



SEARCH

GO

HOME
MY ACCOUNT

THE NEWSLETTER

Issue Content

Accounts

Agencies

Arriba/Abajo

Event Marketing

Full PDF Issue

Movies

Publishing

Radio

Research

Television

Breaking News

Archives

Special Reports Index

HMW Research Pages

RESOURCES

Accounts Directory

Market Profiles

Media Directory

Trends Page

Research Updates

Research Glossary

TALENT MART

Job Classifieds

ABOUT US

Description

Advertising

Editorial Calendar

FAQs

Contact Us

SEEING IS BELIEVING

You see this ad. All 10,000-plus HMW online users are seeing it also.

[Click here to see our rates and specs.](#)

March 1, 2004

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.


[E-Mail This Article](#)
[Printer-Friendly Version](#)

JOIN OUR
10,000-PLUS
USERS

Click here
to subscribe
to HMW online

NYC TEMPO
Capturing the
rhythm of
Latin New York
Every month in the
NEW YORK POST



The DMA
11th Annual

**Directo
Days**
Conference

April 19 - 20
New York
Marriott
Marquis
New York, NY

