



Delivering Local Awareness for HEB's Irving Store Opening Through Targeted Residential Media

Client: HEB

EXECUTIVE SUMMARY

This campaign for H-E-B created excitement, increased awareness and encouraged residents to visit the store's grand opening. Using APM's expansive residential network, we delivered 5,000 Door Hangers directly to residents in neighborhoods surrounding the new H-E-B storefront. The messaging promoted the store directly in front of the consumer with timely information about store opening, delivery services and products tailored to the local community.

CHALLENGE

- Demand meaningful local engagement
- Launch a store in a saturated market
- Create a lasting impression for consumers to change their routine
- Generate brand recognition

AUDIENCE

- South Asian Community
- Apartment and Condominium residents

STRATEGY

- Immediate visibility
- Easy-to-reference reminder
- Authentic message and offering

WHY IT WORKS

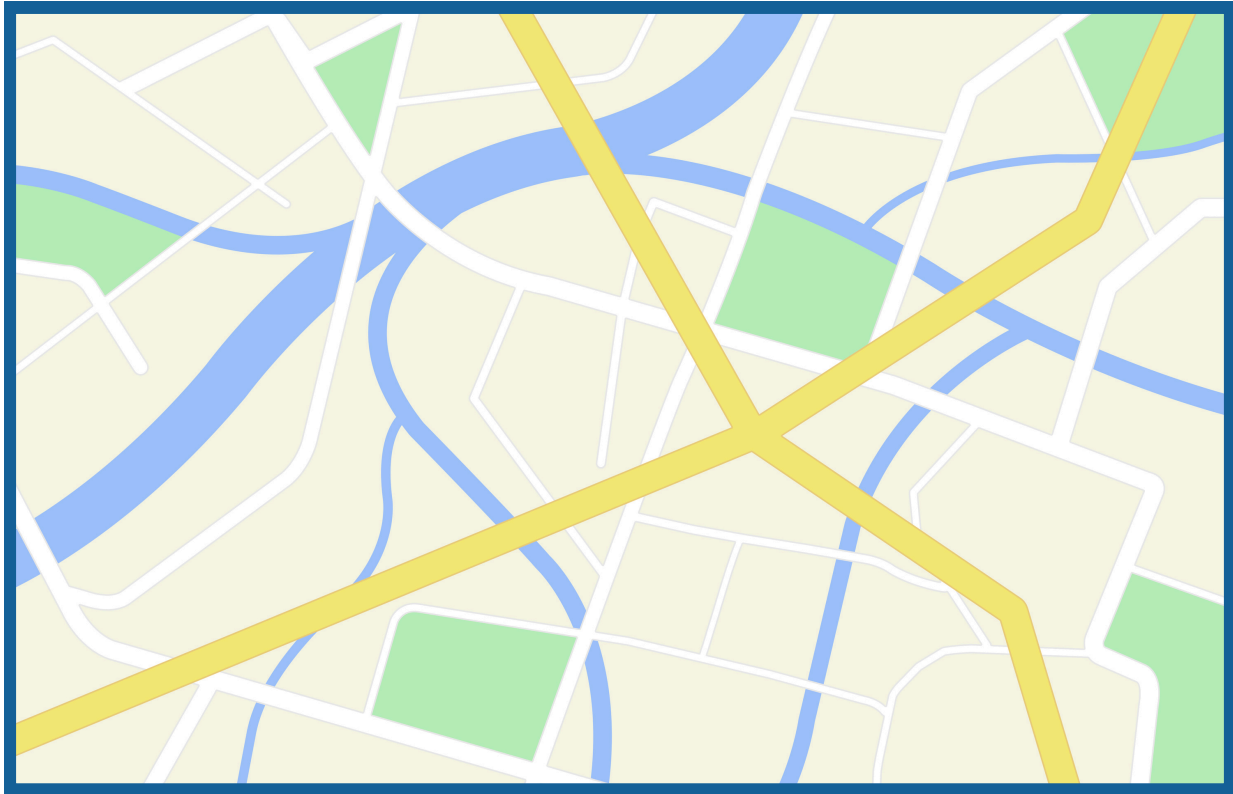
- Audience-first network design
- Hyper-Local Targeting
- Guaranteed Visibility
- Immediate Call to Action

CAMPAIGN RESULTS

- 5,000 Door Hangers
- One-Day Campaign
- Apartments and Condominiums

AUDIENCE REACHED

- Texas residents
- Apartment and Condominium renters
- South Asian Community



SOLUTION

The campaign successfully positioned H-E-B in front of residents living near the storefront, creating an immediate impact and generating neighborhood awareness. By placing 5,000 Door Hangers, we created impressions and delivered the message to a carefully selected network of residents living near the new H-E-B in Irving, Texas.

The message was placed directly on residents' doors to guarantee visibility while reaching consumers in the comfort of their homes. This direct-to-door approach ensured the campaign reached local households with messaging that was timely, relevant, and action-oriented.

REACTIONS

"The door hanger made it easy to learn about the new HEB opening nearby. It encouraged my family and I to check out the new store during opening week."

"I was excited to see the information about the new HEB right at my door."



KEY TAKEAWAY

When launching a new retail location, proximity matters. Residential door hanger campaigns enable brands to engage nearby households with highly targeted, tangible messaging that drives awareness, encourages immediate action, and builds lasting community connections.

CONCLUSION

H-E-B's partnership with Spark Foundry Chicago and All Points Media demonstrated the power of residential media for new store launches. Through the strategic distribution of 5,000 door hangers across apartment and condominium communities in Irving, Texas, the campaign successfully introduced H-E-B to nearby residents, generated excitement for the grand opening, and connected the brand with one of its most important local audiences.

By delivering personalized messaging directly to residents' front doors, the campaign created meaningful neighborhood awareness and helped establish H-E-B as a convenient, community-focused grocery destination from day one.