-house teams.

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OUR DEPARTMENTS

ACCOUNTING & PERFORMANCE

CLIENT BILLING

We employ a system of tracking and accountability to ensure client billing is on time and accurate.

CLIENT PURCHASES

We hold an unblemished record with vendors for dependability, accuracy, and financial stability.

TIME TRACKING

We ensure all activities are accounted for and documented every step of the way for each project and client.

HUMAN RESOURCES

We maintain a stringent hiring process that ensures we hire the best and brightest and we've created a dynamic culture that retains talent and empowers our teams.

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OUR DEPARTMENTS

CREATIVE SERVICES

BRAND & CONSULTING

Our business consulting and brand development capabilities form the foundation on which to build a successful marketing and communications program.

CREATIVE STRATEGY

Data-driven and results-obsessed, our creative strategy and tactical sense will help define and tell your brand story like no one else.

CAMPAIGN DEVELOPMENT

We develop clutter-busting, multi-media campaigns that target, connect and convert consumers into customers.

DESIGN & EXECUTION

Our award-winning designers create the distinctive visuals that communicate your message concisely and succinctly.

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OUR PARTNERS

11TH FLOOR STUDIOS, LLC.

PROJECT MANAGEMENT

We plan, assemble and manage the right teams and talent to take any video project large or small from concept to completion.

VIDEOGRAPHY & EDITING

We concept, capture, color correct and edit to produce premium quality video assets that support a brand through streaming and broadcast channels.

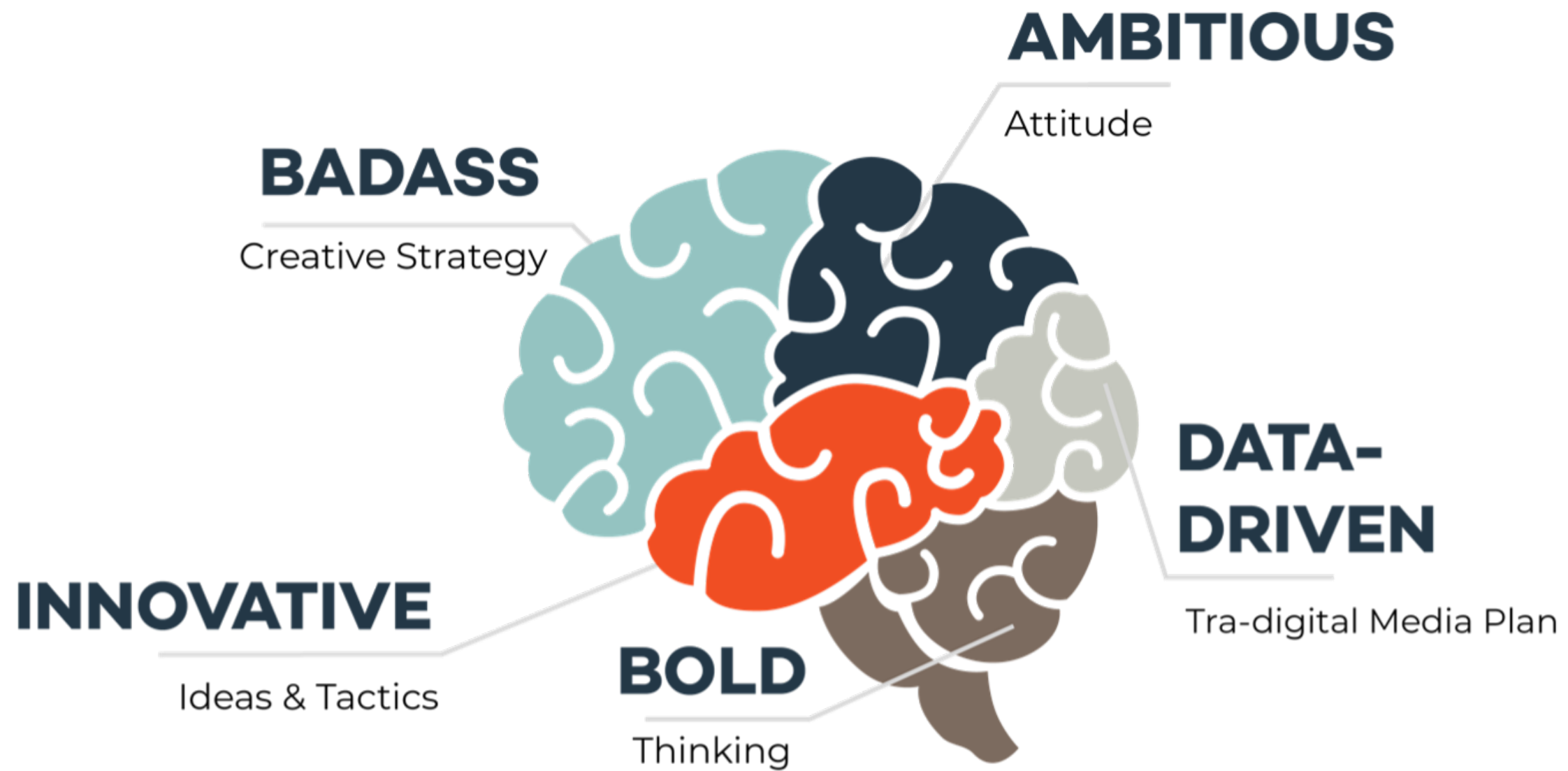
MOTION & ANIMATION

Our animation and motion capabilities allow us to develop dynamic content for videos, digital ads and infographics to help further tell your story.





OUR PHILOSOPHY



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OUR PROCESS

1

DISCOVERY

Gather insights, review research, planning and kickoff/brainstorm session with MDR.

2

GOALS

Establish objectives, define KPIs and metrics to measure success.

3

STRATEGY

Identify target markets, develop personas, tactics and media strategy.

4

CREATIVE

Develop design, imagery, look, feel and copy across all mediums. Coordinate with media teams.

5

EXECUTION

Negotiate and purchase paid and added-value media. Deliver campaign.

6

PERFORMANCE

Track, monitor, analyze report and optimize.

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OUR APPROACH



PUT OUR FULL-SERVICE CAPABILITIES TO WORK FOR YOU

From strategy, concept and coordination to creative, design, copywriting and web support, we can instantly become a part of your in-house marketing teams.



ACTION PLAN-PHASES

EXECUTE

IMMEDIATE

- Marketing Management
- Message Integration
- Audit/Evaluate/Prioritize
- Content Development
- Meetings/Updates
- Program Implementation
- Oversee Internal/External Support

ASSESS

INTERMEDIATE

- Existing Research
- Existing Plans
- Structure/Workflow
- Evaluate Measurables
- Existing Pain Points
- New Project Development
- Strategic Development
- Alignment of Business vs. Marketing Goals

DEVELOP

LONG-TERM

- Marketing Action Plans
- Launch Plans
- Community Building
- Thought Leadership
- Nuanced Personas
- Internal Synergy
- Campaign Strategies
- Media Strategies
- Social Media Strategies
- Dashboard Reporting

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ACTION PLAN-TIMELINE

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
Meet w/ Internal Teams			Check Point		Check Point		Check Point		Check Point		Check Point
Address Any Immediate Creative Needs											
Collect & Assess Existing Research & Marketing Plans			Develop Market-specific Marketing Action Plans (MAP)								
	Conduct Website Audit Develop Content										
	Conduct Media Audit & Update Strategy As Needed					Conduct Social Media Audit & Develop Strategy					
			Develop Creative Strategy for Each Market/Challenge (Based on MAP findings)								
Deploy On-site, In-house MDR Interim Marketing Director As Needed (Can assist in national search/interview process and day-to-day logistics)											
Ongoing Strategy, Creative, Design, Copy & PR Support											

ACTION PLAN - FIRST 100

FIRST 30 DAYS:

Attack *now* issues and identify upcoming threats

- **Assist with Marketing Director search and provide part-time, on-site & on demand agency assistance for seamless delivery of work at hand**
 - Engage internal teams, conduct meetings
 - Address immediate creative needs/updates
 - Meet with team members together and individually
 - Gather/review available data and research
 - Audit current internal/external landscapes and messaging
 - Evaluate current marketing plans
- **Deliverables:**
 - Interim departmental direction and support, assessments, recommendations, and an initial feedback & prioritization deck

The logo consists of a solid orange square with the letters 'MDR' in white, bold, sans-serif font centered within it.

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ACTION PLAN - FIRST 100

FIRST 60 DAYS:

plan combative actions and develop strategic solutions

- **Continue to work with and help develop select marketing staff**
 - Focus on internal communications strategy enhancement
- **Collect and assess all existing research/media/marketing plans for active external marketing efforts**
 - Become DHS brand experts by reviewing all related info and assets developed to date and helping to oversee delivery of contracted items still to come
- **Determine 2022 and beyond needs and wants**
 - Conduct deeper external and internal discovery as needed working to touch all hospital departments, and key brand ambassadors or other stakeholders
- **Deliverables:**
 - Marketing Plan Framework
 - Onboarding & Integration documents for new Marketing Director

ACTION PLAN - FIRST 100

FIRST 100 DAYS: earn internal buy-in to implement and develop executional details

- **Continue to work with and within team as needed to direct, develop and deliver**
 - Conduct website audit
 - Develop content as needed
 - Conduct media audit regarding targets and ROI
 - Ongoing additional research as needed to inform strategy development
- **Months Three – Six**
 - Work with teams to complete 2022 Marketing Action Plan
 - Work closely with new Director when filled to implement and execute
 - Provide ongoing strategy, direction, creative/communication support to team
- **Deliverables:**
 - Content & Planning for internal regional roadshows showcasing refined and clearly communicated brand story and marketing strategy tailored to market demos/ethos
 - Monthly Status Reports, full Marketing Action Plan for each defined target market/product focus as completed.

ACTION PLAN - LONGTERM

360-DEGREE STRATEGY

- **Develop Marketing Action Plan (MAP) Work Process**
 - Detailed and ongoing, transparent and easy to digest internally
 - Market & Industry specific data
 - Consumer profiles and behavioral trends
 - Based on prioritized needs and budget allocation
 - Suggest Laredo Marketing Landscape Report for future consideration
- **Conduct Social Media Audits**
 - Provide plus delta report & reframe recommendations
 - Develop and workflow short-term, long-term strategies
 - Work with internal teams on 2022 calendar that supports strategic initiatives with enhanced brand-building content/asset development and added efficiencies

ACTION PLAN-**LONGTERM**

DEVELOP MARKET SPECIFIC TACTICAL PLANS FOR FIELD EXECUTION

- Pre-hospital opening
- Hospital Launch and GO Period
- Post-hospital opening
- Ongoing Community Building & Grassroot Outreach
- Ongoing Donor Network Development
- Other identified needs from short term assessments

REFERENCES

OMAR GARCIA

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CASSANDRA CHAMPION

Director of Marketing
USS Lexington Museum
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cassandra@usslexington.com



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WHY MDR?

A PERFECT MATCH

- Partnership-minded service excellence
 - Strategy focused, results-driven
- Extensive RGV, Laredo, CC & Victoria market knowledge
 - Head and heart in the game
 - Boots on the ground/Frontline field experience
 - Agile, responsive, tested and trusted
- Fully engaged team that's fun/easy to work with
 - HIPPA experienced & compliant
 - 40+ years of Driscoll history
 - We believe in the mission



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**THIS
COULD
BE BIG.**