



## LA VICTORIA SALSA CRAFTED BY FRANCIA RAISA

PR & Social Program Recap  
November 2023





# OBJECTIVE

Develop an integrated end-to-end marketing campaign that helps to elevate the LA VICTORIA brand and category position, while creating a steady drumbeat of excitement, consideration, and social shares around the launch of Crafted By Francia Raisa salsa while paying homage to its roots "*Mexican Flavors, Raised in L.A.*"



# CAMPAIGN OVERVIEW



## EXCITE

Generated anticipation and engagement for the LA VICTORIA® Salsa Crafted by Francia Raísa launch by strategically sharing curated recipes honoring cultural roots. Simultaneously, executed a robust media outreach campaign, focused on the brand's La-Mex ethos and Francia's perfect alignment.



## ENGAGE

Leveraged Francia's VIP celebrity friends and notable foodie and lifestyle influencers/media to share their thoughts around the salsa and encourage consumers to purchase through Amazon and MexGrocer.



## EXPERIENCE

Through Francia Raísa's collaboration, the team elevated the LA VICTORIA brand to a new audience. This included creative social media campaigns and a partnership with Carlos Eric Lopez's Día De Muertos event, emphasizing the celebration of Latino roots and traditions, fostering a shared appreciation for cultural heritage.

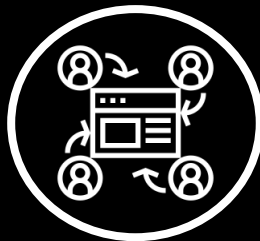
# OVERALL PR RESULTS



**31**

EARNED PRESS  
PLACEMENTS

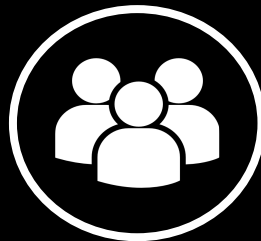
KPI: 5-10



**1B+**

TOTAL EARNED  
MEDIA IMPRESSIONS

KPI: 5M



**16**

MEDIA SEEDED



**70%**

FEATURE  
COVERAGE



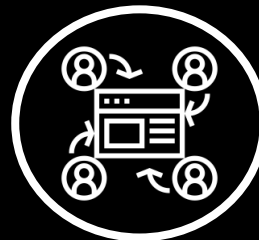
**9**

INTERVIEWS



**395**

TOTAL NEWSWIRE  
PICKUP/PLACEMENTS

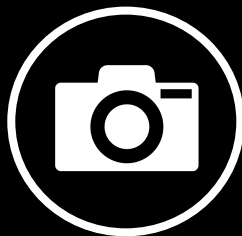


**246M+**

TOTAL POTENTIAL  
AUDIENCE VIA  
NEWSWIRE DISTRO

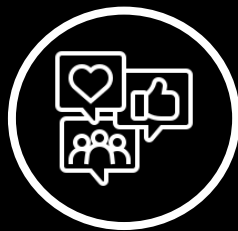
# OVERALL POST PERFORMANCE

\* THROUGH 11/27



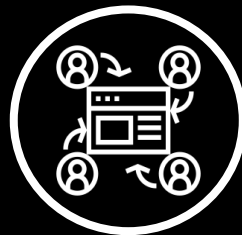
**345+**  
TOTAL SOCIAL  
POSTS

KPI: 50 POSTS



**2.39%**  
AVERAGE  
ENGAGEMENT  
RATE

(INSTAGRAM)  
KPI: 2%



**160M+**  
TOTAL  
SOCIAL  
IMPRESSIONS  
(INSTAGRAM & TIKTOK)  
KPI: 5M



**200+**  
TALENT &  
INFLUENCERS  
ENLISTED  
KPI: 200



# CONTENT SHOOT

WITH FRANCIA RAISA & VIRGINIA ALMENDAREZ

Captured Francia Raísa and her mother, Virginia Almendarez, during a two-week campaign shoot in Los Angeles.

The content featured still imagery, videos, and social posts set in a kitchen, showcasing Francia preparing her signature recipes using LA VICTORIA salsa. Virginia's involvement added humor and authenticity to the outputs.

The campaign highlighted Francia's upbringing in Los Angeles, showcasing the city's eateries where she dined with her family and drew inspiration for her flavors.



CONTENT SHOOT

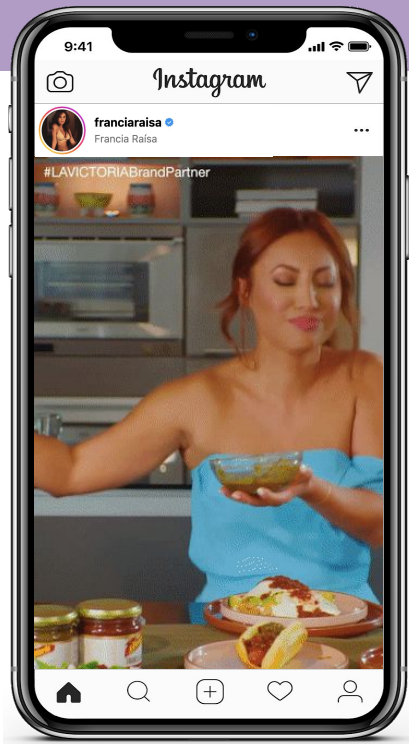
# PHOTOGRAPHY



LA VICTORIA® Salsa Crafted By Francia Raisa | LVS



## CONTENT SHOOT: SOCIAL SNAPSHOT





# DÍA DE MUERTOS

## CARLOS LOPEZ EVENT

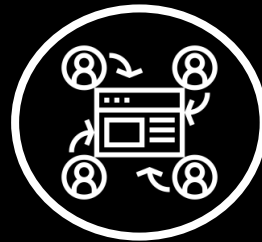
On November 1st, 2023, **Carlos Eric Lopez**, celebrated his annual Día De Muertos event at Hollywood Forever Cemetery in Los Angeles, CA. Every year, Carlos curates a mesmerizing tribute to the cherished Mexican tradition of Día De Muertos by honoring the brilliance of Latin culture with vibrant colors, captivating music and valued traditions. In partnership with **LA VICTORIA® Salsa Crafted by Francia Raísa**, guests savored the kick of fire roasted tomatoes and fire roasted salsa verde while paying homage to passed loved ones and traditions. VIP Guests included, **Francia Raísa, Jessica Alba, Gael García Bernal, Willy Chavarria, Xochitl Gomez, Amanda Diaz, Lele Pons, and Desi Perkins** among many others.

# DÍA DE MUERTOS PR RESULTS



**3**

EARNED PRESS  
PLACEMENTS



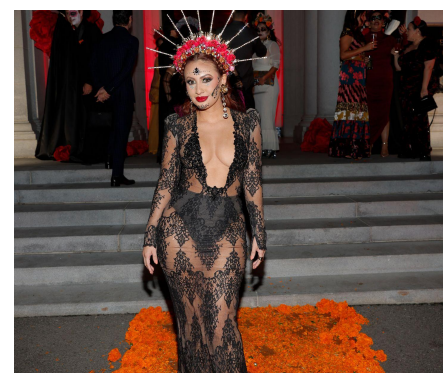
**83M+**

TOTAL EARNED MEDIA  
IMPRESSIONS

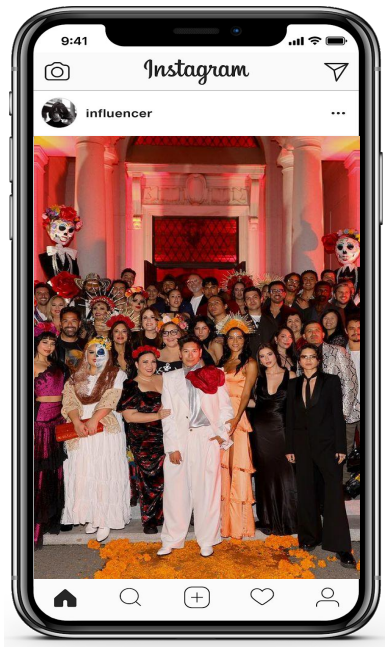


CARLOS LOPEZ EVENT

# EVENT PHOTOGRAPHY



# SOCIAL COVERAGE



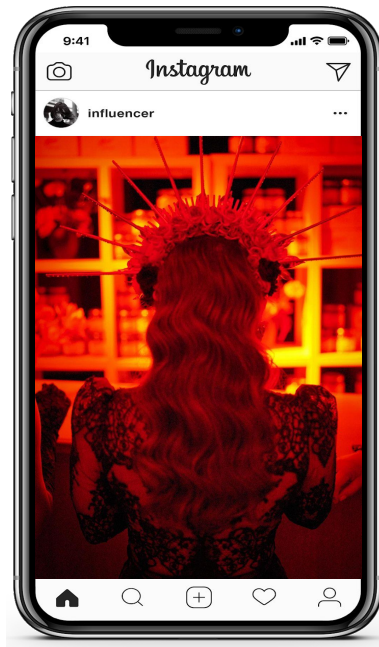
Carlos Lopez  
Followers: 40K



USA Today  
Followers: 723K



Xochitl Gomez  
Followers: 2.5M



Carlos Lopez  
Followers: 40K



# TALENT & PAID PARTNERSHIPS



# FRANCIA RAÍSA

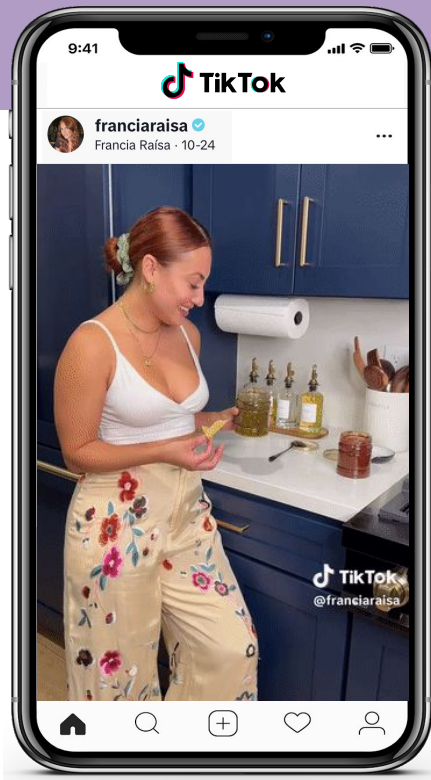
## TALENT

**FRANCIA RAÍSA** is a bi-lingual Honduran and Mexican actress born and raised in Southern California. Francia appeared as a Series Lead on Hulu's hit show **HOW I MET YOUR FATHER**.

Through LA VICTORIA® Salsa Crafted by Francia Raísa, Francia's mission is to show 1st generation Americans that they can be bold, spicy, and unapologetic about their culture- just like her salsa.



**Francia Raisa**  
TikTok: 1.1M



**Francia Raisa**  
TikTok: 1.1M



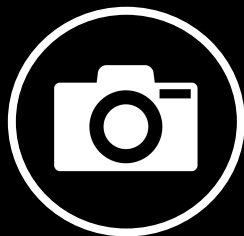
**Francia Raisa**  
IG: 1.7M



**Francia Raisa**  
IG: 1.7M

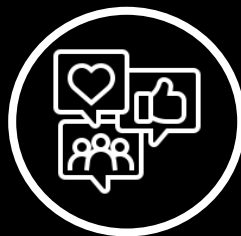
# FRANCIA: OVERALL POST PERFORMANCE

\* THROUGH 11/27



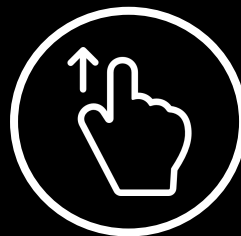
**167+**

SOCIAL POSTS  
(IN-FEED POSTS &  
STORIES)



**98M+**

SOCIAL  
IMPRESSIONS  
(INSTAGRAM & TIKTOK)



**99%**

POSITIVE SOCIAL  
SENTIMENT



# OWEN HAN

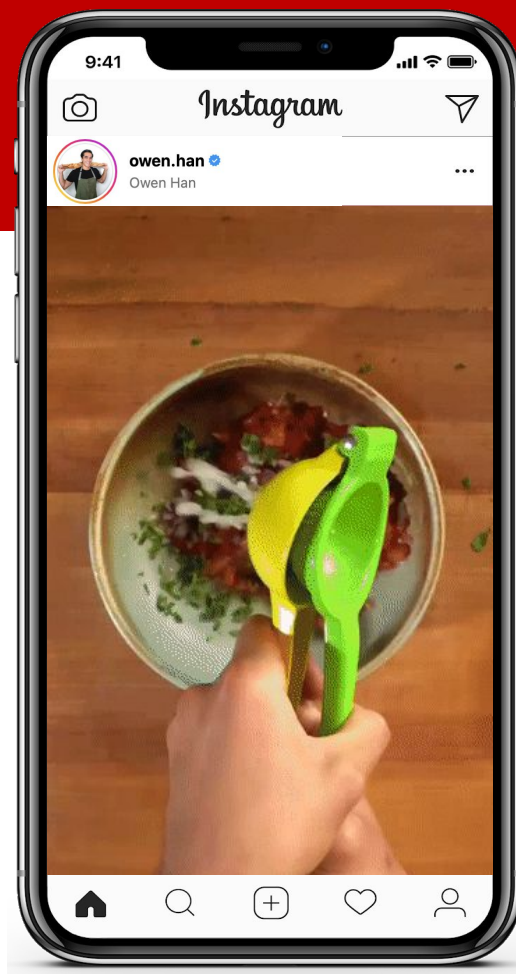
## PAID PARTNERSHIP

Owen Han is known as the King of Sandwiches to the TikTok world. Initially gaining popularity with quick-cut ASMR videos of mouth-watering sandwiches for his highly engaged audience and devoted foodie following.

LA VICTORIA® Salsa Crafted by Francia Raísa is all about bringing cultures together through salsa, which is why we know Chinese-Italian chef, Owen, is the perfect partner for this collaborative recipe task.



**TikTok** Followers: 4.1M

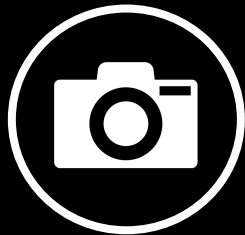


**Instagram** Followers: 1.5M *LA VICTORIA® Salsa Crafted By Francia Ráisa* | 



# OWEN: OVERALL POST PERFORMANCE

\* THROUGH 11/27



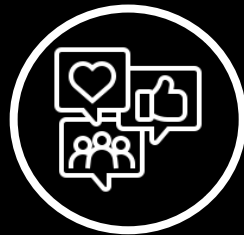
**2+**

SOCIAL POSTS  
(INSTAGRAM & TIKTOK)



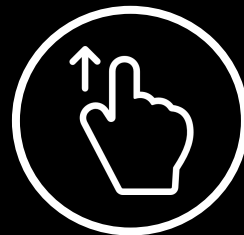
**2.78%**

AVERAGE  
ENGAGEMENT  
RATE



**5.6M+**

SOCIAL  
IMPRESSIONS  
(INSTAGRAM & TIKTOK)



**100%**

POSITIVE SOCIAL  
SENTIMENT

\* Owen's LA VICTORIA social posts outperformed industry benchmarks and his other recent sponsored posts



# SEEDING KITS



CELEBRITY, INFLUENCER & MEDIA SEEDING KITS

# SOCIAL COVERAGE



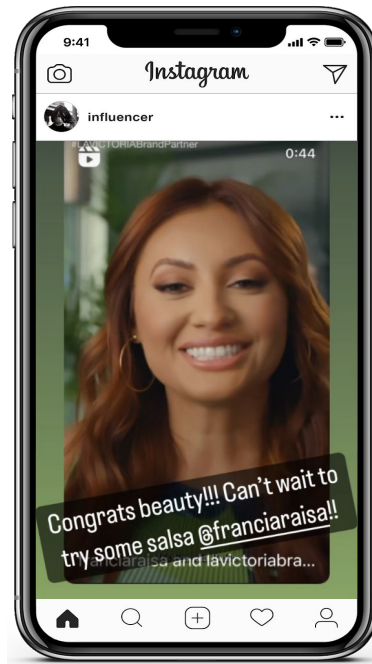
**Jenna Dewan**  
Followers: 9M



**Radhi Devlukia**  
Followers: 2.2M



**Cathy Kelly**  
Followers: 750K



**Melissa Fumero**  
Followers: 2.3M

## JUST A "TASTE" OF THE TOP FOODIES WE SEED:



**Owen Han**

[@owen.han](#)

Followers: 1.5M



**Jeremy Jacobowitz**

[@jeremyjacobowitz](#)

Followers: 10.2K



**Jackie Gebel**

[@noleftovers](#)

Followers: 355K



**Sister Snacking**

[@sistersnacking](#)

Followers: 323K



**Rachel Conners**

[@bakeritablog](#)

Followers: 203K



**Jane Ko**

[@atasteofkoko](#)

Followers: 189K



**Rachel Brotman**

[@thecarboholic](#)

Followers: 200K



**Beatriz Santiago**

[@beatrizcookinnvibez](#)

Followers: 192K



**Tessa Sinatro**

[@tsinatro11](#)

Followers: 184K



**Chef Kelvin**

[@chefkelvin](#)

Followers: 125K

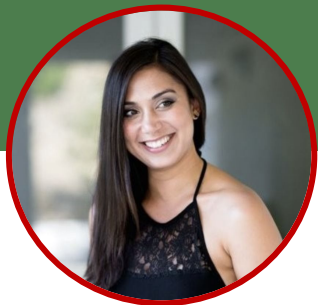
# JUST A "TASTE" OF THE TOP FOODIES WE SEED:



**Isabel Orozco-Moore**

[@isabeleats](#)

Followers: 130K



**Nastassia Johnson**

[@letmeeatcake](#)

Followers: 80K



**The VIP List**

[@theviplistnyc](#)

Followers: 97.6K



**Nina Berezin**

[@thequeenfoodie](#)

Followers: 52K



**Giselle Diaz**

[@gigidiazofficial](#)

Followers: 132K



**Sanaa**

[@sanaaeats](#)

Followers: 701K



**Karen Sarahi Gonzalez**

[@iluvsarahii](#)

Followers: 7M



**Shayla Mitchell**

[@makeupshayla](#)

Followers: 33M



**Julissa Bermudez**

[@officialjulissab](#)

Followers: 424K



**Patrick Van Negri**

[@patrickvannegri](#)

Followers: 221K

## JUST A "TASTE" OF TOP MEDIA WE SEEDED:



**Lauren Gruber**  
*Entertainment Tonight*



**Amber Love Bond**  
*Forbes*



**Sandy Casanova**  
*Guilty Eats*



**Jennifer Phang**  
*Hollywood Life*



**Hanna Wickes**  
*J-14*



**Tony Bowles**  
*Medium*



**Jaclyn Roth**  
*OK!*



**Stacy Lambe**  
*People Magazine*



**Monica Sisavat**  
*POPSUGAR*



**Tim Chan**  
*Rolling Stone*



## JUST A "TASTE" OF TOP MEDIA WE SEEDED:



**Gwynedd Stuart**  
*Sporked*



**Hoang Samuelson**  
*The Takeout*



**Allie Wise**  
*TODAY.com*



**Becca Wood**  
*TODAY.com*



**Stephen Bramucci**  
*UPROXX*

# PROGRAM KEY LEARNINGS

## WHAT WORKED:

- **Adaptability and Agility:**
  - Team's ability to pivot swiftly when faced with delays or unexpected challenges.
  - Troubleshooting on-the-go and quick, agile responses to unforeseen circumstances.
- **Collaborative Team Spirit:**
  - Strong teamwork and collective determination across all involved parties.
  - A unified effort and willingness to collaborate extensively for success.
- **Execution under Time Constraints:**
  - Successfully managing time-sensitive shoot and budget approval processes, ensuring all parties remained engaged and prepared despite the tight timeline.
- **Strategic Adaptation to Logistics:**
  - Swift and strategic response to Amazon shipment delays, showcasing the team's adaptability and problem-solving skills.
- **Key Relationships:**
  - Leverage relationships with well-known influencers and media figures to try out the seeding kit. Generate excitement and buzz among audiences in the Lifestyle, Culinary, Art, Beauty, and Fashion sectors.

## OPPORTUNITIES:

- **Time Constraints:**
  - The shoot and budget approval process presented significant time constraints.
  - H&S approval for the shoot was last-minute but managed smoothly, keeping all parties engaged and ready.
- **Talent Management:**
  - Talent involvement was high, requiring dedicated brand team management for direct liaison.
  - Recommended maintaining communication silos between teams for efficient briefings and talent interactions.
- **Financial Planning:**
  - Finance approvals and timelines posed challenges, suggesting the need for improved future planning.
- **Content Submission Challenges:**
  - Claim process and content submission lacked lead time, causing weekend work and scrambles.



THANK YOU



# APPENDIX



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ABOUT

# LA VICTORIA

Since 1917, the LA VICTORIA® brand has been producing salsas, sauces, chiles, peppers and versatile pantry staples that offer Mexican flavor to any meal. Best known for its flagship product, SALSA BRAVA® Hot Sauce and full line of enchilada sauces, the brand portfolio also includes taco sauces and organic, non-GMO salsas. The LA VICTORIA® brand is part of MegaMex Foods, one of the fastest growing Mexican food companies in the US focused on reimagining Mexican flavor.



# THE SALSAS



## LA VICTORIA by Francia Raísa® FIRE ROASTED SALSA ROJA

Prepared with fire-roasted tomatoes, this red salsa offers a smoky and slightly spicy base balanced with a carefully selected blend of spices. You'll enjoy a touch of heat that enhances every bite, while its smooth and silky texture pairs perfectly with a variety of dishes.



## La VICTORIA by Francia Raísa® FIRE ROASTED SALSA VERDE

This salsa verde is crafted with fire-roasted tomatillos, creating a smoky and tangy base that's complemented by a medley of carefully chosen spices. The smooth, velvety texture of this salsa verde makes it a versatile condiment that pairs beautifully with a wide range of dishes.



# THE SHOOT

AT OWEN HAN'S KITCHEN HQ



# THE RECIPE



**OWEN'S GRINGAS DE  
BARBACOA QUESADILLAS**



## THE RECIPES

# OWEN'S GRINGAS DE BARBACOA

A beloved classic with Francia Raísa's twist

### INGREDIENTS

- 2 tbsp vegetable oil
- 3lb pounds chuck or round bottom roast (trimmed of excess fat)
- 1/2 tsp salt and pepper
- 1 onion halved
- 1 head of garlic
- 2 bay leaves
- 1 cup beef broth
- 2-4 chipotle peppers in adobo sauce (to preference)
- 1 tbsp bouillon
- ¼ cup lime juice
- 1 tbsp thyme
- 1 tablespoon dried oregano
- ½ teaspoon ground cloves
- 3 tbsp apple cider vinegar
- 2 cups all-purpose flour
- 1/2 teaspoon salt
- 1/4 cup lard or vegetable oil
- 1/2 cup warm water
- 3 ripe tomatoes, diced
- 1/2 onion, finely chopped
- 1/2 cup fresh cilantro, chopped
- 1-2 jalapeño peppers, minced (adjust for spiciness)
- Juice of 1 lime
- Salt and pepper to taste
- 1 cup shredded Oaxaca cheese (you can also use mozzarella or another melting cheese)
- [LA VICTORIA® Salsa Crafted by Francia Raísa Fire Roasted Salsa](#)

### DIRECTION

1. Cut the roast into 6-8 large pieces and season with 1/2 tsp each salt and pepper.
2. In your pressure cooker, heat some oil on the sauté function. Place the beef chunks into the pressure cooker and brown them on all sides.
3. Add the onion, garlic, bay leaf, and beef broth to the pressure cooker.
4. To a blender or food processor add 2-4 chipotle peppers in adobo sauce (to preference), 1 tbsp bouillon, ¼ cup lime juice, 1 tbsp thyme, 1 tablespoon dried oregano, ½ teaspoon ground cloves and 3 tbsp apple cider vinegar.
5. Pour that sauce into the pressure cooker and seal the lid.
6. Cook on high pressure for about 60-75 minutes, or until the beef is tender and easily shreds.
7. Release the pressure and carefully open the cooker. Shred the beef using two forks.
8. For the tortillas add the flour and salt to a mixing bowl.
9. Then Add the lard or vegetable oil to the dry ingredients and mix it in until the mixture resembles coarse crumbs.
10. Gradually add the warm water and knead until a dough forms.
11. Divide the dough into 6-8 equal portions and roll each portion into a ball.
12. Heat a non-stick skillet or griddle over medium-high heat.
13. Roll out each ball of dough into a thin, round tortilla, about 8-10 inches in diameter.
14. Place the tortilla on the hot skillet and cook for about 1-2 minutes on each side, or until it puffs up and gets lightly browned.
15. For the pico, combine 3 ripe tomatoes diced, 1/2 onion, finely chopped, 1/2 cup fresh cilantro, chopped, 1-2 jalapeño peppers, minced (adjust for spiciness), Juice of 1 lime. and Salt and pepper to taste in a bowl and mix.
16. Heat a non-stick skillet over medium heat and place one homemade flour tortilla in the skillet.
17. Sprinkle half of the shredded Oaxaca cheese over the tortilla.
18. Add a generous portion of the Barbacoa filling, a scoop of pico de Gallo, and LA VICTORIA® salsa over the cheese.
19. Top with the remaining cheese and place the second tortilla on top.
20. Cook the quesadilla for a few minutes on each side, or until the tortilla is golden and the cheese is melted.
21. Remove the quesadilla from the skillet and let it cool slightly before cutting it into wedges and serve with more salsa.



OWEN HAN

# SOCIAL DELIVERABLES

## CREATIVE VIDEO

- Total of One (1), TikTok Video of influencer creating one (1) video (Minimum 30 seconds/Maximum 60 seconds) collaborating with Francia Raísa. Influencer to create one (1) recipe using the LA VICTORIA® Salsa Crafted by Francia Raísa.
- Influencer shall promote LA VICTORIA® Salsa Crafted by Francia Raísa Paid Influencer Program via Influencers' personal TikTok page (@owen.han), subject to Agency's approval in each instance, as detailed below while tagging the appropriate brand handle (@LaVictoriaBrand), using the approved brand hashtag (#LAVICTORIAxFrancia) and approved caption copy.
  - (A) Copy, visual content, program hashtags, tagging of appropriate brand handle and channel distribution to be mutually agreed upon by Influencer and Client.
  - (B) The Paid Partnership tool can only be used if the Influencer has a business profile. Instagram's built-in paid partnership tag is not considered sufficient disclosure by the FTC, must still include proper disclosures.
  - (C) Influencer shall not post any other in-feed paid TikTok posts for twelve hours before and twelve hours after each Client in-feed TikTok post. Influencer shall not remove any client in-feed posts for the duration for the Term.
- Influencer must use program #LAVICTORIABrandPartner, #sponsored, #ad or #paid in every social media post (#Sponsored, #spon or any other variation is NOT allowed).
  - (A) For all TikTok posts for this campaign, tag @LAVICTORIABrand as a paid partner. Once the post goes live, it will include the "Paid Partnership with " tag that now accompanies all paid posts.
  - (B) Please note that on TikTok, Influencer MUST still disclose any material connection above the "more" button with either #Sponsored, #ad, or #paid, which means the disclosure must but in the first three lines of the caption. Don't disclose sponsorship in the comments or attempt to bury disclosure amount other hashtags



FRANCIA RAISA

# SOCIAL DELIVERABLES

## INSTAGRAM & TIKTOK

In an effort to credential Francia Raísa as a culinary influencer and/or food aficionado, we will maximize her celebrity and social media influence/ presence leading up to and post launch:

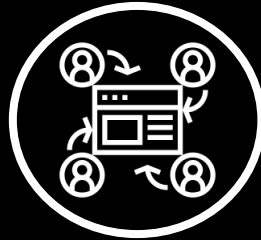
- Four (4) to Six (6) Instagram In-Feed posts and/or TikTok Posts (leading up to the launch) with additional Four (4) to Six (6) Instagram Stories posted throughout the launch timing
- All posts from October onward post-launch to include a direct click-through link to buy on Amazon
- TikTok + Instagram
- Francia to unveil the launch of LA VICTORIA® Salsa Crafted by Francia Raísa salsa line on priority platforms
- Friday October 20, 2023 - TikTok
- Francia to post TikTok recipe challenge (engaging paid + earned influencers)
- Week of October 23, 2023 (TBC) TikTok + Instagram
- Francia to post culinary tips and tricks on her priority platforms
- Week of October 30, 2023 (TBC) TikTok + Instagram
- Francia to post her LA VICTORIA® Salsa Crafted by Francia Raísa salsa recipes on priority platforms (+ Live Q&A on Instagram)
- Week of November 2, 2023 (TBC) TikTok + Instagram
- Francia to post continued LA VICTORIA® Salsa Crafted by Francia Raísa salsa recipes on priority (+ Live Q&A on Instagram)
- Francia to post at launch event on priority platforms

## LAUNCH PR RESULTS



**28**

EARNED PRESS  
PLACEMENTS



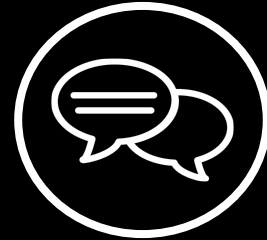
**977M+**

TOTAL EARNED  
MEDIA IMPRESSIONS



**77%**

FEATURE  
COVERAGE



**9**

INTERVIEWS