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QueRico.com, an Internet provider of Latin American products, has selected Chicago-based The San José Group (formerly San José & Associates) as its first-ever Hispanic agency of record. The selection came after a review that included The Bravo Group, Dieste & Partners, Lopez Negrete Communications and La Agencia de Orci. QueRico, also based in the Chicago area, is a division of Ethnic-Grocer.com, a business-to-consumer Internet company specializing in ethnic-oriented products. The high seven-figure national account will launch its Latino campaign early next year. The Group's Jennifer Woods says no media plans have been drawn up, but television will clearly be part of the mix, with the exception of Univision because of its zero dot.com advertising policy. Woods adds that this is the first Internet account for the agency. Maribel Chacon, director of client services, will oversee the QueRico campaign. QueRico's director of marketing, Craig Gaitan, says two Indian graduate-school students, who had difficulty getting their country's grocery products in their neighborhood, launched the parent company last year. "After eight months of expansion into other categories, the founders decided to apply their experience to the much larger Latino market," adds Gaitan, who was hired from AllState Insurance where he spent 14 years, the past four heading the Hispanic market team that he helped found. Woods explains that the November name change to San José Group is a result of the company's growth. "We have become larger than an associate group, we now have three separate divisions: advertising, public relations and consulting, each managed by a different group."

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency

THE
SAN JOSE
GROUP