

# [hispanic]

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**The Latina Focus.-** Hanes Hosiery has selected The San José Group in Chicago as its first-ever agency of record for the Hispanic market. The initial campaign will focus on pantyhose, tights and socks, reflecting Hanes research that found that 61 percent of Latinas are heavy users of hosiery and that 41 percent of them purchase their hosiery at department stores. The program will target women between the ages of 18 and 54 and will consist of television, radio, free standing newspaper insertions, -public relations and a promotional component designed to drive traffic into leading retailers. The San José Group had previously conducted research for Hanes and put together test market programs in Chicago and San Antonio.

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