

Good. To Go.

A dearth of grocery stores in San Jose's inner city neighborhoods puts healthy food out of reach, especially for residents without cars. A local foundation called The Health Trust decided to sponsor corner store makeovers, replacing bags of chips and cans of soda with fresh produce and single-serving bottles of milk.

Tasked with creating a marketing campaign to promote the newly available healthy foods, we started by relegating health to the back burner. Our multilingual "Good. To Go." campaign (in English, Spanish and Vietnamese) focused on three things our research showed residents were already shopping for – taste, convenience and indulgence – and highlighted ways that our foods fill those needs. With a tagline of "Fun. Fast. Fresh.", Good. To Go. tosses out the "shoulds" – you should eat healthier – and instead invites residents to enjoy the fresh and delicious foods they deserve.

We created a package of in-store signage, as well as branded recipe cards and kids' giveaways, and promoted store locations with neighborhood billboards, bus shelter ads, direct mail and door hangers. Campaign collateral incorporated a grassroots approach, focusing heavily on the vendors and corner store owners who would be directly engaging with the audience. Examples included recipe cards featuring each vendor's photograph and their favorite recipe; in-store floor decals and shelf ads focused on engaging kids; and Bingo cards in which "winning" meant purchasing three different fresh produce items and getting a fourth free.

The results:

Although cash register receipts could not be tracked, store owners reported an increase in traffic and high turnover of Good. To Go. items. We onboarded additional stores and partnered with the client to offer the Good. To Go. brand to other organizations interested in corner store makeovers.



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