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Herdez Launches In The Hispanic Market.

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The San Jose Group, the agency-of-record for Herdez, a Mexican food product line from Hormel Foods Corporation, has just announced the launching of their campaign for the Hispanic market. Herdez is one of the most prestigious family of brands in Mexico. The Herdez campaign, launched on August 28 in the Chicago and Houston markets, is a pilot test prior to a national roll out. The campaign features their awarding-winning 'Búfalo' Hot Sauces, Herdez Salsas and 'Doña Maria'mole.

"The objective for the campaign is to build a consistent brand identity among the three Herdez product lines: Herdez, Doña Maria, and Búfalo, while highlighting each of these lines' distinctive attributes and characteristics," stated Veronica Villalón, Director of Account Services at The San Jose Group. "In addition to building brand awareness, we also want to communicate the quality, freshness and authenticity of the products that our consumers know and love from Mexico," stated Steve Lykken, Senior Product Manager - Ethnic Group at Hormel Foods Corporation.

The campaign is geared toward Mexican-American adults between the ages of 18 - 54 and highlights their nostalgia for authentic Mexican food. The Herdez campaign launched with three (:60) radio spots, three (:10) television billboards and P.O.P. with the tagline that made these products famous in Mexico, "Herdez, Hechos con Amor" (Made with Love). "We wanted to incorporate the tagline used in Mexico to give our consumers a taste of home when purchasing any Herdez product," stated Lykken.

Each of the three product lines also has its own tagline used in all advertising: Doña Maria Es...Mi Mero Mole™ (Doña Maria Is...My Real Mole), Salsas Búfalo . . . Pican de Verdad (Búfalo Hot Sauces...They're Really Hot), and Herdez, Hechos Con Amor (Herdez...Made With Love). The connecting factor throughout the creative executions is the love for authentic Mexican food through humorous scenarios, and the corporate identifier, Herdez... Hechos Con Amor.

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