



Bitner Hennessy / Winn Dixie Hispanic Outreach Initiative

Challenge

Winn Dixie Food Stores sought to communicate more effectively and reach out to Hispanic residents in the Central Florida market. The challenge was identifying the most efficient and effective way to reach the most Hispanic consumers and let them know about the products/services Winn-Dixie is offering.

Strategy and Action

To increase awareness of Winn Dixie in the Hispanic community, we recommended that Winn Dixie become a presenting sponsor of the area's two largest Hispanic street festivals in Orlando, "Fiesta Medina" in the Spring and "Calle Orange" in the Fall. For both festivals, Winn Dixie sponsored the "Kid's Zone," a children's activity and play area. In addition, we worked closely with the Hispanic media and sent press releases in Spanish about Winn Dixie's involvement.

Results

At both events, the Kid's Zone play areas attracted a large Hispanic population of families, effectively targeting the desired market and thereby increasing awareness of Winn Dixie's continued efforts to reach the Hispanic segment through advertising in Spanish, as well as merchandising Hispanic grocery products. In addition, many local Spanish-only newspapers printed photos and information about Winn Dixie's involvement, creating additional word of mouth in the community.