



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 Orci Advertising Agency Records
Identifier:	NMAH.AC.1384
Date:	1979-2016, undated
Extent:	3.5 Cubic feet (10 boxes)
Creator:	Orci, Hector Orci, Norma Orci Advertising Agency
Language:	Collection is in English. Some collection materials are in Spanish.
Summary:	The Hector and Norma Orci Advertising Agency Records document the history, educational, and creative output produced by Hector and Norma Orci throughout their extensive career in advertising. The Orcis founded their own independent agency in 1986 in Los Angeles. The Orci 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 Orci, 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

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 <i>888.76 Megabytes (.wav)</i> 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 Image(s)
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 Image(s)
Box 5, Folder 4	"Let Me Tell You What They Told Me" INS Campaign, 1987 - 1988 Image(s)
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
[Image\(s\)](#)
- 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

Majority of the content is in Spanish with some limited English language subtitles.

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

- 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, "Exitó", 1988 - 1988
Commercial features Latina actress, Constance Marie Lopez
- Item AC1384-BD0004 California Milk Advisory Board, "Muevete" , 1990 - 1990
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
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
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
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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