



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Dieste and Partners Advertising Collection

NMAH.AC.1368

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2016

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Dieste and Partners Advertising Collection
Identifier:	NMAH.AC.1368
Date:	1996
Extent:	0.15 Cubic feet (1 box)
Creator:	Dieste and Partners
Language:	English
	Collection is in English with limited Spanish used in titles and in the commercial script.
Summary:	Materials from the Pepsi Spanish-language ad campaign in 1996 with emphasis on the "Gooal" commercial featuring Andres Cantor.

Administrative Information

Acquisition Information

Collection donated by Dieste and Partners, 2015

Materials in the Archives Center

The "Pepsi Generation" Oral History and Documentation Collection, 1938-1986 (AC0111)

Pepsi-Cola Advertising Collection, 1902-1982 (AC0092)

Processing Information

Collection processed by Holly Nelson, intern, 2016.

Preferred Citation

Dieste and Partners Advertising Collection, 1996, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

Dieste and Partners is a Spanish language advertising agency in Dallas, Texas. This collection contains materials from the Pepsi Spanish-language ad campaign in 1996, including "Harrier," "Dog Dreams," and the hit "Gooal" commercials. The "Gooal" commercial featured the Univision sports announcer Andres Cantor, who was famous for his extended, enthusiastic yell of "GOOAL" when a futbol team scored. This ad campaign was a success, and Cantor's catch-phrase became a part of 1996 popular culture.

Scope and Contents

The collection consists of internal business documents relating to the Dieste and Partners advertising firm's Spanish language Pepsi Cola ad campaign, 1996. Also included are print advertisements for the "Futbol de Primera" radio show, and for the Dieste firm itself.

Arrangement

Collection is arranged into five series.

Series 1: Correspondence, 1996

Series 2: Newspaper and Magazine Clippings, 1996

Series 3: Press Release, 1996

Series 4: Scripts and Storyboards, 1996

Series 5: Futbol de Primera Catalog, 1996

Names and Subject Terms

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

Subjects:

Minorities in advertising
advertising -- Beverages
advertising -- Food

Container Listing

Series 1: Correspondence, 1996

Box 1, Folder 1 Correspondence, 1996

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Series 2: Newspaper and Magazine Clippings, 1996

Box 1, Folder 2

Newspaper and Magazine Clippings, 1996

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Series 3: Press Release, 1996

Box 1, Folder 3

Press Release, 1996

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Series 4: Scripts and Storyboards, 1996

Box 1, Folder 4

Scripts and Storyboards, 1996

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Series 5: Futbol de Primera Catalog, 1996

Box 1, Folder 5

Futbol de Primera Catalog, 1996

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