

# [hispanic]

market weekly

**How Do I Pork You?** The National Pork Board chose The San José Group in Chicago as its first-ever Hispanic advertising, marketing and public relations agency of record. The selection follows an eight-month review that culminated with three finalists: San José, La Agencia de Orcí and JMCP Publicidad. Budgets and media plans are still undetermined, but Jennifer Woods, San José's executive vice president, says it is possible the Latino version of "The Other White Meat Campaign" will be launched regionally on radio, magazines and outdoors in key Hispanic markets ("spot market type") before a national rollout. Both regional and national campaigns will have a strong public relations component to allow for an educational thrust to demonstrate ways pork can be part of a diet outside the traditional Latino dishes that call for it. "The thoroughness of the agency review process tells you how prepared the pork board is to undertake a level of program intensity that will really penetrate the Hispanic market," Woods explains. "When we finish our in-depth research and planning, the media budget will prove the board's serious commitment to this market."

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