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Advertising Buyer Leads

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Sanofi-Aventis

Pharma Company Sanofi-Aventis is doing a test introduction of **5 brands**, including Plavin, Ambien and Lovenox, in 3 Hispanic markets: *Miami, Bronx and Southwest Texas*. All campaign elements are "below the line" grass roots initiatives like events, choosing an employee within the company to act as a liaison on health issues with local Hispanic communities. **Euro RSCG** is Sanofi-Aventis' Hispanic Advertising Agency. Once the above described grassroots model is proven, Sanofi-Aventis, is going to look at conventional advertising towards the Hispanic market.

Tri-Tax Franchise

Tri-Tax Franchise has appointed Advertising Agency Power Media Group to attract new Hispanic customers to Tri Tax current franchises concentrated **mainly in California**. The campaign targets Hispanic consumers and business owners. The goal is to offer Latino business persons the security of a proven franchise in their hands as an opportunity to own their businesses.

Verizon Communications

Verizon Communications decided **to revamp its entire careers Web site**, and re-brand its advertising to highlight the company's commitment to diversity. "A separate study prompted the company to **recruit more Hispanics** for positions all over our company. We have to work smarter to reach the Hispanic community, from outreach through businesses and schools, and the type of media and magazines where we advertise, to the language we use in all parts of our recruitment," explained Odesa Stapleton, director of talent management.

In addition, the company is not only posting jobs on their own Web site, but is utilizing targeted career sites, such as **HireDiversity.com**. The company has found advertising on **Latina.com** particularly advantageous, as it targets not only Hispanics, but Hispanic women. "Verizon is really stepping up its efforts in bringing Hispanics into the company, and is taking advantage of anything that can be done in online messaging and the online market," said Ms. Stapleton.

(Note: from an article on *Hispanic Business* website)

Kern's

Santa Ana-based **Stremicks** Heritage Foods LLC has started making a **line of juices for kids featuring a Walt Disney Co. TV character**. The company's Kern's for Kids juice is aimed at **preschool children**. It comes in three flavors: apple, strawberry banana and berry. Stremicks is targeting **California** and **Phoenix** for the launch.

Stremicks, which makes organic dairy products and juices, is using Disney's "Handy Manny"—a bilingual handyman who has talking tools—to market the juice. Santa Ana's **Specialized Marketing Services Inc.** is heading up the marketing campaign for Stremicks. Santa Ana's Specialized Marketing, known for direct mail and interactive services, is focusing the campaign on **store displays** and **direct mail**. The shop has worked with Stremicks for five years, previously marketing the company's organic milk brand. "We've put together a strong launch and next year we'll start the rollout into the **national marketplace**," Stannard said.

Ocean Distribution: New Movie Releases

Ocean Distribution announced the release of nine titles for the Latino marketplace within the United States. These new releases will be sold at Latino targeted **Wal-Mart** stores nationwide, including those states with larger Latino communities such as **California, Illinois, New York, and Texas**. "At Ocean we are focused on offering the best Latino movies," said Carlos Cayon, president of Ocean Distribution. "We achieve this by acquiring fresh films and creating cost-effective marketing strategies that ensure we meet the market's needs. The **Latino** community is our greatest interest and we want to offer them the best entertainment quality."

Among the new releases are "**The Last Silence - El Ultimo Silencio**" and "**The Kidnapping / El Secuestro**," both films featuring Mexican movie stars such as Luis Fernando Pena, well known for his previous movie hit "Love Hurts / Amarte Duele" and his role as Rigo in the Mexican telenovela "Fuego en la Sangre," and Iran Castillo, Mexican actress and singer famous for her recent roles in telenovelas such as "Alborada" and "Mundo de Fieras."

Click [here](#), for detailed contact information on Hispanic Corporate Marketers at these companies and the decision makers at their Advertising Agencies, in addition to information on more than 1,800 Leading Agency and Marketing/Advertising Directors who are targeting Hispanics. (Downloadable into an Excel Spreadsheet for seamless integration into your own database!).