



## QueRico.com Case Study

### **Situation Analysis / Background**

Founded in 1999, QueRico.com™ is a division of privately held EthnicGrocer.com™, an on-line source for ethnic food and consumer products. They approached The San Jose Group to help them develop a program to launch their newly developed site to the U.S. Hispanic market.

### **Key Audience Challenges**

- While Hispanic consumers value being able to easily find authentic Latin American products as a way of maintaining a cultural connection with their homelands:
  - They are skeptical of ordering products through the Internet due to security issues.
  - They also perceive shopping on the Internet to be more expensive than at their local stores / bodegas.
  - Additionally, those that live in more densely populated Hispanic areas may find it easier to shop at their local bodega.

### **Objectives**

- Position QueRico.com as the leading authority in the Hispanic e-commerce, on-line shopping and the Internet industry.
- Generate top-of-mind awareness and name recognition of QueRico.com.
- Drive consumers to site and encourage purchases.

### **Positioning**

SJG suggested positioning QueRico.com™ as the most comprehensive “one-stop-shop” on-line source for authentic, high-quality Latin American products with free delivery to your doorstep.

### **Creative Strategy**

Develop a synonymous association between QueRico.com™ and authentic Latin American products by:

- Featuring food-related rewarding scenes or situations directly linked to the benefits of shopping at QueRico.com.
- Introducing “Food” categories as the primary focus while featuring “Health & Beauty,” “Music” and others as secondary and additional support.
- Using culturally relevant slice of life scenarios, images, and music.

Associate salient site attributes with Hispanic consumer’s rational desires such as convenience, competitive prices and product selection, as well as emotional desires such as security, reliability, credibility and link to heritage, culture and traditions.



## **English Back Translation**

Client: EthnicGrocer.com  
Product: Radio Ad  
Title: The List

---

ANNCR1: This is Calista, an authentically sharp cookie and the queen of making lists, who, while working as a receptionist, came across an ad for Querico.com in a magazine. “Oh,” she said at seeing what was in front of her eyes. Here is everything that I have on my list: ingredients for the paella mix, sausage links, beauty cosmetics, and even a CD by the guitarist that I would die for. From then on, Calista, one authentic sharp cookie, received everything on her shopping list at home, as if she were a movie star, and with free delivery which is best of all.

ANNCR2: Be “Sharp,” and instead of spending time taking trips to the store, come to Querico.com, where you can order those authentic Latin products you need to prepare your favorite traditional dishes from the comfort of your own home. We have a wide variety of products, including music from your favorite artists, beauty aides and other special interest items. All at incredible prices and with free delivery. Get everything on your list today.