

PR Case Study

Don Pancho 'tastes' media success



Results

- 1 Live broadcast with Fox-affiliate station to kick off event
- 2 Secured print and radio coverage in target media including: *Portland Business Journal*, *KWIP 880*, *KPTV Channel 12*, *The Statesman Journal*, *El Hispanic News* and other community newspapers

"The Radiance team showed gritty determination and secured great media results! Our team was very, very excited."

Ricardo Baez, Don Pancho



Public Relations Challenges

1. Increase loyalty with both English- and Spanish- speaking consumers
2. Encourage customers to cook with the product in new ways
3. Increase brand awareness to support the company's expanding distribution efforts throughout the Western United States

Target geographic areas for promotion

Oregon, Washington, Idaho, Montana, Northern California

Tactics

1. Wrote news release that linked the company to a timely news hook: "Plan a healthy taco night this September to celebrate National Tortilla Month."
2. Reached out to community newspapers including both English and Hispanic papers. Provided recipes, high-res images, fun facts and interviews with company executives.
3. Conducted 'radio show drops' and delivered fresh chips, salsa and tortillas to morning personalities to generate buzz.

ABOUT DON PANCHO

In 1979 Francisco Puentes founded Don Pancho Authentic Mexican Foods providing flour and corn tortillas to Independent Hispanic grocery stores and restaurants. Thirty years later it has grown to produce flour and corn tortillas, low-fat wraps, gluten-free wraps, tortilla chips, tostadas and spices. With the continued expansion, one thing remains the same, Don Pancho's commitment to create authentic Mexican food. www.donpancho.com

Radiance
Communications

Specializing in food, beverage, and consumer product marketing