

Objective

- Drive awareness and increased brand favorability among Hispanics for Auto Zone.

Strategy

- Integrate within the power of Estrella Media content and experiences across platforms to engage and connect with potential AutoZone consumers.
- Leverage the HRN Media Network to reach a national Hispanic audience.



Solution

AutoZone Road to Premios

- Creation of a multi-media campaign at the Fiestas Patrias Music Festival which celebrates regional Mexican music, Premios de la Radio.
- AutoZone was seamlessly integrated across platforms via this tentpole special event including:
 - HRN Media Network of nearly 300 Hispanic radio affiliates to drive promotion and attendance for the event.
 - “In the Zone” Backstage Lounge and Live Stream
 - VIP Experience sweepstakes, pre-event retail activations, social media and network TV support

Results

- AutoZone experienced positive results
- Campaign delivered 30+ million impressions

