Advertising Council 1990
Census Advertising Collection

NMAH.AC.0372
Mimi L. Minnick and Miles Lawlor
2019
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Advertising Council 1990 Census Advertising Collection
Identifier: NMAH.AC.0372
Date: 1990
Extent: 2 Cubic feet (3 boxes)
Creator: Ad Council
Language: English
Collection primarily in English, but also contains materials in Cambodian, Chinese, Japanese, Korean, Laotian, Spanish and Vietnamese.
Summary: This collection documents the multilingual advertising campaigns created by the Advertising Council to promote the 1990 Census.

Administrative Information

Acquisition Information

Ownership and Custodial History
These materials were donated to the Center for Advertising history by the Census Promotion Office of the Bureau of the Census.

Related Materials
National Museum of American History
Division of Political and Military History
The Division of Political and Military History holds posters, pins, and three-dimensional objects promoting the 1990 Census.

Processing Information
This collection was processed by Mimi L. Minnick, archivist, 1990. Additional processing completed by Miles Lawlor; supervised by Alison Oswald, archivist, August 2019.

Preferred Citation
Biographical Note

Since 1790, the Department of Commerce has conducted a decennial Census to document the demographic characteristics of the American population, and to establish the proportional distribution of political representation. For the 1990 Census, advertising agencies under the aegis of the Advertising Council volunteered their creative efforts to promote the United States Census through public service announcements in newspapers, magazines, and the business press, and on radio and television.

The full campaign was designed to run from February 1 through April 7, 1990. The "blitz run" period ran from March 4 through April 7, 1990. The collection consists of proof sheets, storyboards, video tapes, audio reels and an introductory letter from Secretary of Commerce Robert Mosbacher. The volunteer agencies were The Mingo Group, Castor GS & B, Muse Cordero Chin, and Ogilvy & Mather. Slogans for the campaign included "Answer the Census. It Counts for More Than You Think", "Stand Right Up. Answer the Census", "Any Way We Add It - It Makes Good Sense to Answer the Census", and "Esta Es La Nuestra! Participe En El Censo". To reach the broadest audience possible, ads were created in English, Spanish (including dialects in Puerto Rican, Mexican, Cuban and Nortera), Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese.

Scope and Contents

This collection consists of advertising materials produced to promote the 1990 census. It contains proof sheets, correspondence, three quarter inch videotapes, and storyboards.

Arrangement

Materials in this collection have been arranged alphabetically by the title of the advertising campaign.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
   advertising
Types of Materials:

Advertisements -- 1950-2000
Audiotapes
Tear sheets
Videotapes

Names:

Ad Council
Castor GS & B
Mingo Group.
Muse Cordero Chin.
Ogilvy & Mather.
## Container Listing

| Box 1, Folder 1 | "Answer the Census." Magazine Kit, 1990  
Contains materials in Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese. |
| Box 1, Folder 2 | "Answer the Census." TV Kit, 1990  
1 videocassettes (u-matic)  
Contains materials in Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese. |
| Box 1, Folder 3 | "Answer the Census. It Counts More Than You Think." Business Press Kit, 1990 |
| Box 1, Folder 4 | "Answer the Census. It Counts More Than You Think." Magazine Kit, 1990 |
| Box 1, Folder 5 | "Answer the Census. It Counts More Than You Think." Plastic Bag, 1990 |
| Box 1, Folder 6 | "Answer the Census. It Counts More Than You Think." Radio Kit, 1990 |
| Box 1, Folder 7 | "Answer the Census. It Counts More Than You Think." TV Kit, 1990  
1 videocassettes (u-matic) |
| Box 2, Folder 1 | "¡Esta Es La Nuestra! Participe En El Censo." Magazine Kit, 1990  
Contains materials in Spanish. |
| Box 2, Folder 2 | "¡Esta Es La Nuestra! Participe En El Censo." Newspaper Kit, 1990  
Contains materials in Spanish. |
| Box 2, Folder 3 | "¡Esta Es La Nuestra! Participe En El Censo." Radio Kit, 1990  
Contains materials in Spanish. |
| Box 2, Folder 4 | "¡Esta Es La Nuestra! Participe En El Censo." TV Kit, 1990  
1 videocassettes (u-matic)  
Contains materials in Spanish. |
| Box 2, Folder 5 | "Stand Up for Who You Are. Answer the Census." Radio Kit, 1990 |
| Box 2, Folder 6 | "Stand Up for Who You Are. Answer the Census." TV Kit, 1990  
1 videocassettes (u-matic) |
| Box 3, Folder 1 | "Answer the Census." Newspaper Kit, 1990 |
| Box 3, Folder 2 | "Answer the Census. It Counts More Than You Think." Newspaper Kit, 1990 |