



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Association of Hispanic Advertising Agencies Collection

NMAH.AC.1343
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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Association of Hispanic Advertising Agencies Collection
Identifier:	NMAH.AC.1343
Date:	1962 - 2000
Extent:	3.5 Cubic feet (3 boxes)
Creator:	Sunshine, Sara Spanish Advertising and Marketing Service (creator) Association of Hispanic Advertising Agencies
Language:	Collection is in English. Some materials in Spanish.
Summary:	The Association of Hispanic Advertising Agencies Collection includes advertisements, research, and publications produced by SAMS (Spanish Advertising and Marketing Service), which was founded by Luis Díaz Albertini in 1963.

Administrative Information

Acquisition Information

Donated to the Archives Center in 2015 by the Association of Hispanic Advertising Agencies, through Horacio Gavilan.

Related Materials

Materials at the Archives Center

Goya Foods, Inc. Records (AC0694)

Processing Information

Collection processed by Maggie McCreedy, intern, fall 2016.

Preferred Citation

Association of Hispanic Advertising Agencies Collection, 1962-1995, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Reproduction restricted due to copyright or trademark. Contact the Archives Center for details.

Accruals

The initial donation was made by AHAA in 2015 and related to from SAMS (Spanish Advertising and Marketing Services). The first addendum, the records of Casanova, Pendrill Publicidad, were donated by AHAA in 2016.

Biographical / Historical

Luis Diaz Albertini founded SAMS (Spanish Advertising and Marketing Service) in 1963. Sara Sunshine was the head copywriter and art executive. The agency had a staff of just four employees. It was the first full-service Spanish language advertising agency in the United States. In 2007, the Association of Hispanic Advertising Agencies was formed. Among its goals was preserving the industry's past and preserving the history of Hispanic advertising. The first archival collection they accepted was the records of SAMS. Originally housed at the University of Maryland, it was transferred to the National Museum of American History in 2015.

Scope and Contents

The collection documents the work of SAMS (Spanish Advertising and Marketing Service). It contains advertising campaign materials such as print advertisements, storyboards, proofs of print advertisements, point of purchase advertisements, audio recordings of radio advertisements, and video footage of television commercials. SAMS created advertising for manufacturers of tobacco, movies, cosmetics, watches, toothpaste, cleansers, food products, and alcoholic beverages, to name a few. SAMS was founded during a time in which the "Spanish speaking" consumer was of growing significance in the American market, and American advertisements increasingly catered to and targeted this audience.

The collection contains extensive explanatory notations written by Sara Sunshine, a Cuban immigrant, who created advertising print, audio, and visuals from the 1960s to 1990s and founder of the co-founder of Spanish Advertising and Marketing Services, the nation's first Latino ad agency.

Arrangement

The collection is divided into seven series.

Series 1: Storyboards and Scripts, 1970-1995

Series 2: Advertisements, 1962-1974

Series 3: Publications, 1976-1988

Series 4: Marketing Research, 1962-1984

Series 5: Packaging, 1962

Series 6: Ephemera, 1980-1989

Series 7: Audiovisual Materials

Names and Subject Terms

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

Subjects:

Advertising agencies -- 1950-2000
Advertising campaigns -- 1950-2000
Advertising executives -- 1950-2000
Marketing -- 1950-2000
Minorities in advertising -- 1950-2000
Television advertising -- 1950-2000
advertising -- History -- 1950-2000

Types of Materials:

Advertisements -- 1950-2000
Audio cassettes -- 1950-1990
Clippings -- 1950-2000
Photographs -- 1950-2000
Posters -- 1950-2000
Storyboards
Video recordings -- 1950-2000

Container Listing

Series 1: Storyboards and Scripts, 1970 - 1995

This series contains products including but not limited to: Dermassage, Fab Detergent, Colgate-Palmolive, Royal Gelatin, Mazola Corn Oil, Bulova Watches, Libby's Nectars, and Flan Royal.

Box 1, Folder 1	Miscellaneous Products: Tape 1, 1976 - 1985, 1970 - 1980 Image(s)
Box 1, Folder 2	Miscellaneous Products: Tape 2, 1970 - 1980, 1976 - 1985
Box 1, Folder 3	Miscellaneous Products: Tapes 12 and 18, 1970 - 1980
Box 1, Folder 4	Miscellaneous Products: Description of TV commercials on Tape 14, 1985 - 1995
Box 1, Folder 5	Miscellaneous Products: Tape 16, 1975 - 1985
Box 1, Folder 6	Miscellaneous Products: Description of Commercials on Tape 20, 1985 - 1995
Box 1, Folder 7	Avon, 1976 - 1976
Box 1, Folder 8	Bulova Watches, 1970 - 1980 Image(s)
Box 1, Folder 9	Colgate-Palmolive, 1976 - 1995
Box 1, Folder 9A	El Liborio Restaurant, 1963 - 1963
Box 1, Folder 10	Kent Cigarettes, 1977 - 1978
Box 1, Folder 11	Mazola Corn Oil, 1974 - 1979
Box 1, Folder 12	Royal Gelatin, 1979 - 1979
Box 1, Folder 12A	Store Check (SAMS Mobile Store Check), 1970s
Box 1, Folder 13	Miscellaneous Storyboards, 1970 - 1995

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Series 2: Advertisements, 1962 - 1994

This series contains advertisements for Cafe Caribe, Kotex, Piels Beer, Gulf Gas Co., Sutton Deoderant, Cafe Bustelo, Miramar Gardens, and National Bohemian.

Also included are newsprint advertisements published in various Spanish language newspapers including *Panorama Latinoamericano*.

Box 1, Folder 14	Miscellaneous print advertisements, 1962 - 1976
Box 1, Folder 15	Proofs for <i>The Daily News</i> , 1964 - 1964
Box 1, Folder 16	Point of purchase advertisements, 1985 - 1987
Box 2, Folder 1	Information about radio commercials, 1970 - 1994
Box 3, Folder 1	Newsprint advertisements and miscellaneous articles, 1970 - 1981 Image(s)
Box 3, Folder 2	Long, large format color advertisements, 1970 - 1985
Box 3, Folder 3	Goya Foods proofs and newsprint advertisements, 1962 - 1962
Box 3, Folder 4	El Pico Coffee color circus poster

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Series 3: Publications, 1976 - 1988

Box 2, Folder 2 *The Degarmo Digest*, 1976 - 1976

Box 2, Folder 3 Published articles analyzing the black and hispanic market, 1976 - 1988

Box 2, Folder 4 *Selecciones del Reader's Digest: El Desarrollo de America Latina*, 1979 - 1979

Box 2, Folder 5 *D'Gossip*, 1980 - 1980

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Series 4: Marketing Research Materials, 1962 - 1984

- | | |
|-----------------|---|
| Box 2, Folder 6 | Research reports, 1963 - 1976 |
| Box 2, Folder 7 | Agency presentation and seminar on the hispanic market, 1980 - 1984 |
| Box 2, Folder 8 | Advertising Proposals, 1962 - 1979 |

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Series 5: Packaging, 1962 - 1962

This series includes packaging for an alcoholic beverage, Ferro-Quina Bisleri.

Box 2, Folder 9

Ferro-Quina Bisleri (box), 1962 - 1962

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Series 6: Ephemera, 1980 - 1989

This series contains tearsheets, promotional folders, coupons, Christmas cards, and awards.

Box 2, Folder 10

Promotional materials, 1980 - 1989

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Series 7: Audiovisual Materials

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