

BOLD. AUTHENTIC. UNAPOLOGETIC.

COMMUNITY ENGAGEMENT & MEDICAID WORK
REQUIREMENTS COMMUNICATIONS PROPOSAL

ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM



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14.1 COVER LETTER FROM ON ADVERTISING

Thank you for considering us in your search for the perfect partner. We're beyond excited about the opportunity to collaborate with **AHCCCS** regarding H.R. 1 Community Engagement & Medicaid Work Requirements Communications.

Allow us to introduce ourselves. We are the ADMigos, four friends, partners, and owners of ON Advertising, each bringing a unique perspective and skillset. With over 30 years in business, we are passionate about work that doesn't just move the needle but truly stands out. Work we can both take pride in. ON Advertising is MBE Certified by the National Minority Supplier Development Council and is the largest minority-owned agency in the Southwest.

ON Advertising presents this detailed communication strategy to assist AHCCCS in communicating the significant policy changes introduced by H.R. 1. Our approach integrates our extensive history with public education campaigns and our specialized expertise in multicultural transcreation to ensure that all 1.799 million AHCCCS members statewide, particularly those in underserved communities, are informed and prepared for the January 1, 2027, implementation. As the incoming H.R. 1 regulations represent the most significant shift in Medicaid eligibility in a decade, ON Advertising's strategy is rooted in minimizing administrative churn and preventing eligible individuals from losing coverage due to paperwork barriers.

Thank you for considering us as potential partners. We are confident that our passion, expertise, and commitment to the success of this exciting endeavor will drive us to deliver a campaign that exceeds your expectations.

If you have any questions regarding this proposal, please contact Ron Meritt at (480) 482-7361 or via email at rmeritt@onadvertising.com. Thank you.

Sincerely,



John Hernandez
Owner



Eric F. Garcia
Owner



Ron Meritt
Owner



Matt Owens
Owner



14.2 PRICING PROPOSAL

Obligated Funding: \$750,000

Agency Fee: Consistent with our 10% commission structure for media and competitive blended hourly rate of \$93.50.

	<u>Labor Hours</u>	<u>Project Cost</u>
<p><u>Phase 1: Stakeholder Input (June 15 - July 17, 2026)</u> Includes: Statewide listening sessions, online surveys, interviews, and focus groups Creation of Stakeholder Input Plan; Engagement Summary, Insights Summary Report, Next Steps Recommendations.</p>	640	\$59,840
<p><u>Phase 2: Planning & Message Development (July 20 - August 21, 2026)</u></p> <ul style="list-style-type: none"> • Strategic communications framework. • Message architecture and plain-language messaging library, explaining the "what, who, and how" of community engagement, six-month renewals. • One unified campaign platform with up to three executional directions or creative expressions. • Messaging variants for implementation phases, including tailored messages for awareness, pre-implementation, active compliance, and renewal touchpoints. • Toolkit development for providers and partners, including detailed guides on the provider's role in member education and referral pathways. • Provider toolkits explaining the "medically frail" exemption and alerts regarding the reduction of retroactive coverage. • A/B Testing 	2,550	\$238,425

(Continued on Next Page)



14.2 PRICING PROPOSAL

	<u>Labor Hours</u>	<u>Project Cost</u>
<u>Phase 2: Planning & Message Development (July 20 - August 21, 2026)</u>		
<ul style="list-style-type: none"> • Social media campaign strategy and plan. • ADA-compliant creative asset production in English and Spanish. • Spanish-language and multilingual adaptation. • Website and landing page recommended changes. • Dedicated H.R. 1 web pages, "How to Comply" guides, and FAQs. • Public Relations strategy and six-month execution plan. • Dashboard buildout • Video Production (long and short form videos) 		
<u>Phase 3: Publication, Implementation & Compliance (September 1, 2026 - June 30, 2027)</u>	1,100	\$102,850
<ul style="list-style-type: none"> • Campaign launch, Meetings & Stakeholder Coordination, Compliance Reporting, Audit Readiness, Version Tracking, Performance Measurement, ON Intelligence 		
<u>ADVERTISING</u>		
Public Education Advertising Campaign (social media, OTT, billboards, etc.)		\$320,835
<u>Phase 4: Monitoring & Optimization (September 1, 2026 - June 30, 2027)</u>	300	\$28,050

TOTAL:		\$750,000



14.3 EXPERIENCE & CAPACITY OF THE FIRM

Established in 1993, ON Advertising is proud to be the largest minority-owned, MBE-certified full-service agency in the Southwest. With advanced audience targeting and creative storytelling expertise, we are a leader in crafting innovative campaigns for diverse markets and organizations that demand sophisticated marketing solutions.

Regarding this campaign, we bring a deep understanding of government consumer awareness and public education campaigns developed over the last 20 years. Our recent campaigns include AHCCCS (Medicaid Right to Work Workforce), ADHS (Radon Awareness and Healthy Brain), Maricopa County Public Health (anti-smoking), and the Arizona Department of Economic Security (Speak Up AZ!). We understand this campaign requires a dual-audience communications strategy: targeted outreach to the estimated 429,000 adults potentially impacted by community engagement requirements, alongside broader awareness and address-maintenance communications for AHCCCS's statewide membership of approximately 1.799 million members. We have studied the proposed benefit changes outlined in the CMCS Informational Bulletin dated November 18, 2025, and understand that final federal guidance is expected in June. We will work closely with AHCCCS and key stakeholders to ensure all communications assets are informed by the perspectives, needs, and experiences of Arizona's Medicaid recipients. Detailed plans for Phases 1 through 4 are provided later in this proposal. We currently have the internal capacity and expertise necessary to successfully execute this project on behalf of AHCCCS.

ON Advertising provides a full suite of services tailored to meet your needs. Our award-winning creative team is recognized for developing innovative strategies that achieve measurable results, while our strategic partnership with Resonate, a leading consumer intelligence platform, helps ensure every campaign is precision-targeted for maximum effectiveness. Also enclosed are three state references for your review.

This proposal contains five case studies (Pages 7–12) demonstrating our experience managing complex, state-level public education and policy communications campaigns. Also included are the biographies and classifications of the key personnel dedicated to ensuring the successful rollout of the **AHCCCS H.R. 1 communications initiative**.



ARIZONA DEPARTMENT OF HEALTH SERVICES

Challenge:

The Arizona Department of Health Services (ADHS) needed to educate statewide audiences on how extreme heat intensifies the effects of substances and medications, masks overdose signs, and increases heat illness risks. The campaign required broad, culturally relevant outreach, particularly in regional areas with rising temperatures and overdose rates, simplifying complex health risks into clear, actionable, and non-stigmatizing messaging.

Strategic Insight and Tactics:

- Introduced fundamental heat safety concepts first before connecting how extreme heat exacerbates substance risks.
- Deployed high-urgency typography ("Extreme Heat. Extreme Risk.") for out-of-home media and engaging, culturally adaptable food-pairing visuals ("Some Things Just Don't Mix") to stop-scrolling on digital platforms.
- Placed bilingual messaging across 400+ physical touchpoints (bus shelters, laundromats, convenience stores) in high-risk zones, utilizing QR codes to instantly link users to localized naloxone kits and resources.
- Executed English and Spanish campaigns across Meta, programmatic display, and paid search to maximize statewide frequency and accessibility.

Results:

- Secured over 230 million total impressions across 400+ physical out-of-home placements.
- QR codes on transit shelters generated a high ratio of unique scans, successfully driving targeted resource distribution.
- Generated 4.8M+ impressions and over 57,000 clicks across English and Spanish Meta campaigns, significantly exceeding industry benchmarks.
- Programmatic Display: Delivered an additional 3.2M impressions statewide to reinforce message frequency.



ARIZONA DEPARTMENT OF HEALTH SERVICES

Challenge:

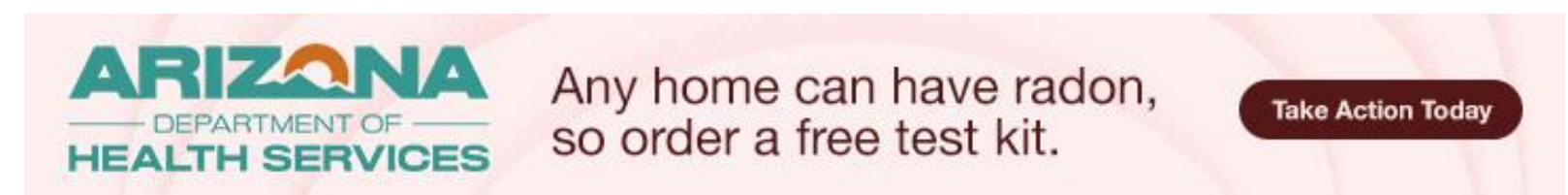
The Arizona Department of Health Services (ADHS) needed to reach residents statewide with vital health information on environmental safety, chronic disease prevention, and cancer screening. Campaigns had to educate without creating fear, motivate without stigma, and resonate across Arizona's diverse audiences. Three statewide initiatives—Radon Awareness, Healthy Brain & Chronic Disease Prevention, and Breast & Cervical Cancer Awareness were created to simplify complex health risks and inspire positive action.

Strategic Insight and Tactics:

- Developed bilingual, culturally relevant creative to reach adults statewide in English and Spanish.
- Executed targeted digital campaigns across programmatic, search, Meta, Pinterest, and streaming platforms to engage distinct audiences for each topic.
- Designed live-action and animated videos to visualize invisible threats like radon gas, increasing urgency, and understanding.
- Used behavioral targeting and segmentation to reach homeowners, caregivers, and women 35+ with messages promoting proactive health actions.

Results:

- **Healthy Brain Campaign:** 3.76M impressions and 32,441 clicks; Meta CTRs of 1.28% (Spanish) and 1.13% (English), exceeding benchmarks.
- **Radon Awareness:** Over 600 test kit requests in the first weeks; first-time participation from all 15 Arizona counties. Here are two links of the TV commercials: First TV spot can be viewed [HERE](#) and the second television spot is [HERE](#).
- **Breast & Cervical Cancer Campaign:** 7.9M impressions, 419K impressions for breast cancer creative, and a 0.64% CTR—225% above Pinterest benchmarks; more than 16,000 site visits, 92% from new users.



SPEAK UP AZ!

Challenge:

“Speak Up AZ! It’s Our Responsibility.” is a statewide campaign by the Arizona Department of Economic Security to raise awareness about adult abuse, neglect, and exploitation, and connect people to help. The initiative united multiple state agencies, including the Governor’s Office, ADHS, and AHCCCS.

Strategic Insight and Tactics:

- Conducted research, surveys, and brand concept development
- Launched across TV, radio, digital, and social media
- Built an informative website and distributed branded materials at events
- Promoted through statewide roadshows
- Tracked website traffic, call volume, and social engagement to measure impact

Results:

- 238 Million Total Impressions delivered statewide
- 14% CTR Google Search Ads
- 77% Estimated reach of Arizona’s adult population
- Calls/reports to the Adult Protective Services increased substantially during the launch of the campaign
- Community partners reported more inquiries about adult abuse prevention services and volunteer opportunities during the campaign

Governor Hobbs
30-Second
[LINK](#)

Speak Up AZ! English
30-Second
[LINK](#)

Speak Up AZ! Spanish
30-Second
[LINK](#)



Speak Up AZ! English 30s Spot
<https://vimeo.com/842964397>

Speak Up AZ! Spanish 30s Spot
<https://vimeo.com/842966021>



MARICOPA ATTORNEY'S OFFICE

Challenge:

The Maricopa Attorney's Office asked us to create a campaign that would bring human trafficking to the forefront in the consumer's mind.

Strategic Insight and Tactics:

The creative and strategic insight was this: Human trafficking isn't what people think it is. They think human trafficking is someone in handcuffs or bound by rope. When, in fact, it is much more subtle than that.

It's a man walking with a woman holding her wrist instead of holding her hand. It's someone standing behind a woman in line, with a grip on her shoulder that seems a little too tight.

We created videos that played on broadcast TV, Over the Top Streaming services, as well as YouTube, in English and Spanish, that dramatically brought the subtleties of human trafficking to life. Internet banner ads, digital display, and outdoor boards, were also deployed to garner maximum public awareness.

Results:

It is too early to measure the results of the campaign, but early click-through reporting shows that the campaign is making an impact.

Department Store

30-Second

[LINK](#)

Hotel Front Desk

30-Second

[LINK](#)



Couple or captive?



MARICOPA COUNTY OF PUBLIC HEALTH

Challenge:

Maricopa County Public Health aimed to boost awareness of Find Help Phoenix—a free/low-cost resource platform for low-income households—by engaging the Hispanic community and driving website traffic.

Strategic Insight and Tactics:

ON Advertising developed a targeted, multi-channel campaign designed to resonate with low-income and Spanish-speaking households:

- Broadcast TV ads on Univision and Telemundo to target Hispanic audiences.
- Digital ads on YouTube and social media to boost reach and engagement, directing viewers to the Find Help Phoenix website.

Results:

The campaign successfully increased traffic and awareness of Find Help Phoenix, making vital resources more accessible to Maricopa County's underserved communities.

"Find Help Phoenix" (Spanish)

30-Second

[LINK](#)

"Find Help Phoenix" (English)

30-Second

[LINK](#)



MARICOPA DEPT. OF PUBLIC HEALTH

Challenge:

The Department of Health sought to educate the public on the importance of STD/HIV testing and raise awareness through engaging and relatable messaging. ON Advertising was tasked with creating a campaign to address the serious issue in a manner that would start conversations and encourage action.

Strategic Insight and Tactics:

Inspired by romantic comedies, ON Advertising created an illustrated campaign that pre-visualized scenes to capture the right tone while reducing costly adjustments, and it was distributed across multiple platforms.

Results:

The four-month campaign boosted awareness and increased walk-ins for free testing at Maricopa Health offices, thanks to its memorable messaging and multi-platform strategy.

STD and HIV Awareness

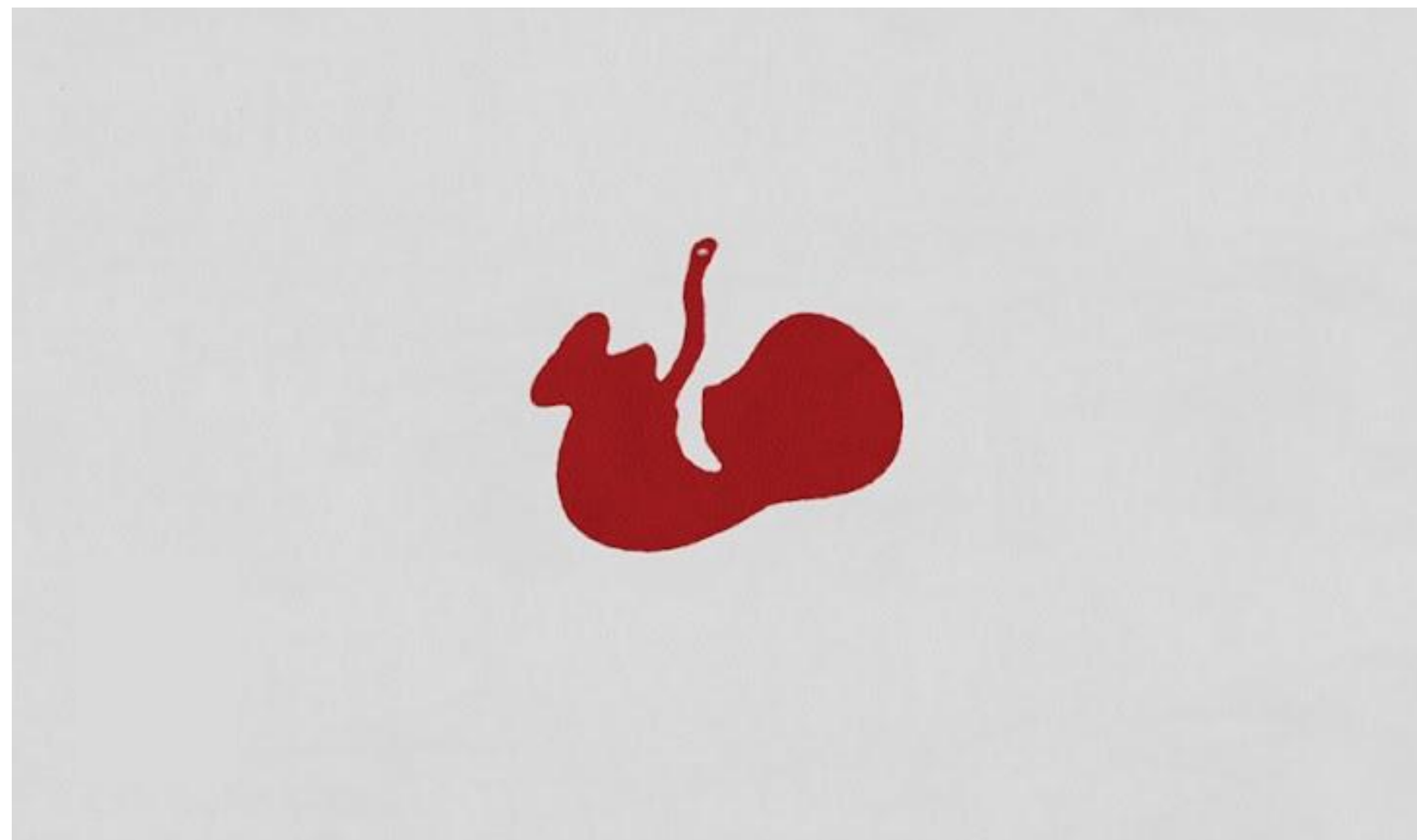
30-Second

[LINK](#)

Syphilis

30-Second

[LINK](#)



14.3 EXPERIENCE & CAPACITY OF THE FIRM

Personnel Assigned to AHCCCS

Due to the turnaround time on this campaign and the significant labor needed to successfully complete Phases 1 through 3 for a September 1, 2026 launch date, ON Advertising will assign 17 staff members who have experience working on public education campaigns for the State of Arizona. At the end of this proposal, you will find ON Advertising's Organization Chart as well as biographies and relevant experience of each individual.

We will assign the following people to **AHCCCS** for this campaign:

Eric Garcia, Owner & Chief Creative Officer

Matt Owens, Owner/Partner (2020 AD Person of the Year)

Dawn Webley, VP Integrated Media & Operations

Frank Ippolito, Creative Strategist

Catie Richman, Senior Account Executive

Laura Avey, Creative Operations Manager

Albert Cheng, Digital Media Buyer & Analyst

James Warren, Junior Graphic Designer

Jade Leasy, Senior Social Media Executive

Ron Meritt, Owner/Partner (2025 AD Person of the Year)

Darren Higgs, President & General Manager

Debbie Longley, VP Client Services

Gabriel Kachirisky, Associate Creative Director

Macy Wilbur, Account Executive

Paige Townsend, Media Supervisor

Michael Margetis, Copywriter

Erin Higgs, Website Developer



OUR SERVICES

Branding

Brand Strategy and Research
Logo Design
Style Guide
Message Development

Digital

Website Development
Visual Design
Email Marketing
Site Hosting
ADA Compliance

Gen AI

Strategy and Analysis
Competitive Intelligence
Content Creation and Brand Voice Consistency
Custom AI Modelling

Media

Media Strategy and Planning
Traditional and Digital Solutions
Programmatic Display and Video
AI-Powered Consumer Data and Intelligence
Paid Search and Paid Social
Reporting and Analysis

Production and Design

Post Production
Video Production
Photography
Graphic Design

Content Marketing

SEO Optimization
Content Creation

Social Media

Strategy
Content and Community Management
Creative
Reporting

PR and Media Outreach

Messaging and Outreach

Event Planning

On-site Support
Fundraising
Logistics
Experiential

ON Intelligence

Digital Media Insights
Traditional Media Insights
24/7 Live Dashboards
Data Security



OUR REFERENCES

Stephanie Walaszek

Communications Director
Arizona Department of Health Services

Phone: 480-349-0569

Email: stephanie.walaszek@azdhs.gov

Synopsis:

Arizona Department of Health Services (ADHS), the state's public health authority, has partnered with ON Advertising to develop a number of impactful campaigns that educate and protect Arizonans. We provide full-service marketing support including video production, public relations, content strategy, digital advertising, social media, graphic design, community outreach, and campaign management, to reach audiences statewide.

Rebecca Clayton

Assistant Director
Arizona Department of Economic Security
Division of Aging and Adult Services

Email: rclayton@azdes.gov

Synopsis:

ON Advertising created and engaged the Speak UP AZ! advertising and marketing campaign on behalf of Governor Katie Hobbs. The campaign raised awareness of adult abuse, neglect and exploitation and what to do if you or someone you know is dealing with these issues.

Catherine Chavez

Manager of SHIP, SMP & MIPPA
Arizona Department of Economic Security

Phone: 602-489-9635

Email: catherinechavez@azdes.gov

Synopsis:

ON Advertising has been engaging the SHIP (State Health Insurance Assistance Program) and SMP (Senior Medicare Patrol) for the last 5 years. There are specific target audiences for each of these campaigns. For SHIP, our audience is 65 and older (as well as people under 65 with a disability) to provide objective, free counseling on Medicare options. The Senior Medicare Patrol (SMP) campaign was targeted to people on Medicare to warn them about medicare fraud and where to call if they suspect medicare fraud.



14.4 METHODOLOGY & APPROACH

Phase 1 – Stakeholder Input & Insight Development Methodology

Project Timeline: June 15, 2026 – July 24, 2026

To communicate effectively, we must first understand the barriers Medicaid recipients will face regarding the changes H.R. 1 brings effective January 1, 2027. Immediately following notice to proceed, ON Advertising will initiate stakeholder communications with AHCCCS facilitating contacts with Medicaid members, providers, health plans, advocacy organizations, community-based organizations, workforce agencies, or other stakeholders as identified by AHCCCS. We will engage a series of tactics including:

Targeted Outreach on Specific Policy Changes

We will conduct listening sessions, online surveys, one-on-one interviews and focus groups with key stakeholders to identify what they see as the primary communication barriers for Medicare’s revisions. These qualitative interviews will include stakeholder recommendations for communicating to recipients regarding understanding the new baseline requirement to complete 80 hours of work, education, or community service (or earn at least \$580/month) among other requirements. Key activities during Phase 1 include:

- **Stakeholder Input Plan**
 - ON Advertising will create a comprehensive plan detailing focus groups, online qualitative surveys, and 1-on-1 interview strategies (available in English and Spanish) to collect open-ended insights. This plan will be submitted to AHCCCS for full review and approval prior to execution. This will include a pre-written survey of questions approved prior to rollout as well as date specific timeline for each audience.

(Continued on Next Page)

14.4 METHODOLOGY & APPROACH

Phase 1 – Stakeholder Input & Insight Development Methodology

Project Timeline: June 15, 2026 – July 24, 2026

Targeted Outreach on Specific Policy Changes

- **Identify & Engage Stakeholder Groups**
 - Stakeholder mapping and audience segmentation will include AHCCCS staff, AZDES staff, Area Agencies on Aging, Medicaid Planners/Elder Law Attorneys, Outreach and Enrollment Specialists, Hospitals/Clinics, Medicare members and other Community Partners. This report will summarize the stakeholder mapping and audience segmentation with number of people surveys and high level results.
- **Collect Qualitative Input**
 - We will facilitate culturally responsive listening sessions to understand members' specific barriers to self-reporting activities on Health-e-Arizona Plus (HEAplus) and their awareness of exemptions, such as those for caregivers of dependents 13 or younger, or individuals who are medically frail.
- **Summarize Findings**
 - Insights reporting and recommendations. We will analyze the feedback to identify recurring pain points such as confusion over the new 6-month renewal cadence and provide AHCCCS with a Stakeholder Engagement Summary and an Insights Summary Report.
- **Recommendations for Next Step**
 - This will be our detailed report to AHCCCS outlining specific insights of all stakeholders as well as recommendations for Phase 2: Planning & Message Development based on the Phase 1 results. We will deliver clear, actionable recommendations on how to structure our Phase 2 messaging to ensure members understand how to verify their compliance using existing data or self-attestation.

14.4 METHODOLOGY & APPROACH

Phase 1 – Stakeholder Input & Insight Development Methodology

Project Timeline: June 15, 2026 – July 24, 2026

Phase 1 Deliverables

- ON Advertising will provide the Stakeholder Input Plan, the Engagement Summary, the Insights Summary Report, and our Next Steps Recommendations on or before July 24, 2026 for **AHCCCS** approval.

Exemption Identification

As part of the stakeholder input process, we will also engage with populations who are exempt but may not realize it, such as family caregivers for children 13 or younger, caregivers for disabled individuals, former foster youth under 26, and those participating in substance use disorder (SUD) treatment.

Procedural Barrier Analysis

We are aware that several states with previous work requirements saw massive disenrollments largely driven by members' nonresponse to notices rather than actual ineligibility. As part of the Planning & Message Development (Phase 2), ON Advertising will test concepts to find the most frictionless ways for members to report their status via Health-e-Arizona Plus (HEAplus), phone, or mail.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Using insights from Phase 1, ON Advertising will develop a highly segmented message library. Our intent is to translate complex H.R. 1 regulations into plain-language directives for our primary audience (Medicaid members) and secondary audiences (providers, MCOs, community partners, etc).

Member Communications Strategy

- 1. The "6-Month Renewal" Pivot:** We must retrain members who are used to annual renewals. We will launch an "Update & Renew Twice a Year" campaign. Members will be educated that starting January 2027, Expansion Adults must renew their coverage every six months.
- 2. Demystifying the 80-Hour Requirement:** We will develop infographics outlining exactly what counts toward the 80 hours (job training, half-time education, community service) and how combining these activities is acceptable.
- 3. The 30-Day Grace Period Messaging:** To reduce panic, our messaging will clearly explain that if AHCCCS cannot verify a member's compliance, they will receive a notice and have 30 days to show compliance or claim an exemption before coverage is terminated.
- 4. Action-Oriented HEAplus Push:** Because AHCCCS will attempt to use automated data matching (like SNAP/TANF data or quarterly wage data) to verify compliance before contacting members, our primary call-to-action will be urging members to update their contact and employment information immediately on the HEAplus portal.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Member Communications Strategy – Video Production

Along with the items discussed on the prior page, ON Advertising recommends a comprehensive, multilingual, and phased video production strategy designed to educate, reassure, and motivate Medicaid members, providers, caregivers, and community partners regarding the new requirements. We recommend a centralized educational video campaign that serves as the foundation for all public education and awareness efforts surrounding the new Medicaid community engagement and six-month renewal requirements. The campaign will begin with the production of a flagship long-form educational video that clearly explains the upcoming changes in a simple and understandable format. This primary video will provide a comprehensive overview of what the H.R. 1 Community Engagement requirements are, why the changes are occurring, who will be impacted, what activities qualify toward compliance, how exemptions can be claimed, and how members can successfully maintain their benefits. The video will also explain the importance of updating contact information and outline the resources available to Medicaid members seeking assistance. This long-form educational asset will be approximately three to five minutes in length and designed for use across AHCCCS website landing pages, presentations, webinars, email campaigns, provider trainings, and social media platforms.

In addition to the primary educational video, we will write and produce a library of short-form educational videos optimized specifically for mobile devices, social media, SMS distribution, and digital advertising placements. These short videos should function as “micro-learning” assets that deliver simple, action information in highly digestible formats ranging from fifteen to sixty seconds in length. The short-form series will address specific questions and scenarios Medicaid members are likely to encounter, such as whether they are required to report work activities, what types of activities qualify for compliance, how to report hours or participation, how to request exemptions, how to update contact information, and what happens if renewal deadlines are missed. Additional videos will focus on caregivers, parents, and other populations that have unique exemptions or reporting requirements.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Member Communications Strategy – Video Production (Language & Accessibility)

ON Advertising will produce all video assets in both English and Spanish, with additional captioning or subtitle options in other languages as needed. Spanish-language production will be culturally adapted to better connect with Arizona’s large Hispanic Medicaid population. As the largest minority-owned, MBE Certified agency, we have extensive expertise in Hispanic campaigns to incorporate culturally relevant storytelling, and ensure that all communications are relatable, trustworthy, and easy to understand. All video assets will be fully ADA compliant and optimized for mobile viewing, consistent with AHCCCS requirements. Videos will include closed captioning, open captions for social media use, high-contrast graphics, clear narration, and plain-language scripting. These accessibility features will ensure that the campaign effectively reaches audiences with varying literacy levels, language needs, and accessibility requirements.

Video Production (HEAPlus Tutorials)

Given that many compliance and renewal processes may occur digitally through HEAplus, ON Advertising also recommends producing a series of practical “how-to” tutorial videos using screen-recording and guided walkthrough techniques. These instructional videos will demonstrate how members can upload required documents, report community engagement activities, update addresses, and complete six-month renewals. By visually demonstrating these processes step-by-step, the videos will reduce confusion, increase successful completion rates, and help decrease call-center burden and administrative strain.



14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Provider & Partner Communications Strategy

- 1. Medical Frailty & Exemption Toolkits:** Since medical providers are critical in helping patients claim exemptions, we will develop provider toolkits explaining the "medically frail" exemption which covers physical/developmental disabilities, serious complex conditions, and behavioral health disorders. We will provide guidance on how providers can supply confirmation of a patient's medically frail status if AHCCCS cannot verify it through claims data.
- 2. Retroactive Coverage Reduction Alerts:** H.R. 1 decreases retroactive coverage for Expansion Adults from three months to just one month starting January 2027. ON Advertising will create urgent bulletins for hospital billing departments and clinics so they understand the financial urgency of helping uninsured patients apply for Medicaid immediately upon receiving care.
- 3. Immigration Status Changes:** We will prepare specialized talking points for community health workers regarding the change that limits full Medicaid coverage to specific immigrant categories (e.g., lawful permanent residents) and restricts others to emergency services only.

Provider & Partner Communications – Video Production

ON Advertising will also develop a separate series of provider and partner training videos designed specifically for healthcare professionals, managed care organizations, workforce agencies, advocacy organizations, and front-line support staff. These videos will explain the provider's role in assisting members, identify referral pathways and provide guidance on how providers and partners can answer common member questions. The training videos can be distributed through provider portals, webinars, and email communications ensuring consistent statewide messaging among all stakeholder groups.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Provider & Partner Communications – Video Production

To support implementation and compliance efforts, ON Advertising will also develop escalation and reminder videos tied to key deadlines and enrollment milestones including 90, 60 and 30 days before implementation. These videos will be deployed prior to implementation and continuing throughout the compliance and renewal cycles. Reminder videos will be short, urgent, and action-oriented, encouraging Medicaid members to complete renewals, submit documentation, update addresses, and verify eligibility before deadlines occur. These assets will be formatted vertically and optimized for social media, SMS campaigns, digital advertising, and mobile viewing to maximize reach and engagement.

In order to build trust and reduce misinformation, ON Advertising additionally will incorporate testimonial and community-based storytelling videos into the campaign strategy. These videos will feature Medicaid members, caregivers, providers, workforce participants, community advocates, and AHCCCS representatives sharing real-life experiences and guidance regarding the new requirements. Human-centered storytelling will help make the policy changes feel less intimidating and more manageable while reinforcing the availability of support resources.

As part of the overall video production, ON Advertising will create multiple tiers of video content, including one or two flagship long-form educational videos, twelve to twenty short-form social and mobile videos, several tutorial and screen-capture instructional videos, provider training modules, and multiple deadline reminder videos produced in both English and Spanish. All assets will be designed for repurposing across AHCCCS website, portals, email campaigns, SMS outreach, social media platforms, earned media placements, provider communications, community events, and streaming television advertising opportunities.



14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Public Relations Strategy

As part of the planning and message development, ON Advertising will also provide AHCCCS a strategic public relations plan. The Public Relations Strategy for the H.R. 1 Community Engagement & Medicaid Work Requirements campaign is designed to proactively educate impacted audiences, minimize confusion, and manage potential misinformation through earned media and real-time monitoring. The Public Relations campaign objective and outreach plan is on the next three pages. ON Advertising's leadership has over 40 years of combined experience in the broadcast industry. We know how the media thinks and how to pitch the media for extensive coverage.

We will leverage local media outlets throughout Arizona to disseminate information through proactive outreach to secure earned media coverage (print, digital, radio, and television). AHCCCS spokespeople will be used for media interviews.

- **Focus Areas:** The outreach will focus on simplifying complex Medicaid policy changes into actionable steps, using messaging variants tailored to Awareness, Education, and Action.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Public Relations Strategy: Proactive Earned Media Outreach

Key Educational Messages:

- **6-Month Renewal Pivot:** Proactively communicate the "Update & Renew Twice a Year" campaign to retrain members who are accustomed to annual renewals.
- **80-Hour Requirement Demystification:** Explain clearly what counts toward the 80 hours per month (work, job training, half-time education, or earning at least \$580/month) and the acceptability of combining these activities.
- **The 30-Day Grace Period:** Reduce panic by clearly explaining that non-compliant members will receive a notice and have 30 days to show compliance or claim an exemption before coverage is terminated.
- **Provider Alerts:** Distribute urgent bulletins to hospital billing departments and clinics regarding the reduction of retroactive coverage from three months to one month starting in January 2027, emphasizing the financial urgency of helping uninsured patients apply immediately upon receiving care.

Public Relations Strategy: Reactive Misinformation Management (for Phase 4)

A real-time monitoring and rapid-response protocol will be implemented to address confusion, misinformation, or negative sentiment that may arise during the policy implementation. Our crisis messaging management will include:

- **Real-Time Monitoring:** Actively monitor media mentions, social media trends, and stakeholder feedback channels.
- **Rapid Response:** If data shows a specific misunderstanding (e.g., regarding the 30-day grace period or the complexities of the 6-month renewal cadence), the team will rapidly deploy corrective messaging and FAQ updates to address the confusion and emerging risks.
- **Stakeholder Coordination:** Use monitoring insights to coordinate alerts with community partners who are on the front lines of member interaction.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Public Relations Strategy: Measurement and Reporting

Public Relations efforts will be tracked and reported using Key Performance Indicators (KPIs).

We will track the impact of earned media using key PR KPIs:

- **Media Coverage**
- **Reach**
- **Media Outreach**
- **Quality of Coverage**
- **Earned Website Traffic**

Reporting Cadence: Monthly reports will highlight key PR KPIs. We will also provide a dashboard to measure the ROI of PR campaigns, demonstrating how earned media drives compliance actions.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Social Media Strategy

The social media strategy is designed to be a high-impact, segmented campaign that leverages real-time data to drive high-risk Medicaid members to the specific actions required for compliance, thereby minimizing disenrollment. All social media assets will be designed for accessibility and engagement across mobile devices. Platforms will include Facebook, X/Twitter, and LinkedIn, based on optimal audience reach.

- **Assets:** Digital banners/graphics and short-form mobile-optimized videos will be prioritized to explain compliance steps visually. We will also design Infographics that will clearly outline what qualifies for the 80-hour requirement (work, job training, half-time education, or \$580/month income).
- **Compliance:** All creative assets will be ADA compliant and produced in English and Spanish and other languages as needed.

Monitoring and Optimization (Phase 4 Integration)

The campaign plan is integrated with the Phase 4 Monitoring and Optimization process to ensure real-time responsiveness.

- **Real-Time Monitoring:** Actively track social media trends and sentiment to rapidly identify confusion, misinformation, or emerging risks, such as misunderstanding the 30-day grace period.
- **Rapid Response:** If data shows a specific demographic is failing to comply, we will immediately deploy corrective messaging and targeted digital ads.
- **A/B Testing:** Structured testing will be conducted on visual treatments, content formats, and calls to action (CTAs) to find the most effective ways to drive engagement and compliance behavior.
- **Reporting:** Social engagement will be tracked as a Key Performance Indicator (KPI) and included in monthly and quarterly analytics reports.

14.4 METHODOLOGY & APPROACH

Phase 2 – Planning & Message Development

Project Timeline: July 20, 2026 – August 21, 2026

Phase 2 Deliverables

ON Advertising will provide a number of deliverables for Phase 2 in preparation for the Phase 3 launch on September 1st. These deliverables to AHCCCS will include:

- Strategic communications framework.
- Message architecture and library, explaining the "what, who, and how" of community engagement, six-month renewals, and contact updates.
- One unified campaign platform with up to three executional directions or creative expressions.
- Messaging variants for implementation phases, including tailored messages for awareness, pre-implementation, active compliance, and renewal touchpoints.
- Toolkit development for providers and partners, including detailed guides on the provider's role in member education and referral pathways.
- Provider toolkits explaining the "medically frail" exemption and alerts regarding the reduction of retroactive coverage.
- Social media campaign strategy and plan.
- ADA compliant creative asset production in English and Spanish, including digital banners, infographics, print-ready flyers, and mobile-optimized videos.
- Spanish language and multilingual adaptation.
- Website and landing page recommended changes and/or new development designed to align with marketing strategy. ON Advertising's in-house staff of writers and website designers will create and send information to AHCCCS in-house IT staff for installation.
- Dedicated H.R. 1 web pages, "How to Comply" guides, and FAQs.
- Public Relations strategy and 6 month execution plan.

We recommend weekly scheduled meetings with AHCCCS during Phase 2 as this project timeline and deliverables will be completed by August 21st assuming project award on or before June 15, 2026. The remaining 10 days to August 31, 2026 will be used to finalize last minute adjustments and launch preparation.

14.4 METHODOLOGY & APPROACH

Phase 3 – Publication, Implementation & Compliance

Project Launch: September 1, 2026

Due to the requirements for CMS approval, ON Advertising will phase in the launch if needed. We are dedicated to the flawless implementation of the approved communication plan, ensuring all outreach meets federal timing requirements and transitions the campaign from broad awareness to targeted action.

Timeline and Sequenced Rollout

As shown in the “Project Timeline” on the prior pages of this proposal, ON Advertising will initiate public-facing communications to comfortably meet the Federal mandate of a September 1, 2026, launch milestone (at least three months prior to the first compliance “look-back” period).

- **Education & Preparation:** Targeted emails, and SMS texts explaining *how* to track community engagement hours, *how* to claim caregiver/medical exemptions, and preparing Medicaid members for the December 2026 look-back period.
- **January 2027 Onward (Action & Retention):** Escalation messaging tied to individual 6-month renewal deadlines, heavily utilizing SMS and email reminders to drive compliance.
- **Advertising Campaign:** ON Advertising has allocated approximately 43% of the entire budget for a statewide public education campaign. In addition to the items above, if selected, we will provide AHCCCS with a detailed public education media plan to reach all Medicaid members. The next page will provide an overview of what the advertising campaign will likely entail.

14.4 METHODOLOGY & APPROACH

Phase 3 – Publication, Implementation & Compliance

Project Launch: September 1, 2026

Given the size and diversity of Arizona’s Medicaid population, ON Advertising recommends a highly targeted media strategy that prioritizes mobile-first communication platforms, digital engagement, social media, and trusted community-based outreach channels. Because many Medicaid members rely heavily on smartphones as their primary source of internet access, digital and mobile advertising will serve as the foundation of the campaign. Paid digital advertising across platforms such as Google Display Network, YouTube, Connected TV (CTV), and programmatic digital placements will allow AHCCCS to reach audiences efficiently while also providing the flexibility to geographically target high-need communities, rural populations, and language-specific audiences throughout Arizona.

- **Google Ads:** Search engine marketing through Google Ads will also be a central component of the campaign because many Medicaid members and caregivers will actively search online for information regarding work requirements, renewals, address updates, exemptions, and eligibility changes. Paid search campaigns will ensure AHCCCS educational content appears prominently when members seek information online. These campaigns will include English and Spanish keyword strategies as well as links directing users to dedicated AHCCCS landing pages and compliance resources.
- **YouTube:** Because of the significant amount of video production we will engage with this community engagement campaign, YouTube advertising will also play a role in the campaign because video-based education will be critical for simplifying complex policy changes and reaching audiences with varying literacy levels. ON Advertising will utilize skippable and non-skippable pre-roll ads, six-second bumper ads, and educational video placements targeted to Medicaid-eligible demographics, caregivers, and community audiences. Because YouTube content is highly mobile accessible and easily shareable, it will help reinforce awareness and retention across multiple touchpoints.



14.4 METHODOLOGY & APPROACH

Phase 3 – Publication, Implementation & Compliance

Project Launch: September 1, 2026

- **Connected TV:** Connected TV and streaming television advertising will be included to reach cord-cutting households and younger Medicaid populations who increasingly consume content through streaming services rather than traditional broadcast television. Platforms such as Hulu, Roku, Peacock, Tubi, Pluto TV, and YouTube TV provide advanced audience targeting capabilities that allow AHCCCS to efficiently deliver educational messaging to likely Medicaid members and underserved communities.
- **Spanish-language TV:** Arizona’s Hispanic Medicaid population represents a critically important audience for this initiative, and ON Advertising will use our strategic partnerships with Spanish-language television stations to significantly improve message penetration and engagement among Hispanic communities statewide.
- **Social Media:** As discussed in the Task Order, we will advertise on Facebook, X/Twitter, and LinkedIn as social media communication channels. Facebook will serve as the primary platform for broad public education, video engagement, reminder messaging, and community outreach due to its extensive audience reach and targeting capabilities. LinkedIn should primarily be used for provider communications, stakeholder engagement, policy updates, and community partner outreach.

The statewide advertising campaign will ensure AHCCCS reaches Medicaid members and stakeholders through trusted, accessible, and culturally responsive channels. This integrated approach will maximize awareness, improve understanding, increase compliance, and help prevent unnecessary loss of Medicaid coverage across Arizona.

14.4 METHODOLOGY & APPROACH

Phase 3 – Publication, Implementation & Compliance

Project Launch: September 1, 2026

ON Advertising will ensure compliance and end-to-end execution of the campaign plan, aligning with Task Order Section 9 requirements including:

Publication Plan & Schedule

A rigorous content calendar will be established, detailing the final publication schedule for all campaign materials (emails, web updates, social content, press releases, collateral). This includes defining channel-specific deployment timelines, the approvals workflow for content release, and version control documentation.

Content Publication & Distribution

ON Advertising will manage the uploading and publishing of all approved content across all designated channels:

- Website (including the dedicated H.R. 1 pages).
- Email distribution and SMS/text messaging.
- Social media publishing.
- Intranet posts and internal newsletters.
- Printed materials.

Formatting and Packaging Content

All content will be correctly formatted and packaged for its specific distribution channel, including HTML, optimized PDFs, and high-resolution graphics. All creative assets (digital banners, short-form videos, flyers) will be ADA compliant, mobile-optimized, and localized in English, Spanish, and other necessary languages.

14.4 METHODOLOGY & APPROACH

Phase 3 – Publication, Implementation & Compliance

Project Launch: September 1, 2026

Coordination with Internal Teams

ON Advertising will work in lockstep with AHCCCS IT, policy, web, social media, training, HR, and agency partners to ensure all external messaging aligns with the technical capabilities of the HEAplus system.

Implementation Management

We will provide end-to-end management of the campaign rollout, including execution of the phased release plan, deployment tracking (what was published, where, and when), issue logging and resolution, and continuous stakeholder coordination.

Distribution Compliance Reporting

Confirmation reports will be provided to AHCCCS, validating that all assets were published as planned, meeting all ADA accessibility and compliance validation results, along with available distribution reach or audience size metrics.

Documentation for Audit Readiness

All publication activities will be meticulously documented to ensure federal audit readiness, as CMS audits state Medicaid programs closely. A detailed log will be maintained tracking what content was published, when it was published, any revisions or updates, and related compliance artifacts.

Version Tracking

We will track all versions of campaign materials to guarantee that outdated policy information is never distributed. Additionally, all creative assets will be ADA compliant, mobile-optimized, and localized in English and Spanish.



14.4 METHODOLOGY & APPROACH

Phase 4 - Monitoring & Optimization

ON Advertising will actively track campaign performance against our set KPIs to ensure our messaging is effectively reaching all audiences and driving compliance behavior. **We will provide AHCCCS with our exclusive online digital dashboard called ON Intelligence. ON Intelligence provides real-time tracking and insights delivering impactful and tailored marketing results. More information and a sample dashboard link is available on the next page.**

Develop and implement a Performance Measurement Framework

We will define key success metrics (email open rates, click-throughs to HEAplus, social engagement) and provide a dashboard tracking these metrics over time.

Establish Analytics & Reporting Cadence

We will deliver monthly and quarterly analytics reports with executive summaries that translate our data findings into actionable insights for the AHCCCS leadership team.

Conduct Real-Time Monitoring

We will monitor social media trends, news media, and stakeholder channels to rapidly identify confusion such as misunderstandings regarding the 30-day grace period or the 6-month redetermination process and deploy immediate corrective messaging.

Provide Optimization Recommendations

ON Advertising will use A/B testing on subject lines, visual treatments, and calls-to-action to find the most effective ways to drive member engagement. We will provide recommendations to adjust our channel mix and messaging if needed.



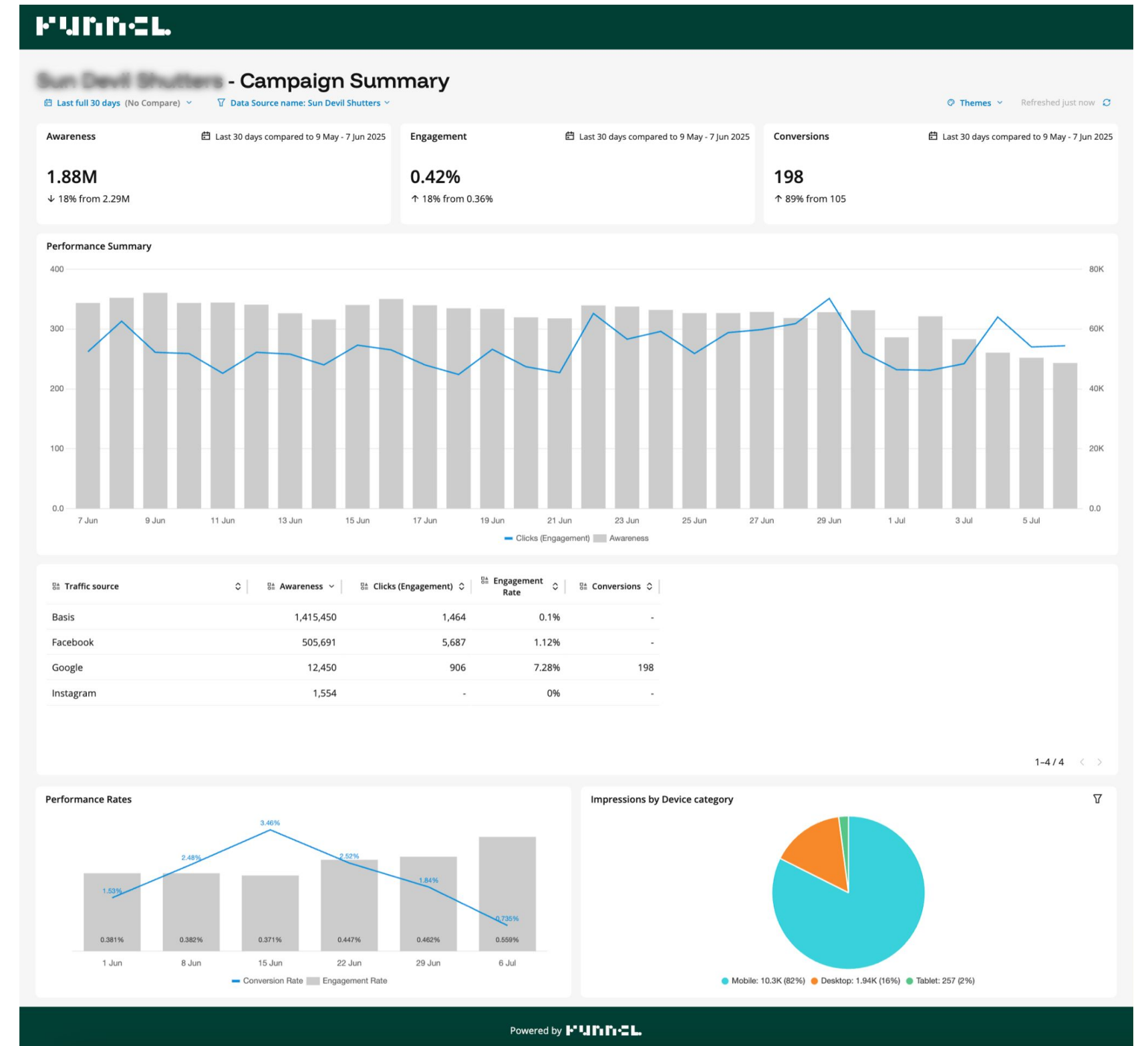
REPORTING DASHBOARD

ON Intelligence

Our marketing intelligence dashboards, offer timely insights into campaign performance across all media channels. It tracks key metrics like impressions, click-through rates, and conversions, ensuring agile and optimized strategies.

ON Intelligence offers a full view of ROI, aligning performance with your objectives. With real-time tracking and insights, ON Advertising delivers impactful and tailored marketing.

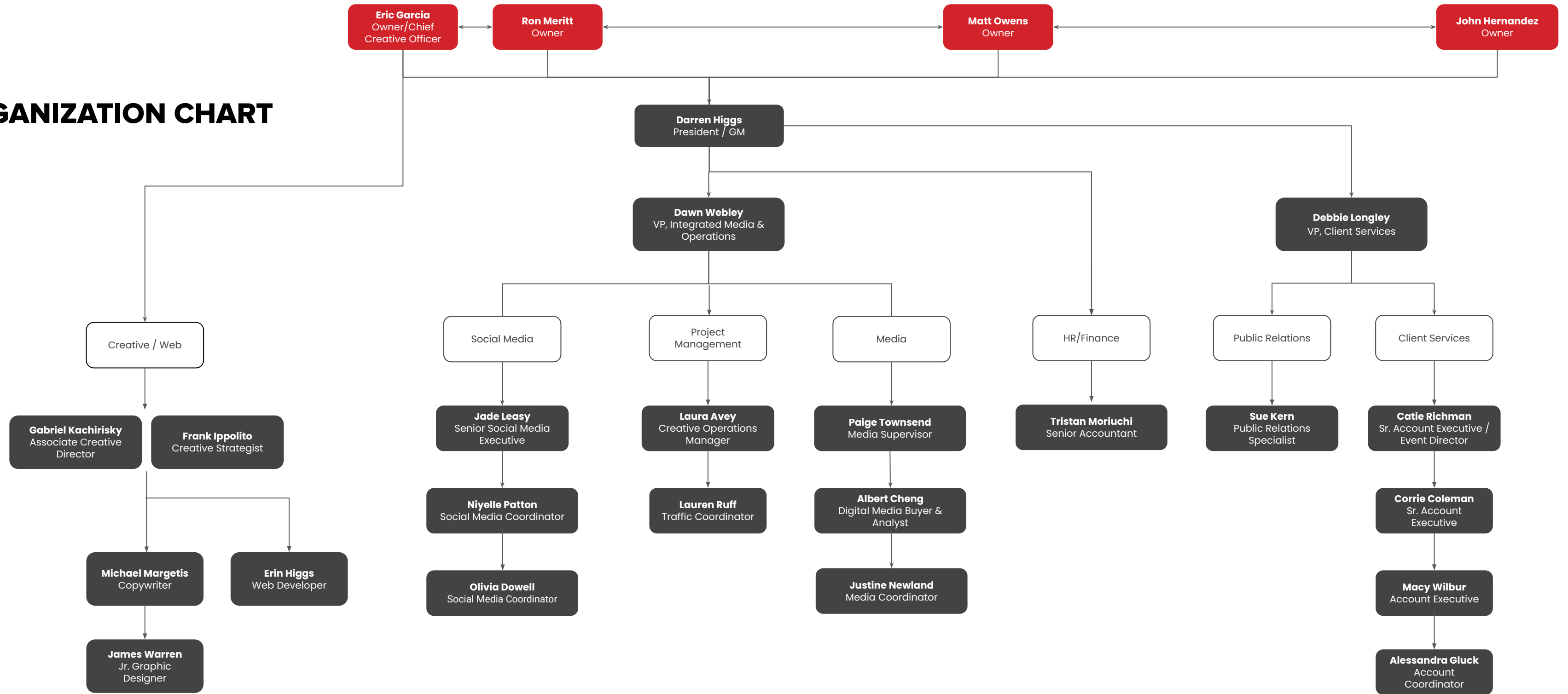
As a sample, here is the [LINK](#) to a Google Ads campaign report from Blake’s Lotaburger with their permission. What you are seeing here is for the Google Ads campaign only. Blake’s Lotaburger digital campaign currently runs on multiple platforms with data separated at their request. Due to client confidentiality, we cannot provide a “live” dashboard, however, this will give you a sample of what a report can look like. Please note, dashboards are customized per client based on reporting requirements and needs.



MANAGEMENT & STAFF ASSIGNED TO AHCCCS CAMPAIGN



ORGANIZATION CHART



ERIC F. GARCIA

Owner / Chief Creative Officer

EDUCATION:

Art Center College of Design - Design

YEARS OF EXPERIENCE:

28 years

BIO:

A native of New Mexico, Eric began his career as a fine artist, showcasing exhibitions with world-renowned artists in Santa Fe, before serving as an Assistant Art Director at Florida's Robinson & St. John Advertising in 1991. Known for his meticulous eye for detail and fresh graphic style, this hands-on designer and nationally recognized creative director currently serves as the co-owner and Chief Creative Officer of ON Advertising. When he isn't helping run ON Advertising, Garcia enjoys hanging out with his two Himalayan kitty cats and working on large-scale relics across the U.S.



RON MERITT

Owner / Partner

EDUCATION:

Northern Arizona University – Broadcasting & Public Relations

YEARS OF EXPERIENCE:

31 years

BIO:

Ron spent a total of 25 years at Phoenix KPHO (CBS) and Phoenix KPNX (NBC) before retiring from broadcasting. He opened ON Advertising in 1993 and continued to work as an on-air meteorologist while growing the agency. His experience includes television broadcast production, advertising sales, business marketing, crisis management, and strategic public relations.

The Phoenix Chapter of the American Advertising Federation recognized Ron as Ad Person of the Year at the 2025 American Advertising Awards.



MATT OWENS

Owner / Partner

EDUCATION:

Woodbury University - Marketing

YEARS OF EXPERIENCE:

40 years

BIO:

Matt, co-founder and former co-owner of OH Partners, sold his stake in early 2022 when it was the Southwest's largest advertising agency. He brings unparalleled expertise in advertising, marketing, and agency leadership.

In 2021, Matt and his father, Bill Owens—founder of Owens & Associates—became the first father-son duo named Advertising Persons of the Year by the American Advertising Federation's Phoenix Ad Club. Bill was honored in 1982. A Woodbury University graduate, Matt is married to Karen and enjoys traveling, woodworking, and driving his hand-built English sports car.



DARREN HIGGS

President & General Manager

EDUCATION:

University of Victoria – Social Sciences

YEARS OF EXPERIENCE:

16 years

RELEVANT EXPERIENCE:

Arizona Department of Economic Security
City of Albuquerque, NM
Valley Metro
City of Phoenix
Maricopa Department of Health

City of Tulsa
Phoenix Police Recruitment
Albuquerque Economic Development
Glendale Convention & Visitors Bureau
Albuquerque International Balloon Fiesta

BIO:

Darren joined ON Advertising in 2017 after six years as an Account Executive at EG Structural. He quickly advanced, becoming VP of Marketing in 2019 and rising to President & General Manager in 2023. His leadership and experience have been crucial to the agency's success. An avid sportsman and family man, Darren also enjoys riding his Peloton bike and spending time with his wife and son.



DAWN WEBLEY

VP, Integrated Media & Operations

EDUCATION:

Grand Canyon University - Entrepreneurial Studies

YEARS OF EXPERIENCE:

24 years

RELEVANT EXPERIENCE:

Arizona Lottery
National Council of Problem Gambling
Citizens Clean Elections Commission
Arizona Department of Health Services
Maricopa County Department of Public Health

Gila River Resorts & Casinos
Arizona State University, School of Law
Greater Phoenix Economic Council
Supreme Court of Arizona
Gila River Gaming Enterprises

BIO:

With 20+ years of experience, Dawn is a media operations and strategy expert with a track record of delivering award-winning work at Arizona's fastest-growing agencies. She specializes in high-touch media planning, seamless execution, and data-driven results. Outside of work, Dawn enjoys family time with her five pups and hiking when Arizona's weather allows.



DEBBIE LONGLLEY

Vice President, Client Services

EDUCATION:

Thunderbird School of Global Management — MBA, Marketing (MIM)
Richmond, The American University in London — BA, Business & Economics

YEARS OF EXPERIENCE:

30 years

RELEVANT EXPERIENCE:

Arizona Department of Health Services
Valley Metro
Denova Collaborative Health
Goldberg & Osborne

Arizona Department of Child Services
ADOT
Inspirada
Pita Pit

BIO:

Debbie is a marketing and client services leader focused on bridging the gap between client vision and internal execution to drive business growth. Bringing 30 years of agency and client-side experience, she offers a 360-degree perspective on brand development. A Thunderbird School of Global Management graduate, Debbie is a dedicated mentor and strategist who enjoys hiking and paddleboarding in her spare time.



MEET KEY MEMBERS OF OUR STAFF



FRANK IPPOLITO

Creative Strategist

EDUCATION:

The Advertising Industry

YEARS OF EXPERIENCE:

30 years

RELEVANT EXPERIENCE:

Arizona Department of Health Services

Maricopa Department of Health

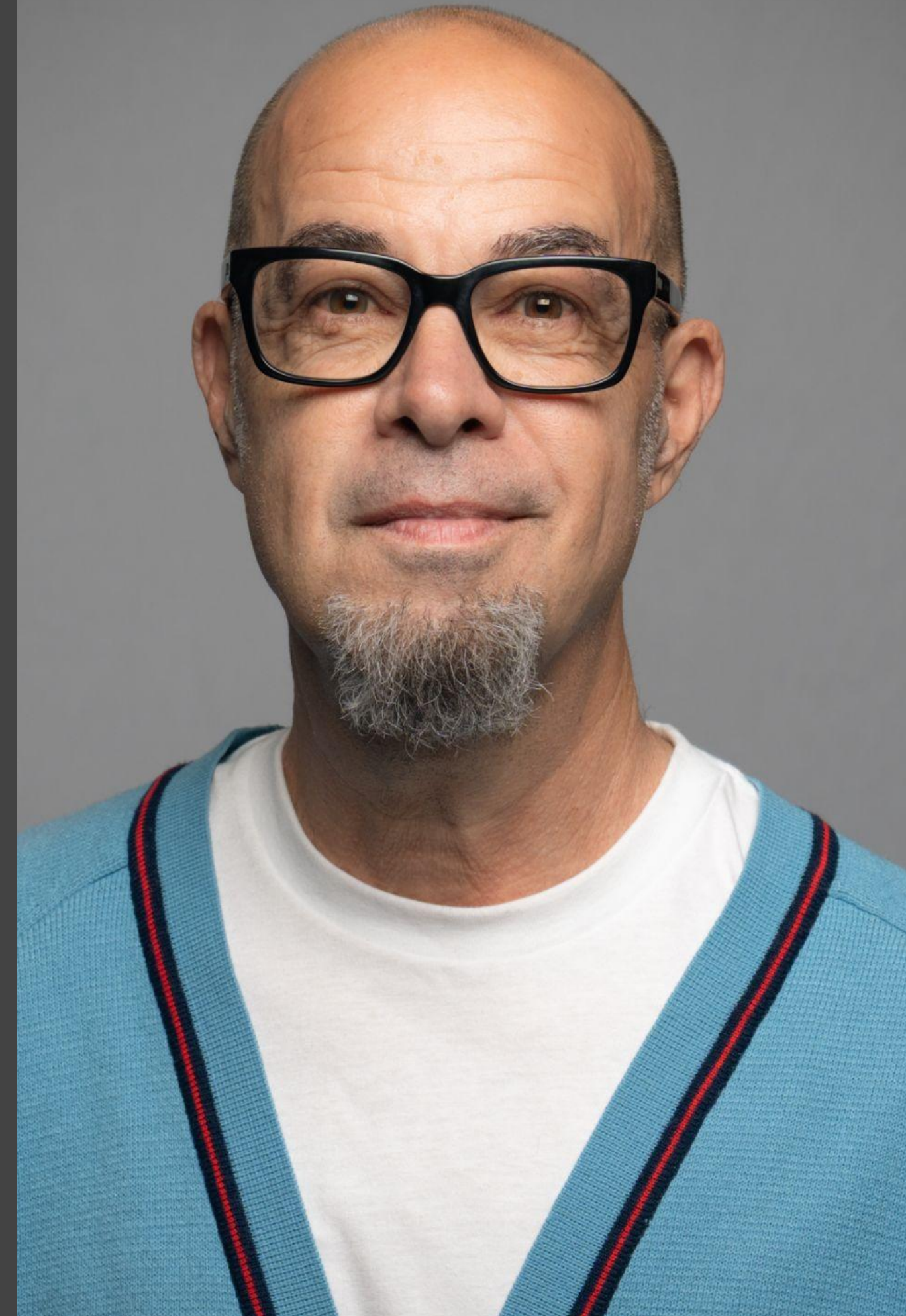
Valley Metro

City of Phoenix

Arizona Lottery

BIO:

Frank Ippolito has over 30 years of experience turning big ideas into standout campaigns. Known for blending creativity with strategy, he's helped brands across industries break through the noise and connect with audiences in meaningful ways. Outside of work, he enjoys playing guitar and ukulele, keeping creativity at the center of both his professional and personal life.



GABRIEL KACHIRISKY

Associate Creative Director

EDUCATION:

Southwest University of Visual Arts – Advertising Arts

YEARS OF EXPERIENCE:

15 years

RELEVANT EXPERIENCE:

Arizona Lottery

Gila River Resorts & Casinos

Sky Ute Casino

City Of Albuquerque Tourism

Blake's Lotaburger

University of New Mexico, Athletics Department

City of Phoenix Water Authority, Arizona

Visit ABQ (Albuquerque)

University of New Mexico, School of Health Science

Arizona Department of Education

BIO:

Gabriel is a multicultural Associate Creative Director with 15 years of experience driving campaigns for brands like Jackery, Disney, and Blue Cross Blue Shield. Fluent in Spanish and English, he's earned Addys, Tellys, and a reputation for authentic, on-trend creative. Off the clock, his dog, Draper, keeps him grounded with snacks, naps, and unsolicited career advice.



CATIE RICHMAN

Senior Account Executive

EDUCATION:

University of Southern California - Bachelor's degree, Communication

YEARS OF EXPERIENCE:

11 years

RELEVANT EXPERIENCE:

National Kidney Foundation of Arizona
Arizona Historical League
Arizona Animal Welfare League
Arizona Citizens for the Arts
Aunt Rita's Foundation

Southwest Kids Cancer Foundation
Valley Leadership
LovePup
The Phoenix Symphony
The Sauce Foundation

BIO:

Senior Account Executive Catie brings global agency experience and a strategic mindset to ON, where she's led results-driven campaigns since 2020. An Arizona native with roots in LA and Paris, she excels in communications, marketing, and events—especially in government and healthcare



MACY WILBUR

Account Executive

EDUCATION:

Boston University - Public Relations, Spanish

YEARS OF EXPERIENCE:

3 years

RELEVANT EXPERIENCE:

Arizona Department of Public Service
Arizona Department of Juvenile Corrections
Greater Phoenix Economic Council
Arizona Department of Corrections

Valley Metro
JRI Hospitality
Phoenix Art Museum

BIO:

Account Executive Macy draws on her background in marketing, PR, and journalism to deliver tailored strategies across sectors like government, real estate, and F&B. Fluent in Spanish and Portuguese, she partners closely with clients to drive impactful campaigns. Off the clock, she's into concerts and sci-fi audiobooks.



LAURA AVEY

Creative Operations Manager

EDUCATION:

Generations College - Court Reporting/Court Reporter

YEARS OF EXPERIENCE:

8 years

RELEVANT EXPERIENCE:

Arizona Lottery

Gila River Resorts & Casinos

Talking Stick Resort

Casino Arizona

Citizens Clean Elections Commission

Arizona Department of Education

Visit Park City

City of Phoenix, Arizona

Arizona Department of Economic Security

Gila River Gaming Enterprises

BIO:

With 10+ years in advertising and entertainment, Laura streamlines creative workflows and drives strategic operations. Detail-oriented and efficient, she thrives in fast-paced settings. An active board member (Secretary) for the American Advertising Federation Phoenix Chapter, she also enjoys rapping at karaoke or adventuring in Arizona's outdoors.



PAIGE TOWNSEND

Media Supervisor

EDUCATION:

University of Utah – Marketing, Business, Management, Marketing,
and Related Support Services

YEARS OF EXPERIENCE:

7 years

RELEVANT EXPERIENCE:

Arizona Lottery
Arizona Supreme Court
City of Phoenix
Valley Metro
Arizona Department of Public Safety

Arizona Department of Health Services
Arizona Department of Economic Security
Maricopa County Department of Public Health
Arizona Department of Corrections,
Rehabilitation, and Reentry
Arizona Department of Juvenile Corrections

BIO:

Paige has six years of experience in strategic media planning, execution, and client communication for public and private clients. Her data-driven approach and programmatic expertise drive campaign success. An adventurer at heart, she loves rock climbing, hiking, swimming—and is seriously obsessed with plants.



ALBERT CHENG

Digital Media Buyer and Analyst

EDUCATION:

City University, Hong Kong - Economics, MA
University of California, Irvine - Economics, BA

YEARS OF EXPERIENCE:

8 years

RELEVANT EXPERIENCE:

Arizona Department of Economic Security (AZDES)	New Mexico Home Visiting Program
Arizona Department of Health Services (ADHS)	New Mexico Interstate Stream Commission
Phoenix Police Department	New Mexico Early Childhood Education and Care Department
New Mexico Moments Together Initiative	
Arizona Department of Public Safety	

BIO:

With over eight years of experience and a Master's degree in Economics, Albert specializes in data-driven media planning and full-funnel execution for both public and private sector clients. He excels at ensuring the right message reaches the right audience through analytical rigor and clear client communication. Outside of his professional work, Albert is a fan of tennis and combat sports, and enjoys painting dog portraits.



MICHAEL MARGETIS

Copywriter

EDUCATION:

Arizona State University - Theater

YEARS OF EXPERIENCE:

9 years

RELEVANT EXPERIENCE:

Arizona Lottery
Google
Amazon/AWS
PayPal
Samsung

Blake's Lotaburger
Arizona Department of Health Services
Foresight Companies, LLC
HP Inc.

BIO:

Michael joined ON as a copywriter in 2024, bringing experience from top tech clients at The Motivated Mind Group and Quadmark. An award-winning actor and comedian, he's also known for his role in Arizona Lottery ads. Off hours? Friends, cheese, and '80s horror.



JAMES WARREN

Junior Graphic Designer

EDUCATION:

Grand Canyon University - Advertising and Graphic Design

YEARS OF EXPERIENCE:

1 year

RELEVANT EXPERIENCE:

Blake's Lotaburger

Kobargo

Sunrise Produce

Peddler's Son

Sunrise Produce

Foresight Companies, LLC

B&D Industries

Chandler Unified School District

BIO:

James joined ON Advertising this year as a junior graphic designer after graduating from Grand Canyon University, bringing a sharp creative eye and deep experience across Adobe Creative Suite. Off the clock, you'll probably find him country swing dancing, fishing, and/or repping his Northeastern Illinois roots.



ERIN HIGGS

Website Developer

EDUCATION:

University of New Mexico - English with Concentration in Creative Writing

YEARS OF EXPERIENCE:

5 years

RELEVANT EXPERIENCE:

Arizona Board of Regents

Arizona Department of Economic Security

Phoenix Police Department

E-J Electric Installation Co.

Foresight Companies, LLC

Chompie's

San Tan Brewing Company

Hines Interest, LP

Plaza Companies

Peddler's Son

Lisa Remillard

Southwest Human Development

BIO:

Erin is a seasoned web developer focused on responsive WordPress sites, SEO, and custom features. She turns designs into smooth, user-friendly platforms and empowers clients with clear tutorials. Off duty, she's into mystery novels, Peloton rides, and family time.



JADE LEASY

Senior Social Media Executive

EDUCATION:

Arizona State University – Communications

YEARS OF EXPERIENCE:

5 years

RELEVANT EXPERIENCE:

TurbineAero

PetSmart Charities

Truly Nolan Pest Control

Shamrock

Talking Stick Resort

Phoenix Rising

Desert Botanical Gardens

Pullman Yards

BIO:

Jade brings a strong background in social media strategy, content creation, and client management to ON Advertising, with experience at PetSmart Charities, Talking Stick Resort, and Phoenix Rising. Skilled in organic and paid social, community engagement, and brand storytelling, she drives digital success with a creative, data-driven approach. Outside of work, she enjoys exploring Phoenix in search of new stories to tell.



ADDITIONAL COMPANY OVERVIEW



TROPHIES ON THE SHELF

Our brilliant creative team has won us many awards.

AMERICAN
ADVERTISING
AWARDS

HERMES
CREATIVE AWARDS



The
Telly
Awards



MEDIA PLACEMENT CAPABILITIES

There's no challenge too big when it comes to placing your media dollars. If we can brainstorm it, we can execute it.



Programmatic



Television



Radio



Out of Home



Social Media



Search



Influencers



Experiential



Print

DIGITAL IN-HOUSE CAPABILITIES

We take great pride in offering comprehensive in-house digital media solutions, including programmatic, search, and paid social media services. Our expertise allows us to optimize AHCCCS's campaigns, providing detailed insights and refined recommendations to maximize media investments. By managing multimillion-dollar budgets annually, we secure favorable rates and leverage our purchasing power to benefit AHCCCS.



MEDIA TECH STACK

STRATA

Buying Planning

Strata lets us manage cross-media campaign planning, activation, optimization, and budgeting in one system, using a data-driven platform with open integration and applied automation.



Reporting Analytics

ON Intelligence unites the media ecosystem in one platform, offering the industry's biggest library of API connectors and AI-powered data integration to measure and optimize campaign performance.



Media Intelligence

We're proud partners of Basis Technologies, the industry's leading media automation platform. Their tech allows us to consolidate planning, digital operations, reporting, and financial reconciliation across programmatic, publisher-direct, search, and social, all in one place.





THANK YOU.



ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM

