



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Sosa, Bromley and Aguilar and Associates Records

NMAH.AC.1351

Sandy Enriquez

2018

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

archivescenter@si.edu

<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	3
Biographical / Historical.....	2
Scope and Contents.....	2
Names and Subjects	3
Container Listing	5
Series 1: Background Materials, 1980-2015.....	5
Series 2: Financial Materials, 1983-1989.....	6
Series 3: Clippings, 1988-1999.....	8
Series 4: Advertisements, 1988-1995.....	9
Series 5: Audiovisual, 1988-1998.....	11

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Sosa, Bromley and Aguilar and Associates Records
Date:	1981-1997
Identifier:	NMAH.AC.1351
Creator:	Procter & Gamble Company (Advertiser) Mars, Incorporated (Advertiser) Sosa, Lionel (Creator) Sosa, Bromley and Aguilar and Associates (San Antonio, Texas) (Creator) American Airlines (Advertiser) Aguilar, Adolfo (Creator) Burger King Corporation (Advertiser) Coca-Cola Company (Advertiser) Anheuser-Busch, Inc. (Advertiser) Bromley, Ernest W. (Creator)
Extent:	14 Cubic feet (31 boxes and 1 map folder)
Language:	Collection is predominantly in English with significant material in Spanish and very few materials in Portuguese. Advertisements containing Spanish have English translations available in the finding aid. However, newspaper and magazine articles in Spanish do not have translations. Most of the audiovisual material is in Spanish or bilingual English/Spanish. Some audiovisual material is subtitled or dubbed in English.
Summary:	The collection documents the work of the Sosa, Bromley and Aguilar and Associates advertising agency of San Antonio, Texas.
Digital Content:	Image(s): Sosa, Bromley and Aguilar and Associates Records

Administrative Information

Acquisition Information

Donated to the Archives Center in 2015, by Lionel Sosa, Ernest Bromley and Adolfo Aguilar.

Separated Materials

Items relating to this collection were donated to the Division of Numismatics and Division of Work and Industry. See accessions: 2002.0007.0517 (Tetradrachm coin); 2015.0080.01 (1988 Clio Award Trophy Hispanic Advertising AIDS Campaign); 2015.0080.02 (Promotional Mug); 2015.0080.05 (Promotional Watch); 2016.3049.02 (1993 Clio Award for Hispanic Market Coca Cola Classic); 2015.0080.06 (1990 Adweek Plaque); 2015.0080.03 (1995 Selena Commemorative Pin).

Related Materials

Materials in the Archives Center:

López Negrete Communications Advertising Collection (NMAH.AC.1413)

Hector and Norma Orcí Advertising Agency Records (NMAH.AC.1384)

Association of Hispanic Advertising Agencies Collection (NMAH.AC.1343)

Dolores Valdes-Zacky Papers (NMAH.AC.1394)

Castor Advertising Corporation Collection (NMAH.AC.1461)

Spanish Language Television Collection (NMAH.AC.1404)

Goya Foods, Inc. Collection, 1960-2000 (NMAH.AC.0694)

Processing Information

Collection processed by Sandy Enriquez, Latino Museum Studies Fellow Summer 2018, under the supervision of Alison Oswald.

Preferred Citation

Sosa, Bromley and Aguilar and Associates Records, 1981-1997, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Lionel Sosa (b. 1939) is from San Antonio, Texas and is of Mexican descent. His first venture as an entrepreneur was starting a graphic design studio called Sosart which later developed into an advertising agency. Ernest Bromley (b.1951), of Puerto Rican and Canadian descent, joined the company in 1981 while employed at the University of Texas, San Antonio as a researcher. Bromley's background in acculturation, advertising and consumer research provided a unique perspective for the newly developed Sosa and Associates. Adolfo "Al" Aguilar (b. 1955), also of Mexican descent, studied advertising and marketing at the University of Texas, Austin. Aguilar worked for Coca-Cola's first Hispanic Marketing Department when he began meeting with Sosa and Bromley. Eventually, Aguilar helped bring the Coca-Cola account to Sosa Bromley and Associates. This successful transfer ultimately led to the development of Sosa, Bromley and Aguilar and Associates.

Scope and Contents

The collection documents the work of the Sosa, Bromley and Aguilar and Associates advertising agency of San Antonio, Texas. They created advertising for large corporations such as Western Union, American Airlines, Coca-Cola, Mars, Procter and Gamble, Anheuser-Busch, and Burger King. Additionally, they worked on political campaigns for Republican candidates including George W. Bush and Ronald Reagan. Works created for local institutions such as the San Antonio Symphony and Incarnate Word High School are also

represented in the collection. Sosa, Bromley and Aguilar were pioneers in developing advertising strategies to appeal to Latino consumers.

This collection includes internal corporate documentation such as awards, financial reports, marketing strategies, advertisement samples and newsletters, as well as newspaper and magazine articles. The majority of the collection consists of audiovisual materials in D2, BetacamSP, 3/4" U-Matic and 1" videotape formats. The audiovisual materials contain commercials, casting calls/auditions, director reels, public service announcements, focus groups sessions and more. Six hours of oral histories with the principals and transcriptions of the interviews are also included in the collection. Prominent sections of the collection include advertisements created for the Center for Disease Control to address misconceptions about AIDS in Latino communities, as well as photographs, an audiocassette, and public service announcements pertaining to the life and death of singer Selena Quintanilla-Pérez.

Arrangement

This collection is divided into five series:

Series 1: Background Materials, 1980-2015

Series 2: Financial Materials, 1983-1989

Series 3: Clippings, 1988-1999

Series 4: Advertisements, 1988-1995

Series 5: Audiovisual Materials, 1988-1997

Names and Subject Terms

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

Subjects:

- Advertising agencies -- 1980-2000
- Advertising campaigns
- Advertising executives
- Minorities in advertising
- Television advertising -- 1980-2000
- advertising -- 1980-2000
- advertising -- Airlines
- advertising -- Alcoholic beverages
- advertising -- Audio-visual materials
- advertising -- Beverages
- advertising -- Brand name products
- advertising -- Confectionery
- advertising -- Food
- advertising -- History
- advertising -- Soft drinks

Types of Materials:

- Advertisements -- 1980-2000
- Articles -- 20th century
- Awards
- Commercials
- Ephemera -- 20th century

Ledgers (account books)
Magazines (periodicals) -- 20th century
Marketing records
Newsletters
Oral history
Photographs -- Black-and-white photoprints -- Silver gelatin -- 1980-2000

Places:

San Antonio (Tex.)
Texas -- 20th century

Container Listing

Series 1: Background Materials, 1980-2015

Box 1, Folder 1	Ernest Bromley Oral History Transcript, 2015-02-01 1 Electronic discs (DVD) Notes: Interviewer: Kathleen Franz; total running time: 1:31:20; 28 pages.
Box 1, Folder 1	Al Aguilar Oral History Transcript, 2015-02-02 1 Electronic discs (DVD) Notes: Interviewer: Kathleen Franz; total running time: 1:32:20; 31 pages.
Box 1, Folder 1	Lionel Sosa Oral History Transcript, 2015-02-02 1 Electronic discs (DVD) Notes: Interviewer: Kathleen Franz; total running time: 1:38:14; 29 pages.
Box 1, Folder 2	Corporate Identity, 1988-2012
Box 1, Folder 3	Ad Briefs, Reports, Reviews, 1990-1992
Box 1, Folder 4	Internal Communication, 1988-1996
Box 1, Folder 5	Association of Hispanic Advertising Agencies (AHAA), 1997-1999
Box 30, Folder 5	Association of Hispanic Advertising Agencies (AHAA) Binder, 1999 Notes: This binder contains the phrase "Mano a Mano (Hand in Hand)" on the cover.
Box 1, Folder 6	Community Engagement, 1994-2015
Box 1, Folder 7	Books, 1980-1993
Box 30, Folder 1	Clio Awards, 1990
Map-folder 1	Sosa, Bromley, Aguilar & Associates Logo, undated

[Return to Table of Contents](#)

Series 2: Financial Materials, 1983-1989

Box 1, Folder 8	Statement of Earnings, 1983-12-31
Box 1, Folder 9	Financial Statement (unaudited), 1983-12-31
Box 1, Folder 10	Audited Financial Statement, 1984-06-30
Box 1, Folder 11	Audited Financial Statement, 1985-06-30
Box 1, Folder 12	Audited Financial Statement and Supplemental Information, 1985-06-30, 1984
Box 1, Folder 13	Financial Statement (unaudited), 1985-07-31
Box 1, Folder 14	Financial Statement (unaudited), 1985-08-31
Box 2, Folder 1	Financial Statement (unaudited), 1985-09-30
Box 2, Folder 2	Financial Statement (unaudited), 1985-10-31
Box 2, Folder 3	Financial Statement (unaudited), 1985-11-30
Box 2, Folder 4	Financial Statement (unaudited), 1985-12-31
Box 2, Folder 5	Financial Statement (unaudited), 1986-01-31
Box 2, Folder 6	Financial Statement (unaudited), 1986-02-28
Box 2, Folder 7	Financial Statement (unaudited), 1986-03-31
Box 2, Folder 8	Financial Statement (unaudited), 1986-04-30
Box 2, Folder 9	Financial Statement (unaudited), 1986-05-31
Box 2, Folder 10	Audited Financial Statement, 1986-06-30
Box 2, Folder 11	Audited Financial Statement and Supplemental Information, 1986-06-30, 1985
Box 2, Folder 12	Financial Statement (unaudited), 1986-07-31
Box 2, Folder 13	Financial Statement (unaudited), 1986-08-31
Box 2, Folder 14	Financial Statement (unaudited), 1986-10-31
Box 2, Folder 15	Financial Statement (unaudited), 1986-11-30
Box 2, Folder 16	Financial Statement, 1986-12-31

Box 2, Folder 17	Financial Statement, 1987-01-31
Box 2, Folder 18	Financial Statement, 1987-02-28
Box 2, Folder 19	Financial Statement, 1987-03-31
Box 2, Folder 20	Financial Statement, 1987-05-31
Box 2, Folder 21	Financial Statement, 1987-06-30
Box 2, Folder 22	Financial Statement, 1987-07-31
Box 2, Folder 23	Financial Statement, 1987-08-31
Box 2, Folder 24	Financial Statement, 1987-09-30
Box 2, Folder 25	Financial Statement, 1987-10-31
Box 3, Folder 1	Financial Statement, 1987-11-30
Box 3, Folder 2	Financial Statement, 1987-12-31
Box 3, Folder 3	Accounts Receivable Aging, 1987-12-31
Box 3, Folder 4	Financial Statement, 1988-01-31
Box 3, Folder 5	Financial Statement, 1988-02-29
Box 3, Folder 6	Financial Statement, 1988-03-31
Box 3, Folder 7	Accounts Receivable Aging, 1988-04-30
Box 3, Folder 8	Financial Statement, 1988-04-30
Box 3, Folder 9	Financial Statement, 1988-05-31
Box 3, Folder 10	Accounts Receivable Aging, 1988-06-30
Box 3, Folder 11	Accounts Receivable Aging, 1988-07-29
Box 3, Folder 12	Unaudited Financial Statement and Supplemental Information, 1989-12-31

[Return to Table of Contents](#)

Series 3: Clippings, 1988-1999

Box 3, Folder 13	Newspaper photocopies, 1990-1998
Box 3, Folder 14	Magazine photocopies, 1988-1997
Box 3, Folder 15	Magazines, 1990-1996
Box 30, Folder 3	Oversized newspaper, newsletter, magazine, 1990-1999
Map-folder 1	Adweek, mounted clipping, 1996-04-15
Map-folder 1	San Antonio Express-News, mounted clipping, 1996-04-16
Map-folder 1	Macmanus Group Annual Report, mounted clipping, 1996

[Return to Table of Contents](#)

Series 4: Advertisements, 1988-1995

Box 3, Folder 16	The Canadian Club Hispanic Art Tour, 1988
Map-folder 1	The Canadian Club Hispanic Art Tour Calendar, 1988-1989
Box 3, Folder 17	Selena, 1995 1 Cassette tape 5 Contact sheets Notes: "Selena I-ER" English, "Selena II-ER" English, "Selena I-SR" Spanish, "Selena II-SR" Spanish. Labeled as "Selena Radio 5-3-95, 4:30 radio w/ slates" by New Age Recording.
Box 30, Folder 2	Non-Mounted advertisements, 1988 Notes: Coca-Cola "¡Qué Glorioso!" (How Glorious! At dawn a special day arrives. A rebirth of life. Today, we at Coca-Cola give thanks to you for making us a part of your life. Happy Easter!) "¡Madre Mía!" (Mother of Mine! Always at our side when we most need her. Always there to give strength and guide the family. We at Coca-Cola say hello to all the mothers of the world. Happy Mother's Day.); Bud Light and Budweiser "Making a Difference: Jasso, Aguilera and Gracia" "Making a Difference: Martinez, Aguirre and Flores" "Making a Difference: Herrero, Diaz and Acevedo"; Kool Filter Kings Menthol "¡Sabrosón!" (Tasty! With more freshness).
Box 30, Folder 4	Mounted advertisements, undated Notes: Coca-Cola "¡Qué Glorioso!" (How Glorious! At dawn a special day arrives. A rebirth of life. Today, we at Coca-Cola give thanks to you for making us a part of your life. Happy Easter!) "¡Madre Mía!" (Mother of Mine! Always at our side when we most need her. Always there to give strength and guide the family. We at Coca-Cola say hello to all the mothers of the world. Happy Mother's Day) "¡El Sabor De Tu Vida!" (The Taste of Your Life! ...it fascinates me. (swig) I don't know why, but it makes me feel special. (sip) It goes with me everywhere. I like it. (sip) It's smooth. Vibrant. I don't get tired of... (swig) Mmmm.) "¡El Sabor De Tu Vida!" (The Taste of Your Life! ...it has magic. (swig) It's smooth and different. It makes me bubbly. (sip) I'm sure that we will never separate. (sip) It has no equal. It always surprises me, my... (swig) Mmmm.); Galavisión "Put a little Latin passion into your acquisition efforts" "Toss a few jalapeños into your marketing mix"; Bromley, Aguilar and Associates "We Were Hispanic."
Map-folder 1	"We Were Hispanic" advertisement, undated
Map-folder 1	"I Love Sex" poster, undated
Map-folder 1	"What Do These Two Men Have in Common?" advertisement, undated

Map-folder 1

"Travel to Puerto Vallarta with Coca-Cola" advertisement, 1988

[Return to Table of Contents](#)

Series 5: Audiovisual , 1988-1998

Box 31	Tape #6612, Sosa and Associates, 1988
Box 31	Tape #6614, Sosa and Associates, 1988-1989
Box 31	Tape #6626, Sosa and Associates, 1989
Box 31	Tape #6627, Sosa and Associates, 1989
Box 31	Tape #6631, Sosa and Associates, 1989
Box 31	Labels from Reels #6614 and #6631, 1988-1989
Box 31	Tape #6632, Sosa and Associates, 1989-11-30
Box 4, Item AC1351-OV0001	Tape #6633, Sosa and Associates, 1990
Box 4, Item AC1351-OV0002	Tape #6634, Sosa and Associates, 1990
Box 4, Item AC1351-OV0003	Tape #6635, Sosa and Associates, 1990
Box 5, Item AC1351-OV0004	Tape #6637, Sosa and Associates, 1990
Box 5, Item AC1351-OV0005	Tape #6639, Sosa and Associates, 1990
Box 5, Item AC1351-OV0006	Tape #6641, Sosa and Associates, 1990-1991
Box 6, Item AC1351-OV0007	Tape #6642, Sosa and Associates, 1990
Box 6, Item AC1351-OV0008	Tape #6643, Sosa and Associates, 1991
Box 6, Item AC1351-OV0009	Tape #6647, Sosa and Associates, 1991
Box 7, Item AC1351-OV0010	Tape #6649, Sosa and Associates, 1991
Box 7, Item AC1351-OV0011	Tape #6650, Sosa and Associates, 1991

Box 7, Item AC1351-OV0012	Tape #6651, Sosa and Associates, 1991
Box 8, Item AC1351-OV0013	Tape #6653, Sosa and Associates, undated
Box 8, Item AC1351-OV0014	Tape #6654, Sosa and Associates, 1991
Box 8, Item AC1351-OV0015	Tape #6659, Sosa and Associates, 1991
Box 9, Item AC1351-OV0016	Tape #6661, Sosa and Associates, undated
Box 9, Item AC1351-OV0017	Tape #6667, Sosa and Associates, 1992
Box 9, Item AC1351-OV0018	Tape #6669, Sosa and Associates, undated
Box 10, Item AC1351-OV0019	Tape #6670, Sosa and Associates, 1992
Box 10, Item AC1351-OV0020	Tape #6677, Sosa and Associates, undated
Box 10, Item AC1351-OV0021	Tape #6679, Sosa and Associates, 1992
Box 11, Item AC1351-OV0022	Tape #6682, Sosa and Associates, 1993
Box 11, Item AC1351-OV0023	Tape #6683, Sosa and Associates, 1993
Box 11, Item AC1351-OV0024	Tape #6685, Sosa and Associates, 1993
Box 12, Item AC1351-OV0025	Tape #6687, Sosa and Associates, 1993
Box 12, Item AC1351-OV0026	Tape #6690, Sosa and Associates, 1993
Box 12, Folder 1	Always Coca-Cola Log from Tape #6690, 1994-03-25
Box 12, Item AC1351-OV0027	Tape #6691, Sosa and Associates, undated

Box 13, Item AC1351-OV0028	Tape #6692, Sosa and Associates, 1993
Box 13, Item AC1351-OV0029	Tape #6710, Sosa and Associates, 1994-03-24
Box 13, Folder 1	Slate Info From Tape #6710,, 1994
Box 13, Item AC1351-OV0030	Tape #6711, Sosa and Associates, 1994-04-14
Box 14, Item AC1351-OV0031	Tape #6719, Sosa and Associates, 1995
Box 14, Item AC1351-OV0032	Tape #6721, Sosa and Associates, 1995
Box 14, Item AC1351-OV0033	Tape #6729, Sosa and Associates, 1995-1996
Box 15, Item AC1351-OV0034	Tape #6731, Sosa and Associates, undated
Box 15, Item AC1351-OV0035	Tape #6732, Sosa and Associates, 1996
Box 15, Item AC1351-OV0036	Tape #6733, Sosa and Associates, 1996
Box 16, Item AC1351-OV0037	Tape #6734, Sosa and Associates, 1995-1996
Box 16, Item AC1351-OV0038	Tape #6736, Sosa and Associates, 1995-1996
Box 16, Item AC1351-OV0039	Tape #6737, Sosa and Associates, undated
Box 17, Item AC1351-OV0040	Tape #6738, Sosa and Associates, 1995
Box 17, Item AC1351-OV0041	Tape #6739, Sosa and Associates, 1997
Box 17, Item AC1351-OV0042	Tape #6740, Sosa and Associates, undated
Box 18, Item AC1351-OV0043	Tape #6741, Sosa and Associates, 1995-1996

Box 18, Item AC1351-OV0044	Tape #6742, Sosa and Associates, 1995-1996
Box 18, Item AC1351-OV0045	Tape #6743, Sosa and Associates, undated
Box 19, Item AC1351-OV0046	Tape #6744, Sosa and Associates, 1996
Box 19, Item AC1351-OV0047	Tape #6745, Sosa and Associates, 1995
Box 19, Item AC1351-OV0048	Tape #6746, Sosa and Associates, 1996
Box 20, Item AC1351-OV0049	Tape #6747, Sosa and Associates, 1996
Box 20, Item AC1351-OV0050	Tape #6748, Sosa and Associates, undated
Box 20, Item AC1351-OV0051	Tape #6749, Sosa and Associates, 1995
Box 20, Item AC1351-OV0052	Tape #6751, Sosa and Associates, 1996
Box 21, Item AC1351-OV0053	Tape #6752, Sosa and Associates, 1994, 1996
Box 21, Item AC1351-OV0054	Tape #6753, Sosa and Associates, 1996
Box 21, Item AC1351-OV0055	Tape #6754, Sosa and Associates, 1996
Box 22, Item AC1351-OV0056	Tape #6755, Sosa and Associates, 1996
Box 22, Item AC1351-OV0057	Tape #6756, Sosa and Associates, 1996
Box 22, Folder 1	Coca-Cola Log from Tape #6756,, 1996
Box 22, Item AC1351-OV0058	Tape #6757, Sosa and Associates, undated
Box 23, Item AC1351-OV0059	Tape #6758, Sosa and Associates, undated

Box 23, Item AC1351-OV0060	Tape #6759, Sosa and Associates, 1996
Box 23, Item AC1351-OV0061	Tape #6760, Sosa and Associates, 1996
Box 24, Item AC1351-OV0062	Tape #6761, Sosa and Associates, 1996
Box 24, Item AC1351-OV0063	Tape #6762, Sosa and Associates, 1996
Box 24, Item AC1351-OV0064	Tape #6763, Sosa and Associates, 1996
Box 25, Folder 1	Log From Tape #6764,, undated
Box 25, Item AC1351-OV0065	Tape #6764, Sosa and Associates, 1996
Box 25, Item AC1351-OV0066	Tape #6766, Sosa and Associates, 1996
Box 25, Item AC1351-OV0067	Tape #6767, Sosa and Associates, 1996
Box 26, Item AC1351-OV0068	Tape #6768, Sosa and Associates, 1996
Box 26, Item AC1351-OV0069	Tape #6769, Sosa and Associates, undated
Box 26, Item AC1351-OV0070	Tape #6770, Sosa and Associates, undated
Box 27, Item AC1351-OV0071	Tape #6772, Sosa and Associates, 1997-1998
Box 27, Folder 1	Western Union Log From Tape #6772, 1997-1998
Box 27, Item AC1351-OV0072	Tape #6773, Sosa and Associates, 1997
Box 27, Item AC1351-OV0073	Tape #6774, Sosa and Associates, undated
Box 28, Item AC1351-OV0074	Tape #6775, Sosa and Associates, 1997-1998

Box 28, Item
AC1351-OV0075

Tape #6776, Sosa and Associates, 1997

Box 28, Item
AC1351-OV0076

Tape #6777, Sosa and Associates, undated

Box 29, Item
AC1351-OV0077

Tape #6778, Sosa and Associates, undated

Box 29, Item
AC1351-OV0078

Tape #6779, Sosa and Associates, 1997

Box 29, Item
AC1351-OV0079

Bromley, Aguilar and Associates Case Study, 1997-11-04

[Return to Table of Contents](#)