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'El Cerdo Es Bueno' RE Campaign Recognized By PR News Awards.

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The San Jose Group announced that it has received a Platinum PR Award from PR News for The National Pork Board's Hispanic public relations campaign "El cerdo es bueno" (Pork is Good). Applicants competed among 23 entry categories and against over 1,000 entries from leading agencies across the United States and around the world.

"This is the third Platinum PR Award and the tenth award overall we have received on behalf of the 'El cerdo es bueno' campaign, and we feel tremendously honored," said George L. San Jose, President and COO of **The San Jose Group**. "Being recognized by our peers is a true testament to the quality of our work, and we are grateful for The National Pork Board's commitment to the Hispanic market and the opportunity to work closely with them to develop winning strategies."

Since 2002, the "El cerdo es bueno" campaign has dispelled myths about health and food safety concerns that Hispanic consumers have traditionally associated with pork. The integrated PR and marketing campaign has included an intense media relations effort, backed by credible sources such as a celebrity chef and dieticians enlisted by **The San Jose Group** and The National Pork Board to provide culturally relevant information on pork's nutritional value, as well as pork production and quality control practices in the United States.

As an important component of the overall marketing campaign, the public relations program helped increase pork consumption among Hispanic consumers across multiple target markets by 31%. To date, the campaign has garnered ten domestic and international awards including, IABC's Gold Quill, PRSA's Award of Excellence and PCC's Golden Trumpet.

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