

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Review of the 2015 SaborUSA GBI and Potential Improvements for 2016

Report Categories:

Market Promotion/Competition

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Report Highlights:

SaborUSA is a non-traditional marketing campaign in Colombia that promotes U.S. food and beverages and American culture. This report reviews SaborUSA activities for 2015 and looks at ways to improve the campaign in 2016.

General Information:

SaborUSA is a non-traditional marketing campaign in Colombia. The purpose of the campaign is to effectively promote cooperator products in Colombia by using innovative new media tools to build a growing community of Colombian consumers who are passionate about U.S. food culture.

SaborUSA is funded by FAS's Global Broad-Based Initiative (GBI). There are 18 cooperators participating in the GBI, with the lead cooperator being the California Pear Advisory Board. Cooperators in the project represent a wide range of agricultural products, including pears, meat, peanuts, wine, liquors, apples, poultry and eggs, popcorn, grains, table grapes, dry beans, soybeans, rice, pulses, sunflowers and other consumer oriented products.

The campaign has five key components:

1. The Plan Chef Food Show on Canal 13

The flagship of our campaign, Plan Chef, was shown on Canal 13 on Saturday evening at 9 pm. The show could also be viewed via live-stream on <http://www.saborUSA.co> or <http://www.canaltr3ce.co>.

- We filmed 25 episodes. However, we only have statistics as of the end of November. As of November 28, Canal 13 had shown 22 of these episodes.
- Repeat episodes of the show were also broadcast every weekday at 12 pm on Canal 13.
- The first 22 shows had a total audience (both live and repeat episodes) of 323,000 viewers.
- After airing, the shows were placed on the SaborUSA YouTube channel.
- Our first show, the 4th of July episode, was extremely popular and featured the U.S. Ambassador's Residence, the Embassy's 4th of July party, and Ambassador Kevin Whitaker as the guest chef. On November 14, the "California Dreaming" episode with FAS Administrator Karsting aired on Canal 13.



2. Interactive Web Site (SaborUSA.co)

The homepage of the website has a brief explanation on SaborUSA and live streaming for Plan Chef episodes on Saturdays. It also has a navigation menu with six tabs:

- Meet Us: A video on SaborUSA and information on participating cooperators
- Enjoy: Information on products represented by cooperators
- Get Inspired: Recipes by category such as children, special celebrations, etc.
- Find Out About Us: Blog, news feed, Plan Chef episodes
- Participate: Upcoming events and product promotions
- Share: Contact us, recipes sent by the SaborUSA community

The website went public on July 11. At the end of July, we had 839 unique hits. At the end of December, we had 10,727 unique hits, an increase of 1,179% in six months.



3. SaborUSA Smartphone Application

The SaborUSA smartphone app features recipes, videos, Plan Chef episodes, news about U.S. food products, and where to buy U.S. food products in Bogota. It is easy and free to download for both androids and I-phones.

We started the app on July 7. At the end of July we had 66 downloads. At the end of December, we had 375 downloads, an increase of 468 % in six months.



4. Social Media

We are using Facebook, Twitter, Google+, YouTube, and Instagram to promote SaborUSA and cooperator activities.

- The SaborUSA Facebook site went public in early July. At the end of July we had 167 followers. At the end of December, we had 5,721 followers, an increase of 3,326% in six months.
- At the end of July, Twitter had 22 followers. As of the end of December, Twitter has 177 followers, an increase of 705% in six months.
- At the end of July, Instagram had 64 followers. At the end of December, Instagram had 390 followers, an increase of 509% in six months.
- We also have a SaborUSA YouTube channel.



5. Innovative Activities

We are using SaborUSA to supercharge cooperator activities and promote the SaborUSA brand to Colombian consumers. For the 2015 GBI (July-December), we promoted 21 marketing activities.



Ways to Improve the SaborUSA Campaign for 2016

Our SaborUSA team has a culture of continuing improvement. Therefore, we are hoping to make a few changes for the coming year to enhance the campaign.

1. TV Cooking Show “*I Love SaborUSA*”

- For 2015, we had an agreement with Canal 13 to partner with their Plan Chef cooking show, which had been on the air since 2011. Plan Chef helped to familiarize the Colombian audience with the SaborUSA Campaign. We now are creating our own show, “*I Love SaborUSA*.” While Alejandro Canedo, the host of Plan Chef, may contribute to the new show, the proposed host will be Karina Palmer, an engaging bilingual restaurateur and food blogger. Canal 13 will no longer air Plan Chef.
- We plan on having a guest chef for the shows. In many of the shows, we will challenge our guests to prepare a meal using cooperator products.
- We will showcase a market to table approach, sharing the experience from purchasing ingredients to preparing a meal.
- We will be taking “*I Love SaborUSA*” on the road, filming many of the shows in the United States and in different cities in Colombia. We will also participate in a number of food festivals.
- The SaborUSA team will continue to partner with the Public Affairs Section of the U.S. Embassy as well as increase our engagement with the Culinary Diplomacy Office of the State Department to showcase U.S. celebrity chefs on SaborUSA.

2. Website (SaborUSA.co)

- Develop a SaborUSA podcast to educate, entertain and inspire a Colombian audience about U.S. food culture and cooperator products.
- Create “one minute” video recipes with cooperator products.
- Create cooperator product video clips.

3. SaborUSA Smartphone Application

- Improve the smartphone application to make it more user-friendly.

4. Social Media

- Continue to look for ways to promote SaborUSA to as many people as possible using social media. For example, we will post the “one minute” video recipes to Twitter and Facebook to increase viewership. We will also encourage the use of #SaborUSA in our social media.

5. Innovative Activities

- Increase our advertising in traditional media such as newspapers, magazines, radio and television.