



# Ada Eez Creating the Perfect Villain



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Fun & Sassy



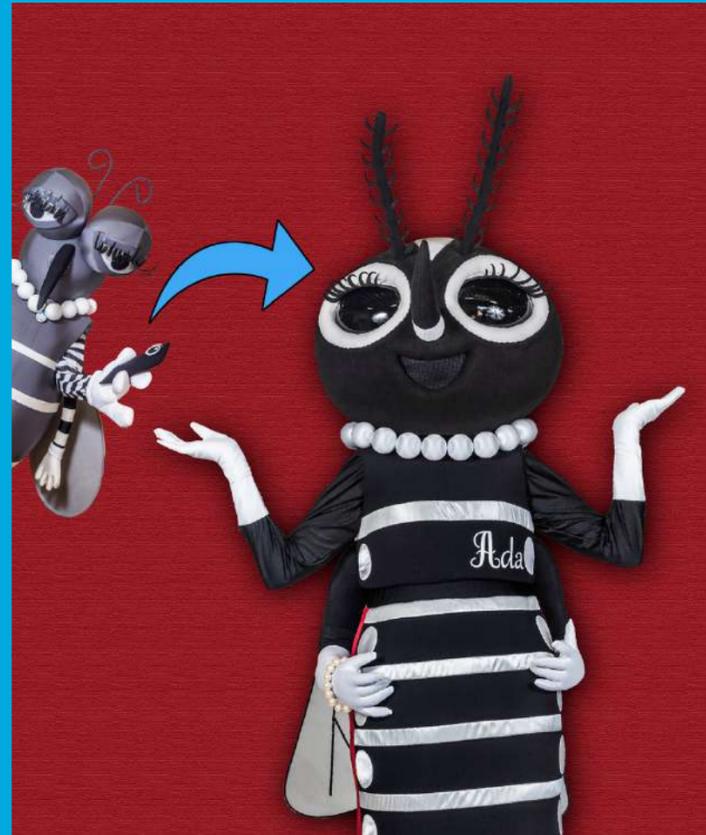
Educational  
& Engaging



# Why Ada Eez?



Ada has a Story to Tell

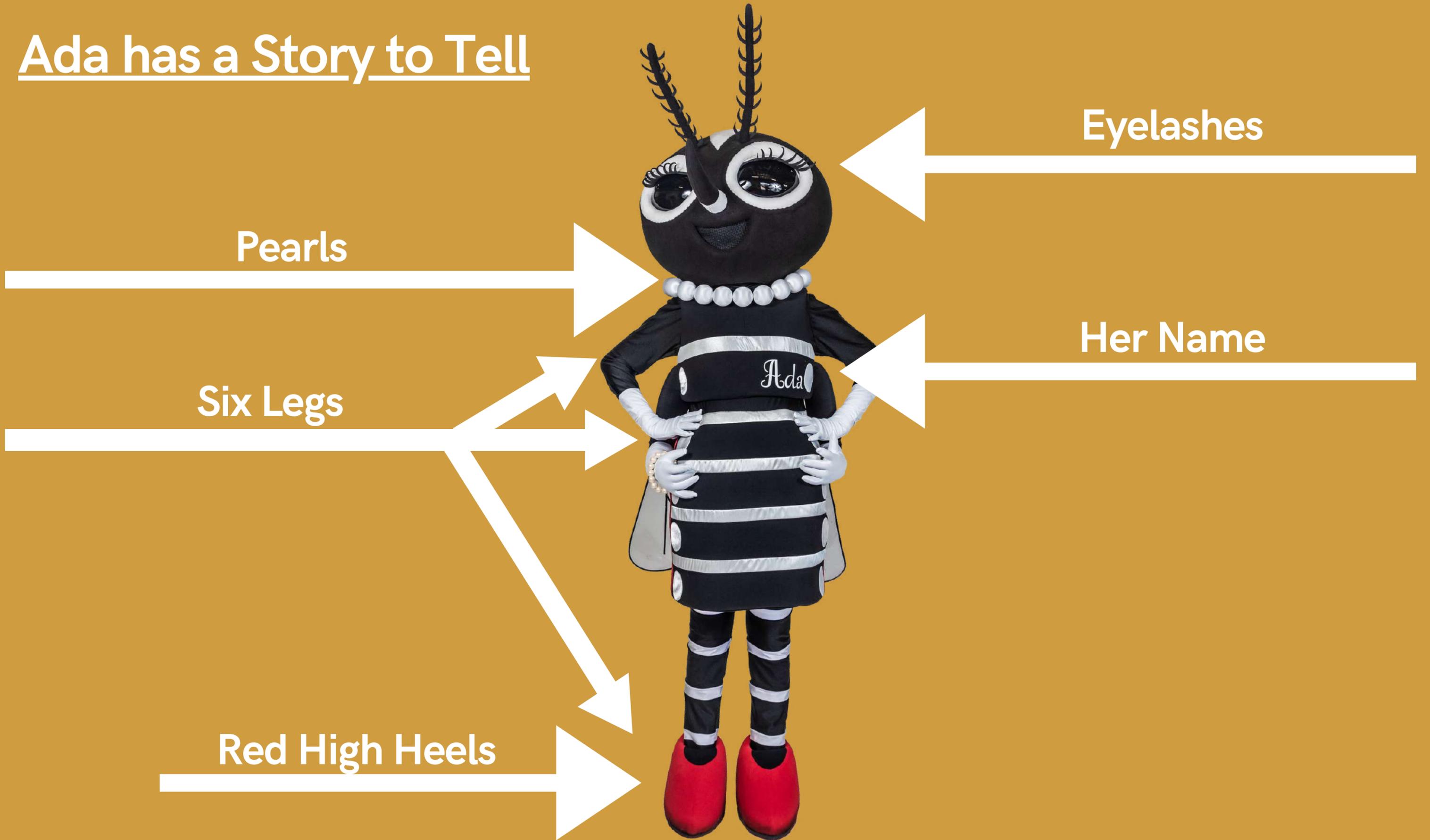


Fun in Public Health



Engagement

# Ada has a Story to Tell



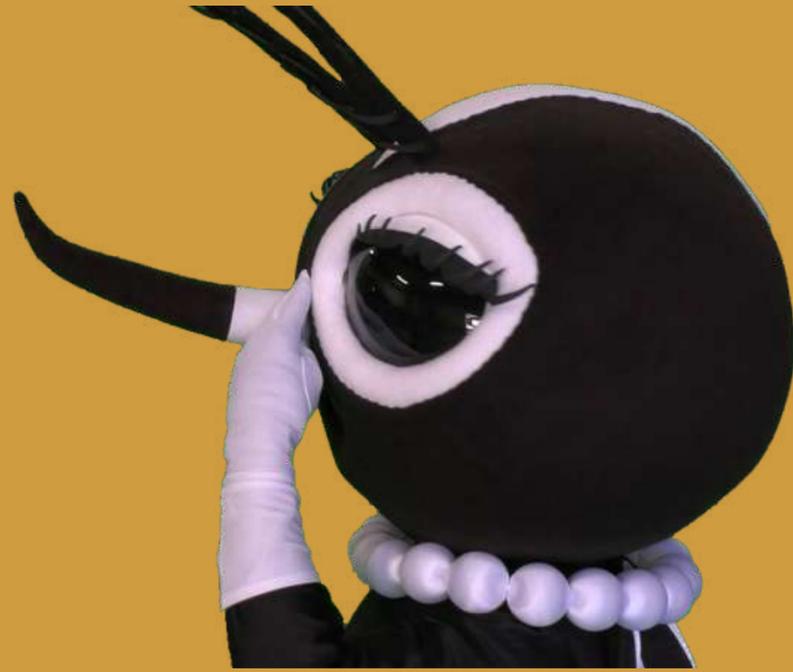
Eyelashes

Pearls

Her Name

Six Legs

Red High Heels



Proboscis



Wings



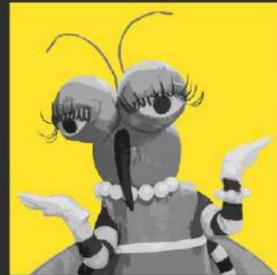
*Aedes aegypti*



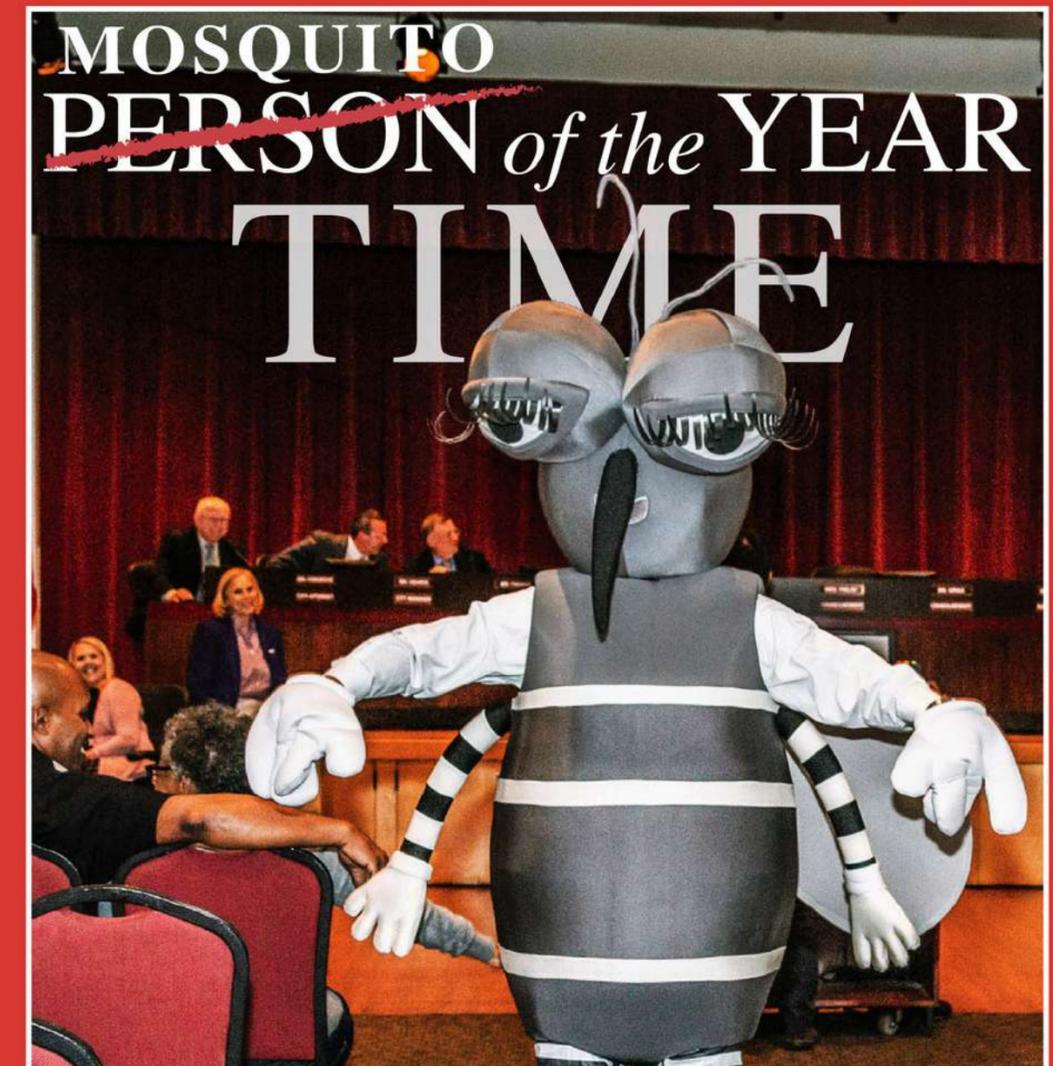
Blood-fed

# Fun in Public Health

Allows us to have fun  
without the  
government feel



People  
have come to love her



Educational tool

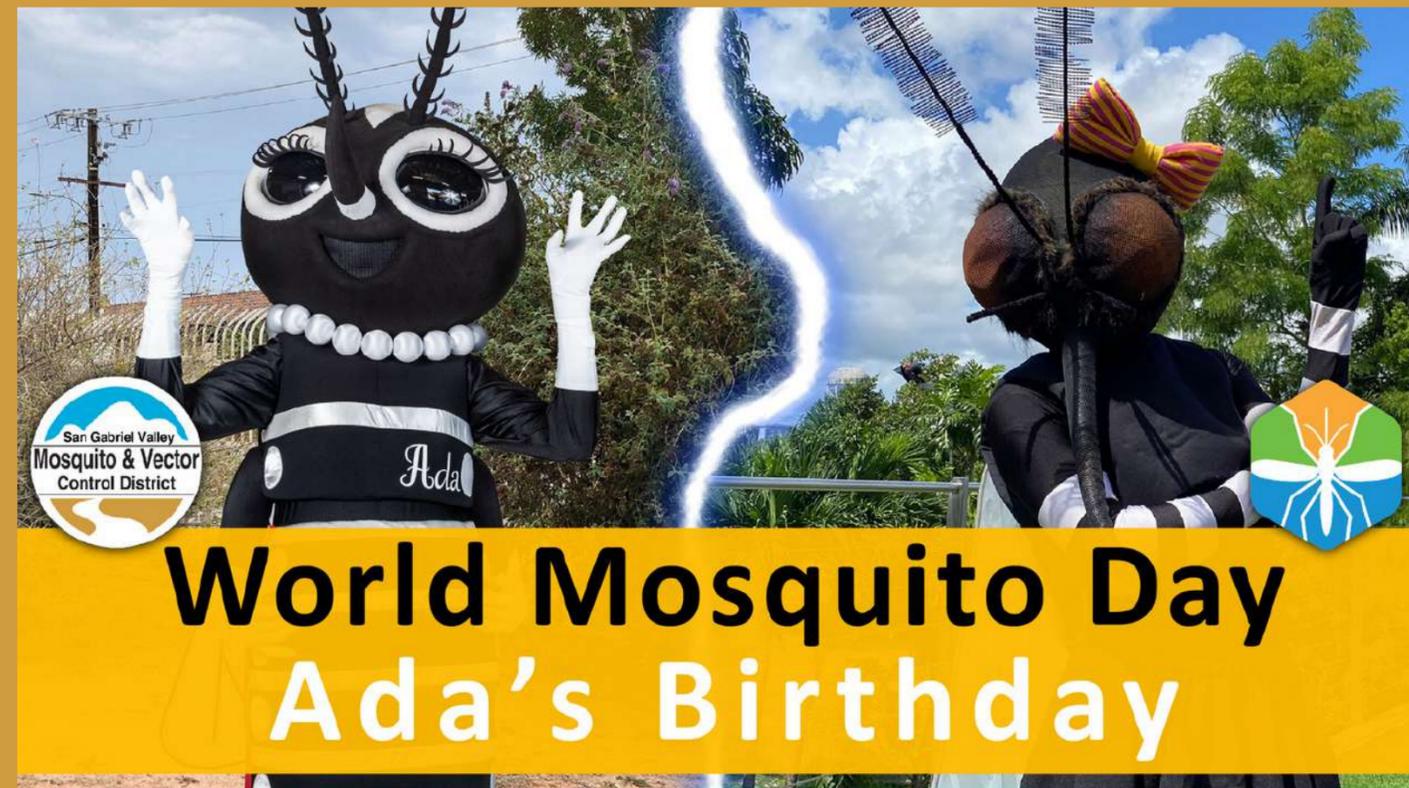
# Engagement

- Short videos that generate more traction on social media (1 minute or less)
- Gives us more content to work with
- Shot on an iPhone and Panasonic AG-UX90 4K
- Our staff are our actors



## Announcement

**Focus:** The transition to our new and improved Ada Eez  
**Views across our social media platforms:**  
**1,307 organic views**



## World Mosquito Day

**Focus:** It's Ada's birthday and collaboration with Puerto Rico Vector Control  
**Views across our social media platforms:**  
**1,483 organic views**

# Engagement

- Creates a new way of communicating
- Improves inter-office communications



## Halloween

**Focus:** The scariest time of the year with the world's deadliest animal

**Views across our social media platforms:**

926 organic views

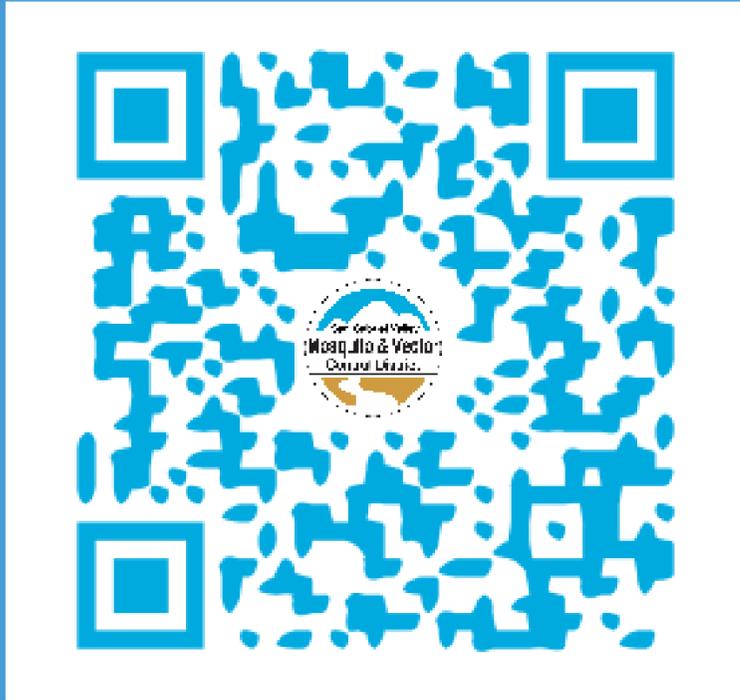


## Holiday

**Focus:** A play on words on a popular holiday song

**Views across our social media platforms:**

838 organic views



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