



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Introducing Hot Sauce to Mexico...

A success story of how Pace capitalized on the opportunity of marketing its product to U.S. Hispanics and by introducing its brand into Mexico which captured 22% market share inside six months, becoming Mexico's brand leader! Quill/AWA planned and executed a communications program that played a significant role in introducing Pace to the consumer.





Client: Pace Foods

Assignment: Product introduction to Mexico

Space: Consumer products

Target: Female consumers

Scope: National brand introduction, planning and implementation of an integrated brand communications program



"The Pace Picante success story in Mexico is equal to bringing coals to Newcastle."

BusinessWeek Magazine

Business Issue: Introduce Pace Picante Sauce produced in the United States to a market where salsa picante is not only an everyday staple, but indigenous to the country's culinary heritage.

Solution: Based on the positive results of our marketing analysis and focus groups, develop a "slice of life" advertising campaign. Additionally, spearhead a series of public relations and community involvement programs, detailing the benefits of the Pace Picante Sauce product line.

Recommendation: Craft a three-phase marketing plan with a focus first on the test market city of Monterrey. Design an advertising campaign consisting of television, print and collateral materials, including a recipe booklet. Initiate a public relations campaign and identify community involvement programs to influence the "hearts and minds" of our target audience.

Strategy:

- Situational analysis/market research
- Target market profile
- Three-phase product introduction advertising campaign and public relations/community involvement programs
- Long-term account planning and implementation

Media Strategy:

- Televisa – regional and national daypart soaps/food/homemaking programs
- BUENHOGAR - homemaker magazine
- Cocina Fácil – cooking recipes and suggestions
- Contenido – Reader's Digest type magazine
- Saludable – focuses on health and diet
- Selecciones – Reader's Digest in Spanish
- TV Tele-Guía – TV guide in Spanish
- VANIDADES – fashion, beauty, cooking, short stories magazine

Results: Based on capturing 22% market share in a period of six months in Monterrey, the planned second phase rollout to the city of Guadalajara was initiated. With similar positive results in Guadalajara, a third and final countrywide rollout phase was completed. Pace Picante Sauce become Mexico's brand leader.