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San Jose & Associates receives PCC award...

Chicago-based Hispanic marketing communications agency San Jose & Associates (S&A) was recently honored during the Publicity Club of Chicago's (PCC) 34th Annual Golden Trumpet Awards for assisting the American Cancer Society (ACS) to save lives through the power of public relations.

After reviewing more than 150 entries, the PCC awards S&A with the Edwin J. Shaugnessy Quality of Life Award for its excellence in planning, creativity and execution of the ACS's 1992 "Tómese el Tiempo. Su Familia se lo Agradecerá" (Take the Time. Your Family Will Thank You.) Hispanic mammography awareness campaign.

The power of the agency's winning campaign was rooted in its integration of television, radio and print advertising with public relations as a strategic approach to effectively reach, educate and motivate Hispanic women to practice early detection of cancer via mammography testing.

Highlights of the innovative program include the special appearance of U.S. Surgeon General Dr.



Martha San Jose (r.) accepts the Quality of Life Award from the Publicity Club of Chicago. With her is Ann Saul (l.), Awards committee member.

Antonia Novello as the official "Tómese el Tiempo" public service announcement spokesperson. In addition, the local Spanish-language media joined S&A's pro bono efforts with overwhelming enthusiasm and went on the run the ACS's Hispanic mammography messages in fixed media schedules valued at a combined total of over \$125,000.

The eight-week campaign generated more than 3 million impressions in the Chicagoland area and also earned the Illinois Division of the ACS 1991-92 National Honors Citation.