

ADWEEK

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Newswire Roundup

San Jose & Associates last week was tapped by **Anheuser-Busch Inc.** to create and place Budweiser and Michelob print and broadcast spots for the Chicago regional Hispanic market. The estimated \$1-million campaign is expected to break in early June . . . **Paddington Corp.** will pair up with **Canada Dry** club soda next month in a new promotion featuring Baileys Fizz, a drink made with club soda, whipped cream and Baileys. Backer & Spielvogel handles Baileys' consumer account . . . **Anheuser-Busch Inc.**'s new 30-second salute of the U.S. military broke Memorial Day weekend [ADWEEK, May 13]. The spot, part of the six-year-old "This Bud's for you" campaign was designed by **D'Arcy MacManus Masius**, St. Louis . . . **G. Heileman Brewing Co.** last week added **Black Label Non-alcoholic Malt Beverage** to its Black Label brand line. W.B. Doner handles . . . **MUZAK**, the background music service, will launch a new rock format, expected to air in as many as 180 cities . . . At its annual meeting last week, Doyle Dane Bernbach Inc. changed its name to **Doyle Dane Bernbach Group**.

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