



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Hector and Norma Orcí Advertising Agency Records

NMAH.AC.1384

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2017

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Hector and Norma Orcí Advertising Agency Records
Date:	1979-2016, undated
Identifier:	NMAH.AC.1384
Creator:	Orci, Hector (Creator) Orci, Norma (Creator) Orci Advertising Agency (Creator)
Extent:	3.5 Cubic feet (10 boxes)
Language:	Collection is in English. Some collection materials are in Spanish.
Summary:	The Hector and Norma Orcí Advertising Agency Records document the history, educational, and creative output produced by Hector and Norma Orcí throughout their extensive career in advertising. The Orcís founded their own independent agency in 1986 in Los Angeles. The Orcí Advertising Agency successfully introduced various products to Latinos in the United States and developed a reputation as one of the top advertising agencies to understand the US Latino market. The collection showcases the agency's history and awards, advertising and marketing campaigns, and its role in educating advertising agencies on the importance of the US Latino market.

Administrative Information

Acquisition Information

Collection donated by Hector and Norma Orcí, 2016.

Separated Materials

The Division of Work and Industry holds the following artifacts related to this collection:

Virgin of Guadalupe Painting, Accession #: 2015.0306.01

INS Eagle Painting, Accession #: 2015.0306.02

Don Quixote Figurine, Accession #: 2015.0306.03

Available Formats

Series 5: Audiovisual Materials contains born digital files which are available in the Smithsonian Institutions' Digital Asset Management System (DAMS). See repository for details.

Processing Information

Collection processed by María Daniela Jiménez, LMSP Fellow, Summer 2017, under the direct supervision of Alison Oswald.

Preferred Citation

Hector and Norma Orcí Advertising Agency Records, 1979-2016, 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

Once employees of La Agencia de McCann-Erickson advertising company, Hector and Norma Orcí founded their own independent agency in 1986. The Orcí Advertising Agency, also known as La Agencia de Orcí & Asociados, is based in Los Angeles. Since its inception, the Orcí Advertising Agency has devoted itself to US Latino marketing and teaching other advertising agencies how to effectively advertise and sell products to US Latinos. The Orcís quickly developed an impressive roster of successful campaigns for major clients and continue to be a well-respected agency in the advertising sector.

Scope and Contents

The collection documents the Orcí Advertising Agency and its work in helping clients market their products to U.S. Latinos, its marketing methods and creative philosophy, and its role in educating other advertising companies about the Latino consumer market in the United States. The collection includes the founding and history of the agency, business records, awards and press clippings, training materials for staff, reports on the US Latino market for various products, training and curriculum materials for a UCLA Extension course on advertising in the US Latino market, account reports, conference materials, slides and photographs, and campaigns and advertising materials developed for clients such as Allstate, Honda, and Pepsi. Video footage of Spanish-language commercials developed by the Orcí Advertising Agency is also part of the collection.

Arrangement

The collection is divided into five series.

Series 1: Background Materials, 1979-2010, undated

Series 2: Advertising and Marketing Materials, 1986-2003, undated

Series 3: Teaching Materials, 1985-2012, undated

Series 4: Conference Materials, 1984-1999, undated

Series 5: Audiovisual Materials, 1986-2016

Names and Subject Terms

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

Subjects:

- Advertising agencies -- United States
- Advertising campaigns
- Advertising executives
- Advertising history
- Hispanic American business enterprises
- Hispanic American businesspeople
- Hispanic American businesswomen
- Hispanic American capitalists and financiers
- Hispanic American consumers
- Hispanic American leadership
- Hispanic Americans -- Press coverage
- Hispanic Americans and mass media
- Latinos in American society and culture
- Mexican American business enterprises
- Mexican American leadership
- Minorities in advertising
- Minority consumers
- advertising -- 21st century
- advertising -- Automobiles
- advertising -- Beer -- 1950-2000
- advertising -- Beverages
- advertising -- Soft drinks
- mexican Americans and mass media

Types of Materials:

- Advertisements -- 20th century
- Advertisements -- 21st century
- Advertising -- 20th century
- Awards
- Born digital
- Business records -- 20th century
- Business records -- 21st century
- Clippings -- 20th century
- Clippings -- 21st century
- Letters (correspondence) -- 20th century.
- Letters (correspondence) -- 21st century
- Letters (correspondence) -- 21st century
- Newsletters -- 20th century
- Newsletters -- 21st century
- Oral history -- 2010-2020
- Photographs -- 20th century
- Photographs -- 21st century
- Programs -- 20th century
- Programs -- 21st century
- Reports -- 20th century
- Reports -- 21st century
- Slides (photographs) -- 20th century
- Slides (photographs) -- 21st century
- Training manuals -- 20th century
- Training manuals -- 21st century

Names:

McCann Erickson

Container Listing

Series 1: Background Materials , 1979 - 2010, undated

Available Formats: The content of Folder 1 in this series contains interview material derived from a born digital file. See repository for details.

Oral History Interview with Hector and Norma Orcí, 2016-04 - 2016-04
888.76 Megabytes (.wav)

Notes: Includes born digital oral history interview and transcript.
Born digital file of oral history available in the Smithsonian Institutions' Digital Asset Management System (DAMS). See repository for details.

Box 1, Folder 1	Transcript of Oral History Interview with Hector and Norma Orcí, 2016-04 - 2016-04
Box 1, Folder 2	La Agencia History and Related Content, 1983 - 2008, undated
Box 1, Folder 3	Creative Philosophy, 1987 - 1987, undated
Box 1, Folder 4	Awards, 1991 - 2005
Box 1, Folder 5	Speech Introductions, 1993 - 1994
Box 1, Folder 6	Speeches, 1989 - 1991, undated
Box 1, Folder 7	Press and Newspaper Clippings, 1979 - 1998
Box 1, Folder 8	Press and Newspaper Clippings, 1999 - 2010, undated
Box 1, Folder 9	Information and Training for Staff, 1990 - 2001, undated
Box 2, Folder 1	Writing Skills Staff Training, 1996 - 2009, undated
Box 2, Folder 2	Production and Advertising Methods, 1997, undated
Box 2, Folder 3	Production Meeting and Seminar Agenda, 1979-02, undated
Box 2, Folder 4	"Dreams & Obstacles, Understanding Latinas" Focus Group Study , 2001-12 - 2001-12
Box 2, Folder 5	Business and Media Plans, 1996 - 2008, undated
Box 2, Folder 6	Management Action Program, "Situation Analysis" , 1997 - 1998
Box 2, Folder 7	Management Action Program, "Surveys-- Combined Results" , undated

Box 2, Folder 8	Management Action Program, "Team Building Retreat", 1998 - 1998
Box 3, Folder 1	Management Action Program, "Workshop, Off-Site", 1998 - 1998
Box 3, Folder 2	Christmas Gifts to Clients, 1986 - 2000, undated
Box 3, Folder 3	Ephemera, 1999 - 1999, undated
Box 10, Folder 1	Press and Newspaper Clippings, 1996 - 2002
Box 9, Folder 1	Photograph of Orcí Advertising Agency staff, circa 1980s
Box 10, Folder 2	La Agencia Logo Designs and Poster, 2004 - 2004, undated
Box 10, Folder 4	Norma Orcí's The Don Belding Award, 1986 - 1986
Box 9, Item 1	Management Action Program, "Team Building Retreat" Binder (Empty Binder), 1998 - 1998

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Series 2: Advertising and Marketing Materials, 1986 - 2003, undated

Box 3, Folder 4	General Allstate Materials, undated
Box 3, Folder 5	Hispanic Marketing Strategies for Allstate, 1999 - 1999, undated
Box 3, Folder 6	Allstate Account and Business Overview, Marketing Strategies, 1995 - 2002
Box 4, Folder 1	Allstate Historical Account Overview, 2002 - 2002
Box 4, Folder 3	Bell Atlantic Presentation , 1998-08 - 1998-08
Box 4, Folder 4	Georgia Pacific Presentation , 2002 - 2002
Box 4, Folder 5	Honda Product Strategies, 1992 - 1992
Box 4, Folder 2	Anheuser-Busch, "Tesoros de las Americas" Campaign , 1992 - 1992
Box 4, Folder 6	Honda Radio Campaigns , 1991 - 1992
Box 4, Folder 7	Honda Creative Strategy Review, 1991 - 1997
Box 5, Folder 1	Honda Civic and Accord Sedan Campaign, 1997 - 1998
Box 5, Folder 2	Honda Accord Campaign, 2003 - 2003
Box 5, Folder 3	General Honda Marketing, 1990 - 2009, undated
Box 5, Folder 4	"Let Me Tell You What They Told Me" INS Campaign, 1987 - 1988
Box 5, Folder 5	"Latino Image" MALDEF Campaign, 1997 - 1997, undated
Box 5, Folder 6	MALDEF Strategy Presentation, 1997 - 1998, undated
Box 5, Folder 7	Pepsi, "Ganadores del Futuro" Slides and Photographs, 1989 - 1990
Box 5, Folder 8	Pepsi Playpark Campaign, 1988 - 1988, undated
Box 6, Folder 1	Pepsi Playpark Program Manual, 1990 - 1990
Box 6, Folder 2	Pepsi Playpark Speeches, 1990 - 1991, undated
Box 6, Folder 3	Marketing Research Presentations, 1988 - 2002, undated
Box 6, Folder 4	Pro Bono Minicases , 1997 - 1997, undated
Box 10, Folder 3	"Cantemos La Navidad Con Pepsi" Campaign, 1989 - 1989

Box 9, Item 2

Pepsi Playpark Program Binder (Empty Binder), 1990 - 1990

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Series 3: Teaching Materials, 1985 - 2012, undated

Box 6, Folder 5	Advertising Educational Foundation Ambassador Evaluations, 1991 - 1991
Box 6, Folder 6	Business Seminar and Training, 2005 - 2005
Box 6, Folder 7	Hispanic Marketing Presentations, 1995 - 2012, undated
Box 6, Folder 8	Norma Orcí Presentations, 1993 - 2000
Box 6, Folder 9	UCLA Extension Course, 1985 - 2002, undated
Box 7, Folder 1	UCLA Extension Course at Allstate Insurance Company , 1998-02 - 1998-02

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Series 4: Conference Materials, 1984 - 1999, undated

Box 7, Folder 2	Presentation to AHAA Conference, 1999-08 - 1999-08
Box 7, Folder 3	New American Alliance Inaugural Conference, 1999-11 - 1999-11
Box 7, Folder 4	The Yellow Sheet Workshops, 1984 - 1987, undated
Box 7, Folder 5	The Yellow Sheet Advertising Agency Management Workshop Binder, 1988-06 - 1988-06
Box 8, Folder 1-2	National Hispanic Corporate Council Institute, "The \$300 Billion Market" , 1996-11 - 1996-11
Box 8, Folder 3	National Hispanic Corporate Council Institute, Advanced Institute Seminar, 1999-11
Box 8, Folder 4	National Hispanic Corporate Council Institute, "Capturing Your Share of the Lucrative Hispanic Market" , 1999-10 - 1999-10

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Series 5: Audiovisual Materials, 1986 - 2016

Available Formats: Audiovisual Materials contains born digital files which are available in the Smithsonian Institutions' Digital Asset Management System (DAMS). See repository for details.

Scope and Contents: Majority of the content is in Spanish with some limited English language subtitles.

Item AC1384-BD0001	Allstate Insurance, "Little Girl", 1995 - 1995
Item AC1384-BD0002	Allstate Insurance, "New Car", 1996 - 1996
Item AC1384-BD0003	California Milk Advisory Board, "Exito", 1988 - 1988 Notes: Commercial features Latina actress, Constance Marie Lopez
Item AC1384-BD0004	California Milk Advisory Board, "Muevete", 1990 - 1990 Notes: Commercial features Puerto Rican pop star, Elmer Figueroa Arce (known by his stage name Chayanne), singing "Muévete con Leche"
Item AC1384-BD0005	Coca Cola, "Danzón", 1986 - 1986 Notes: Commercial features Mexican actor, Mario Fortino Alfonso Moreno Reyes, who is known by his stage name, Cantinflas
Item AC1384-BD0006	Disneyland, "Venga, Venga", 1986 - 1986
Item AC1384-BD0007	Honda, "Camping", 1991 - 1991
Item AC1384-BD0008	Honda, "Card Stunt", 1989 - 1989
Item AC1384-BD0009	Honda, "Census, with Vikki Carr", 1989 - 1989
Item AC1384-BD0010	Honda, "Christina", 1989 - 1989
Item AC1384-BD0011	Honda, "Gol, Gol", 2014 - 2014 Notes: Commercial features Kinky, a band from Monterrey, Nuevo León, singing "Canción de Fútbol"
Item AC1384-BD0012	Honda, "Photographer", 1989 - 1989
Item AC1384-BD0013	Honda, "Skate", 2016 - 2016

Item AC1384- BD0014	Honda, "Space for Dreams", 2015 - 2015
Item AC1384- BD0015	Honda, "Starry Night", 1997 - 1997
Item AC1384- BD0016	INS, "Train" (English), 1987 - 1987
Item AC1384- BD0017	INS, "Train" (Spanish) , 1987 - 1987
Item AC1384- BD0018	Jack in the Box, "Mariachi Trio/All American Jack Combo/New End Treatment", 2011 - 2011
Item AC1384- BD0019	Jack in the Box, "Suspect/Bacon Bacon Cheeseburger", 2010 - 2010
Item AC1384- BD0020	L.A. Cellular, "Beethoven" (Radio), 1999 - 1999
Item AC1384- BD0021	Lactaid, "Group Therapy", 2004 - 2004
Item AC1384- BD0022	MALDEF, "America is Home", 1997 - 1997
Item AC1384- BD0023	MoneyGram, "Con toda seguridad" , 1990 - 1990 Notes: Commercial features Mexican actor, Pedro Armendáriz, Jr.
Item AC1384- BD0024	NALEO, "Maria" (English), 1990 - 1990
Item AC1384- BD0025	NALEO, "Maria" (Spanish), 1990 - 1990
Item AC1384- BD0026	Pepsi, "Cantemos la Navidad", 1991 - 1991
Item AC1384- BD0027	Pepsi, "Gánate el Futuro", 1992 - 1992
Item AC1384- BD0028	Pepsi, "Pepsi Play Parks" (English), 1988 - 1988
Item AC1384- BD0029	Pepsi, "Pepsi Play Parks" (Spanish), 1988 - 1988
Item AC1384- BD0030	Splenda, "Mamá Yo Quiero", 2006 - 2006

Item AC1384-
BD0031

Splenda, "Sweet Moments", 2005 - 2005

Item AC1384-
BD0032

White Memorial, "Bebé, Granito de Arroz" (Radio), 1995 - 1995

Item AC1384-
BD0033

White Memorial, "Bebé, Ojitos" (Radio), 1995 - 1995

Item AC1384-
BD0034

White Memorial, "Bebé, Puja" (Radio), 1995 - 1995

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