

By: Rodriguez

H.R. No. 546

R E S O L U T I O N

1 WHEREAS, The Austin-based advertising agency LatinWorks has
2 become the first Hispanic advertising agency in the State of Texas
3 to create a television commercial to run during a Super Bowl; and

4 WHEREAS, Founded by CEO Manny Flores and CMO Alejandro
5 Ruelas, LatinWorks helps its clients reach the large Hispanic
6 market, now over 40 million strong and constituting 14 percent of
7 the nation's population; and

8 WHEREAS, Filmed in Austin in November on behalf of LatinWorks
9 client Anheuser-Busch, the advertisement was conceptualized by
10 employees of LatinWorks, including Sergio Alcocer, Seth Taylor, and
11 Erik Hernandez, who led its creation and production; broadcast
12 during Super Bowl XLI on February 4, 2007, the agency's witty
13 commercial features Carlos Mencia, the star of cable network Comedy
14 Central's *The Mind of Mencia*, as an instructor of English as a
15 second language teaching a classroom full of men how to order a Bud
16 Light beer in different parts of the country; and

17 WHEREAS, The ad was potentially seen by 93 million viewers,
18 the second-largest audience ever for a Super Bowl and the
19 third-largest audience for any television program in American
20 history; a hit with both critics and viewers, the ad was ranked the
21 number one Super Bowl spot this year by the *Chicago Sun-Times* and
22 the *Wall Street Journal*; it was also the number one most-watched
23 spot on TiVo and the number three spot on the YouTube website; and

24 WHEREAS, Along with LatinWorks president and chief creative

1 officer Sergio Alcocer, Mr. Flores and Mr. Ruelas oversee an agency
2 that has created an original and memorable advertisement, and their
3 professional achievements are most worthy of special recognition;
4 now, therefore, be it

5 RESOLVED, That the House of Representatives of the 80th Texas
6 Legislature hereby congratulate LatinWorks, Manny Flores,
7 Alejandro Ruelas, Sergio Alcocer, Seth Taylor, Erik Hernandez, and
8 the rest of the 66 employees of the agency on being the first
9 Hispanic advertising agency in Texas ever to place an ad during the
10 Super Bowl; and, be it further

11 RESOLVED, That a copy of this resolution be prepared for
12 LatinWorks as an expression of high regard and best wishes by the
13 Texas House of Representatives.