

Mercadotecnia Hispana



Chicago-Based Latino Ad Agencies Offer Insight into Latino Values and Behaviors

By Tanisha Allen-Jones

Did you know that the U.S. is the fifth largest Spanish-speaking nation in the world? Seventy percent of the Hispanic population lives in Illinois, California, Texas, New York and Florida. Out of the over 35 million Hispanics that reside in the U.S., 66 percent come from Mexico, 15 percent come from Central and South America, 9 percent from Puerto Rico, 6 percent from other countries and 4 percent from Cuba. With all of this statistical information from the census bureau available at the average person's fingertips, why are major companies simply changing their marketing pitches from English to Spanish in an effort to reach the Hispanic market?

Five Chicagoland Hispanic-owned advertising agencies explain that while this "holistic approach" is highly ineffective, it can also be offensive.

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Celebrating its 25th anniversary, the San Jose Group was founded in 1981 in Chicago by George L. San Jose. "The San Jose Group is representative of a combination of ingredients coming together. Our foremost goal is to put our clients first. Even before our own benefit," said San Jose.

The San Jose Group is part of a network of marketing professionals called the San Jose Network. The Network is comprised of 600 people and spans over 30 countries. It is a conglomerate of marketing firms that serves both the U.S. and international markets. The San Jose Group has over 55 million in billings in and 55 employees in their Chicago office and 437 million in billings throughout the entire network.

"My goal for the next 25 years is for the San Jose Group to become the premier marketing service group that services Latin America and the U.S.," said San Jose. "It's really about providing a service that is unique to our market place right now."

The San Jose Group's client list includes: Exelon, American Trans Air, Hormel and IBOT.

"What we can offer is a very strong marketing and creative team. We have a little more foundation to back it up. We have 25 years of proven results. We have expertise in over 40 different categories and we have the fourth dimension, a patented integrated marketing approach that connects the consumer and the brand and their core purpose."

San Jose has been recognized by Crain's "Who's Who", Advertising Age and The Wall Street Journal. He is also co-founder of the Association of Hispanic Advertising Agencies. When asked to what does he attribute the worldwide success of the San Jose Group, San Jose replied, "There is no secret sauce. However, I think overall, we have the ability to see what others don't see and the imagination to create."

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