

CHICAGO SUN-TIMES

CHICAGO SUN-TIMES, Monday, June 18, 1984

Anheuser-Busch concert series

In addition, Anheuser-Busch named Sosa & Associates, San Antonio, to create corporate advertising directed to Hispanics.

Locally, the St. Louis-based brewer has named San Jose & Associates for a Hispanic sales promotion and marketing services program for the Chicago area. The agency is planning merchandising programs, sports sponsorships and community events.

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