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SaborUSA Reaching Millions of Consumers

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Report Highlights:

SaborUSA is a non-traditional marketing campaign that promotes U.S. food and beverages in Colombia. We have made several changes to *SaborUSA* in 2017 to enhance the campaign. To reach an even wider audience, each month we are promoting a different cooperator product using advertisements on the Discovery Home and Health (H&H) channel, table top recipes, and webisodes. These promotions are producing results. As of November, H&H advertisements have been watched over 15 million times and have reached 4.1 million viewers in 11 Spanish speaking countries in Latin America. The table top recipes have been viewed 1.5 million times and webisodes have been viewed over 900,000 times. This report reviews the recent performance of the *SaborUSA* campaign.

General Information:

SaborUSA is a non-traditional marketing campaign in Colombia, funded by a FAS Global Broad-Based Initiative (GBI). We have increased the number of non-profit U.S. agricultural trade associations or cooperators participating in the GBI from 12 in July 2015 to 21 today. The lead cooperator of the project is the California Pear Advisory Board. Cooperators in the project represent a wide range of agricultural products including pears, meat, peanuts, wine, liquors, apples, poultry and eggs, popcorn, grains, table grapes, dry beans, soybeans, rice, pulses, sunflowers, other consumer oriented products, and most recently, Alaskan seafood and cotton.

A New Strategy

The overall objective of *SaborUSA* is to increase consumer-oriented exports to Colombia by promoting cooperator products and building a growing community of Colombian consumers who are passionate about U.S. food culture. The campaign takes advantage of the U.S.-Colombia Trade Promotion Agreement (CTPA), a growing economy, and Colombia's fascination with all things American.

For the first year and a half of the project, we focused our resources on supercharging cooperator promotional activities, with a 30-minute cooking show on Canal 13, a regional television station based in Bogota, as a major part of our campaign.

To enhance our project, we added promoting individual cooperator products each month, working with their local representatives. We are using our dynamic website and social media tools to implement our new focus. In addition, we discontinued our cooking show and added advertisements on the H&H network, created table top recipes, and developed short 3-minute webisodes.

- **Why the Change in Focus**

During the first year and a half of the project our cooking show on Canal 13, a regional television station in Bogota, was seen by over 500,000 Colombians. The show was even nominated in early 2016 for a TAL Award (TAL stands for Latin America public television) for interactive content for a television show. We had a number of well-known guest chefs on our show including former FAS Administrator Phil Karsting, the U.S. Ambassador to Colombia Kevin Whitaker, Virginia Governor Terry McAuliffe, and White House Executive Chef Cristeta Comerford.

However, we analyzed our television show viewership and viewer trends. Out of a population of around 49 million people, almost 60% use the Internet and are active in social media, and there are more cellphone accounts than there are people in Colombia. We determined that for a younger audience who is social media savvy, which is the target audience for the project, shorter programs that featured the stories behind cooperator products would be more effective.

- **The Discovery Channel's Home and Health (H&H) Network**

The anchor of our new focus is the Discovery Channel's H&H network headquartered in Bogota. The channel is broadcast throughout Colombia along with 10 other Spanish speaking countries. Short *SaborUSA* advertisements are aired on the channel. Each month we focus on different cooperator products (Washington apples, popcorn, dry beans, beef, whiskey, pulses, wine and cheese, cranberries, peanuts, soybeans, turkey and pears, pork and grapes). The advertisements direct viewers to our website (saborusa.co). From March through November, H&H advertisements have been watched over 15 million times and have reached 4.1 million viewers in 11 Spanish speaking countries in Latin America.

- **Table Top Recipes**

SaborUSA adopted the table top recipe video format in response to current digital platform trends that show millennials' increased interest in looking for short, easy to make and practical cooking recipes. Each table top recipe is around 40 seconds long. These recipe videos have proven to be an effective tool to promote cooperator products. From March through November, table top recipes were viewed over 1.5 million times.

Below a list for cooperator promotions by month, along with H&H advertisement and table top recipe views.

	Cooperator products	Discovery H&H advertisement views	Table top recipe views
March	Washington apples	844,792	259,000
April	Popcorn	1,356,671	201,315
May	Dry beans	1,443,858	218,000
June	Beef	1,154,212	322,000
July	Whiskey	1,354,352	129,000
August	Pulses	2,354,678	147,884
September	California wine and cheese	2,200,796	54,396
October	Peanuts, soybeans, cranberries and cherries	1,378,174	139,472
November	Turkey and pears	2,952,441	76,095
TOTAL		15,039,974	1,547,162

- **Web series (Webisodes)**

We created twelve webisodes for *El Sabor de Tennessee* (Tennessee Flavor) web series. We filmed these episodes during our media mission to Tennessee in May, 2017. Products highlighted in the episodes are beef, pork, chicken, whiskey and cotton, with a Southern theme. The web series is aired on *SaborUSA* Facebook, website, and YouTube channel. In just five months (from July through November) this web series has been viewed 904,159 times.



El Sabor de Tennessee web series, available in the *SaborUSA* YouTube channel.

Other *SaborUSA* Tools

We continue to actively use our interactive website and social media tools to build audiences and promote cooperator products.

- **Interactive Web Site (*SaborUSA.co*)**



The homepage of the website has a brief explanation on *SaborUSA*. The website also has information on U.S. cooperator products, recipes (text and video), blog, where to buy U.S. products and links to cooperator websites. The website went public on July 11, 2015. At the end of July 2015,

the website had 839 unique hits. As of November 2017, the web site has had 51,207 unique hits.

Since the campaign intends to produce even more digital content, the look and feel of the website changed to create a better experience for viewers. We have been featuring short video recipes (table top recipes) and practical product information. Social media has also helped increase visits to the website, and both the website and social media have strengthened the *SaborUSA* message to Colombian consumers to buy U.S. products.



- **Social Media**



Social media is an essential component to our project. We are using Facebook, Twitter, Instagram, and YouTube to promote *SaborUSA* and cooperator activities. We are also using social media to target specific lifestyle groups, such as barbeque lovers, parents, foodies, and people interested in healthy eating. These groups are becoming more active on *SaborUSA* social media. As a result, we have seen a significant increase in followers since our last report in July. As of November, 2017:

- Facebook had 25,544 followers (58 % increase)
- Twitter had 1,098 followers (44% increase)
- Instagram had 3,169 followers (68% increase)
- We also have a *SaborUSA* YouTube channel

Complementing *SaborUSA*

- **Taking *SaborUSA* on the Road**

One of the ways to attract a wider audience is to showcase travel and regional cuisine. We took *SaborUSA* on the road in May, 2017 on a successful trip to Tennessee. The purpose of the trip was to experience the local culinary scene by visiting Nashville, Lynchburg and Memphis. The highlights of the tour were the filming at the Jack Daniel's distillery, the Musicians Hall of Fame and Museum, and the World Championship Barbecue Cooking Contest during the Memphis in May Festival.



Left: Lynne Tolley, Jack Daniel's great-grandniece at Miss Mary Bobo's Boarding House, Lynchburg / Right: Championship barbecue cooking contest at Tom Lee Park, Memphis

More recently, we took *SaborUSA* on the road once again in September, 2017 to the Midwest, featuring the states of Illinois, Michigan and Wisconsin. The highlights of the tour were the filming at Carlson-Arbogast Farms, Scott Lewis Apple Farm, Graceland Fruit, Sartori Cheese, BelGioioso Cheese and Ocean Spray. During the media mission, we filmed ten webisodes of *SaborUSA*, which will be aired on *SaborUSA* YouTube channel and social media in early 2018. Additionally, we produced ten blogs on the visit.



Left: Cheese Counter and Dairy Heritage Center, Plymouth, WI / Right: Wisconsin Secretary of Agriculture Jeff Lyon, New Glarus, WI

- **U.S. State Department Assistance**

The *SaborUSA* team continues to partner with the Public Affairs Section of the U.S. Embassy to expand the campaign's audience. The U.S. Embassy's social media is extremely popular in Colombia.

Representatives of the Public Affairs Section of the U.S. Embassy joined the media tours in 2017. Numerous posts and videos were published in the Embassy's social media that helped to increase the number of Colombian consumers reached by the *SaborUSA* campaign.

USDA's Under Secretary Ted McKinney's visit to Bogotá

FAS/Bogotá hosted Under Secretary Ted McKinney's successful trip to Bogota, from November 27 to 30, 2017. His agenda included a *SaborUSA* filming session for a webisode to promote U.S. food products and a retail tour to PriceSmart, the largest operator of membership warehouse clubs in Central and South America. A *SaborUSA* camera crew filmed the tour for an additional webisode.



Left: Under Secretary Ted McKinney at the SaborUSA filming session, Ambassador's Residence / Right: Under Secretary Ted McKinney during the retail tour in PriceSmart

Cooperator Marketing Activities

Another major goal of the campaign is to use *SaborUSA* to supercharge cooperator activities and promote the *SaborUSA* brand to Colombian consumers. In 2017, we have promoted several marketing activities for U.S. food products, which reached thousands of Colombian consumers. The Apple Week was one of these activities and included apple promotions at the U.S. Embassy, a local public school, and at the Bogota *ciclovía*, where the city on Sunday and holidays closes many streets to automobiles for cyclists and pedestrians.



Washington apple promotion at local public school, during Apple Week