

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Colombia

Post: Bogota

Regional SaborUSA Apple Month

Report Categories:

Market Promotion/Competition

Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

Under the SaborUSA umbrella, seven FAS posts coordinated efforts to promote American apples during the month of November 2018 throughout Spanish speaking Latin America. FAS conducted this novel, coordinated promotional campaign in partnership with the local representatives from the U.S. Apple Export Council, and the Washington Apple Commission. Posts leveraged SaborUSA's resources (social media, television, and website) to encourage Latin American consumers to buy American apples. FAS posts in Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, and Panama participated in this exciting campaign.

Summary

FAS's SaborUSA campaign began in Colombia in 2015 and posts in several Latin American markets have used it since then to promote American food products in their markets. Beginning in 2018, FAS posts are pooling resources and coordinating promotional activities to better promote U.S. products throughout the region. Apple month was the first coordinated effort by posts in the region to amplify promotional messages to consumers and increase product awareness for American products under this new SaborUSA umbrella.

The campaign was called *Muerde la Manzana* (bite the apple). It focused on highlighting to consumers how delicious U.S. apples are, their versatility and availability in each participating country, inviting consumers to buy U.S. apples. The Apple Month campaign consisted of a combination of generic apple promotional materials and materials developed for each specific market. FAS Posts worked with the local representatives from The U.S. Apple Export Council and The Washington Apple Commission to develop the appropriate materials for each market. The campaign used several different mediums to reach potential consumers. These included the SaborUSA website, social media sites such as Facebook, Instagram, Twitter and YouTube, and television advertisements on the Discovery Channel.

SaborUSA website

The SaborUSA website focused exclusively on apples for the month of November. It highlighted content on American apples including video and text recipes, blogs, high quality photos and product information. In addition, we created landing pages designed for participating countries that feature apple videos, text recipes, blogs and information on available apple varieties. Landing pages were available until the end of November.

The SaborUSA home page had a short video on the campaign and invited visitors to *bite the apple*. Additionally, there were flags per country to take visitors to each landing page.



SaborUSA published tailor-made blogs to highlight specific information per country. Based on Posts' interests, some blogs focused on in-store promotions, recipes, promotional activities and product availability. Below some examples of published blogs:



Among the SaborUSA recipe library, each post chose text and video recipes according to local consumers' tastes and market trends.

Video recipes



Text recipes



Information on available apple varieties per market was published as well as point of sales.

Apple varieties



Point of sales



In order to educate consumers, SaborUSA published general information on apple varieties and apple production.

General information on apple varieties



Videos from SaborUSA media missions



Social Media

SaborUSA published American apple information on Facebook, Instagram, Twitter and YouTube, based on the digital media preferences for each country. The campaign used the hashtag **MuerdeLaManzana** (bite the apple) on Instagram inviting the audience to taste an American apple. Short promotional videos were published in social media inviting followers to taste American apples.

We advertised 29 posts in Facebook, 26 in Instagram, 6 in Twitter, 6 in YouTube and 7 in Google, targeting specific audiences in each participating country with customized content. Additionally, there was general content on American apples published for the SaborUSA community: 20 publications in Facebook, 20 in Instagram and 60 in Twitter.



SaborUSA's followers were deeply engaged with the campaign, comments in Facebook, Instagram and Twitter totaled 529.

TV advertisements

During November, the Discovery Home & Health network aired ten-second apple recipe advertisements. Discovery ran these advertisements 40 times during primetime on Tuesday evenings throughout November because Discovery dedicated Tuesdays to cooking shows on the Home & Health network. To see the TV advertisement videos, go to the [SaborUSA YouTube channel](#)



In Spanish speaking Latin America, 688,000 people viewed the SaborUSA TV advertisements 1.9 million times in 11 different countries.

Public Affairs Sections Support

Public Affairs Sections (PAS) were highly involved with the American Apple Month campaign and reposted/published SaborUSA content. They were crucial in helping to spread the word to local consumers. Below some examples on PAS publications in their own social media:

El Salvador



Guatemala



Panama



Dominican Republic



Costa Rica

Honduras



Colombia



Looking Forward

The American Apple Month was a pilot project to demonstrate that using SaborUSA platform for coordinated marketing activities among Posts are a good way to maximize resources, supercharge cooperators' promotional message, educate final consumers on U.S. agriculture, and get retailers/importers involved.

The region has agreed on continue working under the SaborUSA umbrella and planning future coordinated regional marketing campaigns focusing on moments and/or traditions such as brunch, bbq, among others.