

El Torito Chain Aims to Prove Its Mexican Mettle

Ad Campaign On 60th Anniversary of Company

MEDIHA DIMARTINO

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The El Torito restaurant chain has launched an advertising campaign, “We Know Mexican,” to mark its 60th anniversary and to “reconnect with consumers.”

The campaign, developed by the Brea-based Santy advertising agency, includes two 30-second TV spots, the “Real Mexican Experience,” and “Reason to Celebrate.”

The first ad features characters from old photographs discussing the importance of savoring “real Mexican food,” and the second “illustrates that El Torito is a destination to gather with friends and family for ‘everyday celebrations.’”

Other components of the campaign include digital, mobile and social media ad placements and a partnership with the LA Galaxy soccer team. The chain will open El Torito Cantina at the team’s home stadium, the StubHub Center, in Carson.

El Torito is owned by Cypress-based Real Mex Restaurants Inc. (see list, page 14).

Casanova’s Chevy Ads

Costa Mesa-based Casanova Pendrill has created a global brand platform, “Find New Roads,” to help Chevrolet connect with its Latino audience during the World Cup.

The agency created six TV spots that are airing on Univision, Univision Mas, Univision.com and UnivisionDeportes.com.

The first one-minute ad, “The New Us,” showcases moments in the lives of Latino families, including Fourth of July fireworks, wedding celebrations, cooking lessons, and a soccer game in the park.

Another 30-second spot features soccer fans who are asked, “What do you #PlayFor?” Their answers include “for my family,” “for respect,” and “for passion.”

“Connecting with Hispanic consumers in a meaningful way is an imperative at Chevrolet,” Paul Edwards, U.S. vice president of Chevrolet marketing, said in a news release. “Global football is deeply rooted with Hispanics and Chevrolet and is the perfect environment to launch our new approach.”

The agency also worked on two 30-second ads that skip soccer altogether. One showcases Chevy Equinox’ features, such as the ability to push back the rear seat. The other ad shows the Chevy Cruze’s 4G LTE Wi-Fi.

Chevrolet is owned by Detroit-based General Motors Co.

The agency also hired 10 employees: Elena Meazzo, senior producer; senior copywriters Claudio Martinez-Valle, Gino Ginocchio and Jonathan Jauregui; junior copywriters Tamara Tripp and Belinda Delgadillo; Patricio Luna, creative director; art directors Danny Vicente and Gabriel Sanchez; and Ismael Diaz, senior art director.

Lion for Gallegos

Grupo Gallegos in Huntington Beach won a Bronze Lion at the Cannes Lions International Festival of Creativity for its pro-bono work for the Alzheimer’s Association California Southland chapter.

The agency was awarded in the design category for creating a promotional postcard titled “Husband.” Work from the same series was shortlisted in the outdoor category.

The idea behind the campaign “was to dramatize a visual symbol of the tragic impact of Alzheimer’s by placing the viewer in the shoes of someone suffering from the disease,” according to the agency.

“The work doesn’t tell you what to think,” Juan Oubiña, executive creative director, said in a news release. “Instead, it provokes and captures your imagination and makes you wonder.”

Agency’s Birthday Gift

HKA Inc. Marketing Communications in Tustin is offering a year of free public relations and marketing communications services to one lucky Orange County nonprofit organization.

Do-gooders are invited to apply for “Locally Proud,” a yearlong program that includes a custom strategic public relations and marketing plan with tactical support.

“I feel so fortunate to have enjoyed 30 years of business success and worked with so many outstanding organizations, both for-profit and nonprofit, and when our 30th year arrived, I knew I wanted to do something very special to give back,” Hilary Kaye, the agency’s founder and president, said in a news release.

Applications are available on the agency’s website. The deadline to apply is Aug. 31. Winners will be announced Dec. 2.

Bits & Pieces

Adaptive Medias Inc., an Irvine-based company that specializes in programmatic advertising, partnered with advertising fraud protection company Forensiq in New York to support Adaptive’s quality and compliance efforts to combat ad fraud. ... The Anaheim/Orange County Visitor & Convention Bureau hired Chris Epting as its new blogger.