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The San Jose Group Provides Sheer Support To Hanes Hosiery.

Oct-23-2000

Hanes Hosiery, a leading manufacturer and marketer of hosiery products to department and specialty stores, has selected The San Jose Group as its first agency-of-record for the Hispanic market.

SJG will be entrusted to launch integrated marketing communications programs for the Hanes Hosiery line, which includes pantyhose, tights and socks. "The San Jose Group was selected because of its understanding of marketing apparel and personal care products, and because it has the creative capabilities to position our brand with success in the Hispanic market," stated Cathy Jo Espinola, marketing manager for Hanes Hosiery.

Espinola added that, according to Hanes' hosiery research, 61% of Hispanic women are heavy users of hosiery and that 41% of Hispanic women purchase their hosiery at department stores. "To address the fashion needs of this viable and ready market, we are excited about launching a comprehensive Spanish-language campaign," she said.

The San Jose Group has conducted strategic planning and research for Hanes Hosiery, leading to the development of a test market program in Chicago and San Antonio prior to a national rollout. The program will target Hispanic women between the ages of 18 - 54 and will consist of television, radio, free standing insertions, point of purchase visuals, public relations and a promotional component designed to drive traffic into leading retailers.

"The Hispanic market presents a substantial growth opportunity for Hanes Hosiery. Our goal is to create culturally appropriate campaigns that will make an impact in this underdeveloped category," stated George L. San Jose, president and COO of The San Jose Group.

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