



*"[The Mission Tortilla samples] were great! I went to the Mission website for recipe ideas and my kids loved everything I used them for. I have since bought them twice more because they were such a big hit."*

Amy Bewley  
PTO Treasurer  
James Masticola Elementary  
Merrimack, NH



**SchoolFamilymedia inc.**  
Marketing Solutions Group

[schoolfamilymedia.com/solutions](http://schoolfamilymedia.com/solutions)

## MISSION FOODS

Integrated awareness and sampling campaign gains new customers and brand loyalists

### THE CHALLENGE

Mission Foods wanted moms with school age kids to consider new ways to use their tortillas – as an easy, everyday lunchbox food and kid-friendly after-school snack.

### THE SOLUTION

School Family Media's Back2School marketing program provided Mission with a turnkey, targeted solution that engaged moms during back-to-school – a key marketing window when moms are especially interested in what will be easy to prepare and good for their kids to eat for the upcoming school year. Through Back2School, influential PTO and PTA leaders across the country delivered Mission's message – and product samples – directly to the moms they wanted to reach at social, contextual back-to-school events.

#### Mission's Back2School Program Components included:

##### **Jump In! magazine**

School Family Media's annual back-to-school magazine for parents showcased Mission's "Earn an A+ for lunch" message alongside relevant content in a competition-free, uncluttered 30/70 ad-to-editorial format.

##### **Back2School Parent Gift Packs**

Mission made it easy for moms to try new ways to use their tortillas with a mini-recipe booklet and coupon placed in 500,000 Back2School co-op parent gift packs.

##### **Digital Campaign on SchoolFamily.com**

Mission connected with moms digitally through a robust ROS banner campaign on SchoolFamily.com.

##### **Custom Sampling**

PTO and PTA groups in select markets also received 200 full-size packs of Mission Tortillas per school for PTO and PTA leader-moms to hand to the other moms who attended their Back2School events.

### THE RESULTS

Thanks to School Family Media's unique and powerful through-school, out-of-the-classroom program delivery, Mission bypassed the back-to-school competition in every key area of their campaign:

- **84% took one or more actions after seeing the ad in *Jump In!*, such as discussing the ad with family/friends, visiting website, consider purchasing\*\***
- **60% had used the mini-recipe booklet\*\***
- **86% intended to purchase Mission Tortillas having tried the samples\*\***

\* Signet Ad Performance Survey – 2010

\*\* School Family Media Back2School Program Surveys – 2010

[Click here](#) for more information about School Family Media – Marketing Solutions Group.