

How Can the Strategies of the Top 20 Tech Feature Stories of 2011 Help You Score Massive Media Coverage?

Find out how these blockbuster technology campaigns used powerful hooks, beautiful photos and deep penetration into thousands of America's newspapers and online media to reach millions of consumers.



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February 8, 2010

San Jose Group Tapped By Chicago White Sox for Latino Marketing Work

The **Chicago White Sox** have appointed **The San Jose Group** (www.thesanjosegroup.com) as their primary Hispanic marketing agency of record. SJG's assignment consists of assisting the club with advertising, creative and public relations activities — building on the team's past successes in community outreach and ticket sales among Chicagoland's nearly 2 million Latino residents.

This marks the first time the team has brought on a single agency to help manage an integrated Latino marketing effort.

"We are proud that Chicago's Latino community has been part of the White Sox tradition for decades," said White Sox chief marketing officer/vice president **Brooks Boyer**. "Support from The San Jose Group will help us make it an even stronger tie with this valued segment of our fan base and cultivate new Latino fans for generations to come."

For the 2010 baseball season, SJG will work closely with the White Sox to help develop messages and creative platforms that will engage Latino fans and their families and stimulate ticket sales throughout the season. This season's campaign also will focus on helping drive attendance to designated games with Latino community themes, such as Noche del Trabajador (Hispanic Business Night) and Latino College Night.

The new creative campaign will include Spanish-language online, print, radio and television executions. To extend the reach of the traditional advertising programs, SJG's public relations division will support the White Sox on all Latino outreach programs.

"It is exciting to have the opportunity to work with an organization like the Chicago White Sox — a brand that has been at the forefront of sports marketing to Latinos in Chicago for many years," said **George L. San Jose**, president and COO of SJG. "Baseball is a powerful passion point for Latinos, and we are going to tap into that excitement for the game and continue building affinity for the White Sox among Latinos."

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