



Case Study:

National Pork Board

Year: 2021



This case study was prepared for the client National Pork Board to position pork as a staple protein for Latinos. It was developed and designed by Republica Havas. In the Shopper & Experiential Excellence category, it won bronze.

Executive Summary:

In the fall of 2020, the National Pork Board set out to celebrate the diverse culinary offerings of cultures around the world to encourage U.S. Hispanics to experience pork in a most authentic way – as street food. Although the pandemic led to increased pork consumption, people were fatigued cooking the same dishes and yearned for new flavors.

Menú Urbano showcased how pork is a simple, delicious pleasure that brings cultures together. We enlisted a mega-influencer, a Mexican-born celebrity, and three Latina foodie influencers to bring the campaign to life and position pork as a staple protein for Latinos.

Definition of your challenge:

As U.S. Hispanics become more acculturated to America, data shows that the once-strong link between pork and culture is weakening. Furthermore, as income levels rise, Hispanics (and especially Hispanic millennials), with higher education and income levels, drift away from the preference to dine in Hispanic restaurants — which often rely on pork protein as the main ingredient. With 67% of Hispanics consuming more fresh pork at home than non-Hispanics (62% respectively), we identified an opportunity to introduce unacculturated and bilingual Latinos to the greater connection pork protein shares with cultures around the world.

With the goal of introducing our target demographic to new and exciting, but also traditional flavors with pork as the main ingredient, we based the theme of our campaign on street food – the ultimate driver for food diversity in the U.S. Driven by the heightened consumer demand for unique food products, street food has become one of the fastest-growing sectors within the food industry. Street food has a strong connection to all cultures and ethnicities, and Latin American culture is no exception. Currently, 41% of street food products are from Central and South American, Asian, or mixed ethnicities.

The Key Insight & Strategy:

Given America's increasingly multicultural palate, we identified pork protein as the perfect staple ingredient to help Latinos connect with their culture through traditional recipes and explore the flavors and culinary traditions of other cultures. With 50% of Latino consumers agreeing they often try new flavors and products, we identified the opportunity to drive pork consumption among the U.S. Hispanics with a mix of recipes with pork protein as the hero ingredient – from recipes that remind them of their culture, to exotic dishes from Asian cuisine, Menú Urbano became the culinary destination for Latinos to explore culture through food.

By enlisting a Latina mega influencer and three influential Latina foodies, a robust influencer plan was put in motion. We also developed original content across National Pork Board's Spanish social media platforms, @PorkEsSabor (Pork is Flavor). The result? A virtual, culinary road trip where consumers were exposed to the street food culture of Miami, Los Angeles, El Paso, and Tijuana. Each city's segment was accompanied by a full recipe plus tips and tricks to recreate these dishes from home. With lockdowns in place across cities in the U.S., this campaign served not only as a virtual connector and culinary experience for consumers but also as a much-needed, free promotional boost for street vendors, food trucks, and restaurants struggling amid the COVID-19 pandemic.

Execution:

Our target audience consisted of bilingual and Spanish-dominant U.S. Hispanics, as well as bicultural and unacculturated U.S. Hispanics. Among our top brand's markets were Miami, Los Angeles, and El Paso. Therefore, we connected with the top food trucks of varied cuisines in these cities and developed in-language segments to showcase how these trendy mobile kitchens prepare some of their top-selling recipes. In four months, we became a virtual

window for exploring other cultures, meeting new people, sharing stories, and learning new ways to enjoy the delicious flavor of pork.

With our target audience skewing female (56% women vs. 44% men), we enlisted a group of influential Spanish-speaking Latinas; among them, a popular Hispanic celebrity who served as our spokesperson. As a food enthusiast, the spokesperson developed content based on her favorite recipes with pork protein as the hero ingredient. From her own kitchen, she shared her favorite recipes and tips for the audience to recreate her dishes. We also enlisted three foodie influencers who hailed from different Latin American countries. Our influencers played two crucial roles: they produced original pork recipes and created compelling cultural videos from their city of residence to help the audience better understand the cultural context and connection behind each recipe. Our spokesperson helped amplify the message of Menú Urbano via exclusive press interviews with key U.S. Hispanic media outlets. To engage our audience, we created polls on social media channels to learn what type of street food interests them the most. Our Spanish language website, PorkEsSabor.com became a source of inspiration for people to find a variety of recipes made with pork, as well as tips and tricks for preparing these dishes at home.



Results:

Leveraging a robust influencer program through social media, public relations, and paid media efforts, Menú Urbano became a food-centric culinary experience that helped consumers virtually explore other cultures through the lens of street vendors and foodie influencers, from the safety and comfort of their homes. To further resonate with our target demographic, U.S. Latinos, we leveraged key holidays in their culture that allowed us to emphasize how pork protein is the ideal cultural connector to their traditions and other cultures' traditions

Results included: Total engagements: 3.65MM, total Impressions: 4.05B, total community size: 177K, and total website visits: 57.2K

Public Relations: 29 press hits and 635,734,700 earned media impressions, as well as 100% positive brand sentiment across all placements.

Social Results: Influencer partners generated 73.4K engagements and 5.9M impressions. Our Facebook audience grew by 5.7K, a 3% increase compared to the previous period. Instagram's audience grew by 2.8K followers, a 41% increase compared to the previous period.