



BURT MANNING

September 16, 1980

TO: ALL JWT U.S.A., INC. STAFF

RE: HISPANIA

The attached release, announcing our new Spanish language division, HISPANIA, was distributed to the press today.

The launching of HISPANIA is our acknowledgment that there is a tremendous market to be served and we at JWT U.S.A., Inc. have the capability to respond to that need.

Burt Manning

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FOR RELEASE SEPTEMBER 16, 1980

JWT LAUNCHES HISPANIA TO SERVICE U.S. SPANISH MARKETS

J. Walter Thompson U.S.A., Inc. has created a new division called HISPANIA to provide complete advertising and marketing services to all of the Spanish speaking communities throughout the United States. Announcement of the new unit was made today in Chicago by Greg Bathon, president of JWT U.S.A., in a speech before the National Association of Spanish Broadcasters.

"HISPANIA has been launched to create specialized advertising to all of the Hispanics in our country," Mr. Bathon said. "It is staffed by professionals who understand the vast potential of this vital and important marketplace and who can communicate with equal effectiveness to Puerto Ricans in New York, Cubans in the Southeast, Mexican-Americans in the Southwest, as well as to all of the other Spanish speaking people," he said. "They are totally aware of both the cultural differences and the common bonds that affect these groups, and, because they have all been involved in communicating with our Spanish speaking population, can develop campaigns that will reach each segment most efficiently."

Serving as president of HISPANIA is Austin S. (Ace) Parker, senior vice president and general manager of JWT U.S.A.'s Miami office. Mr. Parker headed JWT/Mexico for 13 years and prior to that he was manager of JWT/Puerto Rico for 5 years. He has been deeply involved with the Hispanic communities in both the U.S. and Latin America. Antonio Ruiz, also of JWT/Miami, will serve as general manager of the new unit. Mr. Ruiz, a Cuban, has 14 years of advertising experience gained in Puerto Rico, the Caribbean and, most recently, Miami.

HISPANIA's management group will be comprised of JWT executives from all disciplines in New York, Los Angeles, Chicago, Miami and Puerto Rico, all of whom have had extensive experience in advertising to the Hispanic communities.

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