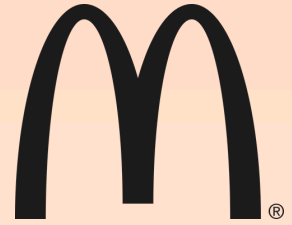


McDonald's McCafé CASE- STUDY



McDonald's McCafé: Turning Lattes into Café con Leche

When McDonald's introduced \$1 coffee, it quickly became a hit. However, the success of this value item came at a cost—sales of other McCafé products, like lattes, began to decline. Within the New York Metro (NYM) region, this trend was particularly concerning in Hispanic Consumer Market (HCM) restaurants, where breakfast sales historically outperformed.

Strategic Response

Leading with HCM insight, we identified an opportunity to reimagine the latte for Hispanic audiences. We recognized that café con leche, a comforting blend of coffee and milk, was a breakfast staple in many Hispanic households and remained a strong tradition shared by first and second generation Latinos. By repositioning the latte as McCafé Café con Leche, we created a product that resonated deeply with our consumers. A strategic culture-first marketing plan was developed to strengthen brand affinity and mitigate the decline of premium beverage sales. Our strategy included:

- **Multicultural Advertising (ATL):** We launched a bilingual TV spot featuring a young Hispanic man introducing his American girlfriend to the *familia*. In a heartwarming twist, the commercial cuts to the couple at McDonald's, where the girlfriend proudly orders a café con leche—and pronounces it perfectly, earning the family's approval.
- **Localized In-Store Messaging:** Bilingual merchandising was developed.
- **Breakfast Pairing Promotions:** We launched a bundle offer, pairing café con leche with items like breakfast sandwiches.
- **Community-Centric Marketing:** Collaborated with Hispanic influencers, relevant sponsors/partners, and local radio stations to share the story behind McCafé Café con Leche.

Result

The campaign delivered measurable success within the HCM demographic:

- **Sales Rebound:** Increased overall HCM market sales by +4.9% and total guest counts by +3.5%
- **Category Rebound:** Grew specialty coffee category by 23% reversing the decline sparked by the launch of value coffee.
- **Cultural Connection:** The commercial's authentic and relatable storytelling struck a chord, with audience surveys highlighting strong emotional resonance.
- **Increased Brand Affinity:** Consumers expressed appreciation for McDonald's effort to reflect and celebrate Hispanic culture beyond Hispanic Heritage Month.

Conclusion

By blending cultural insights with creative storytelling, the Café con Leche campaign turned a sales challenge into an opportunity to celebrate Hispanic traditions. Additionally, strengthening brand loyalty not only protected and boosted sales of premium beverages, but set us up for success when later that summer we launched McCafé Mango Pineapple Smoothie--a true game-changer for McDonald's.



Costa Rica Tourism Board CASE- STUDY



Costa Rica Tourism: A Taste of Pura Vida

As travelers sought more enriching and flavorful experiences, the Costa Rica Tourism Board saw an opportunity to expand its appeal. While the country was well-known for its lush landscapes, sustainability efforts, and adventure tourism, it was less recognized as a culinary destination. With Americans' palates increasingly drawn to exotic cuisines and cultural flavors, we set out to position Costa Rica as a must-visit destination for foodies.

Strategic Response

Our campaign celebrated Costa Rica's unique culinary traditions, vibrant sustainable ingredients, and talented chefs. By combining storytelling, experiential marketing, and influencer engagement, we brought the *Pura Vida* lifestyle to life through food. Key campaign components included:

- **Media Relations:**
 - A series of press releases spotlighting Costa Rican cuisine, its indigenous roots, and health benefits of the Nicoya Blue Zone Diet.
 - Feature stories in top-tier travel publications, tying Costa Rica's culinary offerings to broader travel trends, like agrotourism.
- **Press and Influencer Tours:**
 - Hosted select journalists and food influencers on curated tours of Costa Rica's culinary hotspots. From farm-to-table experiences to coastal seafood feasts, participants were immersed in the flavors of *Pura Vida*.
- **Pop-Up Kitchens:**
 - Organized exclusive tasting events in major North American markets.
 - Top Costa Rican chefs showcased signature dishes like *gallo pinto*, *olla de carne*, *ceviche*, and *tamales*, paired with *pipa* (fresh coconut).
 - Journalists and influencers were given an intimate tropical experience, connecting Costa Rica's cuisine to its culture and natural beauty, during high season, which runs from December to April--providing an escape from grueling winter weather for our guests.

Result

Our efforts successfully elevated Costa Rica's status as a culinary destination:

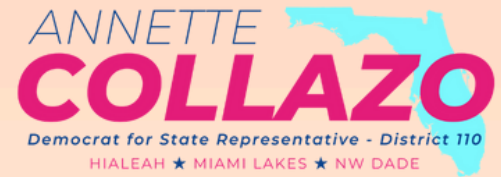
- **Earned Media Coverage:** Over 125 articles and features across travel, food, and lifestyle outlets, including: *Travel + Leisure* and *Condé Nast*.
- **Surpassed Ad Value:** Campaign achieved \$160MM ad value impressions in just the first three months.
- **Event Impact:** Pop-up kitchen events were attended by 500+ journalists, influencers, and industry leaders, generating 53% media coverage.
- **Strategic Evolution:** The campaign created a new travel category centered on culinary tourism, which became a foundational pillar for the client's future marketing and communications strategy.

Conclusion

By blending culinary storytelling with experiential events, this campaign put Costa Rica on the culinary map, enticing food lovers to discover its vibrant cuisine firsthand.



Annette For 110 CASE- STUDY



Annette For 110: Mobilizing Young Latinos to Turn the District Blue

In 2024, District 110 in Florida was a Republican stronghold, and flipping it to a Democratic seat was a monumental challenge. However, the district was home to a large, untapped young voter population, primarily second-generation Latinos voting for the first time. The goal was clear: engage this community to help turn the district blue and support Annette Collazo, a strong Democratic candidate (who also happens to be my sister).

Strategic Response

To mobilize young, politically active Latinos, we developed a campaign that spoke to their unique cultural and generational experiences. The focus was on creating a powerful sense of community and encouraging political participation, with messages that resonated with their values and aspirations. Key components:

- **Targeted Digital Campaigns:**
 - A strong social media strategy that utilized influencers on platforms like Instagram and TikTok to connect with young voters.
- **Cultural Relevance:**
 - Campaign messaging combined Latino cultural touchpoints with a focus on political issues important to this voter demographic.
 - Annette's personal story as an educator and the daughter of immigrant parents was at the heart of the campaign, highlighting her deep connection to her heritage and commitment to shaping a brighter future.
- **Voter Registration & Get-Out-The-Vote Efforts:**
 - Partnered with local community organizations, businesses, and canvassing groups to create a network of volunteers and supporters.
- **Virtual & In-Person Events:**
 - Held virtual town halls and live Q&A sessions with Annette to directly engage young voters, addressing their specific concerns.
 - Staged in-person events with popular local Latinx influencers to create buzz and further engage the community.

Result

While Annette ultimately did not win, the campaign laid the groundwork for future victories and sparked significant political engagement in the community:

- **Increased Voter Turnout:** Significant increase in voter turnout among young Latino voters in District 110, with 44% of the vote.
- **Community Impact:** Annette's campaign energized a new generation of Latino voters, who were inspired to stay involved in local and national politics.
- **Local Media Attention:** Extensive coverage in local news outlets, positioning Annette as a rising star in Florida politics.
- **Fundraising and Endorsements:** The 6-month grassroots campaign raised \$250k and resulted in 20+ endorsements from influential unions, advocacy groups, and organizations like Planned Parenthood.

Conclusion

Through strategic digital outreach, community engagement, and cultural relevance, Annette Collazo's campaign empowered young Latinos and marked a crucial step forward in the fight for political representation in District 110.

