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**Report Name:** SaborUSA Promotes US Popcorn in Colombia

Country: Colombia

Post: Bogota

**Report Category:** Export Accomplishments - Other

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## **Report Highlights:**

This report summarizes the activities and outcomes of FAS Bogota's SaborUSA digital marketing initiative (July 2021 – June 2022) and its focus on promoting U.S. popcorn in Colombia. Supported by FAS's Country Strategy Supporting Funding (CSSF), SaborUSA promotes American food products and brands through its own website and social media platforms. Since launching in 2015, SaborUSA has accumulated more than 100,000 followers, which has helped USDA Cooperators, like the U.S. Popcorn Board, boost their promotional efforts.

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#### **General Information**

After six years, the SaborUSA Colombia project (SaborUSA) is still recognized as the go-to source for eye-catching digital content that showcases American food products and brands in Colombia on Facebook, Twitter, and Instagram, and an interactive website. Since launching in 2015, SaborUSA now has more than 100,000 followers, a Colombian community that appreciates content about U.S. gastronomy and food destinations in the United States.

Under the previous SaborUSA contract (July 2021 – June 2022), <sup>1</sup> Busy Minds, the Colombian-based digital marketing company, promoted the e-commerce platforms of importers, distributors, and retailers where online sales of U.S. products occur. SaborUSA does not sell U.S. food products, and therefore, the program relies on the aforementioned stakeholders as partners to help generate trade leads and sales (for more information about SaborUSA's strategy, see GAIN report <u>SaborUSA Colombia Channels the Digital Community into Sales Leads</u>).

#### **Background on Popcorn Demand in Colombia**

From January to November 2022, Colombian popcorn kernel imports from the United States totaled \$3.3 million, representing 24 percent market share. Argentina continues to be the lead supplier (76 percent market share). However, some Colombian importers value U.S. popcorn quality over price, including the major movie theater in Colombia (Cine Colombia) that prefers U.S. popcorn popping expansion and percentage of explosion when compared to competitors'. Although over 50 percent of popcorn is sold at retail channels, cinemas' share continues to be relevant for consolidating U.S. presence in the market. According to Euromonitor, in 2022, popcorn was the best performing savory snack, with retail value sales growing by 22 percent, from 2021.

#### **I.Market Research**

FAS Bogota commissioned the business-consulting firm Dunnhumby to conduct a market study of products promoted through SaborUSA digital platforms. Due to budget constraints, SaborUSA limited the market study to only five products, including popcorn, based on seasonality, availability, and specific American brand identification.

The market study took place in Grupo Exito, which is one of the largest Colombian food retailers with 648 retail outlets, tracking sales and the number of individual clients that purchased products. Based out of Medellin, Grupo Exito manages several supermarket chains: Exito, Carulla, SurtiMax, and SuperInter. The study analyzed a total of 4.1 million clients who conducted 35.6 million transactions containing at least one of the five target products.

In addition, the market study compared two years' worth of sales (June 28, 2021 to June 26, 2022, and June 29, 2020 to June 27, 2021) of both American and non-American brands in each category. The study gathered information on trends, consumer habits and preferences, and opportunities or availability to purchase any of the five products targeted for the study. The key fundings of the market study include:

<sup>&</sup>lt;sup>1</sup> A new year-long contract was awarded to implementer Busy Minds in July 2022.

- Popcorn sales in Colombia grew countrywide by 4 percent providing an opportunity for increasing U.S. market share. Growth was driven by ready-to-eat popcorn.
- Colombian buyers of U.S. popcorn are passionate about high-end products, give priority to quality and convenience, have higher purchasing power, and belong to modern households.
- U.S. popcorn sales decreased because of a higher price average (Note: Colombian peso depreciated by 20 percent in 2022).
- While the best opportunities for U.S. popcorn sales exist in Bogota, representing 50 percent of sales, Santander and Boyaca showed positive sale increase results of 10 percent.
- Leading U.S. brands are Act II followed by Planet Pop, and Jolly Time, with a market share of 86 percent, 7 percent, and 6 percent, respectively.
- Consumers of U.S. popcorn prefer caramel flavored ones, followed by butter flavored.

Complete market research is available at Market Research.

#### **II.Lead Performance Measures**

From July 2021 to June 2022, more than 38,000 followers visited the SaborUSA website to learn about U.S. popcorn. As a result, 2.0 percent<sup>2</sup> of these visitors became prospective customers that contacted U.S. popcorn vendors in Colombia through the <u>SaborUSA point of sale landing page</u>. SaborUSA's efforts encourage one-time buyers to turn into lifelong repeat customers.

## **III. Tailored Sabor USA Digital Content**

Based on social listening tools, SaborUSA identified consumer interests and questions regarding popcorn. According to data provided by marketing intelligence tools, SaborUSA produced high quality content about U.S. popcorn handling, quality, availability, and versatility, publishing 32 social media posts, 4 video recipes, and 6 blogs, and a popcorn landing page that were extremely popular. This content was published through Facebook, Instagram, Twitter, YouTube, and the SaborUSA website.

Table 1: SaborUSA Digital Content Designed and Published to Promote U.S. Popcorn from July 2021 to June 2022

| Digital Content                     | Quantity | KPI                                |
|-------------------------------------|----------|------------------------------------|
|                                     |          | 1,570,299 reach <sup>3</sup>       |
| Social media publications (Table 2) | 32       | 1,767,839 impressions <sup>4</sup> |
|                                     |          | 318,724 interactions <sup>5</sup>  |
| Video recipes (Table 3)             | 4        | 73,686 views                       |
| Blogs (Table 4)                     | 6        | 21,587 visits                      |

<sup>&</sup>lt;sup>2</sup> Regarding sales, "a funnel conversion rate above 2% is considered good, and a rate between 3.1% to 5% is great". Source: <a href="https://watchthem.live/funnel-conversion-rate/">https://watchthem.live/funnel-conversion-rate/</a>

<sup>4</sup> Impressions: number of times content is displayed

<sup>&</sup>lt;sup>3</sup> Reach: number of people who see content

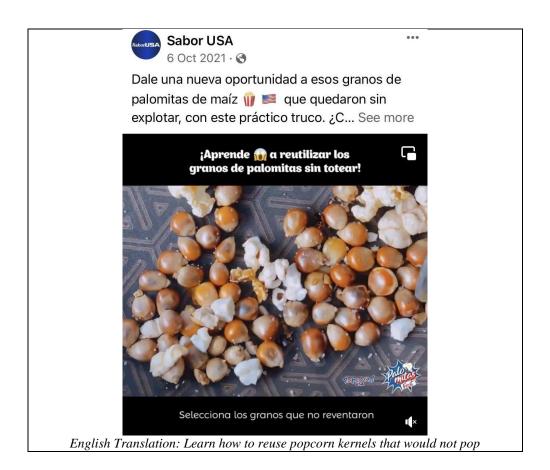
<sup>&</sup>lt;sup>5</sup> Interactions: number of likes, shares, comments, saves, etc.

**Table 2: SaborUSA Social Media Publication Samples** 



English Translation: Celebrate caramel popcorn day preparing them yourself with this recipe





**Table 3: SaborUSA Video Recipe Samples** 



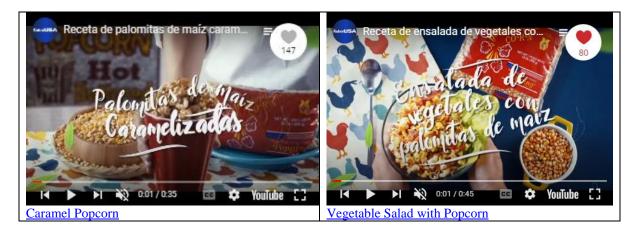
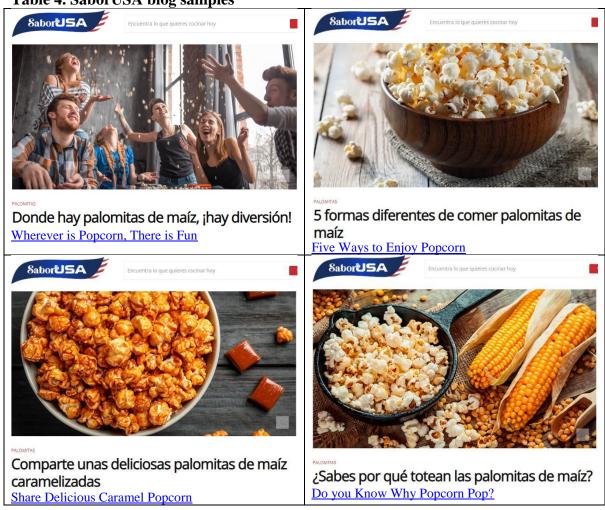


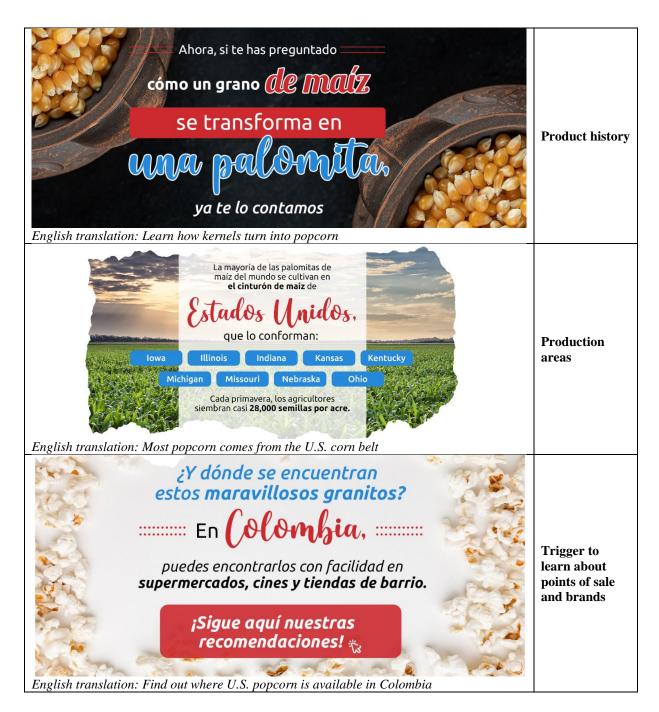
Table 4. SaborUSA blog samples



SaborUSA designed and developed a <u>landing page</u> for U.S. popcorn to educate consumers about nutrition facts, cooking tips, product history, production areas, and, most importantly, points of sale.

Table 5: Snapshot of the SaborUSA Popcorn Landing Page





### IV. Targeted activities designed by The Popcorn Board and Supported by SaborUSA

Building on the 2020 SaborUSA - U.S. Popcorn Board partnership success, the USDA — Cooperator and FAS Bogota developed and implemented a popcorn promotional campaign for this \$14 million dollar market. Targeting Halloween and Christmas, the campaign — highlighted product origin, nutritional benefits, versatility, and cooking tips and promoted home-made popcorn preparations through recipes, blogs, and social media publications.

## **Halloween Popcorn Fest**

The campaign accomplished 383 percent reach, surpassing the KPI initially set, showing how effective content was among the audience. Instagram, Facebook, and traditional media publications, which provided consumers with a free ticket to explore new eating moments and innovative cooking methods, reached the KPIs in table 6.

Table 6: SaborUSA Content Designed and Published for the Halloween Popcorn Fest

| Digital Content                | Quantity | KPI                    |  |
|--------------------------------|----------|------------------------|--|
|                                |          | 344,983 reach          |  |
| Social media publications      | 12       | 449,181 impressions    |  |
|                                | ļ.       | 2,089 interactions     |  |
| Video                          | 1        | 135,700 views          |  |
| Blog                           | 1        | 891 visits             |  |
| Traditional media publications |          | 4,503,018 reach        |  |
|                                | 4        | Portafolio Newspaper   |  |
|                                | 4        | La Barra Magazine      |  |
|                                |          | Colmundo Radio Website |  |
| Landing page                   | 1        | 3,409 visits           |  |

**Table 7: Halloween Popcorn Fest Social Media Publication Samples** 





## **Christmas Popcorn Fest**

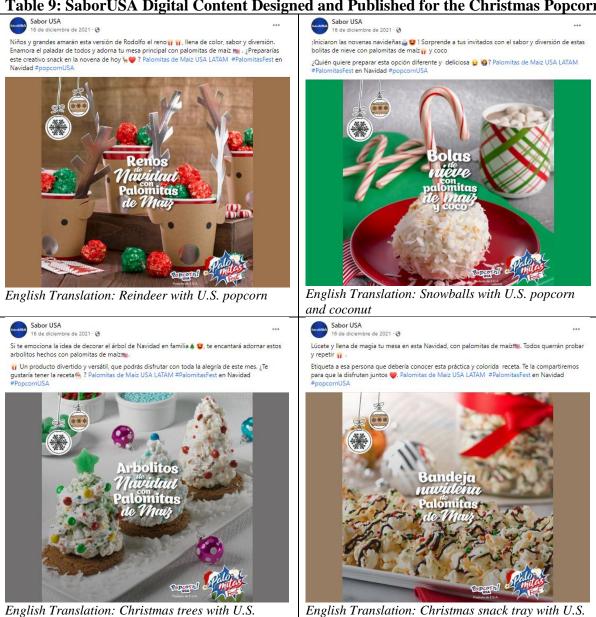
A social media strategy was developed and implemented to include Facebook publications and an Instagram Collab<sup>6</sup> with a mid-size <u>influencer</u> to boost reach, improve engagement, and get more followers. Content provided consumers with innovative craft ideas featuring U.S. popcorn.

Table 8: SaborUSA Content Designed and Published for the Christmas Popcorn Fest

| Digital Content                | SaborUSA's | SaborUSA's | Influencer's | Total   |
|--------------------------------|------------|------------|--------------|---------|
|                                | Facebook   | Instagram  | Instagram    |         |
| Reach                          | 57,626     | 117,892    | 220,089      | 395,607 |
| Impressions                    | 77,342     | 150,727    | 197,673      | 425,742 |
| Interactions                   | 12,696     | 6,430      | 3,452        | 22,578  |
| Instagram Collab (video reels) |            |            | 57,036       | 57,036  |

<sup>&</sup>lt;sup>6</sup> A single feed post or reel that is co-created by and attributed to two accounts. The post and its comments, likes, and shares are shared by both accounts.





popcorn

popcorn

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Table 10: Influencer's Instagram Collab (video reels) Content Designed and Published for the

Christmas Popcorn Fest



@recamifit Influencer



English Translation: Popcorn reindeer



English Translation: Popcorn wreath

#### V. SaborUSA Next Steps

As FAS Bogota measures results and efficacy of the SaborUSA program, the focus is on identifying additional popcorn brands and importers/distributors that want to join the campaign. Strengthening relationships with stakeholders, in particular with retailers, and leveraging e-commerce platforms to create sales leads and guide the consumer to purchase U.S. popcorn available in Colombia, will be the core of the strategy. New tools will include featuring influencers, sustainability, and health themes. We will also keep partnering with the U.S. Popcorn Board to take advantage of SaborUSA's community to avoid duplicating efforts and obtain best possible results as shown in the Halloween and Christmas fests.

# APPENDIX A.

| Popcorn SaborUSA sample content  |                 |  |  |
|--|-----------------|--|--|
| https://www.saborusa.com/receta/picada-con-palomitas-de-maiz/  | Recipe          |  |  |
| https://www.saborusa.com/receta/ensalada-de-vegetales-con-palomitas-de-maiz/   | Recipe          |  |  |
| https://www.saborusa.com/receta/tilapia-encostrada-con-palomitas-de-maiz/  | Recipe          |  |  |
| https://www.saborusa.com/receta/palomitas-de-maiz-caramelizadas/   | Recipe          |  |  |
| https://www.saborusa.com/receta/cuadritos-de-palomitas-de-maiz-y-arandanos/  | Recipe          |  |  |
| https://www.saborusa.com/receta/crema-de-zanahoria-y-pera/   | Recipe          |  |  |
| https://www.saborusa.com/receta/ensalada-con-pollo-y-pure-de-arveja/   | Recipe          |  |  |
| https://www.saborusa.com/receta/ensalada-de-garbanzos-fritos-y-cerdo-desmechado/                                       | Recipe          |  |  |
| https://www.saborusa.com/receta/bowl-de-legumbres-y-punta-de-anca/   | Recipe          |  |  |
| https://www.saborusa.com/receta/palomitas-de-maiz-a-la-tocineta-dulce/   | Recipe          |  |  |
| https://www.saborusa.com/blog/aprende-preparar-unas-perfectas-palomitas-maiz/  | Blog            |  |  |
| https://www.saborusa.com/blog/tres-secretos-que-no-conoces-sobre-las-palomitas-de-maiz/                                | Blog            |  |  |
| https://www.saborusa.com/blog/5-formas-diferentes-de-comer-palomitas-de-maiz/  | Blog            |  |  |
| https://www.saborusa.com/blog/donde-hay-palomitas-de-maiz-hay-diversion/   | Blog            |  |  |
| https://www.saborusa.com/blog/se-pueden-hacer-palomitas-de-maiz-en-olla-freidora-sin-aceite-o-airfryer-claro-que-si/   | Blog            |  |  |
| https://www.saborusa.com/blog/palomitas-de-microondas-sin-microondas/  | Blog            |  |  |
| https://www.saborusa.com/blog/date-un-gusto-con-unos-espectaculares-cuadritos-de-palomitas-de-maiz-y-arandanos/        | Blog            |  |  |
| https://www.saborusa.com/blog/comparte-unas-deliciosas-palomitas-de-maiz-caramelizadas/                                | Blog            |  |  |
| https://www.saborusa.com/blog/sabias-que-una-cucharada-de-maiz-pira-crudo-equivale-a-dostazas-de-palomitas-reventadas/ | Blog            |  |  |
| https://www.saborusa.com/blog/sabes-por-que-totean-las-palomitas-de-maiz/  | Blog            |  |  |
| https://www.saborusa.com/palomitas-de-maiz/  | Product landing |  |  |

# **Attachments:**

No Attachments.