



Co-Marketing... Making the Retail Connection with Hispanic Consumers

marketvision
Street. Smart. Hispanic. Marketers.

challenge

Marketing programs were needed to get retailers to commit to distribution of an imported Mexican product. Without commitment to marketing efforts, the brand faced de-listing. The brand would be positioned as a regional product, making distribution difficult in larger chains targeting Hispanics.

insight

Retailers are bombarded with new product introductions. Most brands and retailers are looking for national distribution combined with marketing initiative. Due to the regional nature of this product (Mexican skewed), a national roll-out was not practical. However, retailers will work with brands on a regional initiative if the marketing effort supports their objectives.

solution

- Create account-specific initiatives for retailers that authorized the product for distribution
- Launch the brand and create consumer demand while negotiating with retailers targeting Hispanic consumers for marketing and pricing support



results

- 100% compliance with all co-marketing programs as outlined by the sales teams
- 20% lift increases at accounts that featured the reduced price points in tandem with brand attributes
- Consumer awareness for the brand and availability in the U.S. increased interest in purchase

