



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the IAC Group Advertising Collection

NMAH.AC.1366

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	IAC Group Advertising Collection
Date:	1989 - 1996
Identifier:	NMAH.AC.1366
Creator:	Alcantara-Diaz, Gabriela (Donor) IAC Group (Creator)
Extent:	0.15 Cubic feet (1 box)
Language:	Collection is in Spanish. Some materials in English
Summary:	This collection contains IAC group advertising materials for Johnnie Walker Black Label and Publix grocery stores in both English and Spanish.

Administrative Information

Acquisition Information

Donated to the Archives Center by the IAC Group, through Gabriela Alcantara-Diaz, in 2015.

Processing Information

Collection processed by Holly Nelson.

Preferred Citation

IAC Group Advertising Collection, 1987-1988, 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

IAC group is an advertising firm founded in 1978 based in Miami, Florida. It focuses on marketing products to affluent Latinos. Included in the collection are advertisements for Publix grocery stores in 1989 and Johnnie Walker Black Label Whiskey in 1991, 1993, and 1996.

Scope and Contents

The collection contains print advertisements for Publix Grocery Store and for Johnnie Walker Black Label, created by the IAC Group.

Arrangement

The collection is arranged into one series.

Names and Subject Terms

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

Subjects:

- Advertising agencies
- Minorities in advertising
- advertising
- advertising -- Alcoholic beverages
- advertising -- Groceries

Names:

- Johnnie Walker and Sons, Ltd.
- Publix Super Markets

Container Listing

Series 1: Advertisements, 1989-1996

Box 1, Folder 1 Johnnie Walker Advertisements, 1989-1996

Box 1, Folder 2 Publix Advertisements, 1989-1996

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