



Social Equity Council Response to Proposal

WHAT WE DO

In-House Services Include:

- Strategic Marketing Plans
- Brand Development
- Multicultural marketing
- Social Media
- Digital & Interactive
- Web Development
- Content Generation
- Public Relations
- Creative and Design
- Events & Promotions
- Collateral & Materials Development
- Media Buying

Industry Experience:

Health Care, State Government, Associations, B2B, Financial Services, Travel & Tourism, Retail, Insurance, Banking, Education, B2B, Non-Profit, Agriculture.



The CAMELO ADVANTAGE

01
ONE

Uniquely Suited for the Assignment

As an agency, we have nearly 60 years of collective and specialized experience in marketing and educating diverse populations and disproportionately impacted areas. Our staff is bilingual and bicultural and have executed campaigns in multiple languages. From planning to strategy, to creative development and to execution, Camelo Communication has the specific and unique experience you seek in an agency partner.

02
TWO

Total Market Expertise

Camelo Communication has grown to be the premier agency in Connecticut that help brands market to and connect with the “new America” which is a combination of diverse markets. Communicating to diverse audiences goes well beyond translations, in fact, direct translations can be detrimental to success. Rather, we understand the important role culture has in consumers to make consumption decisions and our process of “transcreation” assures cultural relevance in our messaging and communication to diverse audiences.

03
THREE

Commitment to Excellence and Service

We are an agency that prides itself on going above and beyond for its clients and not being satisfied with simply “doing the job,” but rather, helping you generate results. We bring creativity based on sound strategy and expertise and are motivated by exceeding expectations and KPIs.

Experience in Addressing Disparities in CT



W H O W E A R E

Your Dedicated Team



Wilson Camelo –
Strategy and Creative



Martha Bermudez –
Strategy and Planning



Ricki Fairley –
Multicultural Strategy



Vanessa Alarcon –
Account Management



JC Sanchez – Account
Management Support



Mercedes Sanchez –
Public Relations



Daniel Lopez –
Digital Marketing



Catherine Jimenez –
Graphic Design Artist



Stella Laguado – Operations
and Traffic Management

Your Team Lead



Wilson Camelo President, Chief Marketing Officer

Wilson Camelo is an award-winning multicultural marketer and nationally-recognized expert on the topic of culturally-relevant communications and on addressing disparities. He has spoken on the topics to groups from the American Medical Association, Connecticut Hospital Association, New England Society of Health Communicators, Public Relations Society of America and others.

Wilson led the COVID-19 outreach to communities of color for Hartford HealthCare since the inception of the pandemic and creating broadcast, digital, social and public relations campaigns with culturally-relevant approaches that educated and instill trust. He also ran the CT Counts Census 2020 campaign for Lt. Gov. Susan Bysiewicz with outreach to the Hispanic, African American, West Indian, Polish and Portuguese markets in Connecticut, and for CHET, addressing disparities in college savings among communities of color.

A graduate of the University of Connecticut, Wilson grew up in Willimantic. He is a past recipient of Hartford Business Journals' 40 Under 40, Wilson proudly began his career in the United States Air Force where he advised numerous 4-star generals on communications. He retired as a major in 2014.

UPCOMING WEBINAR!
**CONFRONTING HEALTH DISPARITIES
AND HEALTH INEQUITIES DURING
COVID**
FEBRUARY 18, 2021
10:30 AM - 11:30 AM ET

WILSON CAMELO
PRESIDENT OF CAMELO
COMMUNICATION

Camelo
COMMUNICATION

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WEBINAR SERIES

NESHCo
Webinar

Health Disparities and
Social Determinants of
Health in Connecticut

Thursday, Sept 23
10:30 am - 11:30 am

Moderated By:
Wilson Camelo
PRESIDENT OF CAMELO COMMUNICATION

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NEW ENGLAND SOCIETY FOR
Healthcare Communications



Marketing Plan

Components

Approach to Developing Marketing Plan

To effectively ensure the adult-use cannabis program is grown equitably and funds are brought back to key communities; we need to go well beyond awareness. While important, awareness is the first step toward motivating action.

Our marketing funnel approach ensures we are touching key audiences at multiple points in their decision-making process.

Whether that's to attend a webinar or vendor symposium, to apply for the Social Equity lottery or other, it's critical that we have an ongoing and sustained campaign that informs, educates and, most importantly, drives action.

This process would be followed in the development and in the execution of the marketing plan. Key performance indicators (KPIs) and measurement protocols would be established in partnership with the Social Equity Council to ensure we are delivering.

We would also establish a cadence of reporting and regular updates to the SEC.



Overall Strategy

Drive Web Traffic

We would recommend expanding the Social Equity Council website **to serve as the central point for information and the “call to action”** for media, social, digital and other campaigns.

Then, using different tactics like targeting content to key audiences (demographics, languages, geographies), Search Engine Marketing, paid social and others, we drive traffic to the page.

We can capture visitor data, retarget them with additional content, and continue to drive them from AWARENESS to CONSIDERATION to ACTION.



Paid Media

Targeted Campaign

Because this campaign is specifically targeted to key audiences, we recommend a combination of digital marketing, paid social and partnerships with media serving Connecticut's communities of color. This way, we do not waste media dollars on generating impressions from people outside of our audience segments.

We would recommend ongoing **Google Display and paid social campaigns** on **Facebook, Instagram and LinkedIn** that feature consumer-friendly and informative content that is aimed and targeted at specific audience.

We would create different audiences and target content to key audience segments that include aspects like location, age, income level, and also by race and ethnicity as well as language.

With the media, we'd look to **build meaningful partnerships** that go beyond just simply running radio, print or TV ads, but incorporates them as advocates for our messages. As media whose missions also include serving their communities, these media outlets can be strong allies to amplify our messages and campaigns.

Examples of digital and social banner ads



Examples of media partnerships



Social Media

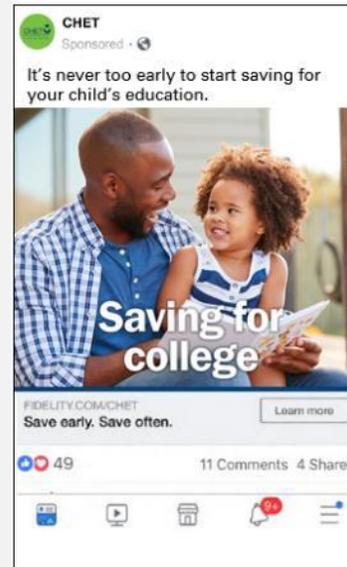
Content and Creative Strategy

Camelo Communication would **develop strategic social media content calendars focused on 3-4 communication/messaging pillars**, to ensure we are publishing ongoing, relevant content for the target audiences to both generate awareness of available services as well as to generate clicks to the website.

We manage this through a program called Loomly and provide client access, an easy approval process and in-depth analytics.

We would also manage the social media sites and monitor 24/7 for comments and messages.

Examples of Social Posts



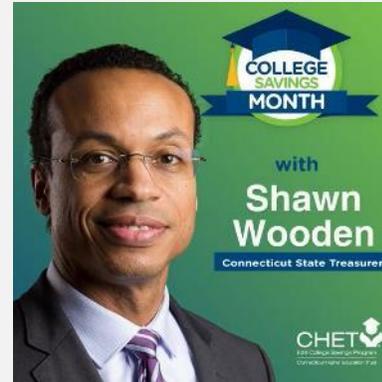
Creating a Movement

One of the best ways to motivate change is to use messaging surrogates to share the word. Using those who people trust, identify with and reflect them is a very powerful approach.

We would **recommend developing a series of short videos** using leaders, advocates, community organizers, and others, talking about the issues.

We would develop them with the creative platform and distribute them on social media and the website. And, we would use them in our paid social and digital campaigns.

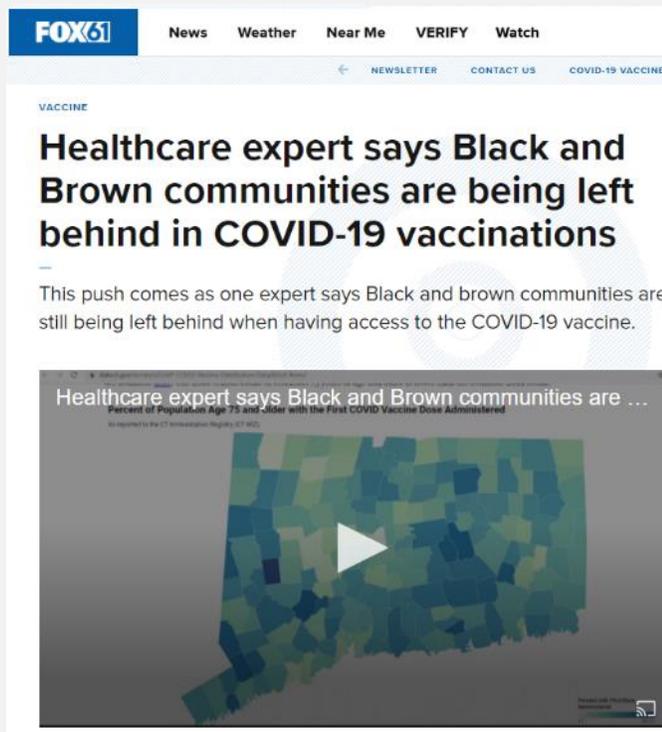
[Click to see examples:](#)



PR and Earned Media

We would recommend an ongoing PR outreach program to ensure our messages are transmitted via mass media. Earned media and press events are effective ways to not only generate high impressions, but more importantly deliver credible messages. We would conduct **PR outreach in general and multicultural media outlets in multiple languages.**

Worth noting, Wilson Camelo has earned numerous national and state public relations awards, including a Bronze Anvil from PRSA. He has served on PRSA boards and was recognized as the Public Relations Practitioner of the Year by the Connecticut Chapter of PRSA.



12 LOCALS

Campaña apoya proyecto de ley que busca ampliar cobertura de Medicaid y CHIP para tratamientos para dejar de fumar

El proyecto de ley busca ampliar la cobertura de Medicaid y CHIP para tratamientos para dejar de fumar. La campaña incluye una marcha y un evento de recaudación de fondos.

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Events and Symposium

We would develop a series of in-person informational events and/or workshops to ensure we are touching and directly reaching the community. In addition, an informational and vendor showcase symposium would ensure people from disproportionately impacted areas have access and make meaningful business connections. These events could also have a workforce development component.

We would also promote and publicize the Social Equity Council's webinars and related events.



Thank You!



CameloCommunication.com



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