

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

Rodriguez

H.R. No. 662

Speaker of the House

I certify that H.R. No. 662 was adopted by the House on March 22, 2007, by a non-record vote.

Chief Clerk of the House