

## MARKETING TO HISPANICS

# Perspectivas

Advertising Age, April 25, 1988

## PRODUCT AND ACCOUNT ACTIVITY

**Polaroid Corp.**, Cambridge, Mass., is about to heighten its exposure in the Hispanic market.

After conducting a flurry of focus groups, the company is ready to "run before we walk," said Fil Fernandez, marketing program manager-Hispanic marketing. "Rather than spend endless months devising a marketing plan, we decided we had better implement things."

"Our main intent is to reintroduce Polaroid to them because many are not aware of the new technology," he says. "Ideally we want every Hispanic to hold a Polaroid and see the difference in quality."

Polaroid has joined with **Procter & Gamble's** Pampers in a "cutest baby" promotion, where each parent receives a Polaroid proof. It also will sponsor a segment on **Univision's** "Sabado Gigante," beginning in the third quarter. An element of the sponsorship involves a sweepstakes campaign—featuring a grand prize trip to Spain—where families enter by submitting Polaroid photos.

Polaroid will use both the baby promotion and "Sabado" sweepstakes to build a database and begin direct mail efforts. Spanish-language brochures and point of purchase materials also will be placed at retail.

An image-oriented TV campaign focusing on the quality and benefits of instant photography is scheduled to break this summer. A print component will be placed in **Hispanic Business** and **Vista** magazines. **Conill Advertising**, New York, is Polaroid's Hispanic agency.

The company sees the Hispanic market as a strong source of continuing film and accessory sales. "It's a beautiful market for us. Hispanics take more pictures because of larger families, family unity and more celebrations and holidays," Mr. Fernandez said. "They also really respond to the product's simplicity and instant gratification."

■ **E&J Gallo Winery**, Modesto, Calif., is testing two commercials for its Bartles & Jaymes coolers in a limited number of markets as part of a pilot project. "It is premature to say we're introducing the product to the national market," said a company source. **Marti, Flores, Prieto & Wachtel**, San Juan, Puerto Rico, handles.

■ **S.C. Johnson & Son**, Racine, Wis., is bringing Future floor wax into the Miami market in what is being called a "mini-rollout." Effort is backed by TV, radio and promotions created by **San Jose & Associates**, Chicago.

■ **G. Heileman Brewing Co.**, La Crosse, Wis., which is moving to shore up its regional brands, has assigned Hispanic marketing responsibility for Lone Star Beer to **Montemayor & Asociados**, San Antonio. A radio and outdoor campaign breaks this week in Corpus Christi, San Antonio and the Rio Grande Valley.

■ **AVCO Finance**, Irvine, Calif., named **The Hispanic Group**, Culver City, its first Hispanic agency. Concentrating first on Southern California, the effort will involve direct mail and broadcast ads.

■ Roundup: **Pace Foods** named **Marketing Mercadeo** its first Hispanic agency of record for its picante sauce; **Toyota Motor Sales USA** to **Conill Advertising** as first Hispanic agency of record (AA, April 11). **Fantastic Sam's** assignment to **La Agencia de Orci** (AA, April 18).

## PRODUCT & ACCOUNT ACTIVITY

■ **Seven-Up Co.**, Dallas, named **Casanova, Pendrill Publicidad**, Irvine, Calif., its first hispanic agency of record. The agency will concentrate on creating a national campaign, and also is expected to work with bottlers.

■ **Polaroid Corp.**, Cambridge, Mass., reassigned its hispanic account to **Conill Advertising**, New York, after having been inactive in 1986. Budget has not been established yet, but Fil Fernandez, Polaroid's marketing program manager-hispanic market, said the account will be very active.

**Standard Brand Paint Co.**, Torrance, Calif., \$500,000 account also to **Conill** (AA, Dec. 14).

■ **Frito-Lay**, Plano, Texas, has assigned **Merced Benitez Machin & Asociados**, San Juan, Puerto Rico, to handle its hispanic marketing and promotional activities in Miami. Casanova, Pendrill remains Frito-Lay's hispanic agency of record.

Doug Boyle, Frito-Lay's director-field marketing/west, cited MBM's proximity to the Miami market as the reason. He also said Frito-Lay's hispanic budget would increase significantly in 1988.

■ **Kraft Inc.**, Glenview, Ill., will introduce two more products to hispanic markets via Spanish-language media in 1988. In addition to Kraft mayonnaise and Kraft Singles, the company will promote Parkay spread and a yet-undetermined fourth brand via **J. Walter Thompson Hispania**, Chicago.

■ **WIND-AM** named **San Jose & Associates**, both in Chicago, to handle advertising, promotions and public relations.

■ **San Diego Wild Animal Park and Zoo** named **Latin Ad**, San Diego, its first hispanic agency of record.

■ **Warehouse Grocery** has appointed **Montemayor & Asociados**, both located in San Antonio, Texas, its first hispanic agency of record. The assignment covers advertising, media placement and promotional planning.

Advertising Age, February 29, 1988

## PRODUCT AND ACCOUNT ACTIVITY

■ **Dial Corp.**, Phoenix, has named **Casanova, Pendrill Publicidad**, Irvine, Calif., as its new Hispanic agency. **Conill Advertising**, New York, and **Dial** mutually agreed to end a 15-year relationship. No budget figures or further details were disclosed.

Casanova, Pendrill also is working on a project basis with **Chiat/Day**, Los Angeles, handling the Hispanic marketing component for **Foster Farms**, Los Angeles.

■ **S.C. Johnson & Son**, Racine, Wis., will begin advertising Soft Sense skin lotion to Hispanics for the first time, placing radio and TV spots on the West Coast in May. **San Jose & Associates**, Chicago, handles.

■ **Telemundo Group** assigned **Widmann & Co.**, both New York, to handle its advertising and sales promotion.

■ **Beecham Products USA**, Pittsburgh, has assigned **Merced, Benitez, Machin & Asociados**, Hato Rey, P.R., to launch Mistral, a woman's deodorant, in the Miami market next month. The effort will involve advertising and merchandising to create distribution. Plans call for expansion to New York by yearend.

MBM also won the Hispanic market assignment for **Foot Locker**, New York. Tests will be conducted in Miami before plans are finalized.

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