
LATINWORKS TO HANDLE HISPANIC ADS FOR CHEVROLET



Chevrolet has announced that all of its Hispanic advertising in the United States will be awarded to LatinWorks. The company will begin work immediately. "LatinWorks is considered one of the most creative agencies in the Hispanic marketing space," said Joel Ewanick, vice president, GM U.S. Marketing. "In addition to their creativity, they also have strong strategic talents. They produce results for their clients and we look forward to partnering with them as we tell the Chevrolet story." Founded in 1998, LatinWorks is best known for a 2007 Super Bowl commercial that featured Carlos Mencia teaching a room full of non-English speakers how to order a Bud Light.

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