

HispanicAd.com

Dial Corporation @ The San Jose Group.

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The Dial Corporation has selected The San Jose Group (SJG) as its first-ever Hispanic marketing and advertising agency of record.

The San Jose Group will be handling the Hispanic marketing account for Dial bar soaps, body washes, and liquid soaps as well as Purex laundry detergents, which include liquids, powders and tablets. The Dial Corporation and The San Jose Group's partnership will produce an integrated campaign of both retail driven promotions and advertising across multiple media.

"The San Jose Group has a proven track record in these categories, but also demonstrated effective strategic planning that should move more cases off the shelves," explained Ann Toca, Director of Advertising and Consumer Promotions at The Dial Corporation.

This announcement comes at a time when the entire Dial Corporation is supporting a number of multicultural initiatives. "Our work in the Hispanic market represents a corporate-wide commitment to diversity at all levels and practices," continued Toca.

The San Jose Group has expressed optimism toward this account. "We believe there's nothing but upside potential for Dial," said George L. San Jose, president and COO of The San Jose Group. "This is among the most competitive categories in the Hispanic market, dictating a smart, strategic approach and progressive thinking. As we work with them to develop the right program, Dial should see unprecedented results."

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