



## Collection

### The Other "Other White Meat" Program:...

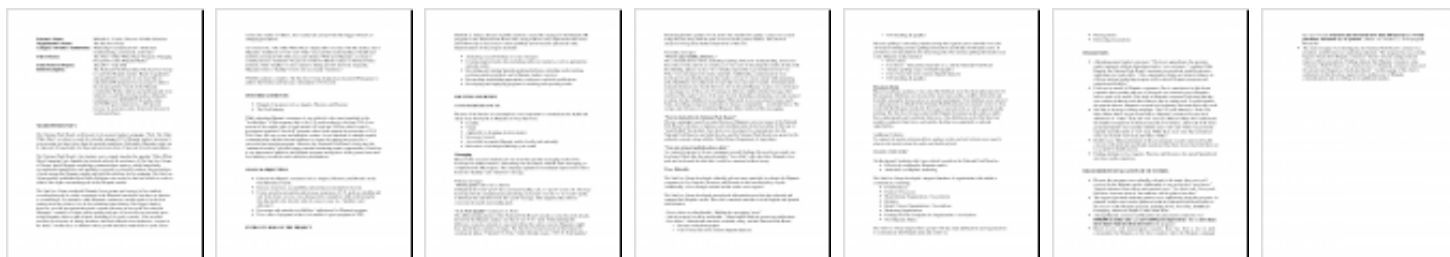
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## **The Other "Other White Meat" Program: Changing Perceptions in the Hispanic Market**

The San Jose Group

Published: 2003 Pages: 7

The National Pork Board hired the San Jose Group to reach the U.S. Hispanic market. Based on qualitative and quantitative research, it was clear that an educational PR program was necessary to address the misconceptions of pork in the Hispanic community. Media relations and spokespeople were utilized to reach this growing market, and press kits in both English and Spanish were developed as well as articles and fact sheets that highlighted the campaign's "healthy/safe/delicious" messages.



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**eat pork hispanic consumers hispanic market hispanic media hispanic program los angeles national pork national pork board national pork board's pork board pork board's pr program press materials public relations san jose white meat**

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+1 415.544.4700

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