Guide to the Association of Hispanic Advertising Agencies Collection

NMAH.AC.1343
Maggie McCready
2016
Table of Contents

Collection Overview ......................................................................................................................... 1
Administrative Information ............................................................................................................... 1
Arrangement ......................................................................................................................................... 2
Scope and Contents ........................................................................................................................... 2
Biographical / Historical .................................................................................................................... 2
Names and Subjects ............................................................................................................................. 3
Container Listing .................................................................................................................................. 4
    Series 1: Storyboards and Scripts, 1970 - 1995 ............................................................... 4
    Series 5: Packaging, 1962 - 1962 ................................................................................. 8
    Series 7: Audiovisual Materials .................................................................................... 10
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: English
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 Diaz 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 McCready, intern, fall 2016.

Preferred Citation

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 4: Marketing Research, 1962-1984
Series 5: Packaging, 1962
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


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 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

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

Return to Table of Contents

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 The Daily News, 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

Return to Table of Contents

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*

*Return to Table of Contents*

Box 2, Folder 6  Research reports, 1963 - 1976

Box 2, Folder 7  Agency presentation and seminar on the hispanic market, 1980 - 1984

   Image(s)

Box 2, Folder 8  Advertising Proposals, 1962 - 1979

Return to Table of Contents
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
This series contains tearsheets, promotional folders, coupons, Christmas cards, and awards.

Box 2, Folder 10 Promotional materials, 1980 - 1989

Return to Table of Contents