



Case Study:

Riviana, Unfollow La Receta

Year: 2023



This case study was prepared for the client Riviana for the Unfollow La Receta to have a deeper connection with its consumers and rice brands. It was developed and designed by Alma DDB. In the realm of Riviana, "Unfollow La Receta" secured the Silver award for its mainstream impact.

Executive Summary

Riviana, the business behind the rice trademarks Mahatma and Carolina Brand Rice, encountered difficulties in a market where rice was perceived as a generic good. Riviana started a campaign to forge a deep relationship with customers, particularly with young Latinos who are both proud of and receptive to their heritage's current interpretations. This effort inspired food fans to keep family recipes alive while adding their special touches. As a result, rice was transformed from an everyday food into an artistic medium. The "Unfollow La Receta" campaign stressed the enduring qualities of traditional dishes while allowing creative variations. With a remarkable 28% rise in revenue, this strategy significantly increased brand preference and awareness.

Definition of your challenge

The challenge for Mahatma and Carolina brand rice, staples in Latino cooking, was to differentiate themselves in a market where rice was perceived as a generic product chosen mainly based on price. Even if the rice was the same, the brands needed to engage with customers more deeply. They did this by focusing on Modern *Arroceros*, millennial Latino foods that valued cultural diversity and enjoyed reinterpreting old family dishes. Although receptive to imaginative reinterpretations, these consumers felt nostalgia for rice.

By using food as a medium for self-expression and cultural inquiry, the campaign took advantage of the audience's appetite for both. By interacting with consumers along the way, businesses hoped to jolt them out of their automatic rice-buying habits. One million visitors to the Mahatma website was one of the goals, as well as a 5% year-over-year increase in rice sales and a 7% increase in brand recognition among millennials. The companies aimed to forge a personal relationship and motivate customers in their culinary aspirations by appealing to the inventiveness and appreciation of the Modern *Arroceros* culinary discovery.

The Key Insight & Strategy

We discerned that rice serves as a conduit for self-expression, creativity, and cultural exploration while constituting an indispensable foundational element within Latin cuisine. With this at the forefront, we knew that we wanted to invite Modern *Arroceros* to reinvent traditional dishes while still acknowledging the recipes that served as the inspiration. Thus, we arrived at "arroz con imaginación" or rice with imagination. It is more than just a meal; it is a plate with unending possibilities. As a foundation of innovation and creativity, we knew that it could be embraced by all types of Latinos, no matter how blurred the lines between language and culture were.

Execution

Recognizing that our target audience heavily relies on personal recommendations and peer testimonials when evaluating products, we decided to authentically introduce our brand by celebrating the real-life stories of individuals within the Hispanic community who dared to be different. To do so, we launched the "Unfollow the Receta" campaign, encouraging customers to add their twist to traditional dishes.

We wanted to tap into the pride that Hispanics have in their heritage. We created provocative videos celebrating the diverse lifestyles that many Hispanics have, breaking the assumption that all Latinos are homogenous in their way of living. Additionally, an OOH campaign was pushed in local markets, visually reinventing several dishes, triggering consumers' imagination, and challenged what it meant to be "traditional."

Shifting our focus towards raising awareness and consideration for our brand, we empowered the community to unleash their creativity and embrace the Mahatma/Carolina way. Our social media, online video, and audio campaigns directed consumers to the Mahatma/Carolina e-commerce site, enticing them to explore and purchase our diverse range of products. To enhance trust and consideration, we also partnered with Mexican influencer Stella n'Spice, a figure in the culinary world, who effectively communicated the exceptional qualities of our products through both English and Spanish media, as well as on her social media platform.

Results

The goal was to increase sales by 5% in the year, and this campaign raised it to 29%, yielding a much better result than originally imagined. On top of that, another goal was to bring one million people to the website, and that goal was exceeded by 800 thousand, bringing the total to 1.8 million people. Brand awareness went from 16% to over 50%, showing that this campaign did its job of bringing in new consumers.

Industry Impact

This groundbreaking initiative marked the inaugural instance where rice advertising campaigns shifted their focus to encompass a profound cultural perspective. This transformative approach revolutionized the industry, transitioning from automated rice advertisements to a meticulous analysis of target markets, multicultural statistics, and consumer segments. The campaign not only unveiled previously undiscovered opportunities within the rice market, but also paved the way for Mahatma/Carolina, ushering in an entirely new era of possibilities.