



National Pork Board Case Study

Situation Analysis/ Background

Pork. The Other White Meat™ has created top-of-mind brand equity for more than 15 years with the general market consumer. The Pork Board wanted to leverage its strong consumer heritage to begin increasing acceptability and consumption of pork among Hispanic consumer audiences.

SJG leveraged its Inside Out™ strategic planning process and conducted extensive quantitative and qualitative research to determine the best platform for the National Pork Board to reach Hispanic consumers.

Challenges

- Hispanics limit their intake due to widespread misperception that pork will cause trichinosis and a long list of other “wives’ tale” health problems.
- Most Hispanics are not aware that certain cuts of pork are lower in fat and cholesterol than chicken or beef.

Objective

- Create a positive perception and increase awareness of U.S. Pork as a healthy and safe food choice.
- Increase, purchase and consumption of pork.

Strategy

El Cerdo es Bueno™ (Pork is good) represents the centralized theme for the Pork Board’s entire Hispanic marketing and communications platform. It is effective because it addresses all of the key Hispanic pork consumption barriers with a single, straightforward and simple message. “Pork is Good” means U.S. pork is safe, delicious and healthy.

The key message in the radio creative specifically was to dispel health-related myths about pork and to educate the consumer on the safety and benefits of U.S. pork in an entertaining / humorous format.

Measurable Effectiveness / Results

- Awareness increased by 200%.
- Pork purchases increased by 14%.
- Consumers exposed to the radio spots increased purchases by 43%.

English Back Translation

Client : National Pork Board

Product : Radio Ad

Title : Army Camp

Control: (Military music)

Pigs: OINK, OINK, OINK!

Porkoral: Pigs, Swine, Hogs, hit the showers. We don't want "pigs" in the U.S. Pork barracks.

Pig 1: Yes Porkoral (Corporal)

Porkoral: Then to breakfast. U.S. pigs are well fed . . . with pure fiber and balanced grains.

Pig 1: At your command, OINK, OINK, OINK.

Porkoral: Now, the Pork Doctor

Pork Doctor: Pork is a delicious alternative: National Pork Board studies show that roasted pork tenderloin, for example, has similar calories and cholesterol to a skinless roasted chicken breast.

Porkoral: (Marching) We don't have piggly pork here, just delicious meat (The song rhymes in Spanish)

Porkoral: An excellent source of protein.

Pig 1: Pork is a fine food.

Porkoral: With every bite you take.

Pig 1: It makes your mouth water.

Porkoral: Pig, Swine, Hog

Pig 1: Pork is good and delicious.

Porkoral: Pork is good and delicious.

Pig 1: It's U.S. Pork.

Announcer: U.S. Pork Quality. This is a message from America's pork producers.
Pork is good.