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San Jose Network Expands Into Atlanta.

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Agency Network Welcomes New Affiliate, Continues to Offer Solutions to Downsides of Ad Agency Consolidation

CHICAGO -- The [San Jose Network\(TM\) \(SjN\)](#), the fastest growing network of [marketing communications](#) firms serving U.S. and Latin American markets, has welcomed Atlanta's only full-service Hispanic agency, PM Publicidad, as a new affiliate. This marks the latest addition to the network, which already consists of 24 agencies in 25 countries.

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The San Jose Group ([SjG](#)), one of the country's leading Hispanic independent agencies, first established SjN in 1991. While SjG had been undertaking international work since the agency's inception in 1981, SjG's management created the network to resolve challenges Clients were experiencing due to the worldwide trend of ad agency consolidation.

"Many Clients are beginning to look at both the domestic market and the half a billion living in [Latin America](#) as new growth targets," said George L. San Jose, president, COO and founder of The San Jose Group. "However, many clients' needs are not being met by larger conglomerate agencies on either front. While, on paper, the size is there, personalized client service, access to senior staff, quality control and efficiencies typically become challenges."

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San Jose explained that SJN offers clients the "best of both worlds": global resources, balanced with a U.S.-based centralized approach to navigating local and international markets. He said that SJG serves as the anchor to the network, which consists of 24 independently owned, award-winning, full-service agencies throughout the U.S., Mexico, [Central America](#), [South America](#), [Puerto Rico](#) and the English-speaking Caribbean. However, all programs are managed out of SJN's Chicago headquarters, giving its clients a "one-stop-shop" advantage. San Jose, together with a management team that oversees the network, personally screened and hand selected each agency affiliate.

"Our clients enjoy the benefits of having over 700 professionals in 40 offices at their disposal, while working through one main office," said Tatiana Vieira, SJN's executive director. "Whether you're a brand manager entrusted with just the U.S. or an international marketing director targeting Latin America, this translates into increased flexibility, accountability, more outstanding work and lower cost solutions for their programs," she said.

SJN's new Atlanta affiliate, PM Publicidad, offers strategic marketing expertise across a full spectrum of tactical capabilities. Its clients include [American Cancer Society](#), Arby's and Georgia Lottery.

The San Jose Network is the largest marketing communications group exclusively serving the Americas. SJN creates integrated marketing solutions for Fortune 1000 companies through its ability to deliver results in more than 20 countries across the continent. For more information on The San Jose Network, please visit <http://www.thesanjosenetwork.com>.

NOTE TO EDITORS: A high-resolution image is available at: <http://www.hispanicwire.com/home.php?l=in>

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George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.