

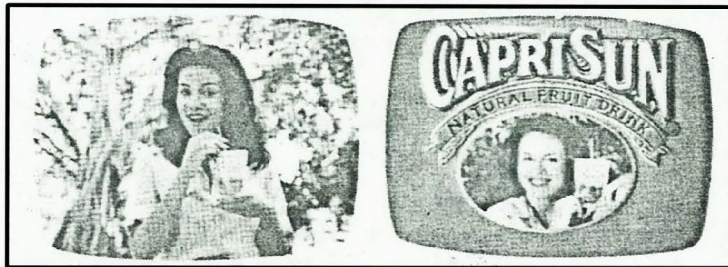
Capri Sun ads target Hispanics

HAYWARD, CAL.—Shasta Beverages is launching its first Hispanic marketing campaign in the U.S. this month.

The campaign will promote Shasta's Capri Sun, the aseptically packaged fruit-based drink. A 30-second tv spot, geared to reach Hispanic mothers, is scheduled to begin on Spanish-language tv stations in 30 mainland markets Feb. 27; spots broke in Puerto Rico earlier this month. The spot features a Hispanic mother in a picnic setting with several children in the background who join her in a jingle, singing, "It's our favorite fruit drink."

Another spot, this one animated, will run in the second half of the year. Both are in Spanish.

San Jose & Associates, a Chicago agency specializing in Hispanic marketing, also will conduct pro-



Shasta's new spot for Capri Sun features a Hispanic mother singing a jingle that positions the product as "unique and sensational."

motional events throughout the country in an effort to broaden the appeal of Capri Sun to children.

The agency will feature Capri Sun floats in parades, Capri Sun stages that provide entertainment for children at festivals and Capri Sun booths at street fairs.

At each event, balloons and free

samples will be distributed.

"There isn't enough media reaching kids in the Hispanic market," agency president George San Jose said. "This way, we can reach the mothers of Hispanic families through tv and we can reach children through our promotional efforts."#

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency