

PRODUCT & ACCOUNT ACTIVITY

Bank on it: NCNB Corp., Charlotte, N.C., plans to consolidate its estimated \$2 million Hispanic ad account. Finalists include Acento, Miami; Sanchez & Levitan, Miami, which handles NCNB in Florida; and Sosa, Bromley, Aguilar & Associates, San Antonio, Texas, which handles the bank's Texas Hispanic account. . . . Great Western Bank, Beverly Hills, Calif., hired GS&B Advertising, Coral Gables, Fla., to handle Spanish-language advertising. . . . United Banks of Colorado, Denver, named Solis Group, Denver, its first Hispanic agency.

Sweet on Bravo: NutraSweet Co., Deerfield, Ill., hired Bravo Group, New York, to handle Hispanic market tests of its Equal brand. The account, inactive for several years, was last handled by Mendoza, Dillon & Asociados, Newport Beach, Calif.

San Jose feeling very fine: Veryfine Products, Westford, Mass., named San Jose & Associates, Chicago, its Hispanic agency of record after a competitive review. Bermudez Associates, New York, which closed in May, had handled. Ace Hardware, Chicago, also named San Jose its first Hispanic agency.

Good scout: Boy Scouts of America, Irving, Texas, has assigned project work to Ornelas & Associates, Dallas.

Flying in: Alaska Airlines, Seattle, has narrowed its Hispanic agency search to Ferrer Ad/America, Los Angeles; Font & Vaamonde Associates, Los Angeles; and Martinez/Siboney, Dallas, for its less than \$1 million advertising account. A decision is expected in early February. . . . Mexicana Airlines hired Valdes Zacky Associates, Los Angeles, for project work.

Account roundup: Both Candy's Tortilla Factory, Denver, and Colorado Lottery to Solis Group, Denver, as agency for both general market and Hispanic market activities; Garrison-Lontine Advertising, Denver, had handled Candy's and Karsh & Hagan, Englewood, Colo., had Colorado Lottery. . . . Sanchez & Levitan, Miami, picked up PR work for Adolph Coors Co.'s literacy campaign, general market and Hispanic accounts for Fontainebleau Hilton Resort and Spa, Miami Airport Hilton, Miami Film Festival and Los Ranchos restaurant chain. . . . SOS Insurance, Los Angeles, to CLA Advertising, North Hollywood, Calif., for local projects; advertising was handled in-house. . . . South Florida Cable Co-op, Miami, to GS&B Advertising its first Hispanic agency.

Breaking campaigns: Kraft General Foods breaks Feb. 4 a new network TV spot for Jell-O Jigglers from Font & Vaamonde Associates, New York. . . . California Egg Commission this month breaks a TV spot focusing on the use of eggs in traditional Mexican cuisine via Ferrer/Ad America, Los Angeles. . . . Coca-Cola Co. introduced Diet Coke to the Hispanic market Jan. 23 with TV spots featuring Cincinnati Bengal Anthony Munoz, drummer Tito Puente and actresses Rita Moreno and Laura Martinez-Herring via Sosa, Bromley, Aguilar & Associates, San Antonio.



Font & Vaamonde tries some "Laboratory" work for Jell-O Jigglers.

—Compiled by Christy Fisher