MARKETING TO HISPANICS

RSPECTIVAS

ney in power play

sher

ng has taken
d establishing
panic agency
ring a majority
ez & Associates.
op now will be
nez/Siboney and
operate as its own
Terms of the deal
ed.

based Siboney has
g for several months
nic partner in Texas.
was close to signing a
Ornelas & Associates,
it reportedly fell apart
tions of ownership per-
and autonomy.
as eventually affiliated
acy-Locke, Dallas.
ney now has its sights set
uiring full-service Hispanic
in Los Angeles and Miami,
leting its network.
Ve want to establish a net-
k of full-service agencies in each of these places," said Luis Nasr, exec VP-general manager of Siboney. "The network will allow us to fully serve our clients at both the national and regional levels."

Although other Hispanic agencies have service offices in multiple markets, Siboney and Martinez think a full-service agency network would allow them to more effectively pitch local and regional accounts, some of which rival national accounts' spending in the market.

Siboney and Martinez also hope the network will be in a better position to pick up more national accounts and their regional promotions, which often are farmed out to local agencies.

"All national clients, such as Pepsi and Frito-Lay, are going to regionalization," said Tory Syvrud, president of Martinez/Siboney.

Martinez, which bills $5 million, should benefit from the association with Siboney, which has a reported $25 million in U.S. billings and a network of Latin American affiliates. Siboney also is 49% owned by Foote, Cone & Belding.

Major Siboney clients include Bristol-Myers Co., Colgate-Palmolive Co., HBO, Payless Shoesource and PepsiCo. Martinez's large accounts include Frito-Lay, McIlhenney Co., Borden Inc. and Whataburger.

Mr. Nasr would not say what agencies Siboney is talking to in Los Angeles and Miami or whether a deal was imminent.

Possible targets in Miami include IAC Advertising Group and Zubi Advertising Services; Bermudez & Associates and Casanova, Pendrill Publicidad are seen as Los Angeles possibilities.

Zubi and Bermudez confirmed they have talked to Siboney in the past. Casanova, Pendrill said it is not interested in joining the network; IAC could could not be reached for comment. □

MEDIA MOVES

Networking: Viva America Network, a recently formed Spanish-language redio network, has named San Jose & Associates, Chicago, as its agency to handle PR and assist in developing sales promotions. The network plans to develop a series of Hispanic festivals, and expand distribution and circulation of its free-circulation general-interest magazine, *Mi Casa*, primarily into Chicago and Los Angeles.

Magazines roll: Editorial America, Miami, is launching four monthly magazines in both the U.S. and Latin America. *Marie Claire en Espanol*, a Spanish version of the French magazine, debuts in April. The U.S./Puerto Rico edition has a circulation of 47,000. *PC Magazine en Espanol* has launched six different editions covering the U.S and P.R., Mexico, Venezuela, Colombia,

PRODUCT & ACCOUNT ACTIVITY

Pepsi popping: Pepsi-Cola South is conducting a review for its Hispanic account. Finalists include La Agencia de Orc & Asociados, Castor/GS&B Advertising, Ornelas & Associat and Martinez/Siboney. Montemayor & Asociados, San Anton Texas, previously handled. Ornelas is now affiliated with Tra Locke, which handles Pepsi's general-market account for region. Martinez/Siboney handles Hispanic business for siCo's Frito-Lay division and is affiliated with Publicida boney, New York, which handles Pepsi's national Hispanic ness. La Agencia handles Pepsi/West's Hispanic bus Castor/GS&B is Coca-Cola Co.'s former Hispanic agency.

Out of gear: L.A. Gear and Ferrer/Ad America, Los have parted ways for what Ferrer terms client difficul Gear denied the agency resigned the account but comment further on whether it will seek a new Hispa or move the account in-house.

Southland looks west: Southland Corp. has doza, Dillon & Asociados, Newport Beach, Calif. agency of record for 7-Eleven. Mendoza Dillon has with Southland on a project basis for the past ye New York-based Castor Spanish Internationa GS&B Advertising, handled.

Sosa flying: American Airlines has awarde ates, San Antonio, Texas, its estimated $2.6 m Hispanic advertising west of the Mississippi.

Some like it hot: Kentucky Fried Chicke Wings to six Hispanic markets. Bermudez geles, handles.

Picture this: New Line Cinema, Ne Group, Los Angeles, to promote the m Ninja Turtles" in its first Hispanic effor

Over the counter: American Dru Drug and Save-On Drugs, named Uni panic agency.

Azul Grande: IBM awarded a pu Rendon, Los Angeles.

Roundup: Eye Care Centers of Southwest, San Antonio, Hispan Auto Supply named BCT Hisp San Francisco, its first Hispan mayor & Asociados, San Anto panic PR account for Mary Ka motional assignments from Holly, Sugarland, Texas, aw Imperial Sugar brand to Or way Importers named Boon Hispanic agency for Hinds Asprin . . .Tamiami Auton lership, awarded its gen Fernandez Baradat & As ternational named Caste wood, Calif., Hispanic a tic division to Mendoz Calif. . . . Upjohn Co. Miami, promoting R division to Lipton C project work involvi panic Healthcare C

BIENVENIDOS!

You are now part of the first, the largest, the best and the only exclusively Spanish radio

organization