



## Case Study

Northgate Market - Por El Fútbol (Because of Soccer)

Year: 2023



This case study was prepared for the client Northgate Gonzalez Market for the Por El Fútbol Campaign (Because of Soccer) to connect with our core audience and position the brand as the leader in grocery for Hispanics in South California. It was developed and designed by MediaMonks. In the Media Connection & Content Strategy Impact, it won Bronze.

## Executive Summary

During the 2022 World Cup, Northgate Gonzalez Market created the "Por El Fútbol" Campaign. The main goal was to create a bond between this grocery store and Hispanics, with the idea of positioning themselves as the leading Hispanic grocery store in Southern California. Mexican-Americans will position Northgate Gonzalez Market as a place to enjoy the World Cup. By doing this, Northgate Gonzalez Market will be able to increase the sales and brand performance of the grocery store.

Collaborating with Mexican soccer legends, Northgate Gonzalez Market engaged and connected with their audience. Through this campaign, they transmitted a sense of authenticity, family, unity, and hard work. The outcome of this three-month campaign was impressive: nine million impressions, 3.5 million added value impressions, and 1.3 million engagements.

## Definition of your challenge

The World Cup is an excellent opportunity to target Hispanics due to their passion for soccer. It can be a real challenge due to the saturation in the media. Brands need more than a big production or insightful content when it comes to this. The target audience for this campaign was Mexican-American communities in Southern California. Northgate Gonzalez Market supported Mexico in the World Cup. By doing this, they formed a strong connection between Mexicans and the grocery store.

The objective of this campaign was to raise awareness of Northgate Gonzalez Markets World Cup promotions and boost the brand presence and engagement on social media. An essential goal of this initiative was to show the brand as an authentic source of all Mexican flavors and celebrations. The approach of using soccer was a significant one since Hispanics enjoy the sport. This successful campaign reached many due to humor, compelling visuals, and platform messaging.

## The Key Insight & Strategy

In crafting our campaign, we hinged on three foundational pillars: cultural, consumer, and brand insights, working in harmonious synergy to spark the big idea. Within the Hispanic community, particularly among Mexican and Mexican-Americans, the national soccer team holds unparalleled cultural significance. The enthusiasm during a Mexican team match is palpable; it's a unifying experience that transcends boundaries. Northgate González Market, devoted to authentic connections with Mexican culture, endeavored to infuse this essence into our strategy, embodying a voice that is genuine, warm, and inviting.

Our Big Idea, "Por El Fútbol (Because of Soccer)," was conceived from the extravagant displays of support exhibited by soccer enthusiasts exclusively during the World Cup. It celebrated this cultural moment by featuring beloved Mexican soccer icons in humorous scenarios, capturing the essence of unity through the universal language of soccer.

## Execution

During the 2022 World Cup, "Por El Fútbol" took center stage. Through a multifaceted approach, we produced, wrote, and delivered videos in both Spanish and English, disseminating them across diverse media platforms. These executions were a testament to the enduring legacy of Mexican soccer, showcasing legends such as Claudio Suárez, Ramón Ramírez, Jared Borgetti, Mariano Trujillo, Francisco Palencia, Adolfo Ríos, and Ariel Ortega. In a series of vignettes, these revered players seamlessly integrated with products in the store, demonstrating their unrivaled talent and boundless passion for the sport.

Our campaign's foundation was rooted in an unwavering cultural connection to Mexico and its cherished national soccer team. Regardless of acculturation level or language proficiency, we utilized the universal language of soccer to forge a profound bond with our passionate audience, infusing the thrill of the game with cherished nostalgia.

We strategically selected media avenues that facilitated an immersive soccer experience, seamlessly merging with the viewer's match-watching ritual. The objective was to transcend the conventional boundaries of a television ad, providing an extension of the very soccer match they were engrossed in or about to witness.

## **Results**

Overall, the campaign brought a 10.2% increase in sales. Also, brand mentions, engagement, and reach grew substantially. To increase community engagement, an enthralling art display was a crucial element in building connection. Adidas decided to recruit a local artist for the new mural, which helped increase brand recognition.

The main objective was positioning the local Southern California brand as one of the top grocery stores by breaking through the World Cup's cluttered media space. The strategic approach was to use bilingual messaging in the videos, with products found at World Cup viewing parties, while being humorous and competitive. By using these characteristics, the campaign will reflect the audience in a precise manner.

Instagram, TikTok, and YouTube were the primary platforms, with view-through rates of 49%. YouTube's video view rate was over 31%, garnering over one million impressions. Social media was also a key platform, and strategically placed billboards around Southern California strengthened the message for locals. This campaign connected well with the target audience, with over two million engagements and an overall engagement rate of 37%. This culturally influential idea garnered a lot of success.

## **Industry Impact**

Companies need to understand that maintaining a solid connection with their cultural heritage is highly valued by Hispanics, primarily Mexican Americans in Southern California. Therefore, brands like Northgate Gonzalez Market need to embrace their cultural roots.

For many generations, immigrant families were expected to acculturate and become "more American." Thanks to campaigns like Por El Fútbol (Because of Soccer), we can see that solid cultural insights create a strong connection between cultural groups and brands, becoming a mode to spread and associate brand values.

The understanding of multiculturalism in the US has been constantly evolving since the country's beginnings as different waves of immigration happened. As generations go on, companies should continue to improve their connections with multicultural communities. Stories live on within families for generations to come. Unlike past generations, our Mexican and Mexican-American audience is proud of their roots. It remains engaged with their culture, whether it is through family ties, food, or watching the World Cup.