

# RADIOcase study



## Background

- LALA Foods, a Mexican dairy company, believes in serving the community
- With concerts and live performances postponed during the 2020 COVID-19 lockdown, LALA wanted to connect with their customers and bring music into homes

## Objectives

- Drive the LALA commitment to community
- Increase awareness and drive sales

## Strategy

- Create an event that will engage consumers illustrate LALA Foods' commitment to the Hispanic community

## Solution

- Creation of streamed "Concierto en Casa" (concert at home) with Hispanic superstars "La Trakalosa" – Live from Monterrey, Mexico sponsored by LALA
- Integrated campaign support using on-air ads, social media posts, concert promotions on Que Buena
  - Social media support by the band
  - Live banter by on-air personalities discussing the upcoming concert and live reads
- Concert stream included:
  - Sponsor features, tag as well as product features by on-air talent

## Results

- Client experienced positive results and exposure
  - Over 5M impressions for LALA
- Campaign reached over 529K viewers and generated over 5K comments via Que Buena's fan page

