



HISPANIC

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results in a document projecting where we will be technologically at the end of the century. "We haven't done anything to date in terms of breaking down the information by ethnic or language groups, but I'm sure it's something we'd hope to get to shortly," says Deniz.

The December issue of *Hispanic Business* gives Spanish-language marketers milestones to judge their position relative to the magnitude of the advertising industry in this market. The annual edition profiles the top 50 advertisers in print and electronic media that effectively reach the Hispanic audience. "There's very little competition in the majority of categories in Spanish-language advertising," remarks Jesse Wilson, executive vice president of San Jose & Associates, Inc. The Chicago firm targets Spanish-speaking "new arrivals," people who have been in the U.S. less than 10 years, to promote products and services through Spanish-language media. "Electronic media has great utility in our Spanish-language advertising industry, because it has the capability to convey more information. Then, if you need to, you back it up with 800 numbers for a more personal touch.

"We're going global rather quickly through NAFTA," Wilson continues. "Going into Mexico should be a national extension of anyone's business. Therefore, if you have Spanish-language capabilities in North America, you begin to do the extension right on into Mexico, or go into Mexico first, and then bring it back up here."

With this ethnic group growing eight times faster than the rest of the U.S. population, any company that wants to grow in the future will have a hard time doing it without responding to the needs of the Hispanic market. If you're ignoring it, don't bet that your competition is. As Ennio Quevedo-Garcia, vice president/director of marketing for Bank of America, put it, "Demographics are destiny." ■

Jan Kingaard is president and founder of TKO International, a Costa Mesa, California, marketing consultancy.

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That's the U.S. Hispanic Market:
Ever-growing with \$\$ Billions to Spend

*Can you
afford to ignore
a market
twice the size
of New York
in which there
is very little
competition and*



HISPANIC



Jesse Wilson, executive vice president,
San Jose & Associates, Inc.

*lots of room for
development?*

BY JAN KINGAARD

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