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Exelon Expands AOR Relationship With The San Jose Group.

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Following an agency review, Exelon Corporation has selected The San Jose Group as its Hispanic advertising agency of record for its corporate brand and its energy delivery companies, Commonwealth Edison Company (ComEd) and PECO Energy Company (PECO).

At the time of the announcement, The San Jose Group had already been helping ComEd forge its connection with the Hispanic population in Northern Illinois for seven years. The new appointment expands the relationship to fulfill the advertising goals of all three companies.

These goals will be attained through the implementation of integrated marketing programs.

"As a leader in our industry, we recognize the importance to establish a deeper relationship with our growing Hispanic constituency. We are very pleased with the work that The San Jose Group has done for ComEd and look forward to replicating that success in other areas of our business," said Don Kirchoffner, Vice President of Corporate Communications for Exelon Corporation.

"The energy sector has a direct socio-economic impact on everyone, everywhere, every day. We are honored to work with a company that is not only constantly working to develop solutions to meet our nation's energy demands, but also makes a concerted effort to reach out to all of its customers and shareholders," said George L. San Jose, president and COO of The San Jose Group.

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