

Case Study



Frontera

Adopted HarvestMark Connect to power their mobile marketing outreach & drove a 1700% lift in consumer engagement



Highlights

- Frontera sought to build brand awareness with shoppers and retail buyers
- Adopted HarvestMark Connect to power their mobile marketing outreach
- Drove a 1700% lift in consumer engagement
- Program became key generator of Facebook Fans

About Frontera

Founded in 1993, Edinburg, Texas-based Frontera Produce is a grower and distributor of a wide line of fresh products. Frontera Produce offers top quality pineapples, chili peppers, melons, cabbage, cilantro, carrots and other tropical fruits from its extensive growing operations throughout the United States, Mexico, Central and South America.

“HarvestMark Connect allowed us to communicate our commitment to food safety while powering our social giving campaign.”

- Amy Gates, Frontera Executive VP of Marketing

The Opportunity

In the Fall of 2011, Frontera expanded their pineapple distribution to include key new retailers in the club and grocery channels, and they wanted to protect and grow this distribution. Amy Gates, Frontera Executive Vice President of Marketing, believed the best way to do so was to educate shoppers about the Frontera Produce brand, as well as demonstrate a commitment to food safety and traceability to her retail buyers.

Frontera has a great story to tell: in addition to their commitment to food safety, they have a history of supporting shoppers in their communities through generous donations to local non-profits. As the beginning of pineapple season approached, Amy was considering promoting their involvement with the Let's Move Salad Bars to Schools Initiative, but didn't have an efficient way to spread the word.

Amy Gates, Frontera's Executive Vice President, said, “Traditionally you only have limited space on your label to tell your story and engage shoppers. HarvestMark Connect allowed us to communicate our commitment to food safety while powering our social giving campaign.”

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The Results

- Over 1,000 shoppers engaged in the QR program
- Contributed to a 1700% increase in consumer engagement*
- Contributed to a 3547% increase in Facebook likes*
- \$1,037 donation to the brand's cause

*Over previous five months



Map of Shopper Activity from Frontera's Program

The Solution

Frontera adopted HarvestMark Connect in October 2011 to power their mobile and cause marketing program.

Starting with pineapple that are distributed in the fall, HarvestMark enabled Frontera to connect with shoppers and tell their story, using a unique HarvestMark QR code on each label.



HarvestMark Connect provided a unique web and mobile experience for Frontera pineapple- with no development required. By scanning the QR code or by typing in the 16-digit code on HarvestMark.com, shoppers found out who grew their pineapple, how it was grown, and learned what made Frontera unique.

HarvestMark Connect also enabled a unique "social giving" component. Once the shopper landed on the Frontera web or mobile page, they then had the option to share their "donation" with their Facebook friends. Those "shares," when reposted, would trigger another donation to the Let's Move Salad Bars to Schools initiative. It easily integrated with Frontera's Facebook presence and enabled viral sharing.

The Results

Frontera tagged a portion of their total pineapple crop with HarvestMark Connect and the social giving offer to test the effectiveness of the message and technology.

The program resulted in high levels of shopper engagement throughout all of Frontera's new distribution areas. Over 1,000 shoppers scanned the QR code- driving significant awareness of the brand and unleashing Frontera's campaign across Facebook.

Frontera's unique pineapple web pages, hosted by HarvestMark, became the top referrer to the Frontera website and Facebook page. Overall, Gates found the program to be an outstanding success.

"We needed to figure out how we could include a donation component that would best benefit the Let's Move Salad Bars to Schools initiative, a cause to which our company continues to have strong ties.

We were sold on HarvestMark Connect. It provided traceability, consumer engagement, and an expanded awareness of Let's Move Salad Bars to Schools... all managed through one platform. That enabled us to focus on growing our business in other areas."

- Amy Gates, Frontera Executive VP of Marketing

HarvestMark

Corporate Headquarters
1400 Bridge Parkway, Suite 101
Redwood City, CA 94065

T: 866.768.7878

650.264.6200

F: 650.264.6220

HarvestMark.com

sales@harvestmark.com