



Central Market H-E-B

[CHALLENGE]

In November 2000, H-E-B/Central Market, a gourmet food emporium and haven for people passionate about food, established a partnership with Witherspoon Advertising and Public Relations in order to introduce Central Market to Fort Worth and North Texas. The assignment was:

- Launch a multilevel campaign that unleashes a food frenzy in Tarrant and surrounding counties.
- Meld Central Market to the neighborhood – create ownership and personal relationships with residents and businesses in Fort Worth and surrounding communities.
- Emphasize the excitement of Fort Worth owning a Central Market store.

[STRATEGY]

Create excitement and buzz about Central Market through a detailed communications plan that included media relations, community preview tours and a grand opening celebration.

[SOLUTION]

Witherspoon planned a series of store tours during the month prior to the store's opening for various neighborhood and business organizations, and for members of the Dallas/Fort Worth media. Tours also featured a Q-and-A session with H-E-B executives.

[RESULTS]

The results exceeded Central Market's expectations and set the store record for the largest grand opening in company history. More than 30,000 people stopped by on opening day. All told, Central Market's grand opening media coverage totaled \$257,829 in print and \$58,910 in broadcast when equated to ad-value dollars. One year later, Central Market continues to be mentioned in the media as the place for people who are passionate about food, and requests for group tours of the store come in daily.

