

news

News Briefs

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Hanes Hosiery steps into Hispanic advertising

Hanes Hosiery today breaks its first Spanish-language TV and radio campaign for its line of pantyhose, tights and socks. The campaign, titled "Para la mujer que sabe lo que quiere" ("For the woman who knows what she wants"), includes free standing inserts and contests designed to drive traffic to stores. The contests include "Sexy Legs" and "Secret Agent." San Jose Group, Chicago, is Hanes' first Hispanic agency of record.

TDI/Infinity launches Latino outdoor division

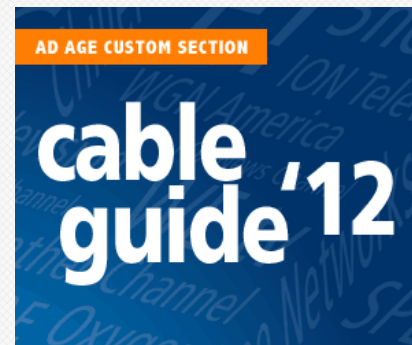
Telemundo Networks, Heineken USA and Elsitio.com are the first clients to sign with TDI/Infinity Outdoor Latino, a new division of Infinity Broadcasting Corp. that offers national, regional and local out-of-home ad placements in the U.S., Mexico and Canada.

The Source cranks up its sports coverage

The Source Enterprises has launched The Source Sports Multimedia Group, to include TheSourceSports.com, a Web site to launch in December, plus expanded coverage in print, radio and TV venues. In addition, the division will release a CD compilation, "The Source Sports Stadium Jams." The CD features hip-hop tunes played in sports stadiums.

Police, Edison advertise to Jewish Orthodox, Hasidic

The New York City Police Dept. and Consolidated Edison Co. of New York are marketing to the Jewish Orthodox and Hasidic communities via specialty agency Lezam Associates, New York. The law enforcement agency is running its recruitment campaign in English in Yiddish newspapers. Edison's campaign include corporate and informational ads.



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E-Trade breaks Chinese ads

E*Trade recently launched a Chinese-language TV, print and out-of-home campaign via Admerasia, New York. In addition, the online financial services marketer has launched a Web site in Mandarin via Admerasia's sister agency, Cyverasia. The site features streaming audio market reports in both languages every hours.

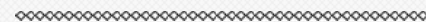
F.Y.I.

International Channel Networks will provide programming to Seattle broadcaster KBCB-TV to reach an additional 410,000 homes, for a total of 850,000 area homes by yearend.

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

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YOUTUBE ORIGINAL CHANNEL TRACKER

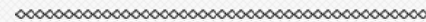


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