



## Herdez Case Studies

### **Situation Analysis/ Background**

Hormel markets the Herdez line of authentic Mexican food products through a joint venture with Mexico-city based Herdez Corporation, which has historically enjoyed dominant market share South-of-the-Border. However this dominance didn't carry over to the U.S. Hispanic market. So Hormel enlisted The San Jose group to infuse a new creative strategic approach into its marketing platform and establish Herdez as the preferred line of Mexican food products among U.S. Hispanic consumers.

### **Objectives**

- Increase brand awareness and market share.
- Establish HERDEZ as the category leader for salsas.

### **Strategy**

SJG undertook a thorough analysis of the market leveraging its Inside Out™ strategic planning and research model and discovered that the same awareness of Herdez in Mexico had not transferred over to the U.S. SJG leveraged the tagline, "Herdez, Hecho Con Amor" (Herdez, Made with Love), to draw an instant association between the Herdez brands and the Hispanic consumer's affection and passion for food.

The specific strategy for the TV creative was to reinforce the fact that Herdez now offers the authentic flavor of Mexico in the U.S. in order to "break through the clutter" of the very fragmented salsa competitive environment.

The radio spot was developed to increase sales of nopalitos (cactus) during Lent (Ash Wednesday through Easter), a high consumption period for the product. The creative encourages consumers to avoid "falling into the temptation of the flesh/meat" (play on words) and instead eat versatile nopalitos.

### **Results**

Over the course of the campaign, Herdez has achieved unprecedented sales increases, ranging from 10-20% even in areas that were most challenged with low ACV / distribution levels.

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### **English Back Translation**

Client: Herdez  
Product: Radio Ad  
Title: Monjas

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CONTROL: Gregorian Chants

NUN 1: And now Mother Superior.

NUN 2: Dear Novices, at 87 years old, I want to talk to you about how to avoid temptation of the flesh / meat.

NUNS: Ooohhh!!!

NUN 2: It's the grandest of all temptations and I... I am an expert on the matter.

NUNS: Ooohhh!!!

NUN 1: But Mother Superior!!!

NUN 2: Nothing, Nothing! The most delicious way to avoid meat during these times is with DOÑA MARÍA® Nopalitos, of course!

NUNS: DOÑA MARÍA® Nopalitos?

NUN 2: Fresh and delicious nopales from Mexico are perfect for preparing divine dishes, nopalitos with eggs, with dried shrimp, with potatoes or in a salad.

They are the perfect replacement for meat. A Lenten delicacy and perfect any other time of the year.

One temptation we should not resist!

ANNCR: DOÑA MARÍA® Nopalitos, not eating them is a sin.

NUNS: Amen!

ANNCR: Herdez, hechos con amor (made with love).