

# SAKRETE HISPANIC MARKETING

## THE CONCEPT

The Hispanic concrete pro is critically important to our business, but largely ignored. Starting in 2023, Sakrete will be the first brand to target, engage and drive loyalty with these crucial customers. **Here's how we're going to do it.**

## THE INSIGHTS

### 30% of Construction Workers are Hispanic – at Minimum

This means big opportunity to engage and build loyalty.

### Hispanic Pros Want to Same Support

Quick access to tools like guides and calculators are key.

### Hispanics Over-Index in Streaming, Social and Radio

Focusing heavily on these channels will boost ROI.

### 93% of Hispanic Pros Can't Pronounce Sakrete

We're adapting in order to connect – it's "Sakreté Time!"



## THE APPROACH

Connecting authentically means taking a radically different approach – tailoring our messaging and creative to the Hispanic market.

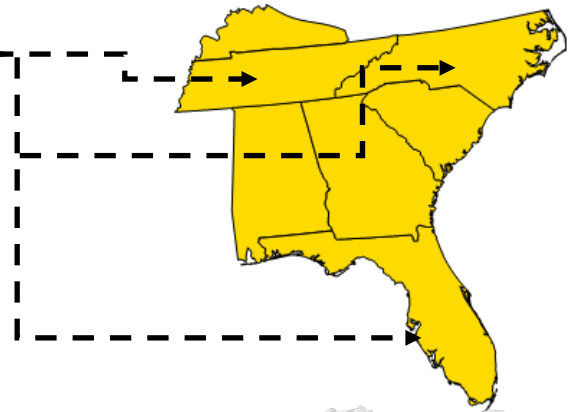
Sakrete Time will look different, but it's based on hard data and well-understood customer needs.



## THE ROLLOUT

2023 will target key DMAs across the Southeast, with a heavy focus on digital media. Testing and refinement will set us up for a nationwide launch in 2024.

CHANNELS	BUDGET ALLOCATION
Streaming Radio – Spotify	35%
Paid Social – YouTube	35%
Paid Social – Facebook, Instagram	20%
Organic Social – TikTok	-
Social Influencers – All Channels	10%



**LAUNCHING EARLY MAY 2023!**