Urias Cost Breakdown

$120 /per hour

Project	Estimated Hours			Estimated Dollars	
Communications Plan	30	40		$3,600	$4,800
Public Relations (Statewide)	300	360	(hours for 12 months)	$36,000	$43,200
Brand Enhancement	40	50		$4,800	$6,000
Video Production	50	60		$6,000	$7,200
Mobile Site	15	20		$1,800	$2,400
Resource Guide	30	35		$3,600	$4,200
Total Estimated Hours/Dollars	**465**	**565**		**$55,800**	**$67,800**

URIAS COMMUNICATIONS

ADVERTISING | CREATIVE | PR

ARIZONA DEVELOPMENTAL DISABILITIES PLANNING COUNCIL

URIAS COMMUNICATIONS PROPOSAL

Proposal Submitted to:

MR. LARRY CLAUSEN
Executive Director
Arizona Developmental Disabilities Planning Council
1740 West Adams, Suite 410
Phoenix, AZ 85007

6617 N. SCOTTSDALE RD., SUITE 103, SCOTTSDALE, AZ 85250
P. **480.751.5569** | E. **lisa@uriascommunications.com** | W. uriascommunications.com

April 2, 2014

MR. LARRY CLAUSEN
Executive Director
Arizona Developmental Disabilities Planning Council
1740 West Adams, Suite 410
Phoenix, AZ 85007

Dear Mr. Clausen:

It is with great pleasure that we submit our proposal for Public Relations and Multicultural Focus Marketing Partner. As you will see from our proposal, Urias Communications, located at 6617 N. Scottsdale Road, Suite 103, Scottsdale, AZ 85250, is a full service advertising and public relations agency with a strong emphasis in the multicultural markets of the U.S. Southwest. Our phone number is **480-751-5569**, our **FEI number is 20-5738315** and my personal email is **lisa@uriascommunications.com**.

Our primary focus has been working with clients that need to brand their products and services throughout a variety of multicultural markets. Currently in Phoenix, more than 40 percent of the market is Hispanic/multicultural, putting us in the ranks of Chicago, New York, Los Angeles, Miami and others; in addition, Hispanics comprise 30 percent of the Arizona population. According to the US Census, this market has grown more rapidly in Arizona over the past ten years than in any other state in the nation.

This is precisely why I started this firm in 2003 after more than 15 years of international marketing. We have extensive advertising and public relations experience and can serve Arizona Development Disabilities Planning Council (ADDPC) like no other. We are a nationally and locally award winning agency that provides quality products and services to our clients who need to connect with these diverse populations.

Arizona is changing rapidly much like the rest of the country with dynamic multicultural experiences. Our firm bridges the divide for our clients, whether they are speaking to mainstream mass markets, Hispanics, Native Americans, Asians or African Americans. We understand the sensibility of these varied markets and are comprised of experienced professionals who have lived multicultural experiences throughout the US and abroad.

So thank you for the opportunity to present our capabilities. We hope to work with ADDPC on your marketing and public relations needs. If you have any questions or need additional information, please feel free to contact me.

Sincerely

Lisa Urias - **PRESIDENT**

QUALIFICATIONS OF URIAS COMMUNICATIONS

After more than 15 years in international marketing and communications, Lisa Urias founded Urias Communications in 2003 to address an underserved need for strategic advertising and PR with a uniquely multicultural focus. Now a local and national award winning advertising, and public relations agency, Urias Communications specializes in the multicultural markets of the U.S. Southwest, with concentration on the burgeoning Hispanic market. We provide customized, integrated communications strategies to proactively position our clients in the marketplace – effectively and efficiently accomplishing their goals.

We are a certified Minority Business Enterprise and Disadvantaged Business Enterprise (MBE/ DBE). Collectively, our team has more than 100 years of direct experience in marketing strategies, branding, advertising, creative direction, graphic design, public and media relations, event management and community relations in Arizona and throughout the region.

Our clients include multifaceted businesses such as Dignity Health, St. Joseph's Hospital – Barrows Neurological Institute, BlueCross BlueShield of Arizona, APS, HMS Host, Alliance Airport Advertising, as well as industry associations and non-profit organizations such as the Phoenix Zoo, Valley of the Sun United Way, CALA Alliance, the Phoenix Art Museum, the City of Tolleson, Greater Phoenix Convention and Visitors Bureau, and many more.

By offering a distinctive breadth and depth of expertise, our client relationships are as varied as the communities we serve. A number of clients have been with us since our inception, these affiliations evolving through a host of successful advertising and PR campaigns, as well as community outreach. One of our firm's primary success metrics is the longevity and depth of our client relationships. More often than not, our work begins with one short-term assignment and grows into a broader scope based upon our performance.

While we began focusing on the flourishing multicultural markets of the Southwest, and are fully Spanish language bilingual and bicultural, our clients have been so pleased with our products, services and efficiency that we now offer full-service – yet still boutique – comprehensive advertising and communications support in all Arizona markets. Our firm's philosophy is deeply rooted in quality, in building and sustaining solid client and community relationships. Providing individualized service to our clients – large or small – is the cornerstone of our business.

Urias Communications Strengths and Core Competencies

Urias Communications features experienced communications professionals who create culturally sensitive, linguistically appropriate and strategically thorough outreach campaigns. We help our clients deliver the right messages to the right audience at the right time within the right mediums.

Known for her strategic communications expertise, Lisa Urias and her team have established productive relationships from corporate boardrooms to political backrooms to grassroots communities to key members of the media. She established Urias Communications to address three major gaps in the marketing and public relations sector:

1. Few were speaking to multicultural markets using that market's own unique mix of voices, with experts who have lived the ethnic experience in America.
2. No one was offering satisfying solutions for building bridges between clients and ethnic consumers and businesses.
3. Traditional agencies were behind the change curve – pushing an outmoded process with bottom-heavy organizations that did not take budget realities and efficiency into account.

Our cultural connections – combined with years of integrated strategic marketing and communications experience – result in creative, unorthodox approaches that resonate with your target markets and ensure a brand is not just recognized, but assimilated into their everyday lives.

Our record of accomplishments has led to vibrant partnerships with local, regional, national and international firms, assisting them with advertising and communications in both the general and multicultural markets throughout the Southwest U.S. and in Mexico/ Latin America. Our principal purpose is to ensure our clients have strong strategic communications in English, Spanish or both – creating a successful bilingual platform as needed.

We are proud of the consistently excellent work that has garnered numerous local and national awards for our advertising campaign and outreach strategies. These include Addy Awards for Advertising Campaigns, International Association of Business Communicator Copper Quill Awards, the national Best of Blue Award, and awards for our work within the community. Lisa was recently named "One of 13 to Watch in 2013" by the Arizona Republic, and "One of the Valley's Most Respected CEOs" by the Phoenix Business Journal, and received the 2010 Arizona Hispanic Chamber of Commerce Woman of the Year award. These awards exemplify Urias Communications' core value of investing in the communities we serve.

OUR SERVICES

Mixed Demographic Marketing Strategy

Working in Hispanic, Native American and other ethnic markets requires a team that understands the sensibilities of the market and how to reach them. Urias Communications has worked with Native American outreach for Arizona State University, conducted a full brand marketing campaign strategy for Native American Connections, and have conducted outreach in African American, Asian American and general market outreach for numerous clients including the Phoenix Zoo, the Arizona Office for Problem Gambling, the Arizona Lottery and many others.

It takes a comprehensive team of multicultural communications professionals who understand the sensibilities of these markets to effectively reach them, and Urias Communications is comprised of those professionals throughout the organization.

Regardless of whether you are selling financial services, solar systems, or health care, you are talking to people. We start with a general input meeting with clients to identify both your unique position in the marketplace and the target markets you need to reach. Then, we develop a full marketing strategy, including identifying the right messaging and imagery that truly resonates with each of your target markets. And we will work with your team to ensure a media plan for this campaign effectively reaches your target audiences and motivates them to act. Our holistic approach results in building solid brands and communicating from a single, compelling voice.

Creative Direction and Production

Urias Communications' nationally award-winning creative team comprises an experienced and diverse group of creative personnel focused on clear and effective communication, whether visual or written. We believe that effective communication isn't just a clever campaign. Effective creative must truly resonate with its intended audiences and provoke an emotional connection. We provide our clients with alternative creative concepts and work to ensure that all interests and concerns are taken into consideration. Connecting diverse worlds is easier said than done. Our team excels in using vivid visuals that speak to the hearts of cross-cultural audiences to create a powerful, meaningful experience. Combining this emotional response with clear and forceful messages builds not just brand recognition but brand embrace.

We have developed award-winning full creative campaigns for a variety of clients and in a variety of media, including television, digital, radio, collateral materials, print ads, out-of-home, and multimedia. Our Hispanic market campaign for Blue Cross Blue Shield of Arizona, won the national Best of Blue awards, garnering the highest ranking of all campaigns submitted for both general and multicultural markets.

Our firm has provided production services to all of our existing clients, from creative inception through delivery. Our team has resources throughout the industry that are adept at both general and multicultural casting, copywriting, location scouting, shooting, editing, storyboard creation and much more.

Media Services (TV, Print, Radio, OOH and Digital)

At Urias Communications, our in-house media planning & buying team has handled extensive media planning and buying locally, nationally and internationally in both English and Spanish across all media. In particular, our media buyers have extensive experience in Nielsen, Arbitron, Scarborough, CMR and others and have comprehensive research and negotiation skills from Ogilvy & Mather in New York and with other Arizona general market agencies.

Our team has budgeted, planned and purchased all broadcast and print media for the Arizona Office of Tourism and developed multimedia plans for Arizona Lottery games, generating $288 million in annual sales and representing a $7 million media budget.

In addition, our team knows how to map the target audiences' media viewing habits and apply the proper media mix for the highest reach and frequency. This buying experience and philosophy incorporates targeted exposure, maximum impact and strong connection with their audiences. We are also focused on ensuring added value/bonus commercials are incorporated into every buy, in particular with municipal, state or non-profit clients.

Spanish Language Copywriting and Translations

At Urias Communications we are a fully Spanish language bilingual, bicultural team, using standard Mexican Spanish when we write Spanish language copy, translate, or conduct research services. Writing for the market must be targeted to the particular multicultural markets you want to reach. It is often a subjective process that can bring about multiple results. For this reason, we work closely with the client to ensure our Spanish language copy or translated terminology and industry language is understandable and accurate.

When needed, Urias Communications provides accurate, federally certified Spanish language translations for clients. Many clients, such as Blue Cross Blue Shield of Arizona require this service from our firm for health insurance materials that must have clear, accurate, federally certified Spanish language.

Public & Media Relations

Urias Communications has more than 60 years of high-level public relations experience in the industry locally, nationally and internationally and executes full communications and media relations plans for clients such as Bristol-Myers Squibb, APS, CALA, St. Joseph's Hospital, Phoenix Art Museum and many others. Our in-house team has been successful in garnering hundreds of thousands of dollars worth of positive media coverage for our clients in both general and multicultural mediums.

Our public relations professionals have a solid reputation for knowing how to extract and identify stories that are important in the industry and community and effectively tell them. As a result of our experience, we are contacted regularly by a variety of reporters in both the general and Hispanic media, asking for potential stories and our clients are regularly referenced as experts in their fields.

We meet regularly with our clients and editorial boards, including the Arizona Republic, Univision, La Voz, The Informant, Prensa Hispana and others, and know broadcast, print and industry reporters. We also keep up with this rapidly changing industry to target users who are consuming non-traditional forms of media with other forms of virtual and gorilla marketing.

Urias Communications also develops social media strategies for our clients including Facebook pages, multimedia blogs, Text-To messaging and Twitter. We are members of IABC and the Arizona Latino Media Association. In addition, we manage a number of crisis communications needs for clients, including for APS and St. Joseph's Hospital. These communications must be timely, effective and communicated in both English and Spanish.

Interactive/Digital Technology

The Web is rapidly becoming the medium of choice in the marketplace. Our interactive design, digital technology and strategy specialists understand the intricacies of online and multimedia communications, and we use technology to capture the regional market and to track your return on investment. We can develop full websites for you or multimedia blogs. We also engage in Social media to engage in conversations with your audience in ways that are meaningful to them, this will help us/you better understand your customers and the market. Some of our social media strategies include:

- The customized creation of your pages
- Manage your pages and engage in conversations with your followers.
- Connect you to new customers and raise brand awareness.
- Create content relevant to your audience to encourage traffic to your page.
- Daily and weekly updates

Sponsorships, Community Engagement and Events

Multicultural markets love nothing more than gathering together, and events are core experiences to this marketplace. Events are an essential component to many communications strategies and our event management team can create exciting, compelling events that draw people and motivate action. Urias Communications develops specific strategies for each promotional event and provides workers who are a reflection of the event audience so there are no language barriers and so the customers find it easy to engage with the client's representatives. In addition, our methodology includes pursuing co-op opportunities with other vendors to expand customer interest and strategy.

Hourly Rate

Urias Communications works on either a retainer basis or on a per project basis. Retainers generally result in greater value to clients due to time allocated and priority for services. Blended hourly rate for all services is $120.00.

**Client receives estimates for all projects for approval prior to production.*

Scope of Work*

Communications Plan – 25 to 30 hours
Public Relations – 16 hours per month
Community Outreach – 20 hours per month
Marketing & placement of existing resources - TBD

**Upon internal audit, final estimated cost will be provided.*

BIOS OF KEY STAFF PERSONNEL

LISA URIAS

President/ CEO

Melding the worlds of U.S. corporations and the Latino market has been Lisa's passion for more than 20 years. Prior to founding Urias Communications, Lisa spent more than 15 years in the energy sector, providing strategic market entry strategies to corporations such as El Paso Energy, Calpine, Dynegy and Salt River Project for their expansion into the Mexican energy market.

Lisa also spent nine years at Salt River Project (SRP) in Phoenix as the Director of International Markets in the Strategic Planning division and as the Director of International Affairs in the Public and Communications division. In these capacities she developed strategic plans and marketed SRP to more than 70 nations for energy services and water technology transfer programs, also serving as the liaison to U.S. and foreign government agencies such as U.S. Bureau of Reclamation, USAID, the Secretería de Energía de México and the World Bank. Lisa has received numerous awards from across the U.S. and from several Mexican trade organizations for her contribution to high-level international projects.

Since starting Urias Communications in 2003, Lisa's team has garnered some of the largest clients in the region. Much of this is due to Lisa's prior reputation in the state as an outstanding advertising and marketing professional. Her client list has expanded significantly and the team is proud that they have not lost one client due to performance.

As a result, the agency has grown significantly from a small start up firm to one currently billing more than $8 million gross and a staff of seven. Today, Urias Communications is recognized as one of the most successful advertising and public relations firms in the region.

The campaigns developed under Lisa's leadership at Urias Communications have been strategic, targeted, award-winning and effective with both general and multicultural markets. In fact, Lisa started the firm to respond to the growing Hispanic and other multicultural markets within the region. Now, Urias Communications is comprised of high-level advertising and public relations professionals with various ethnic and racial backgrounds who are completely adept at responding to their clients' multifaceted communications' needs.

Lisa received a B.A. degree from Arizona State University in 1986 with an emphasis in Political Philosophy. She has performed graduate studies in History of Political Philosophy and English Literature. She continues to hone her writing skills by regularly attending the Virginia Piper School of Creative Writing Workshops and is asked regularly to publish columns in the Arizona Republic and Phoenix Business Journal.

JENNIFER SANCHEZ

Partner

Jennifer Sanchez came to Urias Communications from Connecticut in early 2006 as an example of a new generation of highly skilled account executives. Jennifer focuses on conducting and analyzing market research and directing campaigns that are on point, on time and on budget. Jennifer understands that a return on investment is just as important as developing a creative campaign for clients. Jennifer works with market research to ensure all campaigns truly resonate with their target market, and orchestrates the various factors involved in executing effective advertising campaigns with professionalism, grace and humor. Market research guides every aspect of the campaign, from creative directors to copywriters and research teams; Jennifer focuses all aspects of the campaign on the research findings to ensure success.

Jennifer studied cutting-edge technology in marketing, including Internet Marketing, Strategic Marketing, Marketing Research, Consumer Behavior, and Futures Forecasting and Analysis. After graduating with a B.S. from Western Connecticut State University in 2004, she worked with L'Oreal USA where she created competitive sales analysis to gauge industry competition. She also planned inventive marketing strategies, including tracking consumer behavior response to POS display and other forms of advertising.

With Urias Communications, Jennifer works with clients such as APS, the Phoenix Zoo and others; and ensures our marketing strategy is on target based on market research and that client projects and timelines are on task and within budget. More importantly, Jennifer ensures that the campaigns are effective with their intended target markets, and adjusts campaigns according to consumer response.

MARY VERDUGO

Senior Account Executive

Mary Verdugo has been an advertising agency professional for more than seven years. Most recently she worked with Lopez Negrete, one of the nation's largest Hispanic advertising agencies located in Houston. As a Senior Account Executive with LN, Mary managed the Arizona Lottery account for the firm, with an annual budget for the Hispanic market of more than $3 million, including production and media, and the NASCAR account. In this capacity, Mary managed all aspects of these accounts including strategic and creative direction, event planning, media and community relations.

In addition to managing these successful advertising campaigns, Mary is also experienced in managing government accounts such as the City of Phoenix Aviation Department and the Housing Authority of Maricopa County, which provides her with a distinct understanding and insight into engaging behavioral change among clients and customers. In her capacity with the City of Phoenix Aviation Department, she was charged with developing and executing a campaign with a team of professionals designed to encourage families to voluntarily allow the City of Phoenix to purchase their homes impacted by airport expansion, and relocate them to a new neighborhood (the Voluntary Acquisition and Relocation Program). These delicate and, at times, controversial projects were managed by Mary in a high level professional capacity that gave the City ongoing success with little to no negative feedback.

At Urias Communications, Mary works with St. Joseph's Hospital and Medical Center on their Hispanic communications outreach strategies, some of which have been delicate and controversial, such as the recent decision by the Bishop to rescind the Catholic status of St. Joseph's. These communications strategies were particularly critical within the Hispanic market where ties to the Catholic Church remain strong. She is also responsible for the advertising and marketing of the CALA Alliance Festival, a metro-Phoenix-wide festival spanning two months, and other clients developing and

overseeing strategic marketing and community relations campaigns in both English and Spanish.

Mary grew up in both Phoenix and Guadalajara, Mexico, giving her first-hand knowledge and insight into living in the United States while keeping deep cultural ties to Mexico. This has been an advantage for developing culturally relevant marketing strategies to reach the Hispanic market. She also received her degree in Marketing from the University of Phoenix in 2006. She is fluent in both written and spoken English and Spanish.

JESSE PALACIOS

Creative Director

Jesse has been Creative Director for Urias Communications since its inception and is responsible for conducting award-winning creative campaigns for numerous clients including the a national Best of Blue Awards for Blue Cross Blue Shield of Arizona, Addy Awards for the Phoenix Zoo and a Crescordia Award for the City of Phoenix Water Services Department.

Jesse is particularly adept at targeting the new emerging markets of the U.S. Southwest, including the millennial markets (16-30), many of who are younger professionals who are not easily reached through traditional mainstream media. His campaign work is cutting edge, often uses bilingual messaging, and focuses on the sensibility of these markets.

Prior to working with Urias, Jesse also worked in large agencies and corporations throughout the Valley including the Kahala Group and Fox Corporation on branding, advertising and design campaigns. Jesse epitomizes the immigrant experience. Born in the northern México state of Chihuahua and living in Phoenix for more than 20 years, Jesse is fluent in both spoken and written Spanish and understands first-hand the needs of the Latino community. He also understands that campaigns should not only win awards, but garner significant new market share for clients, and prides himself on campaigns that bring successful outcomes for the clients he serves.

MARISOL PELAEZ

Public Relations Executive

Marisol was named public relations executive with Urias Communications in 2013 and works principally on St. Joseph's Barrow's Neurological, the Phoenix Art Museum, and the Phoenix Zoo. Previously, she worked at ASU as a research assistant, and had various marketing internships in the US and México. She grew up in Pachuca Hidalgo México and moved to the US in 2007 where she got her Business Communications degree from ASU. Marisol offers expertise in public relations by harnessing her natural writing ability and professionalism to benefit her clients with a PR experience unlike any other.

GREG PARSONS

Account Coordinator/Project Trafficker

Greg Parsons works as an Account Coordinator/Project Trafficker. He is the hub of the Urias Communications' wheel. He ensures all projects flow through the Urias Communications' team in an organized, accurate manner and that all projects are within budget and on time. Greg also ensures that media receives all specific artwork for placement, which includes analyzing the various channels of media and effectively placing the creative in optimal time slots and spaces.

LAURIE KLINE

Media Planner & Buyer

Laurie has spent more than 15 years as a media Planner-Buyer throughout the nation, including work with Grey Direct in New York where she developed statewide print and radio plans for New York Telephone programs and designed media plans to market IBM supplies.

URIAS COMMUNICATIONS

Arizona Developmental Disabilities Planning Council Budget

Communications Plan
Client Meetings, discussion and insight
Objectives
Goals
Audience
Tools/Timetable
Evaluation
Elevator Speech

TOTAL HOURS	***30-40 hours***

Public Relations (Statewide Coverage)
Monthly Strategy Sessions
PR Calendar
Press Release Development
Pitching Stories
Meeting with Editorial Boards
Creating Client/Media Relationships

TOTAL HOURS	**25-30 hours per month**

Brand Enhancement

Tagline	
Descriptors/Elevator Speech	
Focus Group Testing	TBD
TOTAL HOURS	***40 - 50 hours***

Video Production (2-3 minute video)

Brainstorming Session	
Copywriting	
Imagery/Graphics	
Rental Equipment	TBD
Editing	TBD
Audio/Editing Studio	TBD
TOTAL HOURS	***50 - 60 hours***

Mobile Site
Enhance resolution of images/headlines
Review Functionality, Architecture & Design
* Before changes are recommended or implemented, UC would like to review the current process to drive individuals to the website and better understand the goals and outcomes ADDPC would like to accomplish.

TOTAL HOURS	***15-20 hours***

Resource Guide
Copy all resources from website
Layout and design of resource guide template
Formatting all entries
Design revisions and copy edits
Account Management

TOTAL HOURS	**30-35 hours**