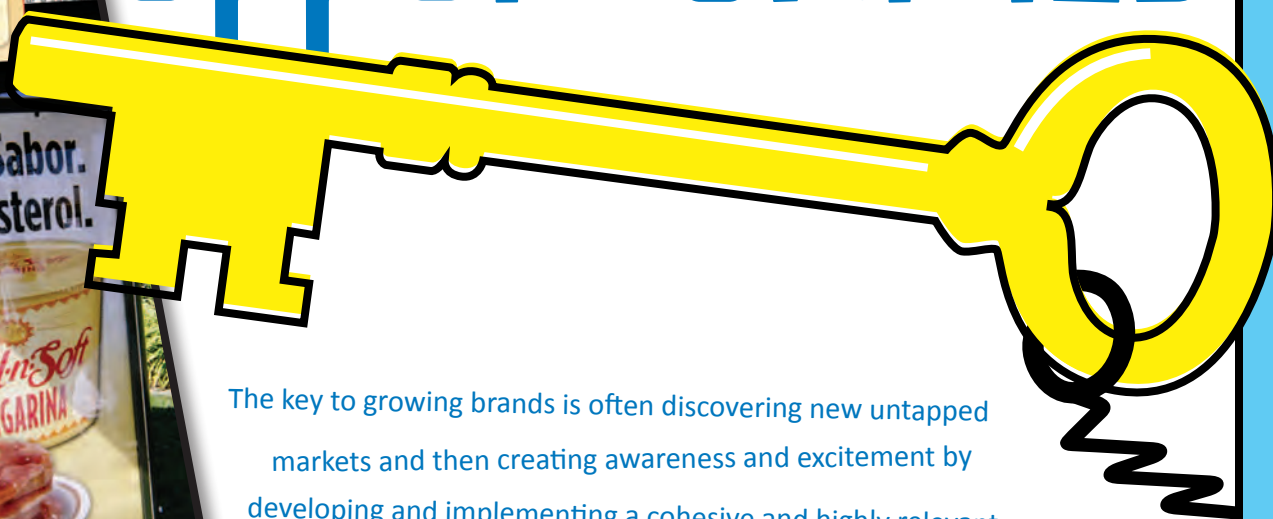




UNLOCKING OPPORTUNITIES



The key to growing brands is often discovering new untapped markets and then creating awareness and excitement by developing and implementing a cohesive and highly relevant program. With a multi-faceted program for Gold-n-Soft® Margarine, Vertical Marketing Network integrated multiple touch points from Hispanic TV and outdoor advertising, to Spanish-language web presence, celebrity chef endorsements and even grass-root youth soccer sponsorships.

The layered campaign opened new doors for brand sales with Hispanic markets -welcoming in many new consumers. "Viva Gold-n-Soft!"

UNLOCKING OPPORTUNITIES

Ventura Foods challenged Vertical Marketing Network to drive incremental volume and build awareness for their Gold-n-Soft® brand in the highly competitive margarine category in Southern California. Through extensive research, store audits and brand evaluation, the Vertical Marketing Network team identified and unlocked an exciting opportunity for Gold-n-Soft with the Hispanic consumer base. Using creativity and expertise, the agency developed a multi-faceted, highly relevant campaign that resonated with the audience and drove sales.

How it Worked

A strategic integrated marketing plan was created incorporating ongoing in-store, online, in-home, out-of-home and sponsorship programs. On the retail side, Vertical Marketing Network created bilingual packaging and implemented in-store demos with bilingual brand ambassadors along with in-store soccer sweepstakes featuring bilingual point-of-sale. A Spanish language website and online advertising campaign with Gold-n-Soft recipe ideas were implemented to increase brand awareness and usage occasions. In-home, a Spanish language television advertising campaign was created by the agency, along with celebrity chef cooking demonstrations in the top rated Spanish language shows. Neighborhood billboards and bus shelter ads also brought awareness to the Hispanic target where they lived, worked and shopped. Sponsorships of the LA Galaxy™ Major League Soccer™ team and local youth soccer were utilized to tap into the passion of soccer and provide great promotional offers and events in the community and at the store level.

Key Take Away

Gold-n-Soft tripled in sales in five years and became the #1 brand of margarine among Hispanic households and the top margarine brand in major Hispanic retailers in Southern California. Moreover, the integrated approach developed by Vertical Marketing Network established dialogue between Gold-n-Soft and the untapped Hispanic marketplace...unlocking exciting and valuable new opportunities!



15147 Woodlawn Avenue, Tustin, CA 92780 • (714) 258-2400

GANA EL SORTEO ACADEMIA DE FÚTBOL PARA NIÑOS LA GALAXY

Premio Incluye:
La oportunidad para un(a) niño(a) entre 8 y 14 años de edad para asistir al entrenamiento de la Academia de Fútbol para Niños LA Galaxy el 16 de agosto, 2008 en el Home Depot Center y dos boletos para un partido en casa del LA Galaxy.

¡PARTICIPA PARA LA OPORTUNIDAD DE GANAR!
Enter For Your Chance To Win!

WIN THE LA GALAXY SOCCER 101 FOR KIDS SWEEPSTAKES

Prize Includes: One spot for an 8-14 year old child to attend the LA Galaxy Soccer 101 for Kids Clinic August 16, 2008 at the Home Depot Center and two tickets to the LA Galaxy Home Game.

Muchos Sabor. No Colesterol.

MEET AN LA GALAXY PLAYER!
An LA Galaxy player will be signing Autographs!
Tuesday August 21st from 5:30 pm - 7:00 pm*
Northgate Market
3930 W. Rosserams Ave.
Lawrenceville, GA 30046
*Times subject to change.