
Hispanic Media Update™

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Effort, One, Two. - Allstate Insurance has selected Chicago-based San Jose & Associates as national agency of record for its Hispanic market public relations programs. Allstate marketing manager Maritza Astorquiza says the assignment is the result of a new strategy put together by a newly-formed Hispanic marketing team at the company. According to Astorquiza, La Agencia de Orci had been doubling as the product and P.R. advertising shop, "but the marketing team quickly realized we needed a specialized community relations campaign. So with San Jose we now have two strong efforts." San Jose vice president for client services Jennifer Phillips says the campaign will be directed mainly to community grass roots organizations to "enhance the corporate name and reinforce Allstate's commitment to the Hispanic community."

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