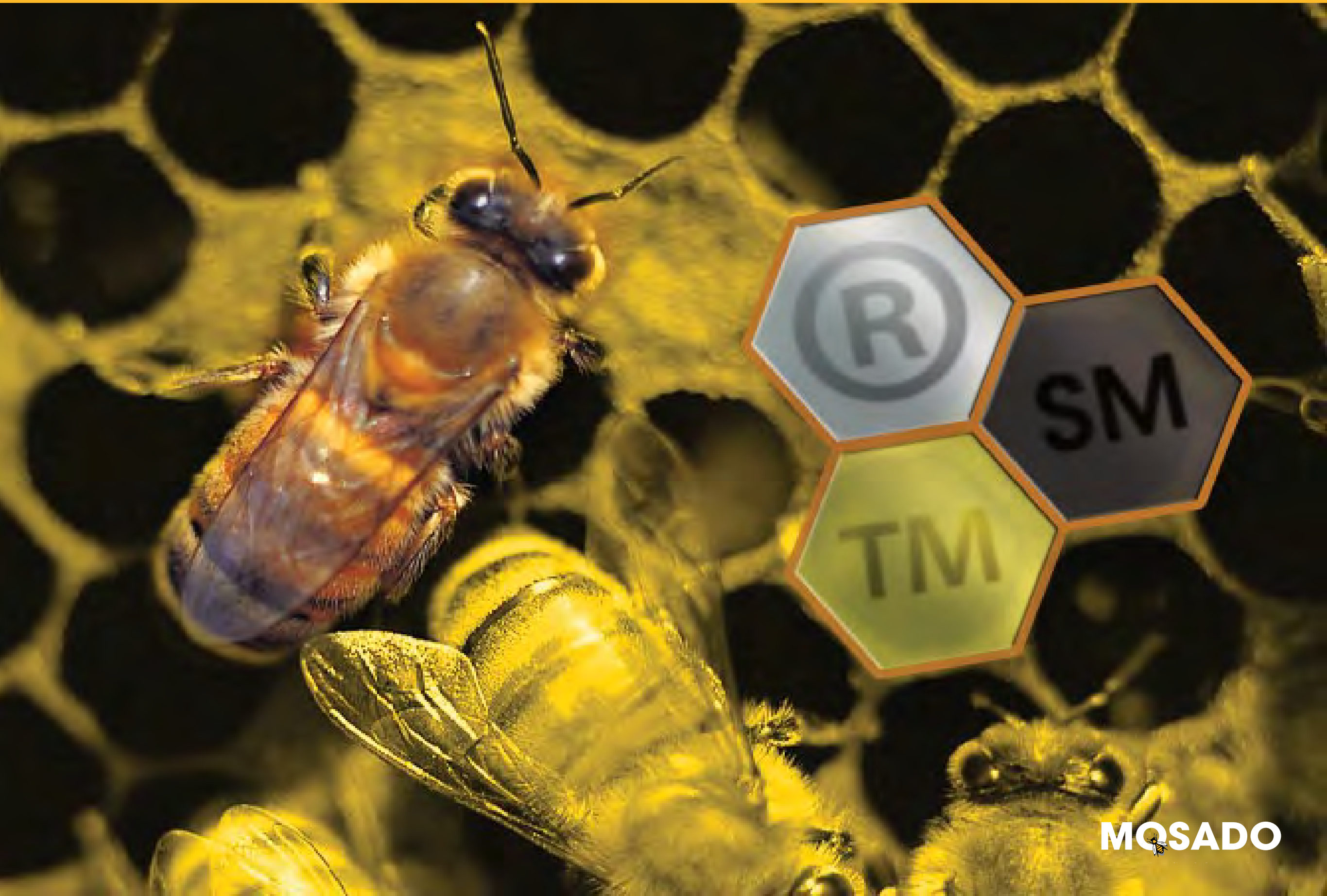




MOSADO is a revolutionary branding company that blends excellence in brand strategy and brand expression in the development of brands.

Our Promise is to deliver unique value to our clients offering integrated corporate and product brand strategy, identity, naming, packaging and corporate communications services. Our process incorporates an encompassing marketing consulting approach with the best of intelligent design and creativity. Our integrated services will help to differentiate and evolve your business.

The Bee Difference



MOSADO

Our unique concept

Strategic: Creativity

Brand development that fuses strategic brand direction with intelligent design and creativity to generate outstanding sales results. This concept is accomplished by merging marketing professionals with a creative director.

The essence of every product or service lies in its core attributes, and only branding can define its meaning, evolve its position and transform it into a tangible asset. At **MOSADO** we create and build brands by giving them resonance and depth at every point of contact.

Bee Unique

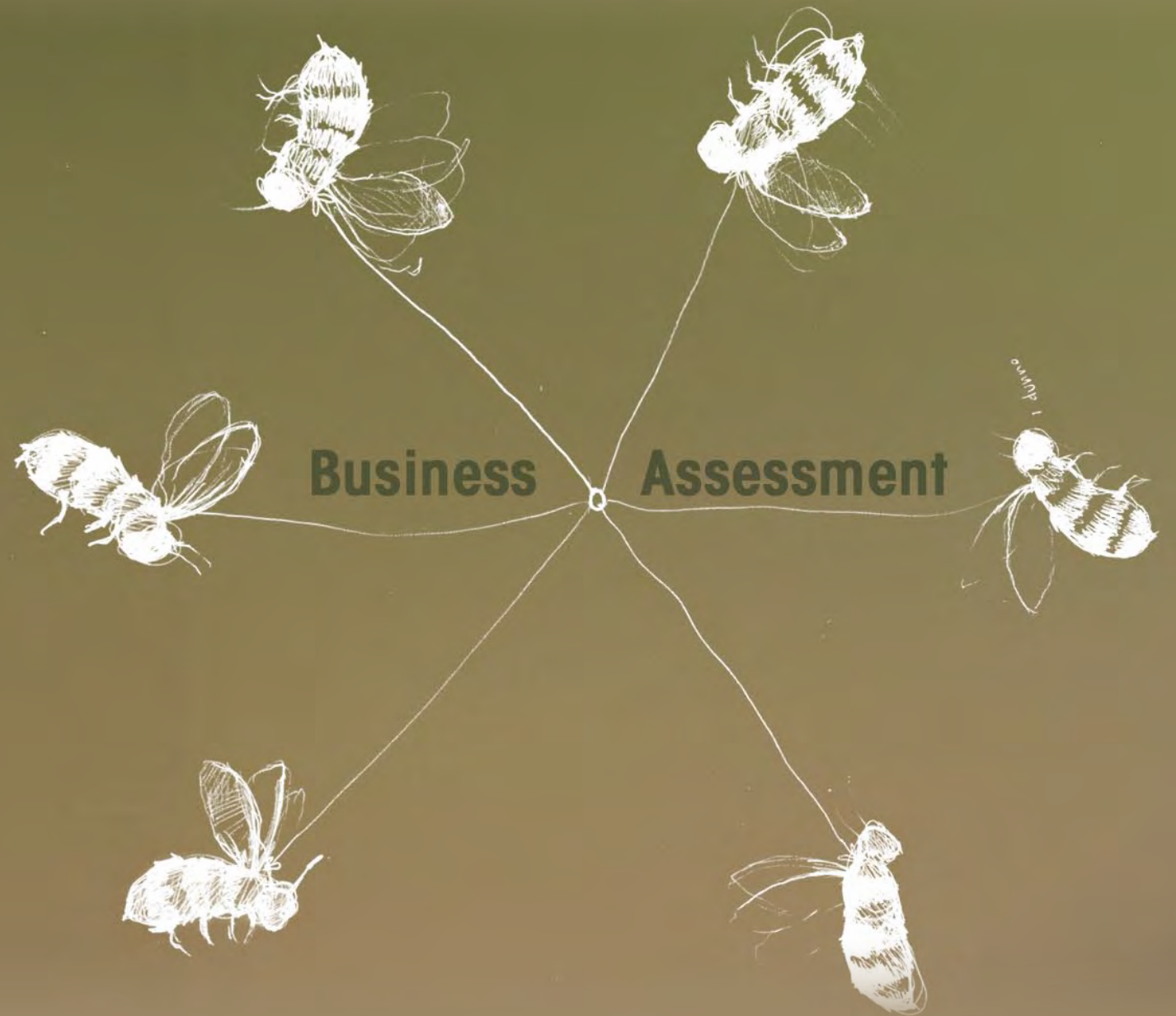


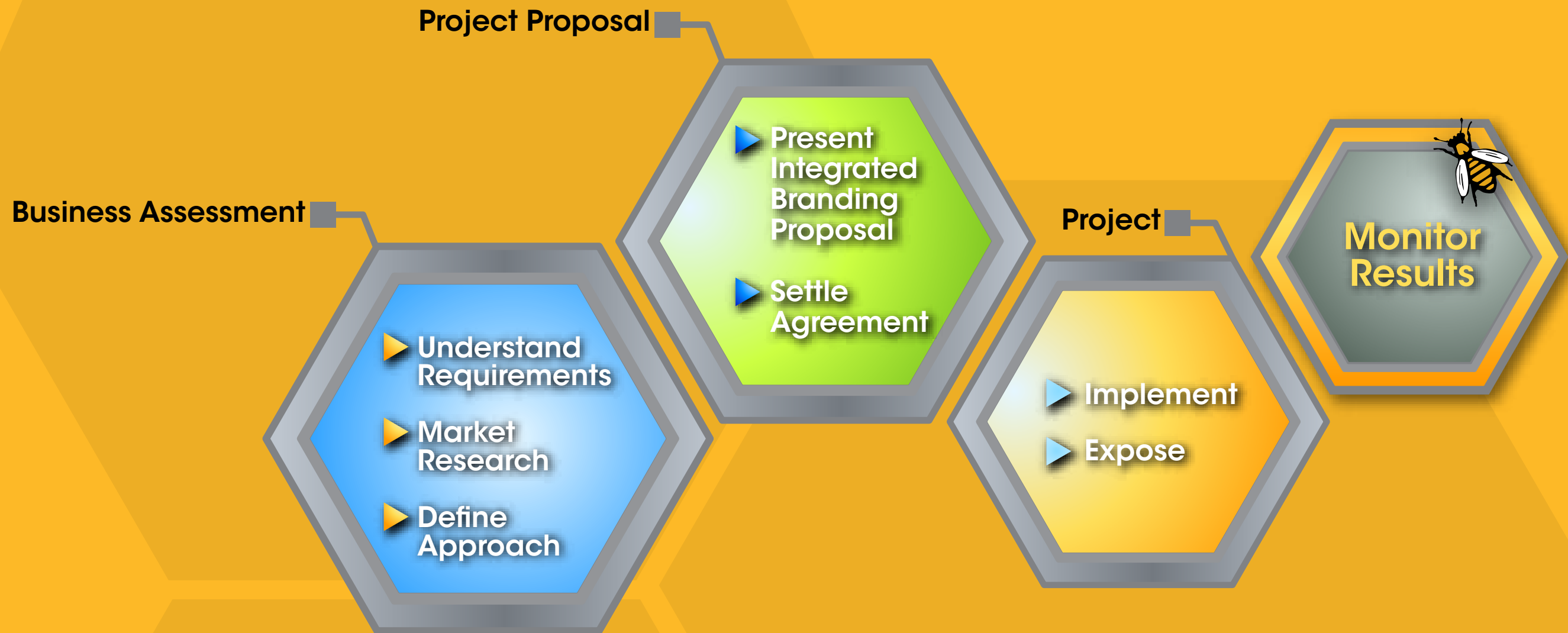
Why the bee?

MOSADO's synchronized talent, like bees, work strategically on every project as our primary purpose in nature. We focus on creating a unique concept based on our target's psychographic and demographic profile. Therefore we yield outstanding collaborative results to fulfill the needs of the queen bee, our client.

We bring our beehive to your company becoming one entity and our straight lines of communication allow you to feel that our team is your, in-house, creative workshop.

Bees at Work





Business Assessment

We develop or analyze the strategic direction of the product/service at hand. This process includes: Understanding the market and consumer, defining positioning, developing a measurable plan.

Project Proposal

The plan is presented to the client for their assessment and the collaborative branding process begins after settling a working agreement.

Project Initiation

The branding applications are created and executed according to the strategic plan.

Monitor Results

The results of the product/corporate branding are monitored for future developments.

Bee Branded



MOSADO

Bee to Bee Corporate Branding

The Corporate Branding Division specializes in creating and developing an integrated corporate image to differentiate a given product or service. The division aligns the creative strategies with the client's corporate management vision to ensure an assertive and enduring branding outcome. Our department is involved in all of the creative phases of the process that reach major clients' stakeholders both internally and externally.

The result is a strategic, unified, and assertive communication path that advances optimal organizational results.

Bee Branded

Our Branding Insights

We define “branding” as the recognition and personal connection that forms in the hearts and minds of your customers and other key audiences through their accumulated experience with your brand, at every point of contact.

More than just defining the nature and effect of brands, however, it’s important to define the disciplines and elements needed to build and manage them effectively.

Our conviction is that branding, at its best, is more than a marketing responsibility - ***it is an integrating business practice***. We believe branding should span your organization, weaving across and through personal interactions, corporate culture, communications, products and services.

Branding should never be treated as a project that has a beginning or an end.



The Bee Branded Framework

is built around **four core disciplines**, each of which plays a vital role in branding: brand strategy, brand identity, brand management and brand experience.

When building a new brand, these four disciplines can be viewed from left to right as sequential phases of development. When working with existing brands, however, each of the disciplines operates concurrently - they are interdependent and work together over time.



EVERTEC® Case Study

Case: On June 1999 Popular Inc. acquired GM Group Inc., a company dedicated to providing processing services. On April 2004 Popular Inc's operations, programming groups and GM Group Inc. merged and a new company was born. **EVERTEC®** was created to offer the best options in the fields of transaction processing and business solutions.

EVERTEC® is a Puerto Rican company with international projection which processes electronic transactions and provides technological solutions & services to the financial sector, governmental agencies, and privately owned companies in Puerto Rico, the Caribbean and Central America.

Challenge: **EVERTEC®** needed a unique branding capable of communicating its positioning as a cutting-edge financial processing and business solutions company. MOSADO was hired to create all branding applications for the newly created company. Some of MOSADO's responsibilities include: New product branding development, corporate branding, creative consulting, creative event planning, human resources branding, sales applications branding and technological applications, among others.

Result: A two year ongoing branding development process with unique differentiating applications.

“MOSADO is not only our creative partner; they have become an essential ally in the development of new products and services, clients’ events, and internal and external communications strategies. MOSADO is a unique creative concept which we consider an important part of our Communications & Marketing Team. The synergy between our teams has definitely contributed to our thriving businesses.” — Nelia Villanueva, Marketing Project Coordinator.

EVERTEC® Corporate Branding



Con toda nuestra experiencia, logramos un resultado...



su negocio prospera.

Nuestra soluciones aumentan la eficiencia en todo tipo de empresa: financiera, al detal, manufacturera, de telecomunicaciones, seguros y servicios de salud, entre otros.

Le ofrecemos todas las alternativas en innovación tecnológica diseñadas para las necesidades de su empresa, las creamos a su medida y facultamos su desarrollo, de una manera rentable.

Experiencia y servicios:

- Red ATHe - ATM y POS en Puerto Rico, Estados Unidos, Centro y Sur América
- Procesamiento de Pagos, de Efectivo y de Efectos
- Administración de Recursos Humanos y Procesamiento de Nómina

• Sistemas de Distribución para el Sector Público

- Resguardo y Continuidad de Negocio
- Manejo de Infraestructura Tecnológica

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.



Empowering business innovation

Contacte hoy uno de nuestros expertos de negocio: 787.759.9999 ext. 6000

Corporate Ads

Asertividad + Experiencia + Confiabilidad = nuestros consultores



Nuestro equipo de consultoría le ayudará a alcanzar mayor eficiencia en la operación de su negocio. Contamos con la mayor cantidad de profesionales certificados por el Project Management Institute, una institución de reconocido prestigio. Nuestros consultores le guiarán en:

- Planificación estratégica
- Análisis, diseño, programación, integración y auditoría de sistemas
- Desarrollo de aplicaciones de procesamiento de documentos y flujo de procesos
- Administración de sistemas tecnológicos y de base de datos
- Análisis de competencias
- Investigación y evaluación de seguridad

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.



Empowering business innovation

Toda su atención...

...más tiempo para ellos y todo en orden.



En esencia, éste será el mayor beneficio de las soluciones que le ofrecemos, imprescindibles para la administración efectiva de su práctica médica o dental. Nuestros servicios abarcan desde:

- Diseño y mantenimiento de sistemas de facturación médica
- Desarrollo y procesamiento electrónico de transacciones
- Servicio de facturación médica
- Expedientes médicos electrónicos

Nos encargamos de la parte administrativa de su práctica, para que usted pueda dedicarle tiempo a lo más importante.

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.



Empowering business innovation

EVERGATE Med ONE NeoMED Dental MAX One SOLUTION.

Contacte hoy uno de nuestros expertos de negocio: 787.474.6000

Igual que la Naturaleza, creamos réplicas exactas...



...de información crucial.

La información de su negocio es uno de sus mayores activos. Protéjala.

Nuestros productos facilitan el manejo, resguardo, almacenamiento y protección de sus datos proactivamente, permitiéndole reaccionar con agilidad a situaciones que impacten la operación de su empresa, manteniendo el funcionamiento normal de su negocio.

Nuestro negocio es hacer que el suyo prospere. Integre la tecnología de su empresa con EVERTEC® y maximice sus resultados.

Ofrecemos:

- Apoyo local o remoto a su infraestructura.
- Instalaciones alternas para restablecer operaciones.
- Resguardo de datos.
- Espacio en bóveda para almacenamiento de datos.
- Asesoría, análisis y desarrollo de planes de contingencia y su impacto en el negocio, entre otros.



Empowering business innovation

Para más información sobre nuestros productos y servicios, llame al 787-759-9999 ext. 6000.

DMAX
DSL SIN FRONTERAS



Conexión de alta velocidad para que te concentres en el corazón de tu práctica

Sólo EVERGATESM y DMAX te ofrecen la alternativa más eficiente para el envío de tus reclamaciones a los planes médicos.



Procesado por EVERTEC®

Cobranding Effort



Anniversary Newsletter



Health System Division's Newsletter



Internal Newsletter



Corporate Branding Guide- Intranet



Corporate Website

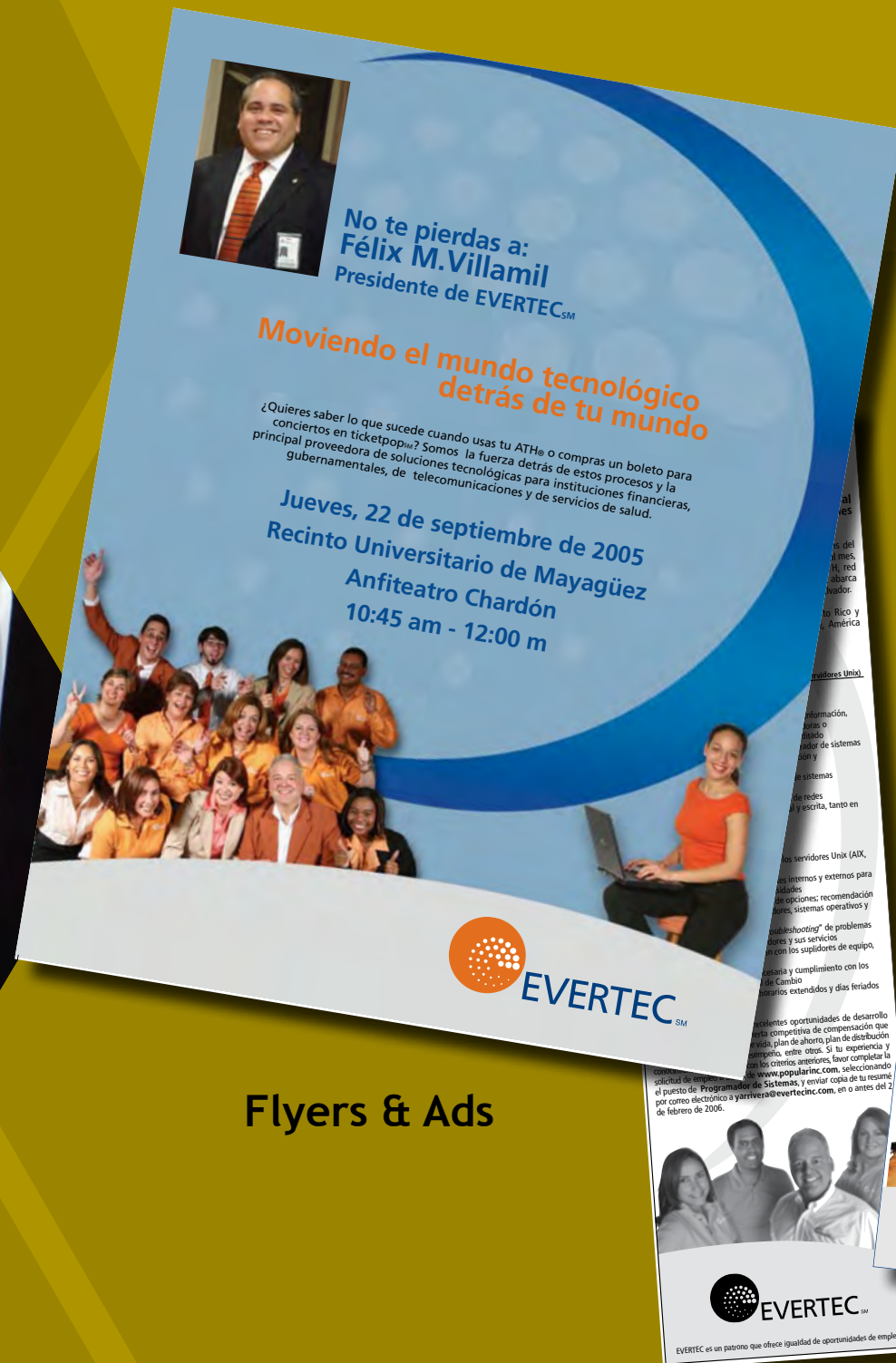


Service Website- EVERGate

HR Recruitment Applications



Hiring Brochure



Flyers & Ads





Operations Vehicle Float Signage

Environmental Experience



Payment Processing
Automated Kiosk



Corporate Event Room
Ambiance



St. James Security Services, Inc.

Case: St. James Security became the largest security company in the Puerto Rico market after the acquisition of Ready and Responsible Security Inc. The company wanted to re-brand its image and unify both brands under the solid St. James Security brand.

Challenge: Differentiate St. James Security from other security companies and communicate trust, leadership, unique portfolio of services and innovative approach.

Result: MOSADO developed the marketing research and plan to create the new brand. Resulting from the research and plan several applications were developed including: new logo, stationary, new uniforms, vehicle signage, and corporate presentation.



Previous brand logo

ST. JAMES

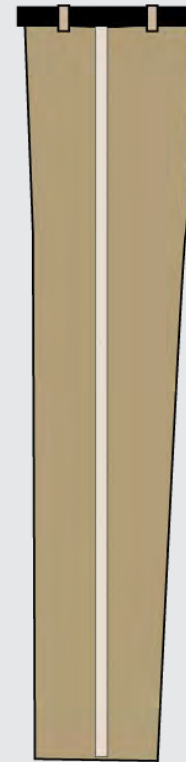
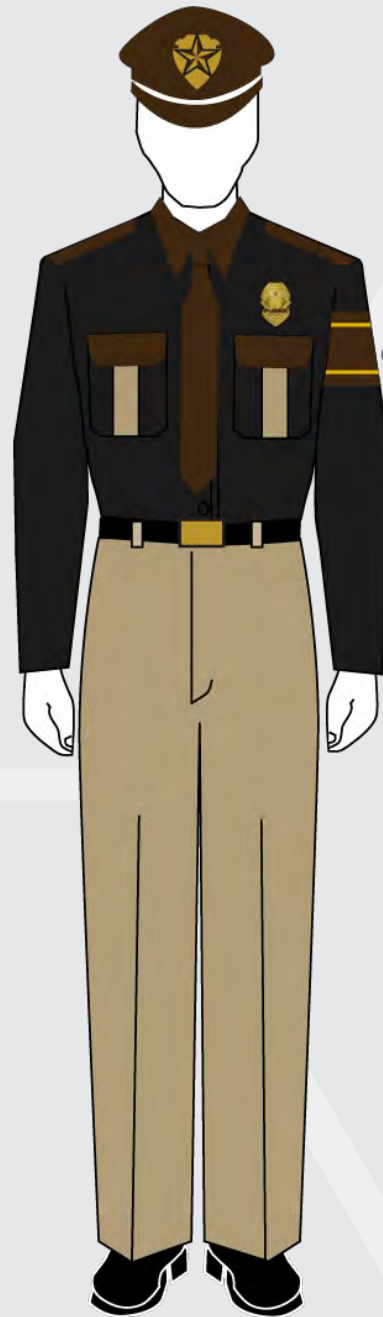
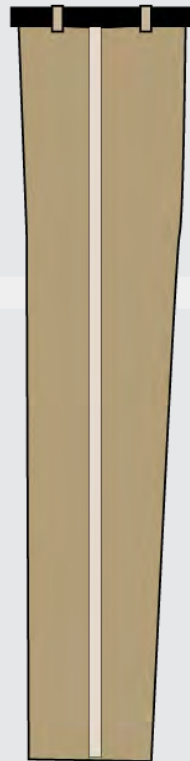
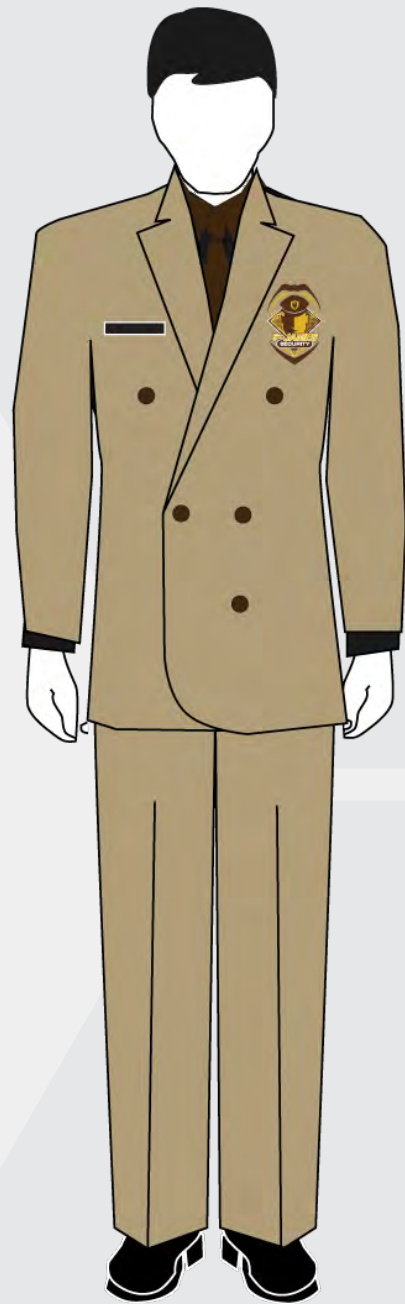
Lettering for branding efforts



Official Badge



Rebranded
by MOSADO



Branded Armbands

Officials & Guards Uniforms



Official Vehicle Signage



GE imagination at work

GE Healthcare Latin America

Case: GE Healthcare Latin America needed to launch an innovative 3D imaging product. They wanted to create expectation within the medical industry making the launch exciting and memorable without giving away the product.

Challenge: Create an intro campaign for the launch event in line with the product strategy without revealing the product and only communicating its benefit of portability.

Result: MOSADO developed an innovative creative concept for the launch, which communicated the portability benefit. The concept and applications were implemented in major markets in Latin America and the Caribbean. The applications included: a web streaming video teaser, Email invitation, Printed invitations, Outdoor media applications, and Environmental Branding.

Product Launch Campaign & Buzz Marketing

GE Healthcare

Imagínese algo realmente grande...

algo que le ayude a diagnosticar con extrema precisión.
Cuando quiera, donde quiera...
y que quepa en su maletín.

Parece imposible.
Pero nosotros lo logramos.

ECOMED 2006
XX Congreso Venezolano y I Congreso Caribeño de Ultrasonido en Medicina y Biología.
Del 20 al 23 de julio de 2006.
Hotel Intercontinental del Lago Maracaibo, Venezuela.

 GE imagination at work





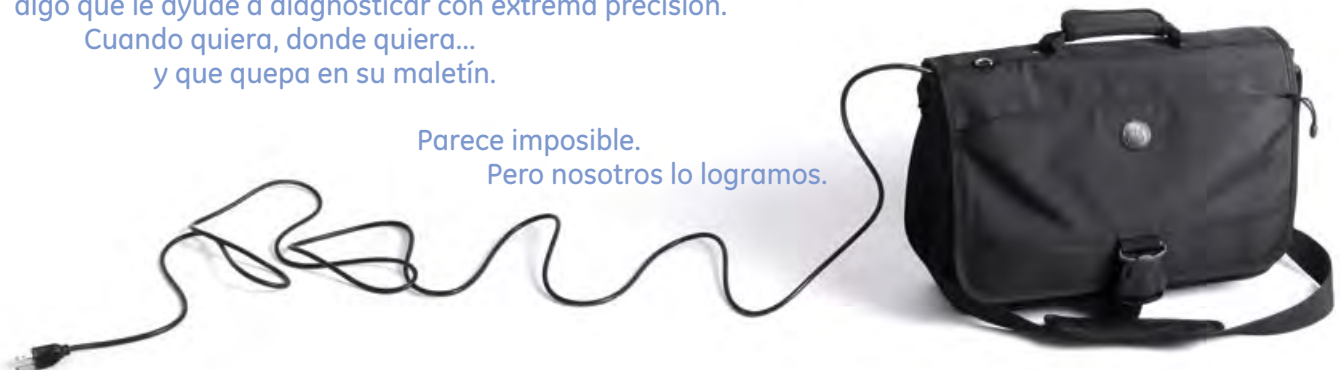
Full Page Print Ad

GE Healthcare

Imagínese algo realmente grande...

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Cuando quiera, donde quiera...
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Pero nosotros lo logramos.



 GE imagination at work

 **ECOMED 2006**
XX Congreso Venezolano y I Congreso Caribeño de Ultrasonido en Medicina y Biología.
Del 20 al 23 de julio de 2006. Hotel Intercontinental del Lago. Maracaibo, Venezuela.

Half Page Print Ad

GE Healthcare

Alta eficiencia en
cualquier dirección.

Cuando quiera,
donde quiera.

58 Congreso Mexicano de
Ginecología y Obstetricia
Centro Banamex
Ciudad de México, México D.F.
23 al 27 de Julio de 2007



GE imagination at work



LOGIQ P5
Flexible, móvil y
ergonómico.

New Product Launch
Print Ad

GE Healthcare

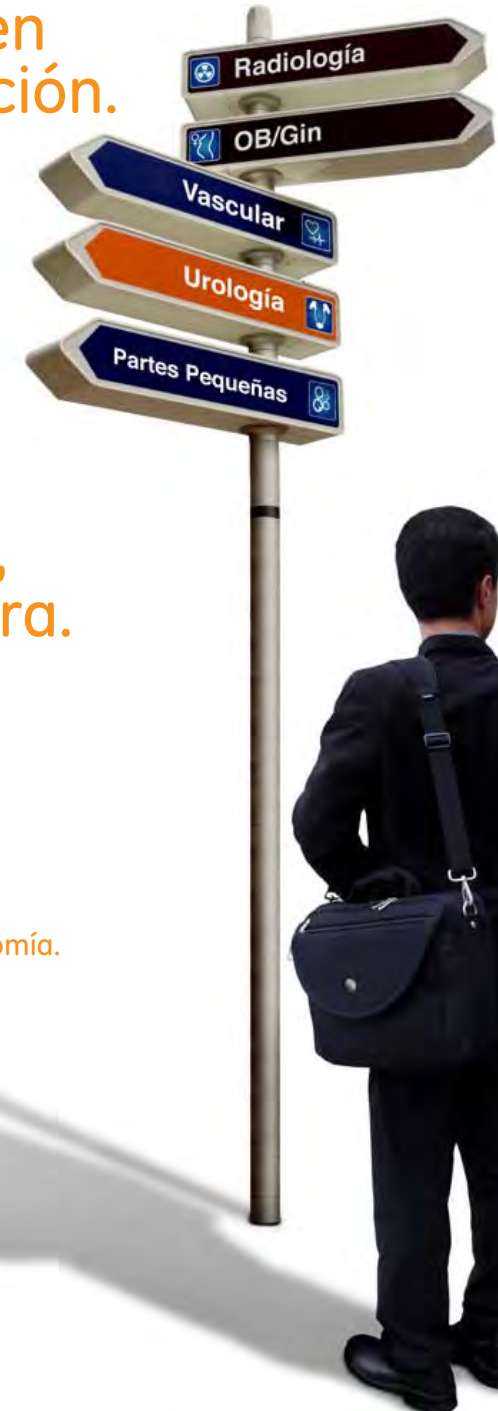
Alta eficiencia en
cualquier dirección.

Cuando quiera,
donde quiera.

Flexibilidad, movilidad y ergonomía.



GE imagination at work



Product Strategic
Integration Ad

Product Launch Campaign & Buzz Marketing

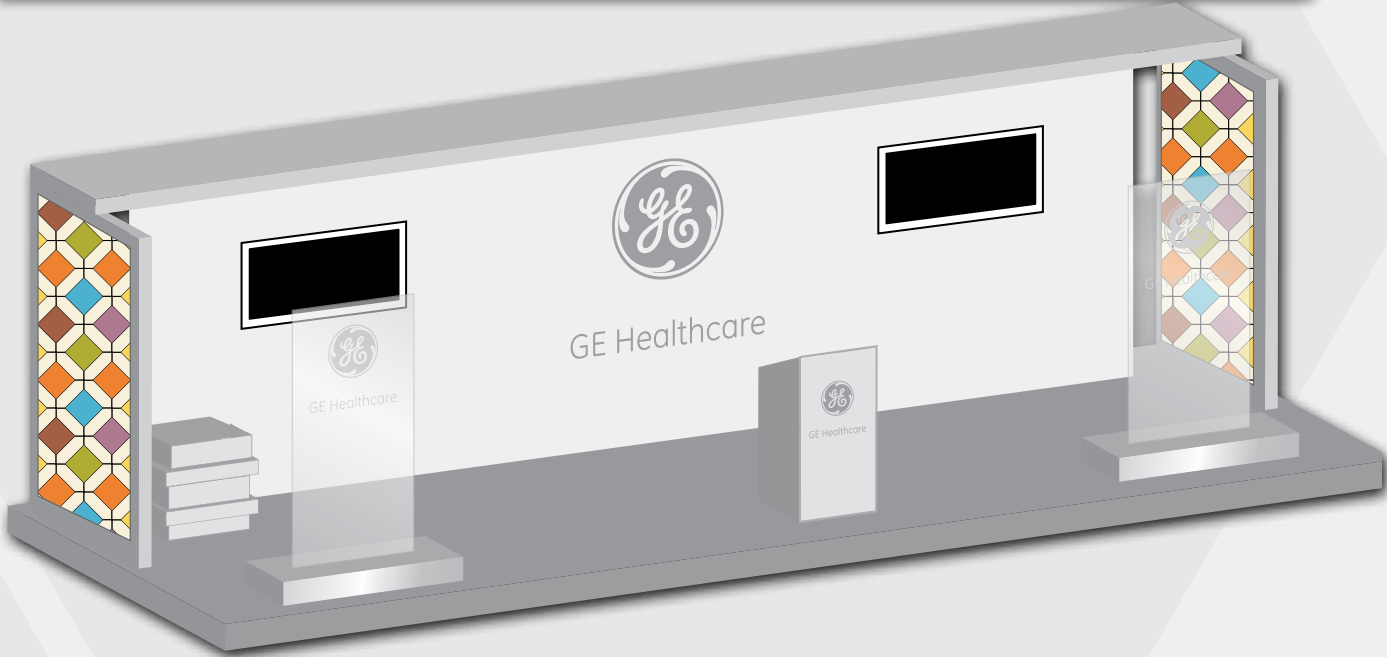


Event Invitations



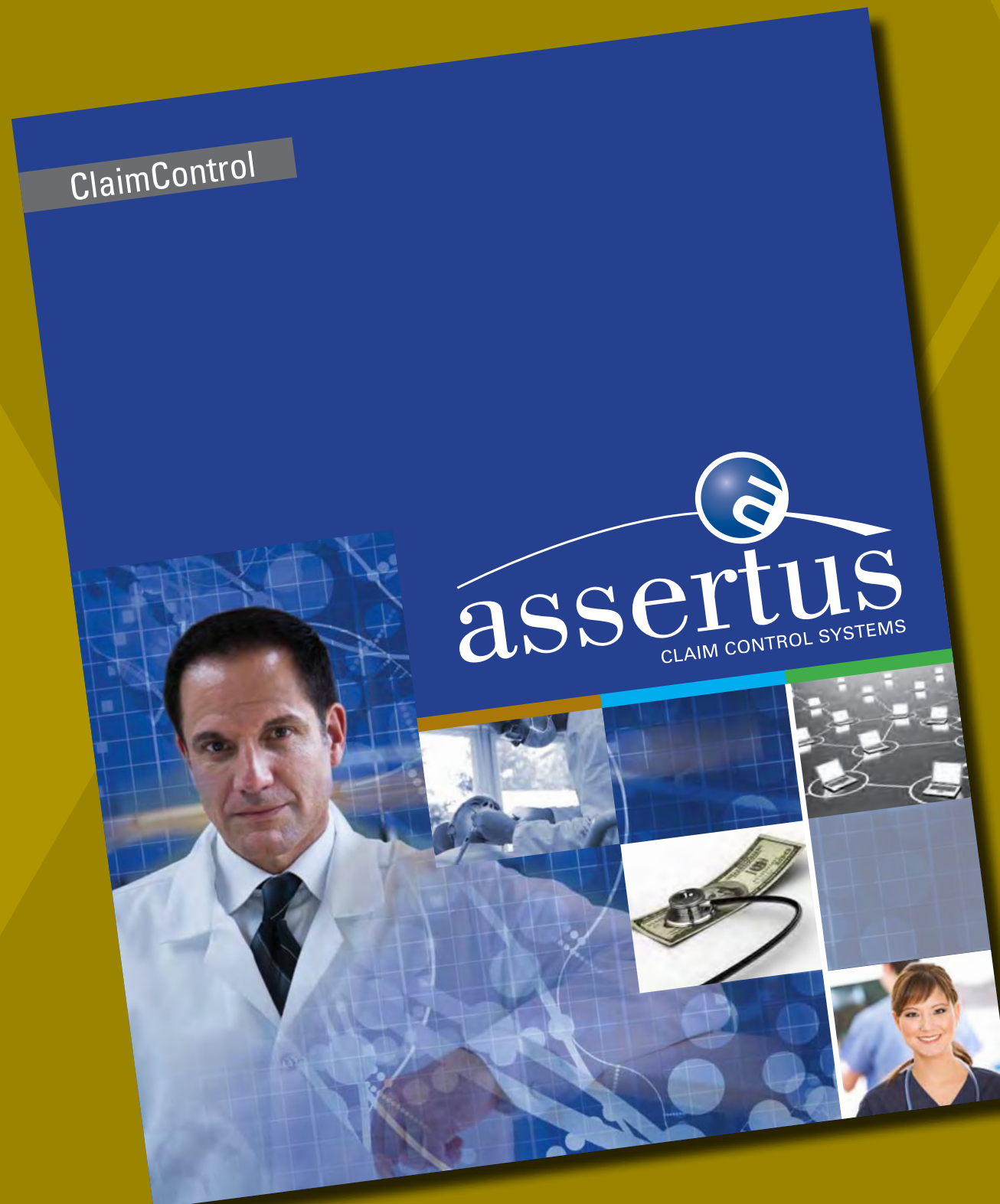
3d Banners

Event Booth





Product Brochure



Corporate Website

Corporate Logo



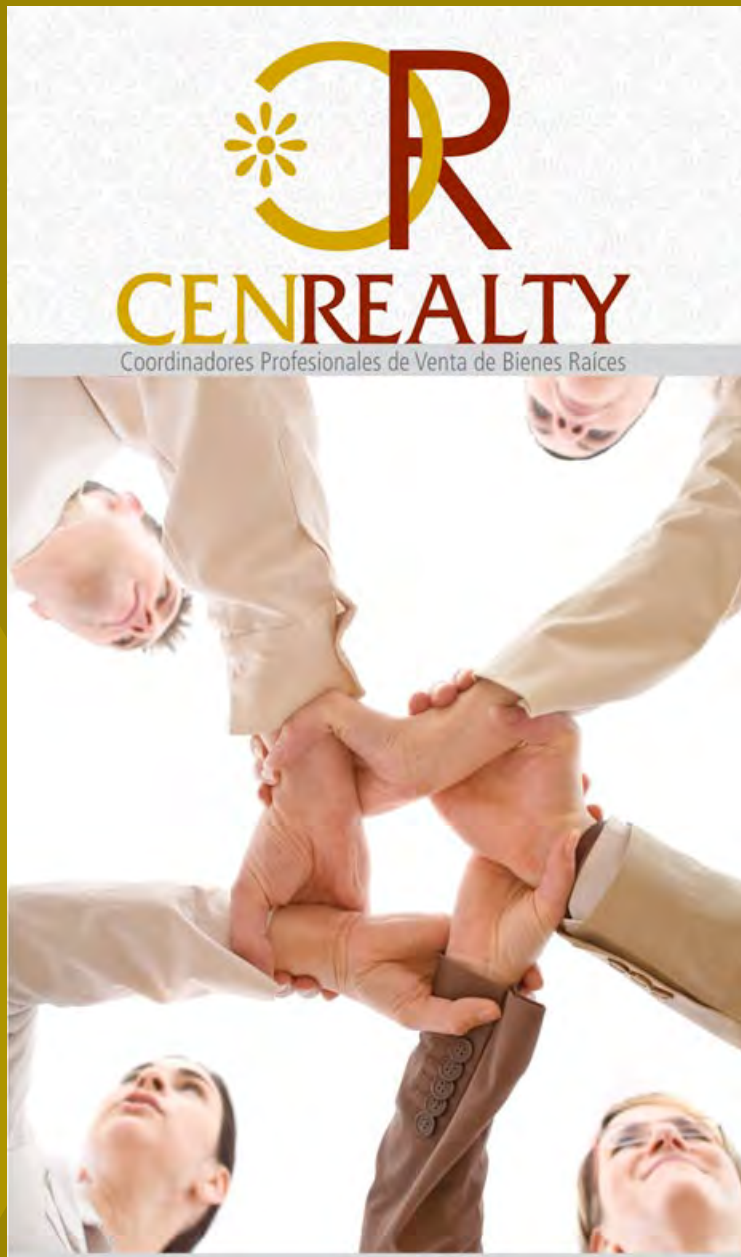
Product Logo



X-mas Logo



Banners



CENREALTY
Coordinadores Profesionales de Venta de Bienes Raíces

www.cenrealty.com

En **CEN Realty**, nos destacamos por la integridad con la cual ponemos a sus órdenes cuatro elementos claves:

- ✓ compromiso total
- ✓ responsabilidad
- ✓ profesionalismo
- ✓ amplio conocimiento de las últimas tendencias de la industria

Asociación de Constructores de Hogares de Puerto Rico
420 Avenida Ponce de León Cond. Midtown STE 614, San Juan, PR 00919
Tel. 787.777.8940 • Fax: 787.777.8929 • e-mail: info@cenrealty.com

Brand Experience

Mailing Card

¡corremos el camino por ti!



CENREALTY
PROFESSIONAL REALTY BROKERS

! **CENREALTY, ¡tu mejor recurso en la búsqueda de la propiedad que sueñas!**

¡Somos tu mejor recurso en la búsqueda de la propiedad que sueñas!



CENREALTY
Coordinadores Profesionales de Venta de Bienes Raíces

Mi casa CENREALTY
Servicio Exclusivo de Cen Realty

www.cenrealty.com **787-777-8940**

Outdoor Billboard

MOSADO

Brand Experience



Corporate Website



Sationery





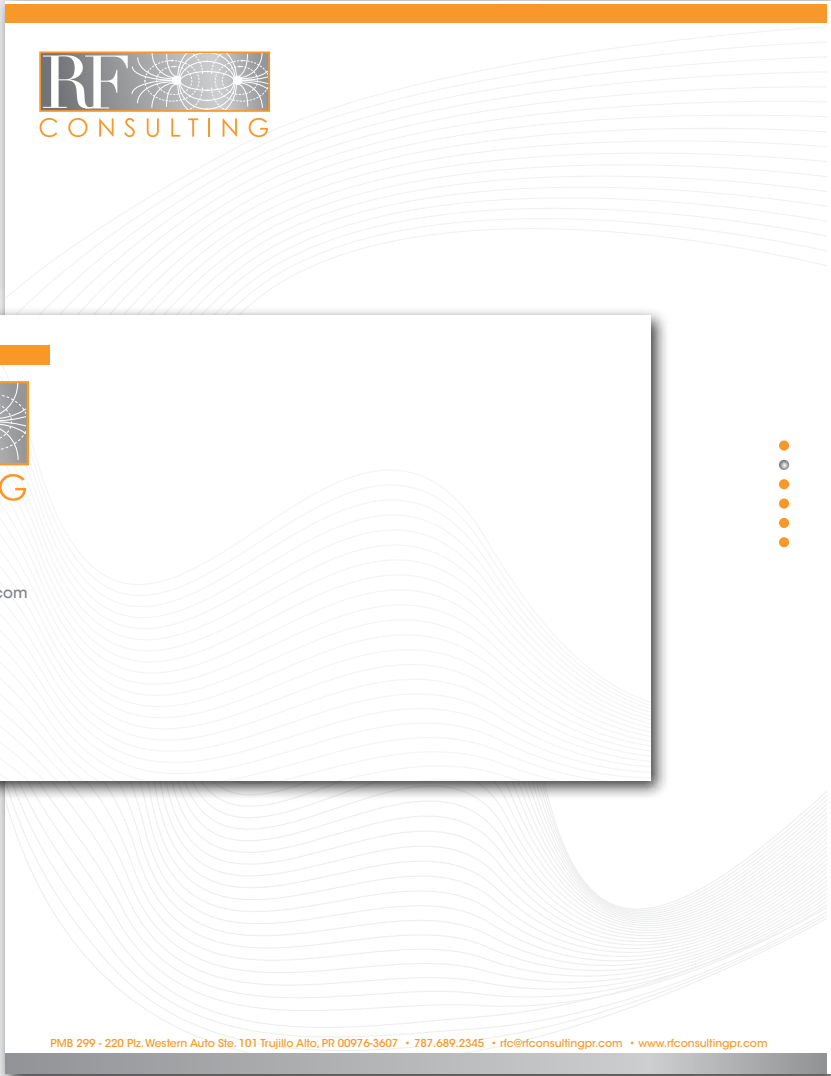
Corporate Website

Stationery

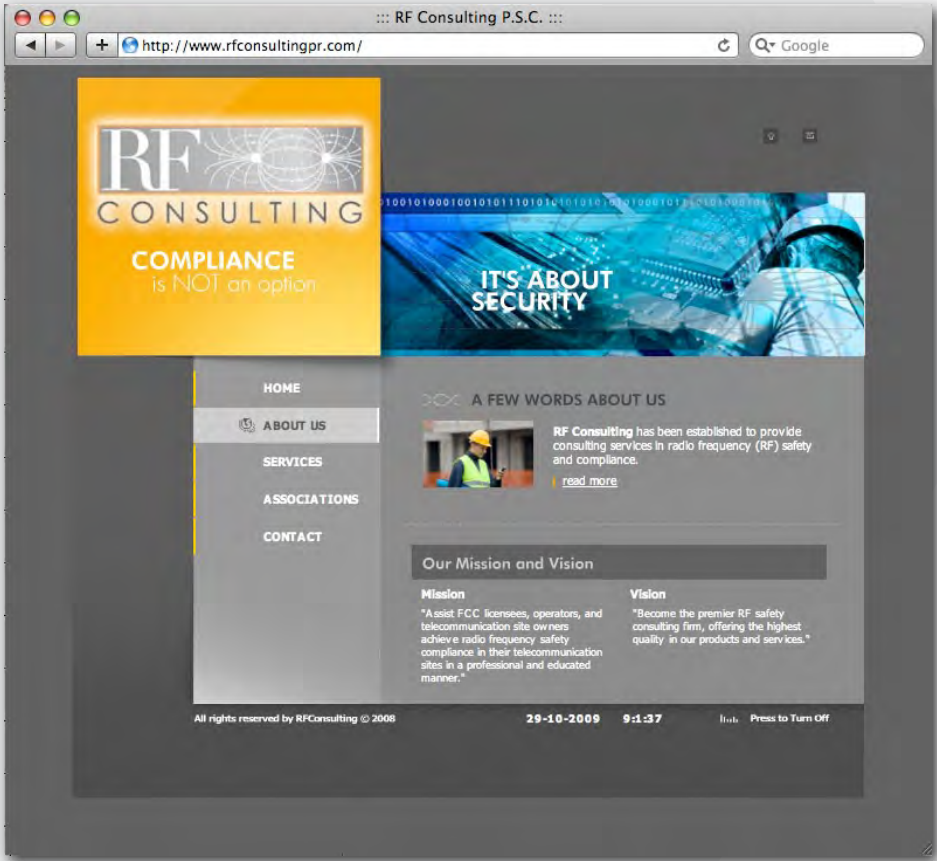


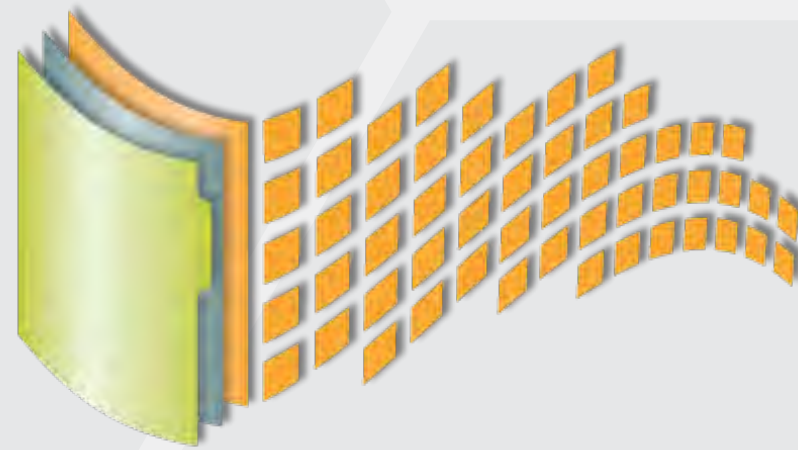


Sationery



Corporate Website





expertis

SISTEMAS • TECNOLOGÍA • SALUD

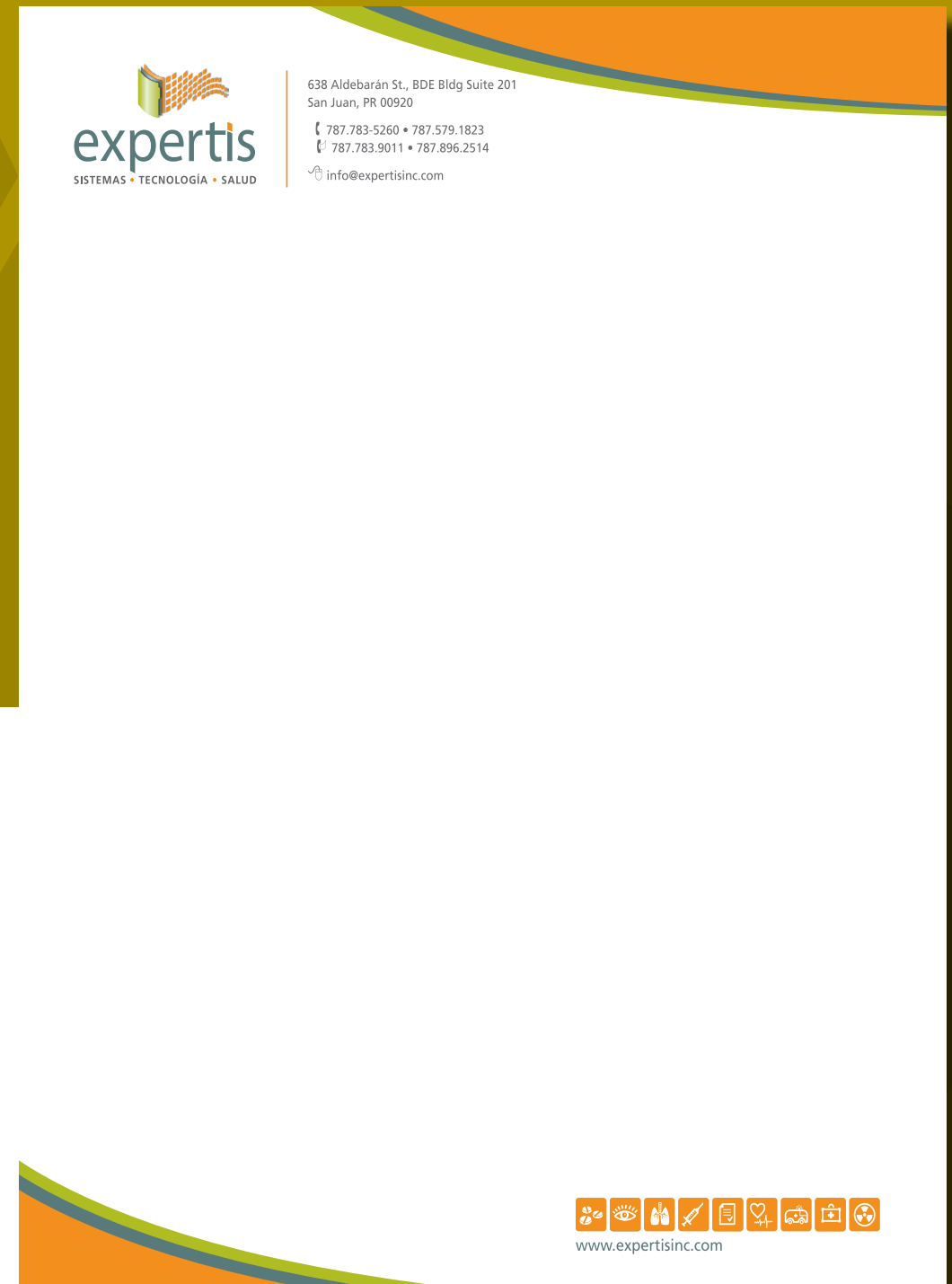
Corporate Website



Corporate Sales Kit



Stationery





PrevinC - Biohealth Technologies

Case: Biohealth Technologies launch an innovative product to prevent allergies, flu, and other respiratory conditions. They wanted to create an image attached to the technology, modern, but also present the product as an high end medical solution.

Challenge: Create packages, displays, campaigns and all interactive media formats as web site and e-mail communications.

Result: MOSADO developed an innovative creative concept for applications as: a website, e-mail ads, Printed invitations, Outdoor media applications, packages, displays and others applications



PrevinC New Package



Web site



PrevinC Menthol Formula Package

PrevinC Floor Display



PrevinC Counter Top Display

Ads

PrevinC™

Natural Nasal Barrier

Prepárate para la temporada de catarros y el regreso a clases...

...no dejes que los catarros interrumpen tu vida ni la de tus hijos. Protege a los que más quieres con PrevinC.

¿Padeces de catarros y alergias frecuentes? Ahora hay una opción 100% natural y segura de ayudar a prevenir el catarro, el flu, alergias y otras infecciones respiratorias.

sólo **\$6.99***
Regular \$8.49

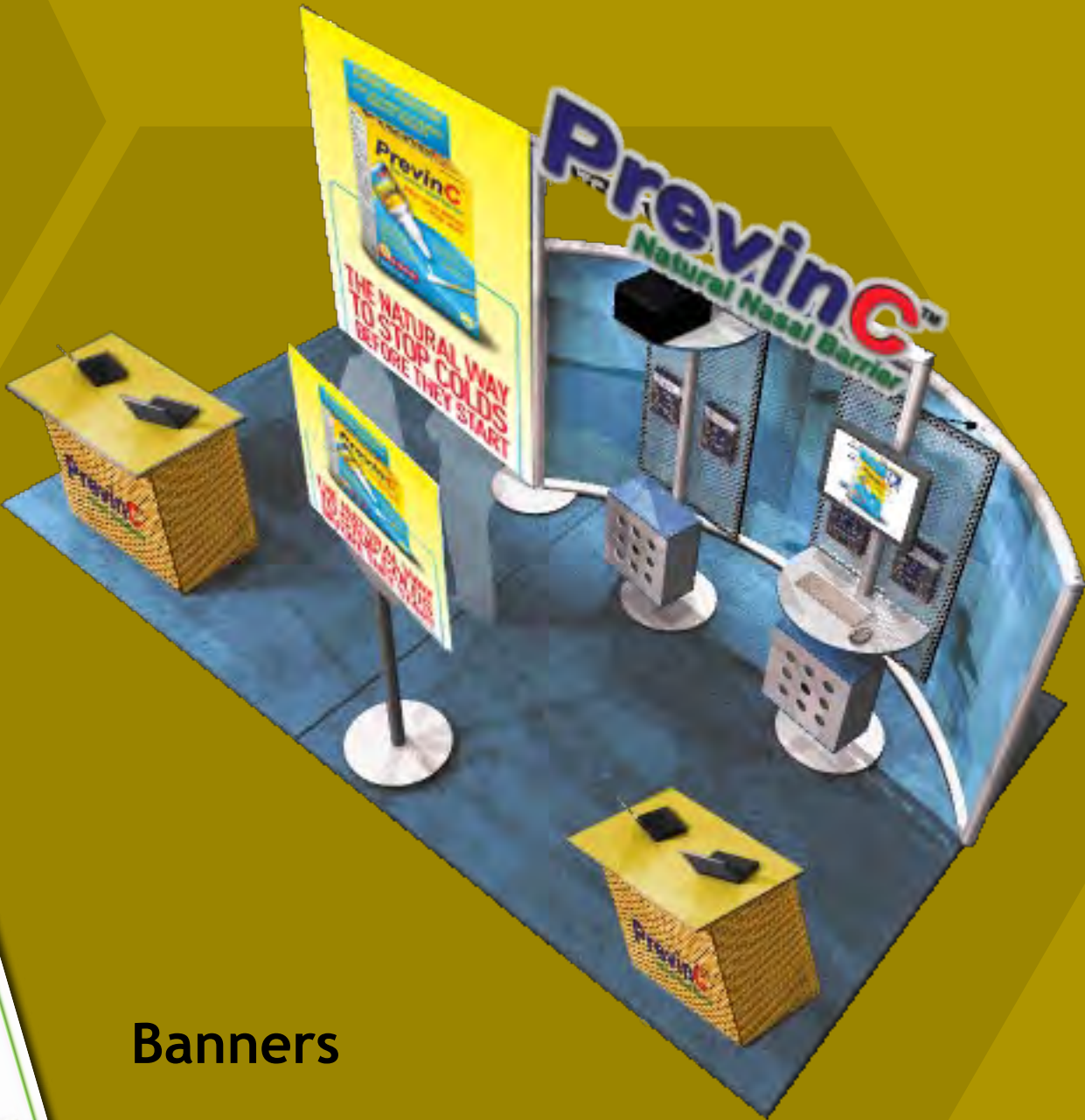
DESCUENTO \$1.00
Total \$5.99*

Hecho con limón y aloe vera

*En Health Food Participantes. El Nuevo Lucero • 787.273.7205, Natural Organics • 786.1425, Natural Path • 787.896-7323



Booth



Banners

POWERFUL PROTECTION AGAINST THE COMMON COLD • PNEUMONIA • SEASONAL FLU • PHARYNGITIS

PrevinC

The natural nasal barrier. Stop colds before they start.

SOON! SINGLE DOSE

- Homeopathic
- Clinically tested, highly effective
- 8 hour protection with one application
- Filters out bacteria, pollutants and pathogens
- Helps prevent colds, flu and upper respiratory infections
- Ideal for home, office, schools, travel

POWERFUL PROTECTION AGAINST:
Common Cold • Pneumonia
Seasonal Flu • Pharyngitis

PrevinC.com



POWERFUL PROTECTION AGAINST THE COMMON COLD • PNEUMONIA • SEASONAL FLU • PHARYNGITIS

PrevinC

The natural nasal barrier. Stop colds before they start.

SOON! With Menthol

CONGESTION RELIEF

- Homeopathic
- Clinically tested, highly effective
- 8 hour protection with one application
- Filters out bacteria, pollutants and pathogens
- Helps prevent colds, flu and upper respiratory infections
- Ideal for home, office, schools, travel

POWERFUL PROTECTION AGAINST:
Common Cold • Pneumonia
Seasonal Flu • Pharyngitis

PrevinC.com



Case: On May 2011 MCS- Medical Card System contract Ray Rosado- President & Creative Art Director of MOSADO as Graphic Design And Brand Manager to develop and deliver MCS brand and MCS Classicare applications.

MCS is a one of the top and most important Health Insurance in Puerto Rico. MCS is a 30 years company with a strong legacy in the health industry.



Challenge: MCS need to stabilized and enhance their brand and trademark. MCS hold more than 30 programs and lines of business brands wish need to be aligned with to their main brand. After years the company lacks of internal communications and employees loyalty.

Ray Rosado established a branding guide aligning all brand to one visual image and a company politic to place the brand and trademark in a better position for the future. As Graphic Design Manager, the art department starts to create and develop all graphics applications. Brochures, banners, all internal communications applications as: email drops, newsletters, offices signage. The department create every application of communications with its providers and members with one graphic image on mind. A regular and consistence communications with employees with a new corporate philosophy to create a loyalty and pride to the brand and the company.

Result: Up today MCS continue as one of the most respectful healthcare brand and still manage its brands and one of the most important company asset.

Brochures



Wraps



Awards



Backdrops

MOSADO

Booths



Ad Campaigns



¿CUMPLES 65 AÑOS?
En MCS Classicare^(OSS PMR) te orientamos
sobre todo lo que debes saber.

- ▶ Conoce las ventajas de afiliarte a un Plan Medicare Advantage
- ▶ Obtén más beneficios que con una cubierta básica, como servicios de visión, dental, audífonos y programas para tu bienestar
- ▶ Ahorra en el cuidado de tu salud

¡LLAMA HOY!
**RECIBE GRATIS TU GUÍA DE
ORIENTACIÓN DE MEDICARE**

MCS Classicare
(OSS PMR)

787.620.2530 | **1.866.627.8183** | **1.866.627.8182**
Área Metro | Libre de Costo | TTY/TDD (Audioimpedidos)

Lunes a domingo de 8:00 a.m. a 8:00 p.m.
mcsclassicare.com

Representación por actor pagado. MCS Classicare está suscrito por MCS Advantage, Inc. Un plan de salud con un contrato con Medicare. Un plan de Cuidado Coordinado con un contrato Medicare Advantage y un contrato con el programa Medicaid de Puerto Rico. El plan está disponible para beneficiarios de Medicare con Partes A y B y el Plan de Salud del Gobierno de Puerto Rico (Medicaid), que no hayan sido diagnosticados con Fallo Renal en Etapa Terminal (ESRD, por sus siglas en inglés) y residan en uno de los 78 municipios de la Isla. La información de beneficios provista, es un breve resumen, y no una descripción detallada de los beneficios. Para más información contacte al plan.

Y0077_4002_S_421 File and Use MMDDYYYY

X-mas

MOSADO

Products Sales Kits

ADELÁNTATE A LAS
VUELTAS DE LA
VIDA



Pasión por la vida **MCS**

29 años cuidando la salud
de Puerto Rico

Sobre **12,000** proveedores
al servicio de nuestros asegurados

Protegemos la salud de empleados
de más de **1,200** empresas

Más de **285,000*** asegurados
cuentan con un cuidado de salud completo

Día a día, miles de empleados puertorriqueños trabajan
para mejorar la calidad de vida en Puerto Rico.

* Asegurados de Medicare y Comercial.

787.758.2500
mcs.com.pr

MCS
Pasión por la vida

INNOVACIÓN EN
FARMACIA
2011



Pasión por la vida

Directories

Events

Ads Campaign

ALCANZA TU META
SALUDABLE
CON **MCS**



ZUMBA
Lunes y jueves
Salón de Adiestramientos
Piso 2

CAMINANTES
Lunes y miércoles
Lobby de MCS Plaza

YOGA
Martes
Salón de Adiestramientos, Piso 2

¡TE ESPERAMOS!

Ven y disfruta de la gran variedad de modalidades de ejercicios que solo te ofrece MCS.

Todas las modalidades de ejercicios se
llevarán a cabo de 5:00 p.m. a 6:00 p.m.

MCS bienestar total

MOSADO



BOYS & GIRLS CLUBS OF PUERTO RICO

Case: Boys and Girls Club (B&GC) is a non profit organization that provides a positive environment for disadvantaged kids and teens. Their vision is “to provide safe places and results-based programs where young people learn, grow, have life changing experiences, and establish ongoing relationships with caring adult professionals that will lead to opportunity, accomplishment and a life as productive, responsible adults.” (B&G home page)

Challenge: Even though B&GC of Puerto Rico has been providing services to disadvantaged communities for many years in Puerto Rico, they do not have the exposure they desire to receive funding for their programs. Also, the organization has not established the B&GC brand in the country. B&GC needed to create strong brand applications to communicate the club’s benefit for both possible donors and participants.

Result: MOSADO was hired to develop the B&GC brand in the local market, and help them with their vision and communicate the organization’s vision and benefit for increased funding and club assistance. MOSADO is developing all of its communication tools and branding all of its efforts. These tools include: Advertising campaigns, Corporate Video, Corporate Brochure, Event Branding, Annual Report among others.

Brand Exposure Campaign



BOYS & GIRLS CLUBS
OF PUERTO RICO



787-268-4504 • 787-726-4701
www.bgcpr.org



BOYS & GIRLS CLUBS
OF PUERTO RICO



Annual Report



Fundraising Event
Logo Design

Presentation Folder



Mosado has created and developed branding applications for non-profit organizations such as **Extrabases Organization** and **Gibaro de Puerto Rico**. Non-profit organizations, like any consumer product or service, need branding to establish an emotional connection with the target audience, create an identifiable brand, and communicate a unique identity. Once established, the power of branding has no boundaries.

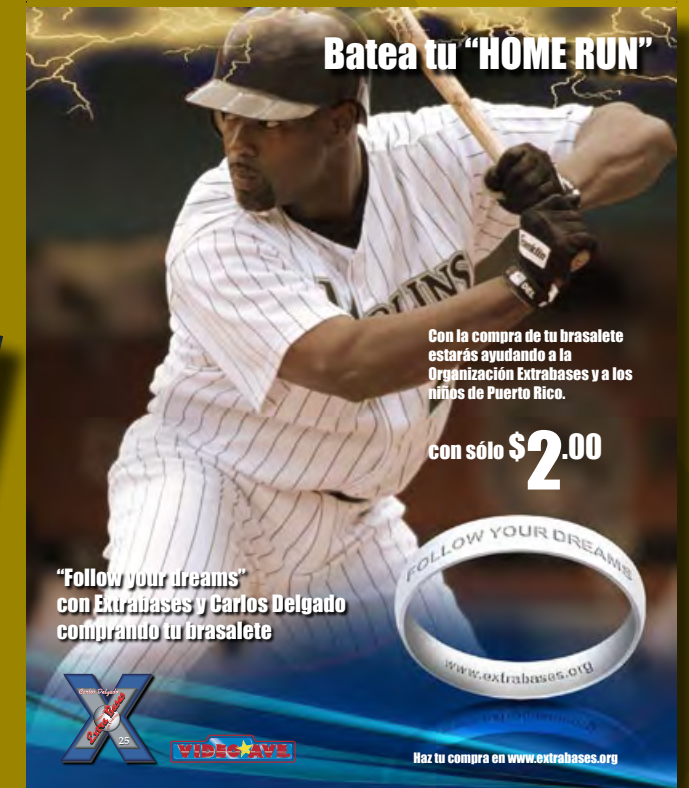
Major league baseball player, **Carlos Delgado**, directs Extrabases. The organization's mission is to improve the well being of people in need in the community through the donation of funds to individuals and other charities. At **Mosado** we have developed the brand identity and created Extrabases web home page (www.extrabases.org). Also, as part of Extrabases' funding sales, we created an advertising campaign that appeared in the Avon Brochure under the "follow your dreams" slogan. We were responsible for the design creation of the inspirational bracelet that also includes the Extrabases brand. This is an example of extending the branding of a non-profit organization in an innovative way.



Website



Fashion Show



Newspaper Ad



Gibaro de Puerto Rico is a cultural organization whose mission is to develop the arts and folklore. At **Mosado** we work closely in the development of all branded print material of their cultural products. Our process serves to give a unique positioning to every product they launch.

At **Mosado** we are committed to our community, thus we will continually seek ways to support our client's non profit organizations in an effort to promote the arts, education and the well being of those in need. We are committed to building our company's foundation in one that promotes social responsibility. Our vision is to grow our organization parallel to the community that supports our mission.



Organization Brochure



Performance Posters

Clients & Partners

Our work can be found in successful brands that transcend their competition and connect meaningfully with their audiences.

Some of our clients and partners are: (Categorized by services)

Corporate Branding & Creative Consulting



Non-profit Branding



Conclusions

- We focus on adding value to strategic plans through creative integrated branding and advertising.
- Focus on psychographic profile of our consumer.
- We will create branding applications focused on obtaining the desired Results.
- We want to establish a business partnership.
- MOSADO is your best integrated branding alternative to surpass your sales targets in a very competitive retail market business.

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