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StoreWALL reaches bilingual group

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Who is your client? What are its media goals?

Colin Hutt: StoreWALL is a Milwaukee-based manufacturer of wall storage and organizational products for residential and commercial use that sells both direct and through a host of distributors across the country. The media goals are to both drive awareness of the... brand and educate consumers on the garage storage and organization segment.

What made Univision.com a great hit for storeWALL? How did you pitch the editors and reporters there?

Hutt: Univision is the most recognizable brand in Hispanic media, and Univision.com is currently the most visited Spanish-language Web site in the US.... We reached out to reporter Florysol Suarez initially via e-mail with an English-language pitch that positioned storeWALL as an ideal storage solution for both consumers and business[es].

How was storeWALL able to contribute to a Spanish-language site while still communicating its brand objectives and expertise?

Hutt: What... helped us was that Suarez [is] bilingual and... able to translate storeWALL's comments from English to Spanish. But we also made sure to keep our messaging straightforward, with a strong emphasis on general tips that could apply to consumers in every region of the country.

What was the impact of the hit?

Hutt: Being featured in an article alongside other large players in the home remodeling industry, as well as on a site with the reach and diversity of Univision, gave the storeWALL brand a huge boost in a market it had not previously targeted. The piece led to an increase in traffic to the company Web site, and as a result, the Spanish-speaking audience has become a key consideration in other storeWALL marketing initiatives.

Name: Colin Hutt, president of Primum Marketing Communications (Milwaukee)

Placement: Univision.com, June 1

Pitch timeline: Two weeks

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