

Background

- La Bonita Super Markets is the leading Hispanic Grocery Store in Las Vegas, Nevada. They have seven stores throughout the Las Vegas DMA.
- Their stores are known for their fresh produce, huge meat selection, full-service bakery, and full service La Taqueria
- In 2020, La Bonita introduced online ordering with curbside pick-up.
- In 2021, they launched free delivery with \$100 or more online purchase

Objectives

- Create a unique selling proposition for La Bonita that drives new customers, broadens consumers' awareness of La Bonita's offering, increases sales and email database.
- Promote and build awareness of La Bonita's online ordering and delivery service.
- Create engaging content for social media profile.

Solution

Built Customized Program On-air & Online

- Created: "What's for Dinner?" (WFD) campaign that positioned La Bonita as the caring neighborhood market that is always there to help no matter how busy life gets.

Solution Cont.

- Integrated our local social influencers and talent using high impact positioning (HIP) :60's. Together with La Bonita's personality, Mr. Wow, each talent did an interview session and produced a :60 second and a :30 second message around the theme "What's for Dinner at La Bonita?"
- Focused on key events and holidays, each social influencer created a video with Mr. Wow either in studio or at the store talking about how La Bonita had the perfect answer for any meal needs. Events included: Father's Day, Back to School, Thanksgiving, Christmas and New Year's.
- To compliment on-air, a social media and email strategy was used to increase La Bonita's customer database and increase instore and online sales.

Results

- Client saw strong weekly increases throughout campaign for the WFD offer/promotion.
- La Bonita added over 1690 new unique customer emails to their database.
- The Facebook video campaign on our two stations' pages saw a combined 47.9% engagement rate.
- Online orders and deliveries have continued to increase weekly.

