

[hispanic]

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AWARDS

The **San Jose Group** won an Award of Excellence in The Communicator Awards competition for its radio campaign for Herdez, a division of Hormel Foods. The campaign -with the tagline "Herdez, hechos con amor"- consisted of three radio commercials focusing on Herdez's salsas, sauces and moles. The commercials depict different humorous situations around the Herdez products. It was launched in August 2000 in the Chicago and Houston markets. The San Jose Group won the Herdez account in April 2000 (HMW 4/3/00). The Communicator Awards is a national award competition founded by communications professionals to recognize excellence in the field.

This week on Hispanic Market Weekly:

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