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## MEDIA AND MARKETING MIX

Lewis Lazare follows Chicago media and marketing news

### Chicago White Sox tap San Jose Group for Hispanic advertising

By [Lewis Lazare](#) on February 4, 2010 9:53 AM | [No Comments](#)

The Chicago White Sox have selected the San Jose Group/Chicago as its first Hispanic ad agency of record. The move is part of an effort by White Sox owner Jerry Reinsdorf and the team's top management to grow a significant, loyal segment of the White Sox audience at U.S. Cellular Field, where on average about 14 percent of the crowd for a typical game is Hispanic. Energy BBDO/Chicago will continue to handle White Sox general market advertising.

The San Jose Group will work on an Hispanic-focused ad campaign that is expected to break in about four weeks. The finished campaign will include Spanish-language online work, as well as print, radio and television executions. "Baseball is a powerful passion point for Latinos, and we are going to tap into that excitement for the game and continue building affinity for the White Sox among Latinos," said George L. San Jose, president and chief operating officer of the San Jose Group, which was founded in 1981. The agency also will assist with public relations outreach to the metro Chicago Hispanic community that numbers nearly 2 million.

Meanwhile, the White Sox are expected to unveil the first print executions for their 2010 general market ad campaign next week to coincide with the start of individual ticket sales. The new campaign will carry the tag line "White Sox baseball: It's black and white." The theme is intended to suggest that there are no gray areas at the White Sox, especially when it comes to winning and losing. TV commercials may break as early as March, and some of the ads are expected to feature White Sox team members.

Categories: [Chicago White Sox](#), [San Jose Group](#)

Tags: [Chicago White Sox](#), [San Jose Group](#)

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#### SEARCH

#### ABOUT THE BLOGGER



Lewis Lazare has written the Media Mix column for the Chicago Sun-Times for the past seven and a half years.

#### ABOUT THIS ENTRY

This page contains a single entry by [Lewis Lazare](#) published on *February 4, 2010 9:53 AM*.

[& Wojdyla unveils new Illinois State Bar work](#) was the previous entry in this blog.

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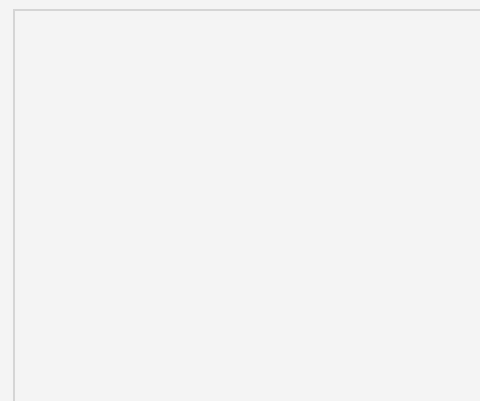
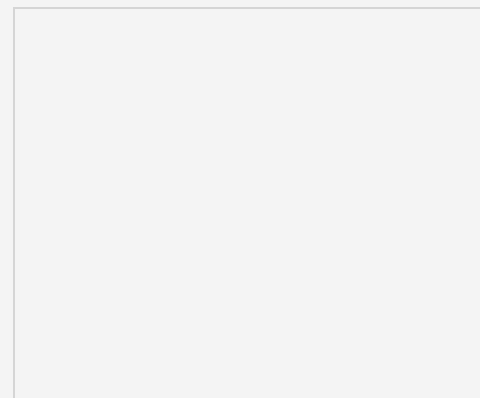
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George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.