

DÍAS SALUDABLES

A HEALTHIER LIVES INITIATIVE FROM CHL COSTA RICA



The 'Días Saludables' initiative was developed by Auto Mercado S.A. in Costa Rica. The initiative organises activities as part of the CGF Collaboration for Healthier Lives Coalition of Action.



Strong digital communication with consumers



Use of experts to communicate tips and advise



Monthly magazine

Digital Highlights

36,853

people reached on two Facebook live stream sessions

E-commerce development

Created a dedicated online space to showcase healthier options

70,000+
people reached in the online fair

1million
people reached in-store

51%
of consumers engaged with tailored e-marketing on healthier options

Shared Value

Digital
↑10.56%
increase in sales of products in CHL campaign compared with previous month

Growth of Sales of Healthier Products

In-store
↑4.43%
increase in sales of products in CHL campaign compared with previous year

Monthly Magazine

10,000+ units per month



In collaboration with:

