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SJ&A and Dominicks launch campaign

Dominick's Finer Food Stores is offering Un Mundo de Frescura, or World of Freshness to Chicagoland's Spanish-speaking shoppers, in its latest Hispanic market image campaign, created by Dominick's Hispanic advertising agency of record, Chicago-based San Jose & Associates.

Three new television commercials feature mouth-watering shots of fresh produce, dairy products, seafood and meat, as they are nurtured in the preparation of dishes traditional to

Hispanic culture.

"We're appealing to the Hispanic consumer, specifically to Hispanic women, who are traditionally the main meal provider and grocery shopper, by featuring images and music that are clearly recognizable among all subgroups within our culture," explained George San Jose, president and executive creative director of San Jose and Associates. "Even the cuts of meat that we selected for the commercials are different from those commonly used within

the general market, because this is what the Hispanic consumer is accustomed to buying."

As a spin-off to the image advertising, Dominick's has also developed a public relations campaign targeting Hispanic newspapers, which highlights the recipes for the sumptuous dishes prepared in the commercials, including a breakfast casserole known as "chilaquiles" and a marinated red snapper platter. Weekly radio spots focusing on item and price specials also support the campaign.

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Dominick's chooses SJ&A for Hispanic marketing

Dominick's Finer Foods has selected San Jose & Associates as its official agency of record to develop and execute its Hispanic marketing communications programs.

While Dominick's Hispanic efforts has been primarily focused on Spanish-language broadcast and print, SJ&A will now assist the chain to begin to incorpo-

rate more targeted and non-traditional communications tools into its marketing mix, such as retail sales promotions, public relations and direct marketing.

Northlake-based Dominick's has invested in the Hispanic market for more than 10 years. SJ&A is in its 14th year of business. ■

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