

The Puerto Rico Effect

A Unified Strategic Communications Platform for Puerto Rico's Economic Development

RFP-DDEC 2025-11

3-Year Strategic Communications Plan
Executive Leave-Behind

THE MOMENT · WHY NOW

Executive Order

The Governor's mandate for an economic development roadmap.

The Roadmap

The FOMB strategic plan, built with McKinsey's analytical rigor.

The Código

The new permits code writes DDEC's leadership into law: rector of the system, author of the Plan de Desarrollo Económico Integral.

Global Tailwinds

Nearshoring, supply-chain resilience, mobile talent, and a 5.8M diaspora.

Jurisdictions no longer compete only on incentives. They compete on credibility, coherence, speed, and clarity. Communications must operate as strategic infrastructure: evidence precedes claims, proof precedes promise.

THE NAMED AGENDA

DESARROLLO 2038

BLOCK 1 · 2026-30

Foundation: permits, early wins, credibility

BLOCK 2 · 2030-34

Expansion: bets scale, momentum compounds

BLOCK 3 · 2034-38

Consolidation: transformation institutionalized

The year in the name is the accountability mechanism: judge us by the date. Citizens evaluate four years, not twelve.

ONE PROMISE, EVERY AUDIENCE

Investors · de-risked opportunity, proven return

Manufacturers · operational excellence, reliability

Reshoring · the U.S. solution, strategic location

Entrepreneurs · ecosystem density, growth paths

Talent · career multiplier, quality of life

Diaspora · homecoming with purpose

Local SMEs · supply-chain integration, scale

Citizens · pride, opportunity, shared progress

THE UNIFIED BRAND ARCHITECTURE · EVERY AUDIENCE ASKS THREE QUESTIONS

THE PUERTO RICO EFFECT

The Promise

“What does Puerto Rico truly offer?”

When opportunity meets Puerto Rico's unique ecosystem, transformation happens. It has before. It is now. It will again.

THE MOMENTUM NARRATIVE

The Proof

“Is it real and working now?”

A continuous validation stream: every milestone, expansion, and success story becomes cumulative, checkable evidence that the promise delivers.

PRDEDC

The Enabler

“Who makes it happen? Can I trust them?”

Positioned inside the story as Architect & Facilitator: designing the framework and coordinating InvestPR, Discover Puerto Rico, and PRIDCO.

CHAPTERS OF ONE STORY

The Pharma Effect

The Tech Effect

The Manufacturing Effect

The Aerospace Effect

The Services Effect

The Agro Effect

The Medical Devices Effect · today's demo

Not a slogan. Not a campaign. A system: one story that scales across all audiences, industries, and priorities.

EXECUTION · YEAR ONE AND BEYOND

PHASE 1 · Days 1-45

Onboarding, governance, baseline research, master narrative

PHASE 2 · Days 46-120

Brand system, sector playbooks, editorial calendar, dashboards

PHASE 3 · Day 121+

Continuous momentum activation and optimization

THE ACTIVATION CADENCE

2+

proof points / month

4+

anchor events / year

Weekly

optimization loops

Quarterly

refresh + ecosystem coordination

Year 1 Foundation & credibility → **Year 2** Scale & sustained momentum → **Year 3** Institutionalized as permanent infrastructure

INTELLIGENCE · LISTEN, UNDERSTAND, LEAD

ECO · Escucha Ciudadana Online

Populicom's proprietary citizen listening platform. Real-time public conversation converted into institutional intelligence: daily executive brief, under-2-minute alerts, Institutional Health Index. Piloted with DDEC over 13 weeks. From reacting to the conversation to leading it.

AI 1 · Investment Intelligence Assistant

Structured, sourced answers for investors and site selectors

AI 2 · SME Resource Navigator

Incentives and programs translated into plain-language roadmaps

AI 3 · Business Launch & Permitting Guide

Step-by-step guidance; closed-domain, PRDEDC-governed data only

MEASUREMENT · EVIDENCE BEFORE SPEND

RESEARCH

→

VALIDATION

→

EXECUTION

All six RFP expected outcomes tracked through dedicated systems: **brand & trust surveys** (n=1,000+, quarterly), **share of voice** vs. competing jurisdictions, **CRM engagement funnels**, **narrative pull-through**, **coverage balance** across the seven priorities, and **unified real-time dashboards** integrated with the government's Power BI, Teams, and SharePoint stack. Media governance is audit-ready: itemized invoices, platform reconciliation, third-party verification.

The Measurement Charter: KPIs, baselines, and quarterly targets pre-agreed and documented within the first 45 days.

THE PUERTO RICO EFFECT

The strategy: what Puerto Rico does

→

THE RHYTHM OF PUERTO RICO

The creative: how it feels

FACT

→

CADENCE

→

LIFE

Demonstrated in Medical Devices, replicable across every vertical. Every fact becomes a cadence, every cadence becomes a life: a pacemaker every 30 seconds is a statistic; a heart finding its beat again is a person. One construction for the whole brand family: Sounds (Tourism) · Spirits (Rums) · Rhythm (PRDEDC).

One story, repeated until the room can repeat it: *The Puerto Rico Effect.*