

[hispanic]

market weekly

ACCOUNTS

Attention Shoppers.- Discount food store Cub Foods has launched a new Hispanic marketing program and selected Chicago-based The San José Group as its first-ever Hispanic agency of record. The new Hispanic efforts will be concentrated in the Chicago and Denver markets. "Right now we are doing an exhaustive analysis to determine how much should be invested and where, and to figure out what the best approach is," says Michelle Tucker, director of public relations at The San José Group. "Cub Foods had done very limited things in the Hispanic market, mostly at the store level, and they just realized that they had a growing need to address the market." With sales in the non-Hispanic market reaching a plateau and remaining flat, Cub Foods is turning to the Hispanic market as a new area for growth, says George San José, president of The San José Group. "Hispanic consumers typically shop at four or five stores each week, with superstores playing an important role within the 'circuit'," he adds. "We look forward to creating a marketing strategy and distinct brand personality for Cub Foods that will attract a greater number of those shoppers to their locations."

Reaching Out.- TracFone Wireless, the Miami-based prepaid wireless provider, is reaching out to the Hispanic market with a \$1.5 million ad campaign. The campaign consists of Spanish-language radio and television spots and includes media placement during World Cup matches. In addition to the commercials, Trac-

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