



AWARDS
"Best in Category" by the
Annual Florida Print Awards



Ignite Your Sales

OBJECTIVE

Zumba Fitness, an exercise video program based on Latin music, looked to promote a new series of kids DVDs to U.S. Hispanic children of school ages. Zumba contracted Pólvara to create a promotional program that would generate awareness among kids and incentivize parents (the "gatekeepers") to purchase the DVDs.

STRATEGY

Pólvara created "Zumbando" and partnered with a major food manufacturer (Kellogg's) to create a healthy lifestyle program targeting schools of high Hispanic concentration. A sales kit was developed for physical education teachers and principals with instructional materials so that the teachers could implement Zumba classes and educate their children on the importance of staying healthy. Participating schools received a visit and exhibition by "Zumba Superstars" who also distributed Zumba premiums, healthy food coupons (from the partner) and provided kids with special invitations for their parents to local supermarket exhibits where they could purchase the videos or order them online.

CREATIVE

The sales kit exercise routines were put together with collaboration from the national association for K-12 physical education teachers, NASPE (National Association of Sports and Physical Education). Standees were developed for all of the schools to announce the arrival of Zumba and invitations were distributed to all of the kids and their parents for the local supermarket exhibit.



RESULTS

- The program exhausted video sales.
- The collateral material was awarded "Best in Category" by the Annual Florida Print Awards.
- The food manufacturer, Kellogg's contracted Zumba to a three year agreement of various promotional programs directed to the Hispanic market.
- Kellogg's Special K brand rose from a 96 Hispanic consumer index to 198 over the three years.

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