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- Haptic Gaming
- Haptics on PC
- Medical Haptics
- Mobile Haptics
- Robotics Haptics

## The San Jose Network, LTD. Welcomes Media Management Firm Kelly, Scott & Madison and its Subsidiary Fuor Digital as New Affiliate

Chicago, IL (Vocus) September 24, 2010

The San Jose Network, Ltd. (SJN), the largest marketing communications group servicing cultural convergent markets, welcomes a new affiliate, Kelly, Scott & Madison (KSM) and its subsidiary, digital media specialists Fuor Digital, to its network. Both entities join The San Jose Network in its approach to today's convergent market. Its approach serves the consumer landscape that is shifting from a traditional majority to an increasingly mixed market of Hispanic, General, Asian-American and African-American, and focuses on multiple marketing solutions in both traditional and digital arenas.

"With today's new majority and expanding digital landscape actively engaging them, the touch points for today's consumers are far and wide, making the ability to have a conversation with them that much more complicated," stated George L. San Jose, president and chairman of SJN. "Kelly, Scott & Madison's expertise in integrating all media platforms, including Fuor Digital's digital emphasis, solidifies SJN's total convergent market approach that will allow our clients to appropriately engage with various audiences."

Effective and efficient consumer engagement is at the core of KSM's media management philosophy. It has successfully managed and developed some of the most respected and influential brands in America through both direct-to-clients and agency partner relationships. KSM's subsidiary, Fuor Digital, specializes in all aspects of digital marketing including planning, buying, competitive analysis, search marketing, viral marketing and mobile and emerging media strategies and tactics.

"The San Jose Network and its respective agency partners strengthens our competitive advantage and provides our clients a depth and breadth of experience in multicultural markets," said Jonathan Lichter, partner/chief strategy officer for KSM.

The San Jose Network has an alliance with TAAN (Transworld Advertising Agency Network), one of the world's oldest, largest and most successful networks of independent advertising agencies. Today there are 71 SJN and TAAN member agencies operating on every continent, in more than 87 markets worldwide.

About The San Jose Network

The San Jose Network, Ltd. is the largest independent marketing communications network

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servicing clients in multicultural convergent markets within the U.S. and Latin America. Made up of best-in-class, independently owned agencies, SJN offers clients access to local expertise in 18 countries via a centralized management approach.

#### About The San Jose Group

Established in 1981, The San Jose Group is a traditional/digital persuasive content agency that specializes in developing innovative marketing communications solutions that connect brands and consumers to their core purpose. The agency's Convergent Marketing Solutions model is supported by best-in-class business units that embrace today's converging consumers, markets and channels. The San Jose Group and San Jose Public Relations are members of The San Jose Network Ltd., the largest independent advertising agency network servicing the U.S. and Latin America.

#### About Kelly, Scott & Madison

Kelly, Scott & Madison is a media management firm with a long and demonstrated history of generating results for clients. When KSM first opened its doors in 1966, it was pioneering a new space in communications as one of the world's very first media planning and buying companies. Today, 40+ years later, KSM is the oldest, truly independent media company in the United States.

#### About Fuor Digital

Fuor Digital is a full-service, Chicago-based digital media agency, specializing in all aspects of digital media campaigns, including digital strategy, advertising, search engine marketing and optimization, e-mail marketing, mobile phone marketing and web analytics. Founded in 2006, Fuor Digital believes in helping their clients master the digital media mix by using all appropriate mediums cohesively, and focuses on creating quantifiable results to help clients track and understand the ROI on their digital media investment. With their breakthrough conversion attribution system and seats on the Standards Committee of the Web Analytics Association and Click Quality Council, Fuor Digital is an innovative leader in the digital media industry. Fuor Digital is a Kelly, Scott & Madison Company.

#### About TAAN

TAAN, Transworld Advertising Agency Network, is one of the world's oldest, largest and most successful networks of carefully selected independent advertising agencies. Today there are TAAN member agencies operating on every continent, in more than 47 markets worldwide. The TAAN network is built with the concept that shared knowledge and intelligence creates powerful insight in addressing the goals of agencies and marketers throughout the world.

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George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.