



## SPAM Case Study

### Situation Analysis / Background

SPAM spent 70 years developing their brand in the general market, leading to an 87% share, 98% awareness and 90% brand loyalty among this segment. However, in the Hispanic market, Spam's brand awareness was at 8% while only 13% were category users. SPAM enlisted the San Jose Group (SJG) to increase growth throughout the Hispanic market segment.

### Objectives

- Jump-start stagnant sales by increasing brand awareness among the Hispanic market.
- Influence a positive perception of canned meats as a fresh and healthy choice for families to enjoy.

### Strategy

SJG research concluded that the Hispanic market has an overwhelming preference for buying fresh meat, preferably from a butcher. In order to effectively reach the Hispanic market, SJG had to help SPAM overcome negative perceptions about the freshness and taste of their product.

With the tagline "Imagínalo. Saboréalo." (Imagine it. Savor it.), a three phase campaign was put into place in three of the major U.S. Hispanic markets: Houston, Los Angeles and San Diego. The phases focused on Awareness, Education, and Integration. The Hispanic-targeted ads displayed different Hispanic-based recipes where SPAM could be used. The ads also renamed the recipes to match its anchoring product, such as 'SPAMcheros'. The fusion of Hispanic-food and SPAM was further enforced with a Spanish website, local news product integration, outdoor advertising, television spots and free standing inserts.

### Measurable Effectiveness / Results

Following the completion of the Hispanic-target campaign, SPAM was able to achieve success in two areas. First, they were able to enhance their Hispanic Awareness by increasing unaided awareness among Hispanics by 25% and by increasing their purchase intent among Hispanics by 43%. Also, they were able to shed negative Hispanic perceptions of their category. SPAM was able to decrease their Hispanic views of canned meat not being fresh by 59% and Hispanic views of canned meat not being healthy by 61%. Overall, SPAM was able to increase its awareness and move its category.

