

## **BUSINESS**



# Minorities Slice the Advertising Pie

**SUMMARY: Advertising has long been aimed at an amorphous general population. But increasingly advertising is being focused on segments of the public. On the cutting edge of this trend are minority advertising agencies that, despite their small size, believe they are better situated to promote products and services to their communities.**

the commercial and for them, that's segmented marketing. How is somebody living in Greenwich Village or the East Side going to have a feeling for what's going on in a Watts or in a Harlem or in the minds and hearts of black people who came from those areas and now live elsewhere?"

George San Jose, president of San Jose & Associates in Chicago, says that a minority agency must sell itself at least three times before getting a chance to sell the actual product. "First, you have to tell them the market exists; then you have to convince them the company can get incremental sales from it; and, finally, tell them you should be the agency to do it for them."

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