

Wrangler

Problem

How does a company with a decreasing budget continue to support salespeople who rely on ad support to target Hispanic consumers?

Solution

Design a co-op strategy to sustain Hispanic media levels in key markets.



Background

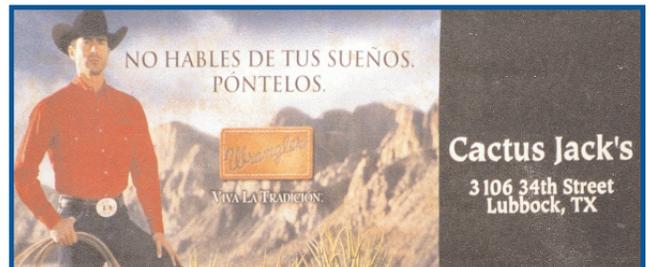
Because Wrangler does not have its own branded retail outlets, its salesforce relies on target advertising in 28 key Hispanic markets to sustain sales at retail accounts, which vary from large national department store chains to small single-location stores. With a decreasing Hispanic advertising budget, the Wrangler media plan required a successful retail media co-op program to appeal to a wide variety of highly competitive retail accounts.

Objective

The campaign was designed to drive store traffic and increase brand and image awareness among Hispanic males aged 18 to 49 in key markets. The plan needed to fit into a wide variety of co-op budgets so the majority of retailers would have the ability to participate. The plan also needed to be geographically adaptable to enable numerous highly competitive retailers to participate simultaneously within the same market.

Strategy

The strategy called for a selection of customizable poster billboards. The poster campaign was flighted to post during key national holidays and selling seasons including Mother's/Father's Day, Thanksgiving, Christmas, and the back-to-school season.



Plan Details

The plan was co-opted between one and five separate retailers per market in 28 key markets. The co-op participant's specific store locations were cross-referenced with available Hispanic poster locations and population densities to place them in the nearest concentration of Hispanics while not getting too close to other participants' locations.

The program posted in Los Angeles, Chicago, Monterey/Salinas, Corpus Christi, Austin, Denver, Lubbock, Albuquerque, Phoenix, San Francisco, LRGV, San Antonio, Fresno, Bakersfield, Houston, Dallas/Fort Worth, El Paso, Odessa/Midland, Amarillo, Laredo, Atlanta, Orlando, Fort Meyers/Naples, Tucson, Nogales, Detroit, Gainesville, and Lakeland.

Results

Wrangler sales levels in accounts with exclusive Hispanic consumer bases saw an increase of 13.3 percent over the previous year. In a year where the overall retail apparel category saw flat to negative growth, this represents phenomenal success.

The outdoor medium was affordable to most retail accounts, and participation could vary according to retailer needs and budget levels. The methodology behind the choice of board locations and the variety of creative executions available ensured the majority of retailers were able to achieve their own location and marketing objectives within our program. Overall retail account feedback was positive, and the co-op program was planned to repeat the following year.