

Voluntary Report – Voluntary - Public Distribution

Date: April 20, 2023

Report Number: CO2023-0011

Report Name: SaborUSA Promotes US Popcorn in Colombia

Country: Colombia

Post: Bogota

Report Category: Export Accomplishments - Other

Prepared By: FAS Staff

Approved By: Adam Klein

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.

Table of Contents

General Information	3
Background on Popcorn Demand in Colombia	3
I. Market Research	3
II. Lead Performance Measures	4
III. Tailored SaborUSA Digital Content	4
IV. Targeted activities designed by The Popcorn Board and Supported by SaborUSA	10
Halloween Popcorn Fest	11
Christmas Popcorn Fest	12
APPENDIX A.	16

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),¹ 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 [SaborUSA Colombia Channels the Digital Community into Sales Leads](#)).

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 findings of the market study include:

¹ 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 percent² of these visitors became prospective customers that contacted U.S. popcorn vendors in Colombia through the [SaborUSA point of sale landing page](#). SaborUSA’s efforts encourage one-time buyers to turn into lifelong repeat customers.

III. Tailored SaborUSA 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
Social media publications (Table 2)	32	1,570,299 reach ³ 1,767,839 impressions ⁴ 318,724 interactions ⁵
Video recipes (Table 3)	4	73,686 views
Blogs (Table 4)	6	21,587 visits

² Regarding sales, “a funnel conversion rate above 2% is considered good, and a rate between 3.1% to 5% is great”. Source: <https://watchthem.live/funnel-conversion-rate/>

³ Reach: number of people who see content

⁴ Impressions: number of times content is displayed

⁵ Interactions: number of likes, shares, comments, saves, etc.

Table 2: SaborUSA Social Media Publication Samples

 SaborUSA @sabor_usa · Apr 6, 2022 ...
Celebra el Día de las Palomitas Dulces 🍿🍯, preparando esta exquisita opción caramelizada.

Receta completa:
recetas.saborusa.com/palomitas-cara... @PopcornCentral
#DosPaisesUnSabor



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

sabor_usa



Le gusta a **gastonpardo** y **1,273 personas más**
sabor_usa ¿Sabías que las palomitas de maíz ayudan a mantener un peso corporal saludable? Si quieres... más

Ver los 3 comentarios

lilianysuarezcontreras Me encantan!!!

cocineracostena18 😊👏

4 de octubre de 2021 • Ver traducción

English Translation: Did you know that popcorn helps maintain a healthy weight?

Sabor USA
6 Oct 2021 · 🌐

Dale una nueva oportunidad a esos granos de palomitas de maíz 🍿 🇺🇸 que quedaron sin explotar, con este práctico truco. ¿C... See more

¡Aprende 🍿 a reutilizar los granos de palomitas sin totear!



Selecciona los granos que no reventaron

English Translation: Learn how to reuse popcorn kernels that would not pop

Table 3: SaborUSA Video Recipe Samples

 <p>Cranberry Popcorn Squares</p>	 <p>Sweet Popcorn with Bacon</p>
---	--



[Caramel Popcorn](#)



[Vegetable Salad with Popcorn](#)

Table 4. SaborUSA blog samples

SaborUSA Encuentra lo que quieres cocinar hoy

PALOMITAS

Donde hay palomitas de maíz, ¡hay diversión!
[Wherever is Popcorn. There is Fun](#)

SaborUSA Encuentra lo que quieres cocinar hoy

PALOMITAS

5 formas diferentes de comer palomitas de maíz
[Five Ways to Enjoy Popcorn](#)

SaborUSA Encuentra lo que quieres cocinar hoy

PALOMITAS

Comparte unas deliciosas palomitas de maíz caramelizadas
[Share Delicious Caramel Popcorn](#)

SaborUSA Encuentra lo que quieres cocinar hoy


PALOMITAS

¿Sabes por qué totean las palomitas de maíz?
[Do you Know Why Popcorn Pop?](#)

SaborUSA designed and developed a [landing page](#) 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

 <p>The banner features the SaborUSA logo in the top left corner. Below it is a search bar with the text "Encuentra lo que quieres cocinar hoy" and a search icon. To the right are navigation links: "INICIO", "RECETAS", and "BLOG". The main text on a red background with popcorn images reads: "Prepárate porque lo que vas a aprender te va hacer 'Pop' en la cabeza".</p> <p><i>English translation: Get ready to learn about popcorn</i></p>	<p>Introduction</p>
 <p>The banner shows a white bowl of popcorn. The text reads: "¿Sabías que las palomitas de maíz tienen bajo contenido de calorías, agregan fibra a la dieta, vitaminas esenciales como la niacina, tiamina y ácido pantoténico?".</p> <p><i>English translation: Did you know that popcorn is low in calories, high in fiber and vitamins?</i></p>	<p>Nutrition facts</p>
 <p>The banner features two bowls of popcorn. The text reads: "Cocinarlas en casa es muy sencillo. Sigue estos pasos y tendrás las palomitas perfectas".</p> <p><i>English translation: Cooking popcorn at home is simple, if you follow the steps we recommend</i></p>	<p>Cooking tips</p>

 <p>Ahora, si te has preguntado cómo un grano <i>de maíz</i> se transforma en <i>una palomita.</i> ya te lo contamos</p>	<p>Product history</p>
 <p>La mayoría de las palomitas de maíz del mundo se cultivan en el cinturón de maíz de Estados Unidos, que lo conforman:</p> <p>Iowa Illinois Indiana Kansas Kentucky Michigan Missouri Nebraska Ohio</p> <p>Cada primavera, los agricultores siembran casi 28,000 semillas por acre.</p>	<p>Production areas</p>
 <p>¿Y dónde se encuentran estos maravillosos granitos?</p> <p>..... En Colombia,</p> <p>puedes encontrarlos con facilidad en supermercados, cines y tiendas de barrio.</p> <p>¡Sigue aquí nuestras recomendaciones!</p>	<p>Trigger to learn about points of sale and brands</p>

English translation: Learn how kernels turn into popcorn

English translation: Most popcorn comes from the U.S. corn belt

English translation: Find out where U.S. popcorn is available in Colombia

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

Table 7: Halloween Popcorn Fest Social Media Publication Samples

 <p>English Translation: The United States is the world leading popcorn producer</p>	 <p>English Translation: #PopcornFest is the perfect opportunity to enjoy popcorn versatility</p>
--	--



Christmas Popcorn Fest

A social media strategy was developed and implemented to include Facebook publications and an Instagram Collab⁶ with a mid-size [influencer](#) 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 Facebook	SaborUSA's Instagram	Influencer's Instagram	Total
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

⁶ 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.

Table 9: SaborUSA Digital Content Designed and Published for the Christmas Popcorn Fest

Sabor USA
16 de diciembre de 2021 · 🌐

Niños y grandes amarán esta versión de Rodolfo el reno 🦌👉👉, llena de color, sabor y diversión. Enamora el paladar de todos y adorna tu mesa principal con palomitas de maíz 🍿. ¿Prepararías este creativo snack en la novena de hoy 📅❤️? Palomitas de Maiz USA LATAM #PalomitasFest en Navidad #popcornUSA



The image shows three reindeer-shaped popcorn containers made from brown cardboard. Each reindeer has a red and green pom-pom for a nose and a red pom-pom for a mouth. The text 'Renos de Navidad con Palomitas de Maiz' is written on the front of the middle reindeer. There are also some popcorn kernels scattered around the reindeer.

English Translation: Reindeer with U.S. popcorn

Sabor USA
16 de diciembre de 2021 · 🌐

¡Iniciaron las novenas navideñas 📅❤️! Sorprende a tus invitados con el sabor y diversión de estas bolitas de nieve con palomitas de maíz 🍿 y coco

¿Quién quiere preparar esta opción diferente y deliciosa 🍿🥥? Palomitas de Maiz USA LATAM #PalomitasFest en Navidad #popcornUSA



The image shows a red plate with a white popcorn snowball. The snowball is made of popcorn and coconut flakes. There are also some popcorn kernels and a small bowl of popcorn in the background. The text 'Bolas de nieve con palomitas de maíz y coco' is written on the snowball.

English Translation: Snowballs with U.S. popcorn and coconut

Sabor USA
16 de diciembre de 2021 · 🌐

Si te emociona la idea de decorar el árbol de Navidad en familia 🌲❤️, te encantará adornar estos arbolitos hechos con palomitas de maíz 🍿.

Un producto divertido y versátil, que podrás disfrutar con toda la alegría de este mes. ¿Te gustaría tener la receta 📖? Palomitas de Maiz USA LATAM #PalomitasFest en Navidad #PopcornUSA



The image shows three small Christmas trees made of popcorn. Each tree is decorated with colorful pom-poms and popcorn kernels. The text 'Arbolitos de Navidad con Palomitas de Maiz' is written on the middle tree.

English Translation: Christmas trees with U.S. popcorn

Sabor USA
16 de diciembre de 2021 · 🌐

Lúcete y llena de magia tu mesa en esta Navidad, con palomitas de maíz 🍿. Todos querrán probar y repetir 🍿.

Etiqueta a esa persona que debería conocer esta práctica y colorida receta. Te la compartiremos para que la disfruten juntos 📸❤️. Palomitas de Maiz USA LATAM #PalomitasFest en Navidad #popcornUSA



The image shows a white tray filled with popcorn. The popcorn is mixed with various toppings, including colorful pom-poms and popcorn kernels. The text 'Bandeja navideña de Palomitas de Maiz' is written on the tray.

English Translation: Christmas snack tray with U.S. popcorn

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-dos-tazas-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.