

EFFIE AWARDS BRIEF OF EFFECTIVENESS



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AWARDS



U.S. Quality Pork: “El cerdo es bueno” (Pork is Good)

Brand Name: U.S. Quality Pork
Product Type or Description: Meat Category
Category for this Entry: Hispanic
Campaign Title: “El cerdo es bueno” (Pork is Good)
Agency: The San Jose Group
Client: The National Pork Board

Marketing Challenge

A Big Opportunity with Big Barriers

The National Pork Board has made great strides in increasing positive awareness and acceptability of pork as an alternative to chicken and beef among mainstream consumers. “Pork. The Other White Meat” ranks as the 5th most memorable tagline in contemporary advertising, and is attributed with helping to increase U.S. pork consumption by 27% (sources: USDA; Northwestern University; National Pork Board research).

The National Pork Board wanted to ensure that its campaigns were also impacting the U.S. Hispanic market, a segment that is growing 14 times faster than the total population (source: U.S. Census). It is well-known that pork is a main ingredient in many traditional Hispanic dishes; however, secondary research revealed that Hispanic consumers:

- Still eat twice as much beef and 22% more chicken than pork (source: Simmons).
- Trail all other populations in per capita pork consumption:

Pork Consumption by Race / Ethnicity	
Pounds per Capita	Segment
52	National Average
63	African-American
49	White
45	Hispanic
Source: Economic Research Service / USDA 2005	

A Matter of Misperception

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The National Pork Board conducted proprietary research with Hispanic consumers to probe into possible barriers to pork consumption. The findings revealed that pork was suffering from a major image problem. First, Hispanic consumers viewed pork as the tastiest of all proteins -- actually favoring it over chicken and beef. However, they intentionally limited their consumption of pork based on a widespread fear of contracting trichinosis, a common problem with eating pork in their Latin American countries of origin. The effects of pork-related trichinosis, however, had been elevated to "urban legend" status among our consumers, who told countless tales of how they believed eating pork would lead to problems such as permanent muscle damage, bodily disfigurement, paralysis, convulsions and even insanity.

Second, Hispanic consumers believed pork, regardless of the cut, was much higher in fat and cholesterol content than chicken and beef.

Our challenge was to build on the cumulative success of our previous campaigns (launched in 2002) by continuing to dispel these deeply-engrained fears and beliefs among our Hispanic consumers, positively change the way in which they viewed pork and increase sales.

And other than a few small, regional Spanish-language advertising campaigns from the Beef Council, our main competition continued to be consumer perception.

Campaign Objectives

1. Awareness / Recall
 - Increase awareness of our Hispanic campaign slogan from 23% to 35%.
 - Increase unaided advertising recall of pork products from 11% to 22%.
 - Increase awareness of pork through television advertising from 20% to 35%.
2. Attitudes / Perceptions
 - Increase favorable perceptions of the quality of pork in the U.S. from 11% to 16%.
 - Increase the favorability ratings associated with pork's attributes by an average of 15%.
3. Sales
 - Increase frequency of serving pork from 25% to 50%.
 - Increase frequency of purchasing pork from 18% to 30%.
4. PR / Media Coverage
 - Increase editorial coverage by 20% (in terms of total gross impressions and converted paid media value), in placement in more national broadcast outlets.

Target Audience

Primary: Hispanic women ages 18-49, married with children, who speak Spanish in the home at least 50% of the time is estimated that 67% of the Hispanic population prefers to speak Spanish (Source: Synovate 2004).

Not only is the Hispanic mother the nucleus of the family, but she is also the primary decision-maker on all grocery shopping for her household. She also pulls double duty for her family -- working outside of the home, AND oversee all of the domestic duties inside the home, including cooking dinner an average of six days per week (source: Agency research). She is looking for ideas on how to balance all of her responsibilities and still provide the best for her family.

Secondary: Hispanic males ages 18-49 (who influence their wives' weekly grocery purchases) and key community targets, such as Spanish-language media, registered dietitians and celebrity spokespersons, who would reinforce the campaign's credibility.

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Target Markets: 12 top Hispanic geographies, which are home to 52% of the total U.S. Hispanic population: Los Angeles, Miami, El Paso, Houston, Phoenix, Dallas, San Antonio, Chicago, San Francisco, McAllen, San Diego and Denver.

Creative Strategy

"A Forbidden Love Affair"

As revealed in our research, our Hispanic consumers' relationship with pork parallels the mainstream market's love affair with chocolate: it is savored, but it also "forbidden". Therefore, our creative strategy needed to give our target consumers a "license" to eat the pork they love, without the fear or guilt they brought with them from their homelands.

Our solution was the tagline of "El cerdo es bueno" (Pork is Good), which addresses in a straightforward way, all of the key barriers present in the minds of our Hispanic consumers:

- Pork is safe – Modern methods of production have made disease from pork virtually non-existent.
- Pork is healthy – Improved production techniques produce pork that is 31% leaner than 20 years ago.
- Pork is delicious – Pork dishes are a mainstay in the Hispanic culture.

We used subtle design cues to reinforce pork's favorable image, such as depicting the steam rising from the mouthwatering dishes in our print advertising in the shape of a halo. This represented an evolution of our earlier campaigns, in which the halo made its first appearance over the "e" in the word "cerdo" (pork). Dishes featured in the ads were customized to various sub-ethnic groups within the Hispanic market, including Mexican, Cuban and Caribbean nationalities.

Media Strategy

Our goal was to efficiently reach as many target consumers as possible, with the most amount of frequency, to build awareness and change behaviors. Spanish-language mass vehicles, predominantly television, became the most desirable choice, not only because of its strong visual impact, but also because of its considerable cost efficiencies. Because Hispanic market media are more concentrated, we are typically able to reach 90% of our target demo with a handful of vehicles, at 20% of the cost of non-Hispanic market media.

Specifically, we selected media that would:

- 1) Showcase pork's appetite appeal.
- 2) Build a strong emotional connection between pork and Hispanic family values and lifestyles.
- 3) Deliver detailed education and information on pork's safety and healthfulness.
- 4) Provide reach and frequency to stimulate sales at the retail level.

Spot Television became our lead media vehicle for building reach and awareness of pork's brand identity quickly. This medium is also known for helping to build credibility among Hispanic consumers. According to Synovate research, 64% of Hispanics who see products advertised on television say "they are the best for my family."

National Magazine, due to its long shelf life and pass-along in readership, extended the reach and exposure of the television message in the campaign. Publications such as "*People en español*" (*People Magazine*) and *Selecciones* (Reader's Digest *Selections*) were chosen based on their levels of readership, editorial content and demographic appeal among our Hispanic audience. In fact, "*People en español*" also helped gain exposure for the campaign's public relations component by securing a two-page spread that promoted our celebrity recipe booklet.

Spot Radio was predominantly leveraged to support our retail promotional programs and provide our co-marketing retail partners with a call-to-action vehicle for driving traffic and in-store sales.

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Out-of-Home (30-sheet outdoor) coincided with the television schedule and complemented the campaign's visual impact by:

- Helping build campaign continuity with a consistent presence in the marketplace.
- Generating awareness at the local, retail level where our target consumer lives and shops.

The budget was allocated 75% in TV, 14% in national magazine, 10% in out-of-home, and 1% radio. To amplify the impact of the media budget, approximately 15% of the total buy was negotiated as value-added merchandising with our media partners, in the form of on-air billboards, on-air interviews, program and segment sponsorships, product integration and grass roots event presence.

Media

- Television
- Radio
- Consumer Magazine
- Point of Purchase
- Out-of-Home
- Public Relations
- Interactive/Online
- Other

Other Supporting Communication Programs:

Public Relations

We leveraged PR to continue closing our information gaps on nutrition and safety and build third-party credibility of the "El cerdo es bueno" message. Our key PR efforts included:

- Targeted media relations and story pitching toward Spanish-language radio, TV and print vehicles in our 12 target markets and at the national level, including a 2-minute VNR (video news release).
- Enlisting celebrity chef Giovanna Huyke as an official spokesperson. Together with Giovanna, we developed a celebrity recipe booklet, *Recetas Estelares* (Stellar Recipes), to elevate pork's reputation and taste appeal.
- A healthy pork recipe booklet, *Sabor Y Salud* (Flavor and Health), created in partnership with the American Dietetic Association. It reinforced the benefits of eating pork and involved registered dieticians who served as independent sources for health information.

Elcerdoesbueno.com

We continued to fine-tune and leverage this website to reinforce the various creative and educational components of the campaign and maximize our touch points with the Hispanic consumer. Offering Spanish-only, culturally purposed content, the site featured recipes, helpful tips in preparing and serving pork and access to our *Sabor Y Salud* recipe books.

Total Media Expenditure

- \$1 to under \$5 million

Compared to the competition, this budget is *more*.

Compared to the prior year budget, this budget is *about the same*.

Marketing Components

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Co-Marketing Promotions at Retail

Retail became a strong grass-roots effort of the campaign to help ensure our creative, branding and educational messages would be converted into grocery shopper traffic and sales at the store level. We developed turnkey sales promotions programs with key retail partners, who were selected and prioritized based on market size and Hispanic market share rankings in each of the 12 target markets. The retail programs featured POP components, such as posters, meat case channel strips and brochures, which educated consumers on the various cuts of pork and their nutritional value, as well as radio schedules that drove traffic to participating retailers. Promotions were planned and executed during key Hispanic consumption periods and holidays, such as Cinco de Mayo, 4th of July and Christmas.

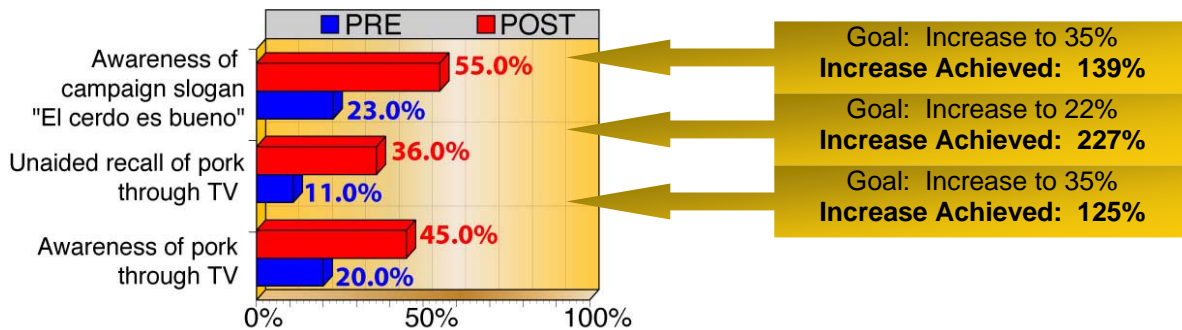
Quote from National Pork Board Retail Marketing Manager, Western Region:

"Whoa!! The gold for El Cerdo es Bueno in LA lies not in the major retailers, (Ralph's, Vons, Albertson's), but in the smaller, independent Hispanic chains. We just finished our July 4th Pork sales at Vallarta Supermarkets in LA, (16 store group). . . Fresh pork sales shot up 50% over same sales last year!"

Evidence of Results

Pre- and post-tracking studies revealed that the "El cerdo is bueno" campaign was successful in breaking down barriers, bridging information gaps and creating higher levels of acceptability and consumption of pork among U.S. Hispanic consumers. We achieved increases in Hispanic consumer perceptions, attitudes and purchases of pork that exceeded our campaign goals.

• **Awareness / Recall**

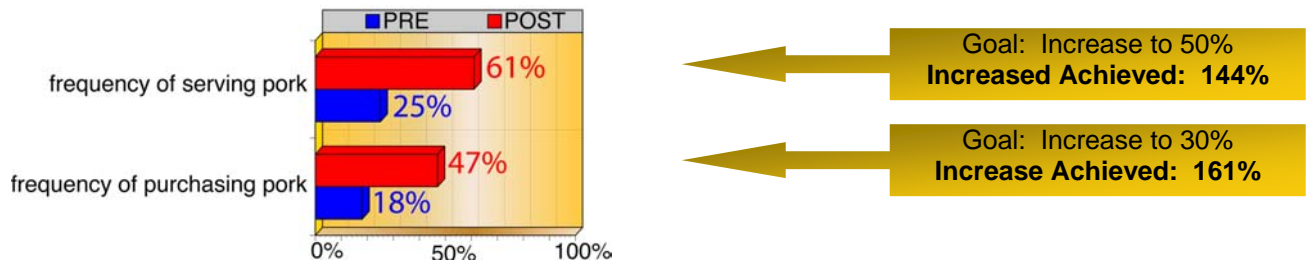


• **Attitudes/Perceptions**



• **Sales**

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PR Media / Editorial Coverage

Coverage included a diverse mix of local and national news placements, including a six-minute segment on Univision's national morning program, *Despierta America*, the Hispanic market equivalent to *Good Morning America*.

- Over \$31MM in gross impressions
← Goal: Increase by 20%
Achieved: 55%
- Over \$1.7 MM in media value
← Goal: Increase by 20%
Achieved: 41.6%

Sources: National Pork Board 2004-2005 Tracking Advertising Studies; Agency Media Clipping Service; Agency Research
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