



**Creativity. Quality.
Accountability.
It's ON.**

Governor's Advisory Council on Aging Report

December 13, 2023



ON our Background

- Largest minority owned advertising & marketing agency in Arizona.
 - John Hernandez
 - Eric Garcia
 - Ron Meritt
- Digital first agency (Google Certified)
- In house digital & programmatic buying
- “Best Advertising Agencies in Phoenix” 2021, 2022 & 2023 - Expertise.com
- Full service agency
All work done in house
- 30 years in business: opened in 1993



on
ad



Turn it ON



Speak Up AZ – The Brand



Speak Up AZ – Campaign Overview

Total Budget: \$2,500,000

One-Time Services (April - June 2023) = \$276,122.50

Research
Creating the Brand Campaign Concept
Traditional & Digital Media Planning & Setup
Advertising Creative Production (TV, Radio, Billboard, etc.)
Website Production (Write, Design, Maintain, Host)
Partnerships

Ongoing Services (July 2023 - February 2024) = \$223,847.50

Social Media for Speak Up AZ
Roadshow Events
Media Relations

Advertising Campaign = \$2,000,030

Television Statewide (6 English & 2 Spanish Stations) 5,250 spots
Governor Hobbs TV spots ran twice during Game 5 of the World Series
Radio Statewide (8 English, 2 Spanish + Streaming) 3,155 spots
Billboards (391 electronic & vinyl locations over 32 weeks)
Print (663 ads including Hopi-Navajo Observer & Navajo Times)
Digital Television (YouTubeTV, HGTV, Local TV streaming, etc) 100+ online stations
Digital (Facebook/Instagram, Google, YouTube, AZFamily, AZCentral, Tucson.com, etc.)
Sports Partnerships (Arizona Diamondbacks, Phoenix Suns , Arizona Cardinals)
Roadshow Events, Brochures & Giveaways

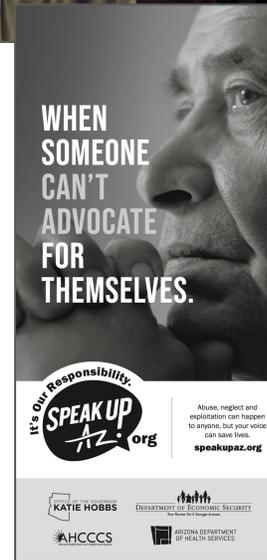


AZDES Adult Abuse Campaign

Purpose: Adult abuse, neglect and exploitation are on the rise in Arizona. Governor Hobbs took a proactive approach to addressing this issue by engaging a public education campaign called "Speak Up AZ!" (speakupaz.org).

Tactic: The paid advertising campaign launched across Arizona on June 26, 2023.

The campaign is designed to educate Arizonans on the signs of abuse, neglect and exploitation and how to report it if you or someone else is experiencing these issues.



ON Case Study: AZDES Adult Abuse Campaign



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



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



Governor Hobbs & Speak Up AZ! 30s Spot
<https://vimeo.com/842967306>



Governor Hobbs & Speak Up AZ! 15s Spot -
<https://vimeo.com/842968638>

SpeakUpAZ.org

En Español

About Resources & Support

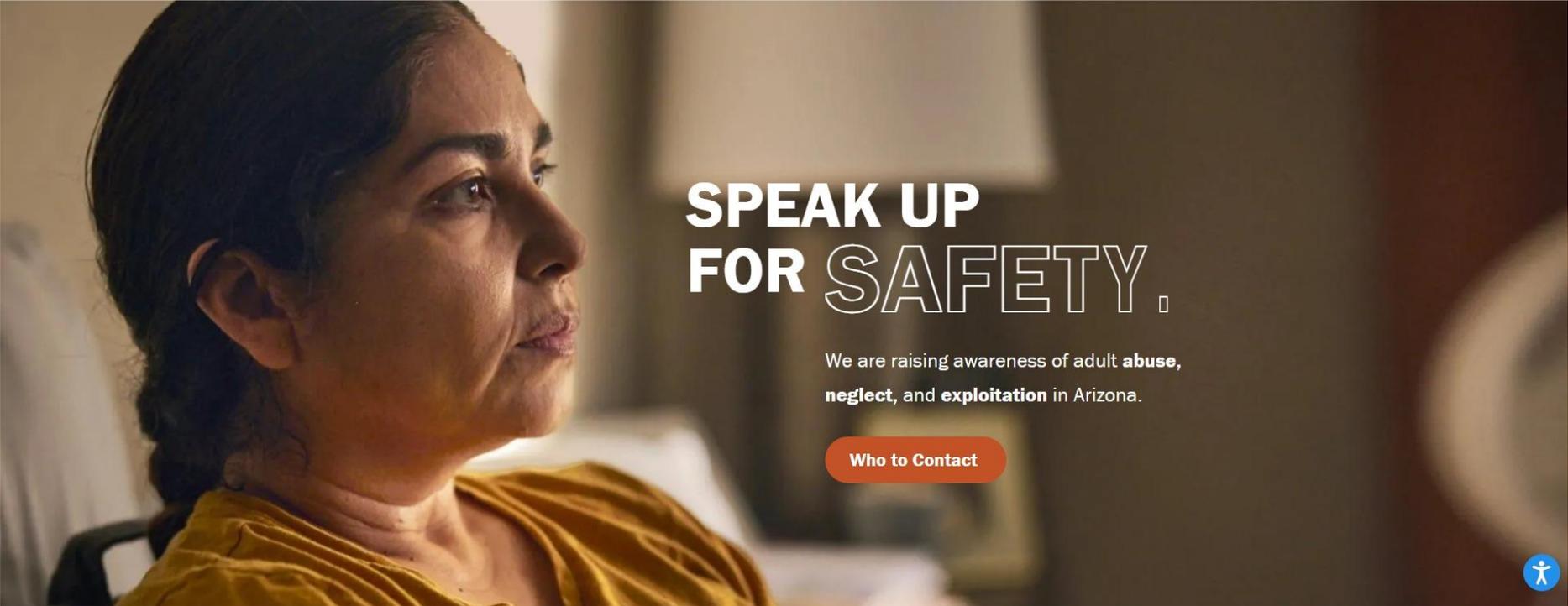


Identify Abuse

Who is at Risk?

Take Action ▾

Be Proactive ▾



SPEAK UP FOR SAFETY.

We are raising awareness of adult **abuse**, **neglect**, and **exploitation** in Arizona.

[Who to Contact](#)



Individuals with Mental Illness or Substance Abuse Disorders

Mental illness or substance abuse disorders can affect an individual's ability to adequately take care of themselves. These conditions can impair judgment, decision-making abilities, and self-protective instincts, making them more susceptible to abusive situations. Also, society's stigmatization and misunderstanding of mental illness and substance abuse can lead to social isolation and marginalization. Consequently, the isolation creates an environment where they may lack support systems or resources for protection. On the other hand, these vulnerable adults may become dependent on others for various forms of support, such as housing finances, or caregiving. This dependency can make them vulnerable to abusive power dynamics.



Call 877-767-2385

To report to someone today.
[View hours of operation.](#)



Submit a Report Online

To submit a report 24 hours a day, seven days a week.



TDD 877-815-8390

For hearing or speech disabilities
use the TDD number.



Speak Up AZ (Billboard & Print Creative)

