



CASE STUDY

Promotional Tour: "Maseca is the Movie"

Throughout the month of August, two Cinetransformer units, fully branded with the MASECA image, were able to bring entertainment and fun to population centers in the states of Oaxaca and Veracruz, places that don't have any mean for movies and films showcasing. By providing a proof of purchase of a MASECA product, viewers were treated to free admission, soft drinks and popcorn. The popular films shown, Rudo & Cursi and the movie BOLT, were popular with both kids and adults.

The MASECA tour placed a Cinetransformer in 10 locations in each state, including the towns of Juchitan Mitla, Oaxaca Miahuatlan and Nochixtlán and Cuichapa Veracruz, Cosamaloapan, Cardel, Cerro Blue, Orange, among others.

During the tour more than 25,000 consumers were capable of visiting the MASECA and Cinetransformer experience. Most of the attendants felt grateful to the company for having included them in this promotion, which is unusual for this type of event to take place outside of the larger cities.

The above example shows just how effective the Cinetransformer is, as it was well received everywhere it went. All the showings were to a full house, it created its own wave of enthusiasm and marketing buzz.

Hernán Marcos Marcos, Maseca's National Director Marketing reaffirmed that the Cinetransformer was chosen as it is an innovative medium, modern, flexible and versatile, making it unique in the market:

"It allowed us to develop and execute a campaign focused on the precise area and be able to meet the needs of specific market segments, which aimed to strengthen our position as market leader and it had a direct impact on our sales, registering an increase of 20 percent each month during the tour, which was especially welcome during the recession.



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