**Client/Brand:** SiteOne Landscape Supply  
**Contact:** SiteOne Account Team – siteone.account@xmedia.com

**Campaign:** SiteOne Landscape Supply - Digital Culture

**Client Background**

SiteOne Landscape Supply prides themselves on knowing their customers and their business better than anyone else. It starts with knowing a consumer by name, but it goes much deeper than that. SiteOne wants to know your challenges, your expectations, your goals so they can meet your needs like no other landscape supplier can.

Research has shown that SiteOne is the Green Industries preferred store for all landscape supplies, irrigation tools, and agronomic maintenance. We want to work with partners who will make sure that SiteOne remains a category leader and focus in on what exactly drives consumers into branches.

**Campaign Background**

**Overview/Campaign Objective**  
Over the past two years, SiteOne has successfully engaged its Spanish-speaking audience through local campaigns and events, driving engagement, account creation, and sales. Despite these successes, there remains a reluctance among this audience to provide their information for account setup. Currently, SiteOne has a significant number of Spanish-speaking customers, contributing substantial sales for 2024, with a portion of these customers enrolled in the loyalty program. In 2025, SiteOne aims to increase foot traffic in Hispanic Designated Branches, through the creation of new accounts.

**Approach/Strategy**  
Utilizing display to raise awareness and educate potential Hispanic customers about the unique benefits of shopping at SiteOne, as compared to larger, big-box retailers.

**Target Audience**

Hispanic/Spanish-speaking customers (landscapers, contractors, business owners)

**Key Markets**

* U.S. National

**Timing/Flights**

3/17 – 12/31

**Creative**

Standard Display – asset copy/text will be in Spanish