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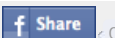
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Hanes Eyes Hispanics By Mindy Charski

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Advertising & Branding



Sara Lee Branded Apparel has launched a review for the estimated \$2 million Hispanic ad account of Hanes and Hanes Her Way, sources said.

The contenders include The San Jose Group and Lá piz in Chicago, along with Brom ley Com munications and Cartel Creativo, both in San Antonio, and Lopez Negrete Communications in Houston, according to sources.

A Sara Lee representative would not confirm a review is under way, but said the Winston-Salem, N.C., company "is evaluating and looking at all our Hispanic resources ... out in the marketplace." She indicated the evaluation would be completed by the "end of summer, early fall."

The Hanes and Hanes Her Way brands, which the parent company considers to be one unit, include underwear, socks, shoes and casual wear. Hanes claims to be the largest apparel brand in the world.

The Martin Agen cy of Winston-Salem handles the general-market ac count of Hanes and Hanes Her Way.

The San Jose Group handles the Hispanic account of Hanes Hosiery, another Sara Lee division. Last year that agency rolled out a broadcast and in-store campaign in markets including Chi cago and New York, with a tagline that loosely translates into, "For the woman who knows what she wants."

Felipe Korzenny, principal of research firm Cheskin in Redwood Shores, Calif., said a strong opportun ity exists for Hanes if it reaches out to Hispanics.

"Underwear is one of those items that if you teach the consumer you offer special benefits, you can create loyalty," he said.

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