Guide to the Dieste and Partners Advertising Collection

NMAH.AC.1368
Holly Nelson
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:** 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**


**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

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 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 4: Scripts and Storyboards, 1996

Box 1, Folder 4 Scripts and Storyboards, 1996