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Members of the new Pepsi/San Jose alliance (left to right): Jesse G. Wilson, executive vice president of San Jose & Associates; Jose Velgara of Pepsi; Cole McCombs of Pepsi; George L. San Jose, president of SJ&A; and Richard Sox, director of marketing for Pepsi.

## Pepsi goes with San Jose

The Chicago Division of Pepsi-Cola General Bottlers, Inc., a Whitman Company and the largest independent Pepsi bottler in the U.S., has selected San Jose & Associates, Inc., to develop and execute their regional Hispanic marketing programs.

SJ&A will be responsible for all Spanish-language creative, public relations and sales promotions programs for the Pepsi family of products, including Diet Pepsi, Mountain Dew, All-Sport, Lipton Tea, Grayson Mountain Water and Hawaiian Punch brands.

Executives within the Chicago Division's marketing department, who previously handled all Hispanic marketing efforts in-house, decided to commission an outside agency after realizing the vast potential to maximize their soft drink sales to Hispanics within Pepsi's Chicagoland area. ■

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