



Sales Leads: Echo, Rexona, Coca-Cola...

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A summary for Media Sales Executives and Advertising Agencies to see what clients are moving into the Latin American market and/or targeting Latin American consumers right now.

- **Echo / San Jose Network – Latin America**

ECHO Incorporated, a manufacturer of professional-grade, high-performance outdoor power equipment for professional and residential use, has appointed The San Jose Network, Ltd. (SJN) as their agency of record for the U.S. Hispanic and Latin American market. SJN was selected for its in-depth knowledge of the U.S. multicultural and Latin-American consumers, in-country channel expertise and its ability to manage an entire scope of marketing communications services from its central location. SJN's assignment will begin with an extensive brand development exercise of ECHO and Shindaiwa for equity building in Latin America. SJN will develop strategies and insights aiming to improve brand positioning and differentiation, and will look to develop digital assets utilizing new media channels. The group will also provide direction and structure for centralized quality control of a communication platform that will be easily accessed by distributors across 18 Latin American markets.

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