



SEARCH

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CATEGORY YEAR ENTER A KEYWORD GO

**2006 BRONZE****HISPANIC****EL CERDO ES BUENO (PORK IS GOOD)****US QUALITY PORK, THE NATIONAL PORK BOARD**

Dallas Hockman, VP- Deman and Enhancement
 Jeff hartz, Dir.- Consumer Mktg./Comm.

THE SAN JOSE GROUP

George L San Jose, President and COO

The National Pork Board discovered that Hispanic consumers had a genuine love of pork but limited their consumption because of deeply engrained fears and misperceptions about pork's safety and healthfulness. This campaign set out to replace the myths with truths and increase pork expenditures. With a culturally relevant, integrated program, the campaign succeeded in increasing pork's acceptability and purchase frequency among Hispanic consumers throughout the U.S.

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VIDEOS

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