



**Chicago agency wins job of helping market pork to Hispanics
Will be first campaign in National Pork Board's 16 years to target the group**

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Author: Lewis Lazare

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For the first time in its 16-year history, the National Pork Board is developing a marketing campaign targeted at the Hispanic community in the United States.

In a shootout with two other agencies based in New York and Los Angeles, **the San Jose Group** of Chicago has been named the pork board's agency of record for Hispanic advertising, marketing and public relations. Dominick's and the Illinois state tourism office are among **the San Jose Group's** other clients.

According to the NPB's vice president of demand enhancement, Dallas Hockman, **the San Jose Group** will spend the remainder of 2001 conducting research in the Hispanic community and preparing for the campaign launch in the first quarter of 2002.

Print, interactive, radio and out-of-home are expected to be part of the effort. Hockman said the campaign won't use "the other white meat" tagline that has proved effective in the pork board's mainstream American campaign in recent years. "It does not translate well," Hockman said.

Part of the campaign will be educational, Hockman said, because some Hispanic consumers harbor health and nutrition concerns about pork that the NPB believes are unfounded. Pork typically is a main dish in Hispanic homes only on special occasions. So another facet of the upcoming campaign will involve trying to get Hispanics to use the meat more often.

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

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