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News Briefs

Published: April 10, 2000

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Herdez plans new ad effort for line of Mexican foods

Herdez Corp., marketer of Mexican food products to U.S. Hispanic consumers under the Herdez, Dona Maria and Bufalo brand names, has named San Jose Group, Chicago, as its Hispanic agency after a review. La Agencia de Orci y Asociados, Los Angeles, previously handled. The Herdez line includes salsa, mole, bouillon, peppers, hot sauce and other products.

A TV, radio, print, out-of-home and point-of-purchase ad campaign will be developed and launched into test markets within six months. A national rollout of the campaign is expected to follow. Herdez is a U.S. joint venture between Hormel Foods Corp. and Grupo Herdez of Mexico City.

Charles Schwab Corp. touts Chinese research service

Charles Schwab Corp. is running a TV, print and radio campaign to back its new online Chinese news and research service (schwab.com/chinese), provided by Dow Jones & Co. Print ads by BBDO Worldwide, New York, with English and Chinese text, announced the service in the Wall Street Journal and Barron's, Business Week, Fortune and SmartMoney. Intertrend Communications, Torrance, Calif., handles Chinese-language advertising for Charles Schwab.

'TV Guide en Espanol' bids adios to Hispanic readers

TV Guide en Espanol, the 16-page Spanish-language weekly inserted in TV Guide in the top 15 Hispanic DMAs, has been discontinued less than six months after its debut. A TV Guide spokesman said the insert did not find the best way to serve the Spanish-speaking community. Equipo Creative, New York, handled the introductory advertising campaign for the insert.

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- Beer Shows Signs of Recovery

Guenther retools packages to emphasize Latin image

C.H. Guenther & Son, marketer of La Paloma White Wings all-purpose flour, corn and tortilla mixes and ready-to-eat tortillas, has retooled its packaging to highlight its Hispanic image. Available in 28 states, the packages now include bright turquoise and red colors and a more prominent display of the words La Paloma. The new slogan, "Que Maravilla de Tortilla" (What a marvelous tortilla) appears on the packages and is used in advertising. Montemayor y Asociados, San Antonio, handles Hispanic advertising for La Paloma.

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