

# HERDEZ<sup>®</sup>

BRAND

## Creative Brief

### What is Our Story?

Grupo Herdez, the leading producer of shelf-stable foods in Mexico, as well as one of the leaders in the Mexican food category in the United States, originated in Mexico circa 1914. It was not until 1961 that their food brand, Herdez, launched focusing on salsa. In 1973, Herdez started exporting its products to the United States.

### What is the Problem We Want to Solve?

While Herdez has proven to be very popular in Mexico, the brand has struggled to reach a large English speaking audience in the United States. Herdez also has a lot of competition in the form of other companies and in-brand competitors. Since consumers have strong brand equity with other brands, a recognizable and understandable SMIT is needed to stand out from the competition.

### What Are Our Obstacles?

Herdez seems to have the obstacle of broadening their reach when it comes to an English-speaking audience. The company originated in Mexico and uses joint companies like Hormel to bring their products to shelves here in the United States. They tried to relaunch the brand in 2007, but it was not very successful based on MRI research. Herdez products are placed next to other salsas in store despite research showing that customers like using the product as a condiment more than a dip.

### What Proof Points Do We Want to Promote?

- The Herdez brand is very authentic
- Everything is natural and made in Mexico and then shipped directly into stores into the U.S
- Herdez is inexpensive
- Herdez is healthy and clean option for people wanting to live a fit lifestyle

### With Whom Are We Competing?

Our competitors include companies such as Pace and Tostitos. Companies that sell alike products but are best used on different occasions compared to Herdez. The parent company, MegaMex Foods owns other Mexican food brands like La Victoria that are competitors.

## Who is Our Audience?

Our primary audience is the non-Spanish speaking community in the United States, that are in the same age range as our secondary audience but are of all sorts of ethnicities and races. Our secondary audience, based on MRI research, are men that may not have graduated high school, or did but do not have any secondary education. The top age range, most above average, is from 35-44 but followed shortly behind we have 45-54. They most likely work in construction or natural resources. They have an average income of 30 thousand to 50 thousand, and the race is overwhelmingly Hispanic and Spanish speaking people. We will use overlapping data from the MRI research to target our new primary audience.

## What Are Our Mandatory Requirements?

- Herdez will have a digital presence and interact with audience
- Incorporate the use of television and radio commercials
- Stay away from political messages that would split audience
- Show salsa being poured on to things instead of a normal dip

## What Should We Be Aware Of?

One thing that needs to be made aware of is that this brand has tried to launch an English campaign before back in 2007. It does not appear that the campaign was very successful according to past MRI research. Why it was not so successful could be a number of things including no social media presence, no way to reach out to the brand themselves, little information on the products, etc.

## How Will We Know if We Are Successful?

Herdez will have higher brand awareness and thus receive an increase in sales and an increase in audience interaction with the website and social media accounts. The target audience will also be able to identify what makes Herdez salsa different from other brands.

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