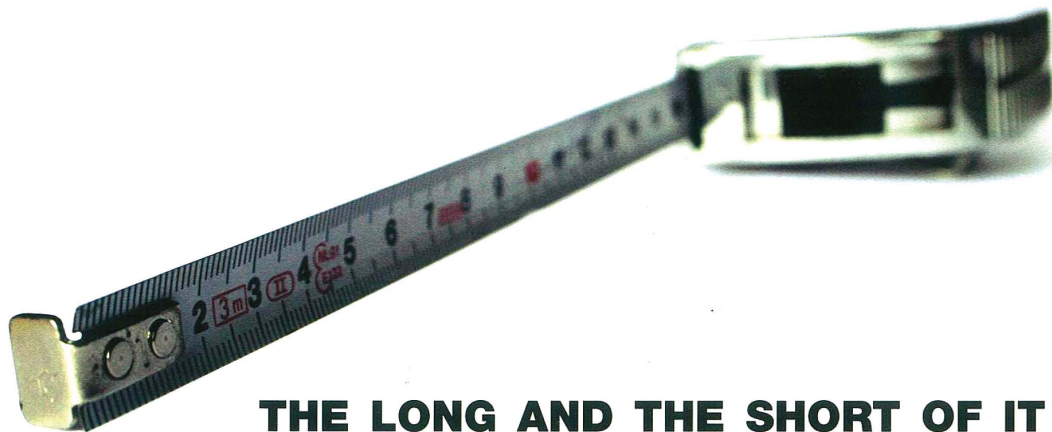


Screen magazine

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BETWEEN THE COASTS, BEYOND THE REEL*



THE LONG AND THE SHORT OF IT

Recent Post Work Comes In Every Size

Charlieuniformtango

Cutters

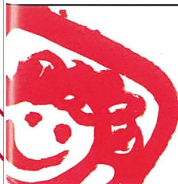
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+ 2006 STOCK FOOTAGE GUIDE

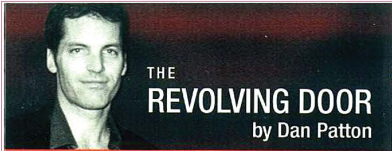


"Love is when you tell a guy you like his shirt,
then he wears it everyday."

Lily, age 7

KIDS JUST BEING KIDS www.ebelproductions.com 312.222.1123

THE
SAN JOSE
GROUP



THE
REVOLVING DOOR
by Dan Patton

EVAN TRACEY has a message for political marketers: you won't make a lot of money on the Internet. According to a report by the Campaign Media Analysis Group, where Mr. Tracey is COO, spending for broadcast television advertising "could be as high as \$1.6 billion this year." Blog and website budgets, on the other hand, look like consolation prizes. But even if the chips stack much higher on the broadcast side, advertisers must reach beyond them to make an impact.

The Internet's reputation as a cheap, unprofessional, homegrown forum makes it the world's best political marketplace. Millions communicate within a network they refer to as a community. They chose the topics they want to discuss. They supply one another with a constant stream of information. They critique, judge, and – most importantly – wield direct access to mainstream media. For free. Advertisers, beware.

Years ago, commercials jilted us with "Vote Mondale" amidst the jiggle of "Three's Company" and billboards caught our eye with "No New Taxes" flying by the highway. Today, the Internet won't let these things pass so easily. Blogs bare the junk on a million desktops, where a million users dissect the words, gut the images and hang the results to dry before sending it off to a million more.

Politics gets the worst of it. Nobody really cares that Axe body spray won't get you laid without decent game. But people do mind hearing the lies that our taxes buy. That's why they get online and put the propaganda through fickle trials that often lead to hard time in what might be called "Irrelevant State Prison."

Take Kurdistan's "Thank You America" campaign. Mixing mountaintops with smiling kids, colorful flags and dancing townsfolk, it paints life in "The Other Iraq" as a nonstop "Sound of Music." But the party dropped down a few notches when influential blogger Arianna Huffington called it "sad" during an interview on "The O'Reilly Factor."

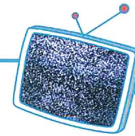
Advertisers should remember that the historic campaign trail has become the road-map to modern marketing. Politicians hump through grassroots community events where they influence demographics, appeal to special interests and manipulate pop culture. Perhaps Mr. Tracey skimmed this notion because he was speaking at the Television Bureau of Advertising conference.

Decide for yourself. His declaration – "at the end of the day, television is the biggest megaphone that these campaigns have" – is available on the Internet.

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SEEING SPOTS

By Dixon Galvez-Searle



Making Your Dreams Come True

The San Jose Group For SPAM

NO MATTER HOW LONG a product has been around – or how successful it has become – there may still be segments of the population that are unaware of its very existence. That was the case for SPAM, the popular meat product that has been occupying space on supermarket shelves for decades.

While SPAM remains a fixture in the general market, Hispanic consumers have never been properly introduced to the brand. In fact, research by The San Jose Group (Chicago) showed that 99 percent of the Hispanic population remained unaware of the product, according to Creative Director Enrique Mena. To rectify this situation, the agency has produced the first Spanish-language television commercial for SPAM in the U.S.

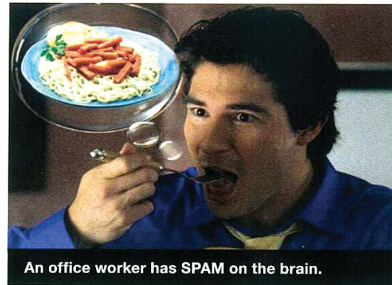
"Balloons" features two men in suits that are just getting off work. The main character imagines a meal of spaghetti and SPAM strips, while his rival is stuck fantasizing about a slice of cheese pizza. The dishes appear inside thought bubbles above both men's heads.

Frustrated, the rival grabs his pizza thought bubble, throws it in a garbage can, and steals the SPAM thought bubble from the main character. A high-speed chase ensues through buses, trains and city streets. The main character wins his thought bubble back and makes it home just in time to enjoy a real-life version of the SPAM dish he was dreaming of. The spot ends with the tagline "Imagínalo. Saboréalo." (Imagine it. Taste it.)

Because SPAM was such a new commodity for Hispanic consumers, The San Jose Group was given the creative freedom to create something from scratch. "We are very fortunate that the client is open-minded [enough] to deviate from the general market campaign," says Mena. "[They] let us run free."

The resulting thought bubble idea was dreamt up using a process called three-dimensional analysis, says Mena. He says this process combines insights from consumers, competitors and the brand itself to produce one overarching insight, which The San Jose Group refers to as the fourth dimension.

In the case of SPAM, the central insight was that, when people feel hungry, they often draw a blank on what exactly they'd like to eat. By introducing SPAM at that moment, the agency hopes to have the brand "own the moment that you are feeling hungry," according to Mena.



An office worker has SPAM on the brain.

Another benefit to using thought bubbles was the fact that they made a visual impact and allowed the spot to play out without relying on dialogue, adds Mena. He says it is important to give consumers a reason to try something new and that visuals have the potential to make the most impact within 30 seconds.

"It doesn't really matter how much we talk about the product unless you see something that is appealing to the heart and soul of the consumer," he says. "[We] cannot convince anybody to try something just by talking about it."

Once the agency had its thought bubble idea locked down, it had to decide which dish to feature as the centerpiece of the chase. Mena says this was the topic of much discussion, but that the team finally settled on spaghetti with white sauce and meat – a classic complete-meal type of dish across multiple cultures within the Hispanic market.

In addition to a classic dish, The San Jose Group also included a chase scene and a young, professional protagonist that Hispanic audiences could identify with. The agency also set the spot in an urban environment – complete with busy streets and public transportation – since the majority of U.S. Hispanic consumers are concentrated in cities.

"We tried to create an environment that would be easily identifiable to the Hispanic consumer, whether [they are in] L.A., Chicago, New York [or] Texas," says Mena.

"BALLOONS"

CLIENT: Hormel Foods (SPAM)

AGENCY: The San Jose Group

CREATIVE DIRECTORS: Enrique Mena, Daniel Stewart

ART DIRECTOR: Ana Alva

DIRECTOR: J.C. Barros

EDITOR: Andrés Ripoll

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