

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary    Public

**Date:** 12/12/2016

**GAIN Report Number:** VM6074

## Vietnam

**Post:** Ho Chi Minh City

## In-store Promotion “Taste of America” at US Mart

### Report Categories:

CSSF Activity Report

### Approved By:

Gerald Smith

### Prepared By:

Thanh Vo

### Report Highlights:

This CSSF activity supported an in-store promotion “Taste of America” event at US Mart. The activity was organized to promote U.S. food and beverage products to consumers in Ho Chi Minh City, Vietnam.

## **General Information:**

- 1. Activity Code and Name:** In-Store Promotion “Taste of America” at US Mart
- 2. Beginning/Ending Dates:** August 1-30, 2016
- 3. City/Country:** Ho Chi Minh City, Vietnam

**4. Purpose of the activity:**

This activity was organized with the aim to increase Vietnamese consumer awareness of the quality and availability of a wide range of U.S. food and beverage products. Additionally, the activity was geared towards boosting sales of these products, which fits well with FAS Vietnam’s Country Strategy Statement. The activity was conducted in conjunction with the opening of the two new stores of US Mart in Ho Chi Minh City – in District 7 and Tan Binh District respectively. Both Districts are residential areas in Ho Chi Minh City where middle-class income is increasing rapidly. The store in District 7 is located in Phu My Hung, which is the most popular area in the district. Additionally, many expatriates living in District 7 choose to live in Phu My Hung.

Target products included:

- Fresh Products: Apples, grapes, cherries, strawberries, blueberries, pears, avocado (subject to season and availability), beef and pork.
- Packaged Products: Chocolates, nuts & dried fruits, snacks, confectionary such as cookies and candies, bottled vegetables, condiments such as mayonnaise, sauces, and diverse American salad dressings.
- Beverage and dessert: UHT milk, soy milk, nutritional drinks, soft-drinks, wines, ice cream.

Background: US Mart opened its first store in 2014 in Ho Chi Minh City. It is the only food retail store in Vietnam that features extensive varieties of high quality U.S. food products including cherry, Washington apples, California table grapes, pistachios, almonds, confectionary products, snack food, beef and pork, and a wide range of beverages. US Mart stocks about 60 to 70 percent of the food products from the U.S. On the other hand, most of supermarkets in Vietnam stock less than 10 percent of U.S. food products.

**5. Expected Results and Desired Outcomes:**

FAS expected that the activity would increase awareness and boost demand for U.S. food and beverage products through a series of intensive tasting and promotion programs designed and implemented by US Mart. The event was well-received by consumers and the media. Post believes that similar in-store promotion activities in collaboration with modern retailers have helped drive higher demand for U.S. food and beverage products.

## 6. Actual Results and Outcomes:

Senior Agricultural Attaché Gerald Smith attended and delivered remarks at the opening ceremony of the store located in Phu My Hung. The US Mart owners were thrilled with the great turnout of visitors and buyers. Two weeks prior to the openings, US Mart conducted a mass marketing and advertising campaign through both traditional and modern channels across the city to promote the activity:

- A newscast of the opening ceremony of one US Mart store was aired on the Good Morning News Column of Ho Chi Minh City Television channels (HTV7 and HTV9), one of the most popular television channels in Vietnam. The video clip can be found at: <http://bit.ly/2g9WS1j>.
- Social media such as Facebook, Google Search Engine Optimization (SEO), and e-mail/SMS marketing were utilized during the course of the activity.
- Thousands of leaflet/flyers were distributed to customers every weekend prior to the activity.
- US Mart provided discount on some target products during the promotion period – highlighting that the products came from the U.S. enhanced sales.
- Eye-catching banners, posters, light boxes, buntings, shelf talkers, arches, sampling carts etc. were displayed inside and outside of the stores to highlight the promotion.

With the assistance of the Public Affair Section at the U.S. Consulate General, a number of reporters were invited to the opening ceremony to cover the activity and highlight the quality and diversity of U.S. food and beverage products. Senior Agricultural Attaché Gerald Smith had interviews with the invited press and television which can be found in the links below:

<http://bizhub.vn/news/17840/us-mart-opens-2nd-store-in-hcm-city.html>

<http://doanhnghiepvahoinhap.net/2016/08/18/ra-mat-sieu-thi-us-mart-quan-7-tp-hcm/>

[http://ven.vn/vi/chuyen-muc-tin-tuc/doanh-nhan-doanh-nghiep/us-mart-khai-truong-chi-nhanh-thu-3-tai-tphcm\\_t114c78n68963](http://ven.vn/vi/chuyen-muc-tin-tuc/doanh-nhan-doanh-nghiep/us-mart-khai-truong-chi-nhanh-thu-3-tai-tphcm_t114c78n68963)

<http://english.vietnamnet.vn/fms/business/162380/business-in-brief-19-8.html>

<http://en.vietstock.com.vn/2016/08/us-mart-opens-2nd-store-in-hcm-city-38-241409.htm>

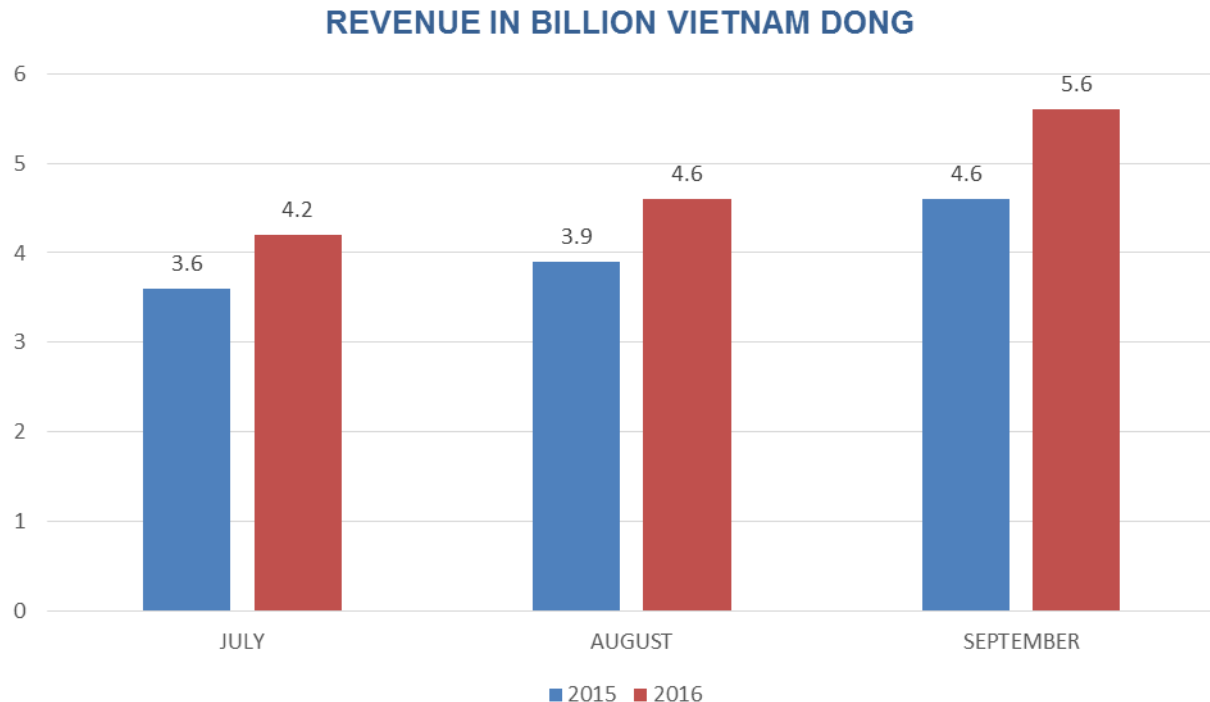
<https://www.vietnambreakingnews.com/2016/08/us-mart-opens-2nd-store-in-hcm-city/>

<https://www.vietmaz.com/2016/08/us-mart-opens-2nd-store-in-hcm-city/>

The US Mart post-activity report highlighted that the number of shoppers, transactions and sale increased at the stores over the previous period. The table and chart below illustrate the activity's achievement:

	No. of transactions/day	No. of shoppers/day
--	-------------------------	---------------------

Year	2015			2016		
Month	Jul	Aug	Sep	Jul	Aug	Sep
Store 1 (Dist. 1)	243	294	311	325	390	454
Store 2 (Dist. 7)	0	0	0	0	119	140
Store 3 (Tan Binh Dist.)	0	0	0	0	103	131
Total	243	294	311	325	612	725



*Exchange rate: US\$1 = VND22,300.*

#### 7. Recommendations/Follow-up Evaluations:

The collective efforts made by the US Mart team and FAS HCMC/U.S. Consulate contributed to the success of the U.S. In-store Promotion “Taste of America” activity. Given the positive feedback received and the successful outcome of the event, Post is considering another in-store promotion activity soon.

#### 8. Costs:

CSSF fund committed: US\$5,000

Actual expenses: US\$5,000

## 9. Photos:

*Pictures of store 1 (Nguyen Duc Canh Street, District 7, Ho Chi Minh City) and the Opening Ceremony:*







*Pictures of store 3 (Cach Mang Thang 8 Street, Tan Binh District, Ho Chi Minh City:*



