

USDA FSIS

Negotiation Case Study

Summary

USDA FSIS developed the Todo Cuenta message to educate Spanish-speaking communities across the country about the importance safe food handling.

Over four iterations of the Todo Cuenta campaign, we defined campaign timing and selected markets to best reach a wide segment of the Hispanic community within a limited budget.

Challenge #1

USDA FSIS realized the need to educate on safe food handling practices within the Hispanic community, but with a limited annual advertising budget they could not cover the full, national community.

Solution

Our focus in market selection for the Todo Cuenta campaign centered around three factors: high Hispanic population density, substantial Hispanic population of adults over 18 and the cost and efficiency of media. We developed these criteria to match goals and objectives and through compilation of market research, pinpointed Hispanic listeners in Brownville-Harlingen, TX and Riverside-San Bernardino, CA in 2010, Washington, DC and El Paso, TX in 2011, Pubelo, CO and Tucson, AZ in 2013 and San Francisco and Los Angeles, CA in 2014.

Results

USDA defined the goals of the 2010-2012 campaigns as 1 million overall impressions at the completion of the schedules. For 2010, we achieved 1.54 million impressions. In 2011, we ran 836 spots and achieved 4.3 million on-air impressions, exceeding the goal by 3.3 million impressions. Our digital portion included 16,000 unique impressions.

Challenge #2

Due to previous success, USDA continued to raise goal impressions up to 2 million overall impressions with the same budget.

Solution

Using our extensive experience and relationships with vendors in markets across the country, we negotiated added value terrestrial and streaming radio as well as digital added value campaigns. We continued to negotiate increasingly more impressions, consistently over-delivering on the goals.

Results

For 2010, we negotiated 48% of the on-air and the entire online campaign as added value through comprehensive market analysis. In 2011, the entire digital portion of our campaign was negotiated as completely added value. In 2014, even with a more restricted budget than 2011, we achieved 3.9 million impressions, 190% more than the initial goal, and negotiated an online banner campaign as added value.

Conclusion

By the numbers

12.2 million impressions served

4 Spanish language campaigns in eight markets across the country

50% of total campaign negotiated as added value on average.