



MARIANA'S
SUPERMARKETS

Marianas Supermarkets

Duration: 2016-Current

Objective: Enhance brand positioning, boost in-store and online sales, and cultivate customer loyalty by increasing both physical and digital foot traffic for the supermarket compared to last year.

Scope of Work: Develop marketing strategies to increase foot traffic and online visits, create promotional materials for in-store and digital platforms, and manage social media campaigns to engage the community and promote sales and special events.

Approach: Implemented a strategic mix of Media Buying and Planning across both traditional and digital platforms, and Content Creation.

Results: 2023 increase in both sales and foot traffic compared to the previous year, alongside a rise in investment from 2022 to 2023. This investment boost led to significant media exposure, generating 10 million digital and 20 million traditional media impressions.

SUMMARY

For nearly four decades, Marianas Supermarket has been a landmark in Las Vegas's Hispanic community. Our partnership over the last ten years has propelled them forward, using fresh strategies and media to capture attention. Seasonal content adjustments have deepened connections with the community. Recently, we've aimed to reach broader audiences by introducing English content, enhancing our inclusivity and presence in the market.

DELIVERABLES

Marianas embodies tradition, family, and community, enabling us to create content that resonates deeply with the Hispanic community. We've tailored materials to meet specific campaign needs and infused our general market (English) content with a Latin flair. Annually, we produce more than 500 publications, including both organic and paid ads for digital and traditional platforms, aimed at increasing brand awareness, promoting products, and highlighting special events like Back to School, Posadas, and the St. Jude Golf Tournament, thereby enhancing community engagement.

ADVERTISING

Graphicka has refined its media strategy to span a wide range of platforms, including local TV, radio, OTT services, outdoor billboards, in-store displays, and comprehensive online advertising, available in both English and Spanish. This year, by introducing Maize as Marianas brand mascot, we've taken a significant step towards fostering deeper connections within the community. Maize represents our dedication to engaging audiences across all age groups, symbolizing a heartfelt strategy designed to resonate with diverse segments of the community.

RESULTS

Our position in the Hispanic market remains stronger than ever, while our expansion into the general market has shown positive performance. This strategic balance has led to a year-over-year increase in both traditional and digital advertising impressions, consistently generating over annually. This success highlights our effective strategies in boosting the brand's visibility and connection with the community.



