

# [hispanic]

## market weekly

**CHOMP ON IT.-** The National Pork Board has expanded its Hispanic marketing efforts to seven new markets - San Francisco, Dallas, San Antonio, McAllen, San Diego, Denver and El Paso. The expanded initiative will keep the "El Cerdo es bueno" message. During its first two years, the initiative targeted Phoenix, Los Angeles, Miami, Houston and Chicago. In order to get its message to the masses, the National Pork Board will run its first-ever slate of television commercials, explains Cristina Alfaro, managing director of public relations at The San José Group. The Hispanic marketing campaign, created by The San José Group, showed a 200 percent increase in awareness of the marketing pitch, and research indicates that consumers exposed to the effort are buying 43 percent more pork than they did before, Alfaro notes. The expanded campaign will target Hispanic consumers who don't eat a lot of pork in an effort to educate them about the benefits this type of meat offers, she adds. "We want to address the misperceptions that exist about pork," says Alfaro, "by telling people that pork is safe, that some cuts are nutritious and even low in fat. Currently in production, the new commercials will hit the airwaves in the 12 markets by summer. Until now the estimated \$5 million effort has used radio, outdoor and print advertising. But this year, the National Pork Board chose to drop radio and boost its television presence. "With food, the message looks better

on television," says Ceci Snyder, assistant vice president of consumer marketing at the National Pork Board. The media buy, which is currently in development and will launch June 1st, will be Spanish-language spot buys in each of the markets, explains Snyder. The National Pork Board has traditionally stayed away from both network and cable advertising for its non-Latino campaigns, but Spanish-language television "is still cost effective," Snyder says.

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## Seeing The Light

Exelon Corporation, the energy company, last week selected The San José Group as its Hispanic agency of record for a regional thrust. San José will handle Exelon's corporate branding as well as full-service advertising for its Commonwealth Edison Company (ComEd) and PECO Energy Company (PECO). The Chicago-based agency had been handling ComEd's Hispanic efforts in Northern Illinois since 1997. The focus of this expanded assignment will be to develop integrated marketing programs for all three companies, explains Cristina Alfaro, account supervisor at The San José Group. "The goal is to introduce the Exelon and PECO brands to the Hispanic market," says Alfaro. For both companies, this is their first dedicated Latino initiative. Together they have done only limited advertising and event sponsorship aimed at Hispanics, she notes. And it was always handled in-house, never through a dedicated Latino agency. Exelon is one of the nation's largest electric utilities with approximately 5 million customers and more than \$15 billion in annual revenues. Billings on the new accounts are expected to reach the \$5 million mark. Work on the account is just now getting underway and the scope of the creative and media buys has not been determined, notes Alfaro. One component that will definitely be included is print advertising, she adds.

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

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Three Musketeers, an M&M/ Mars' brand of chocolates, for seven years. And from 1992 to 1993 the agency handled the full scope of marketing chores for Burger King, Lewis explains. Despite breakthrough moves like Church's Chicken hiring Cartel as its "general market" agency, the overriding philosophy in the advertising industry is still to keep Hispanic assignments separate and in the hands of dedicated Latino agencies. "Most clients still would not consider blending things," says Varela. This growing trend may lead more clients to look outside the traditional agency to find a good fit. Moving forward would make a lot of sense, notes Lewis. But, he adds, it will take some work on the part of the ethnic agencies to make the trend stick. "These agencies have to bring mainstream business and marketing skills to the marketplace that go beyond ethnic backgrounds," Lewis insists. "Once you get past the language factor, good business is good business. And there is really no color attached to it."

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## Who says you can't compare apples & oranges?



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### **CAMPAIGNS**

**DEPOSITANDO CONFIANZA.-** Volkswagen on Thursday will launch the first Hispanic initiative for its certified pre-owned vehicles. Moving away from the traditional crop of used-car spots, Volkswagen puts the focus on the inspection and certification process that each vehicle undergoes before reaching the sales floor.