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Chicago agency wins job of helping market pork to Hispanics Will be first campaign in National Pork Board's 16 years to target the group

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For the first time in its 16-year history, the National Pork Board is developing a marketing campaign targeted at the Hispanic community in the United States.

In a shootout with two other agencies based in New York and Los Angeles, the San Jose Group of Chicago has been named the pork board's agency of record for Hispanic advertising, marketing and public relations. Dominick's and the Illinois state tourism office are among the San Jose Group's other clients.

According to the NPB's vice president of demand enhancement, Dallas Hockman, the San Jose Group will spend the remainder of 2001 conducting research in the Hispanic community and preparing for the campaign ...

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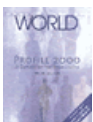
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George L. San Jose President and Chief Creative Officer of The San Jose Group a multicultural advertising agency.