



- **Task:** Establish an emotional connection with Hispanic consumers during key sales period
- **Creative:** Created an original Hispanic Semana Santa concept spot different from the General Market English spot
- **Consumer Target:** US Hispanic Latinas with Children
- **Marketing mix:** Network TV (:30 and :15), spot radio and grassroots events
- **Media:** Ran Easter week 4/3 – 4/9
- **Business Goal:** to increase JCPenney total sales by 2.5%
- **Results:** Achieved client expectations despite JCPenney experiencing a decline of (-3.1%) in their general market non-Hispanic sales

# Easter/Semana Santa

