

CASE STUDIES

How brands have used
Fiesta Broadway and other
AAE Festivals to impact their
Latino customers.



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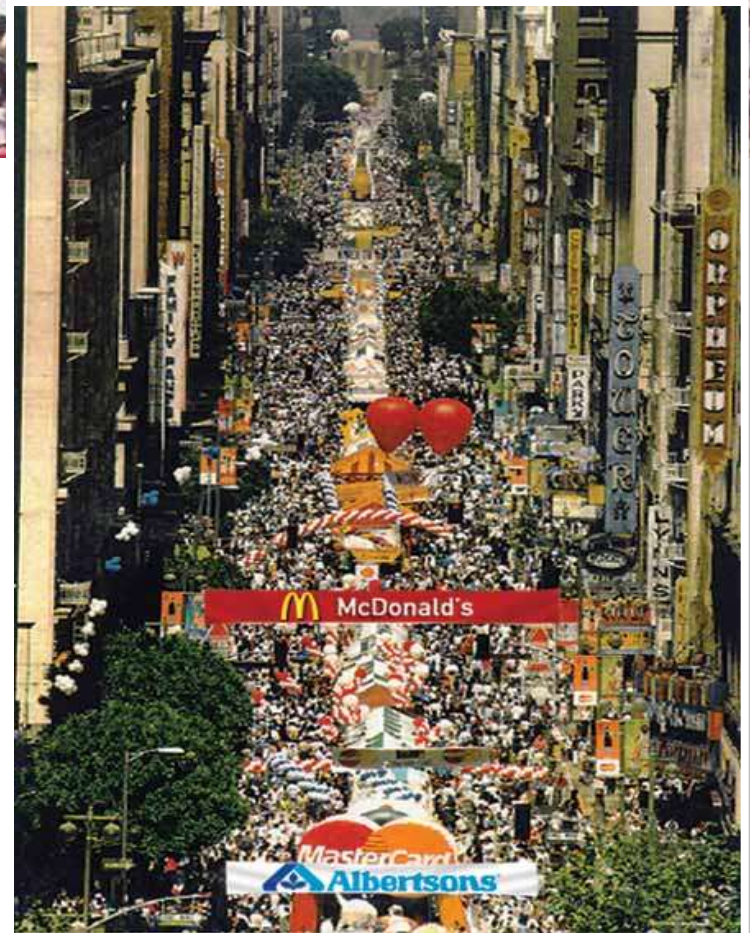


Celebrating Latino Holidays and the Hispanic Culture of Southern California



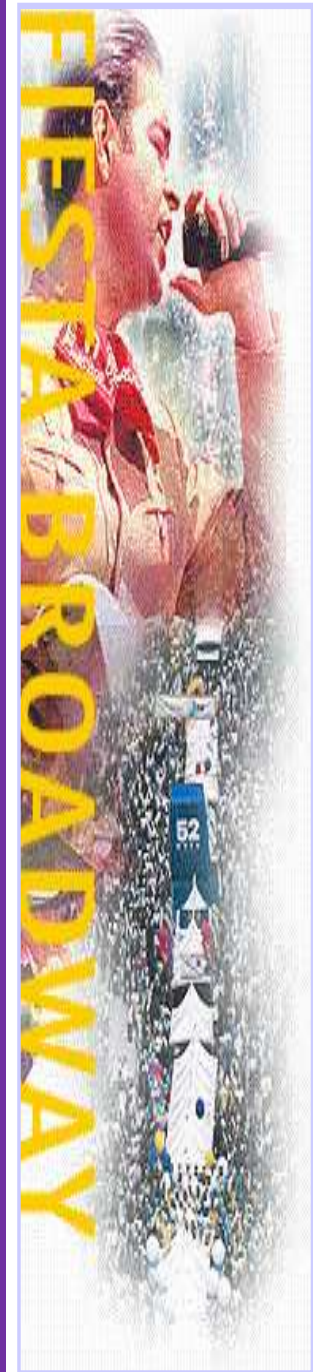
The largest Latino festival in the nation's largest Latino market celebrates "Cinco de Mayo" through the streets of L.A.

[300,000+ attendees]



M&M's

World Cup theme



M&M's

World Cup theme



Objective:

Tie-into World Cup Soccer year and increase new flavor trial among Latinos

Activation:

- National Tour of soccer-themed “World Cup exhibit [exclusive & parking lot sized]
- Key Latino events in L.A., Houston, Miami, NY, Chicago
- Created alliances with local MLS (Major League Soccer) teams for player appearances

Results:

One of most popular exhibits at festival – sampled 20,000 M&M trial-paks and held autograph sessions and skills clinics with LA Galaxy players

O'Reilly Auto Parts

*Re-branding message with Castrol partner
after convert of old Kragen Stores*



“Presenting”
Sponsor



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O'Reilly

Re-branding message



Objective:

Convey change from Kragen stores to “O’Reilly” in L.A. market

Activation:

- Became “PRESENTING SPONSOR” of event to maximize reach and power
- Created in-store POS program featuring bounce-back coupons at local retailers
- “Title Sponsor” of festival’s “Sports Zone” lot targeting males age 14-44
- Brought in CASTROL vendor retail partner

Results:

5-year relationship with event as “Presenting Sponsor” and successful transition of brand awareness from Kragen to “O’Reilly Auto Parts”



FOX KTTV-LA

Fox network affiliate recognizes importance of Latino L.A. cultural events ...



“If you joined us Sunday, April 27 at FIESTA BROADWAY we hope you stopped by the FOX 11 booth! Our anchors were there to meet our viewers, including those from FOX 11 Morning News, Good Day LA, and FOX 11 News at Ten! Mary Murphy from So You Think You Can Dance, Peter & Van from TMZ and Heidi & Frank from KLOS 95.5 were also there!”



*Heightened interest
in the Latino consumer.*



Ford

Impact Latino customer



Objective:

Make Latino consumers aware of new product line and increase trial

Activation:

- National Tour of special interactive exhibit featuring up to 8 different vehicles
- Key Latino events in L.A., Houston, Miami, NY, Chicago throughout year
- Created "Spin A Car" wheel that provided opportunity for event attendees to win a car
- Guaranteed highest category visibility by event organizer (but not exclusive)

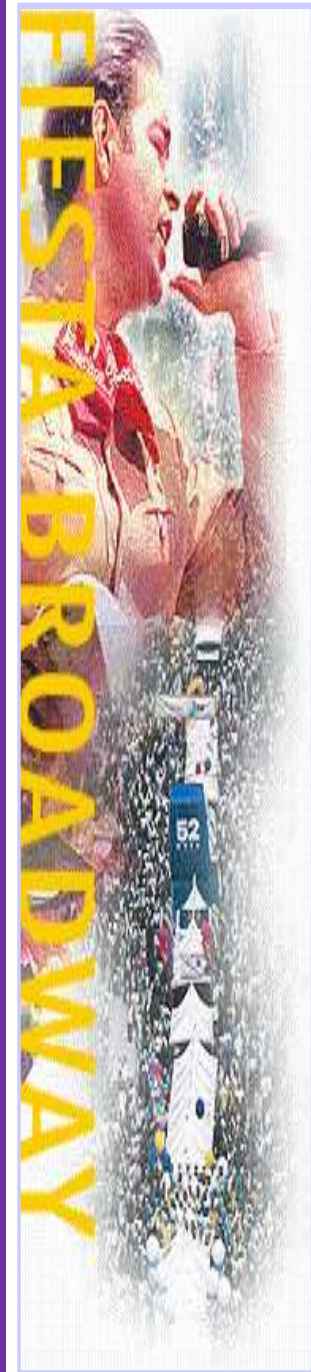
Results:

Continuous involvement with key Latino festivals and events helping FORD convert traditional Chevrolet/GM Latino loyalty



Monster Energy Drink

Cans in hands.



Monster Energy

Cans in the hand...



Objective:

Gain brand foothold in crowded product category by focusing on one vital segment – L.A. market Latinos

Activation:

- Introduced the product in 16oz cans for product differentiation - - FREE samples distributed by street teams
- Focus on key holiday events - Cinco de Mayo and Mexican Ind. Day
- Leveraged community involvement and consumer popularity it garnered to gain shelf-space in local markets

Results:

New brand success story in energy drink category. Success with Latino consumer gained significant market-share and led to Coca-Cola distro deal.



El Super

*Extend grocery store brand
and customer shopping
experience into the community*



El Super

Community outreach



Objective:

Underscore expansion of new “brick and mortar” grocery store openings with heightened presence in local communities

Activation:

- “Risk-free” vendor program with onus on event organizer to provide festival real-estate at no cost.
- Revenue split with organizer for El Super vendor participants gains access to “new” marketing dollars- not just typical sales dollars.
- Created “El Super Experience” lot on-site at festival and had all vendors participate under El Super banner. “Store within event” environment extended brand.

Results: **Impressive “new revenue” gain by El Super and increase in brand and store location awareness.**

Godzilla – Feel the Roar!

Warner Bros. uses presence at “live-events” as an experiential marketing platform to pre-promote a major feature film.



Warner Bros.

Godzilla feature film



Objective:

Promote release of GODZILLA at the largest outdoor urban festival in the market.

Activation:

- “FEEL THE ROAR” exhibit brought attendees into visceral contact with the power of Godzilla through audio/visual/sensory experience
- Pre-event social media campaign and “flash-crowd” happening with Godzilla theme supported event as a “destination point”

Results:

Godzilla opened to exceptional numbers among younger Latinos targeted by “Feel the Roar” event exhibit and social media campaign.

Q & A

THANK YOU!

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