



Bronx Bodega Partners Workgroup Don't Stress, Eat Fresh Marketing Campaign

The Don't Stress, Eat Fresh Bronx bodegas marketing campaign, created by the Bronx Bodega Partners Workgroup (BBW), was officially launched November 15, 2017 to encourage Bronx residents to purchase healthier foods and beverages at bodegas in the Bronx. With Bronx bodegas selling healthier options -- fresh fruits and vegetables, healthy sandwiches, low-fat dairy products, water and low sodium products -- thousands of Bronx residents now have greater access to healthy foods in their neighborhood bodegas, an important means of improving their health.

Begun in 2016, the workgroup includes: the Institute for Family Health's Bronx Health REACH Coalition, Montefiore's Office of Community & Population Health, BronxWorks, Bronx Community Health Network, the Bodega Association of the United States, the Hispanic Information and Telecommunications Network, Inc., the American Dairy Association North East, WellCare Health Plans Inc, Urban Health Plan, City Harvest, the NYC Department of Health – Bronx Neighborhood Health Action Center, and BronxCare Health System. The Bronx Bodega Partners Workgroup together works with 53 stores.

The marketing campaign was created by MESH Design and Development, a small design firm selected by the workgroup. The campaign design was informed by community focus groups that included youth from the Mary Mitchell Family and Youth Center and from the South Bronx Overall Economic Development Corporation both youths and adults. Participants provided ideas for content, color, and images.

The campaign ran from October 2018 through January 2019 with signage in English and Spanish. The bodegas received posters, shelf signs and door clings. Posters were also distributed to neighboring businesses located near the bodegas. Advertising was placed on four bus shelters, on the taillights and interiors of Bronx MTA buses, two urban panels (signs above ground subway entrances) on the Grand Concourse, 28 LinkNYC screens, and geofencing for 15 partner bodegas. The campaign received 15,217,641 impressions.

Most revealing about the reach of the campaign was the consumer response to the geofencing. Geofencing is a mobile marketing location based strategy. For the purpose of this campaign, it was employed when anyone with a smartphone walked within a pre-determined range of one of our fifteen partner bodegas. S/he received an ad on their smartphone promoting the Healthy Bodega campaign. The ad agency pointed out that the click through rate for this specific campaign was higher than average. For example, most campaigns have a click through rate below .23%. Our campaign far surpassed the industry average. The English language rate averaged .35% with 808,214 impressions and 2,860 clicks and the Spanish language rate averaged .32% with 1,936,302 impressions and 6,127 clicks.



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Don't Stress, Eat Fresh Campaign Reach (October 2018-January 2019)

Media	Scale and locations	# Weeks	# Impressions
Bus Shelter Ads	4 units close to partner bodegas	5	1,214,760
Urban Panels	2 units above subway entrance (1 at B/D Train at 170th St. and 1 at B/D train at Tremont Ave.)	8+	814,094
Interior Bus Ads	150 units on 9 Bronx bus routes (Bx2, Bx5, Bx11, Bx15, Bx19, Bx21, Bx32, B36, Bx40)	8+	3,849,693
Taillight Bus Displays	25 units on 6 Bronx bus routes (Bx5, Bx15, Bx11, Bx19, Bx32, Bx40)	8+	4,270,386
LinkNYC Kiosks	28 screens close to partner bodegas	5	2,324,192
Geofencing	15 Bronx bodegas	5	2,744,516
TOTAL			15,217,641





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Bodegas Participating in the Don't Stress, Eat Fresh Healthy Bodega Campaign

Council Member Fernando Cabrera	Council Member Diana Ayala
DKJJ Deli Food Corp 1584 University Avenue, Bronx, NY 10453	Gerard Food Market 740 Gerard Avenue, Bronx, NY 10451
Los Morochos 1973 Walton Food Corp. 1973 Walton Avenue, Bronx, NY 10453	Brito Deli Grocery 309 Crimmins Avenue, Bronx, NY 10454
Green Earth Grocery Store 1420 Grand Concourse, Bronx, NY 10456	Makey Deli Grocery 2704 Third Avenue, Bronx NY 10454
El Caribe Deli Grocery 129 West Tremont Avenue, Bronx, NY 10453	Tejada Deli Grocery Corp. 766 East 152nd Street, Bronx, NY 10455
BBC Deli Grocery 51 East Tremont Avenue, Bronx, NY 10453	Los Hermanos 501B Jackson Avenue, Bronx, NY 10455
Fruit Mart 119 East Burnside Avenue, Bronx, NY 10453	10 Days Grocery 459 Brook Avenue, Bronx, NY 10455
Eridania Corp. 1888 Walton Avenue, Bronx, NY 10453	Borinquen Supermarket 436 Brook Avenue, Bronx, NY 10454
Bronx New Way Deli 111 East Kingsbridge Road, Bronx, NY 10468	Moe's Quick Deli 469 Brook Avenue, Bronx, NY 10455
Mango Grocery 101 East 196 th Street, Bronx, NY 10468	Reem II 412 Willis Avenue, Bronx, NY 10454
Alanis Deli 2565 Grand Concourse, Bronx, NY 10468	

Council Member Andrew Cohen	Council Member Andrew Cohen
Green Earth Deli Grocery 382 East 205th Street, Bronx, NY 10467	Moronta's Super Market Corp. 3294 Hull Avenue, Bronx, NY 10467
Tita Mini Market 137 East Gun Hill Road, Bronx, NY 10467	



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Council Member Rafael Salamanca Jr.	Council Member Rafael Salamanca Jr.
Los Primos Deli Grocery 1798 Crotona Avenue, Bronx, NY 10456	El Tareb Grocery 837 Home Street, Bronx, NY 10459
Pamela's Green Deli 785 East 163 rd Street, Bronx, NY 10456	1976 JJ Deli Grocery 1976 Arthur Avenue, Bronx, NY 10457
Tu Mundo Deli Grocery 860 East 180 th Street, Bronx, NY 10460	La Mina Mini Market 1000 Hoe Avenue, Bronx, NY 10459
450 Los Socios Deli Grocery 450 East 160 th Street, Bronx, NY 10451	A & G Deli Meat & Grocery 931 Fox Street, Bronx, NY 10459
Intervale Deli 1006 Intervale Avenue, Bronx, NY 10459	CT Grocery NY Corp. 869 Bryant Avenue, Bronx, NY 10474
J&E Deli Grocery 3321 Third Avenue, Bronx, NY 10456	Melissa Mini Market 879 East 175 th Street, Bronx, NY 10460
D&G Deli Grocery 528 Morris Avenue, Bronx, NY 10451	Royale Gourmet Deli 1285 Southern Boulevard, Bronx, NY 10459

Council Member Vanessa L. Gibson	Council Member Vanessa L. Gibson
The High Bridge Deli & Grocery LLC. 1150 Anderson Avenue, Bronx, NY 10452	A&M Supermarket & Deli 1393 Webster Avenue, Bronx, NY 10456
La Fuerza Food Corp. 1386 Nelson Avenue, Bronx, NY 10452	CCAM Deli Grocery 798 East 170 th Street, Bronx, NY 10459
Aqui Me Quedo Grocery Corp. 1052 Gerard Avenue, Bronx, NY 10452	La Solucion Deli Grocery 180 McClellan Street, Bronx, NY 10456
San Jose Mini Mart 1055 Walton Avenue, Bronx, NY 10452	



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Council Member Ruben Diaz, Sr.	Council Member Ruben Diaz, Sr.
BMCB Deli Grocery 931 Castle Hill Avenue, Bronx, NY 10473	Saba Quality Plus Inc. 1183 Castle Hill Avenue, Bronx, NY 10462
Flash Food Corp. 1553 Watson Avenue, Bronx, NY 10472	M & A Deli Grocery 1105 Morrison Avenue, Bronx, NY 10472
Gleason Gourmet Deli Grocery 1690 Gleason Avenue, Bronx, NY 10472	

Council Member Ritchie J. Torres	Council Member Ritchie J. Torres
La Bodeguita de Rosa 160 East 174th Street, Bronx, NY 10457	G Deli Market 551 East 178th Street, Bronx, NY 10457
1930 Gourmet Deli Grocery Corp. 1930 Grand Concourse, Bronx, NY 10457	2300 Deli Corp 2300 Crotona Avenue, Bronx, NY 10458

Council Member Andy King	
Vivian Grocery 1275 Burke Avenue, Bronx, NY 10469	

The Bronx Bodega Partners Workgroup and this marketing campaign is part of #Not62: The Campaign for a Healthy Bronx.