



ECHO names San Jose Network as AOR for LatAM.

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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 Latin American market.

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.

"This is a great opportunity to do work with a company that has set the standard in the landscaping industry, both on the consumer and professional side," said George L. San Jose, chairman and founder of SJN. "While ECHO has already been successful in generating a presence around the world, we believe this centralized yet locally infused approach will provide greater efficiencies to make the brands stronger and realize their full sales potential in Latin America."

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