



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Dolores Valdes-Zacky Papers

NMAH.AC.1394

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Dolores Valdes-Zacky Papers
Identifier:	NMAH.AC.1394
Date:	1955 - 1999
Extent:	2 Cubic feet (2 boxes, 3 oversize folders)
Creator:	Coors Brewing Company Valdes Zacky, Dolores
Language:	Collection is in English. Some materials in Spanish.
Summary:	The collection documents the work of Dolores Valdes-Zacky and her advertising firm Valdes-Zacky Associates, who specialize in the Hispanic consumer market.

Administrative Information

Acquisition Information

Collection donated by Dolores Valdes Zacky, 2016.

Processing Information

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

Preferred Citation

Dolores Valdes-Zacky Papers, 1955-1999, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

Dolores Valdes-Zacky started her career in advertising with the J. Walter Thompson agency. She left to start her own firm, Valdes-Zacky Associates in 1987, specializing in tapping the Hispanic consumer market. Some of the agency's clients have been Mitsubishi Motors, Adolph Coors Company, Arrowhead Puritas Waters, Vons Grocery, and the Partnership for a Drug Free America.

Scope and Contents

The collection includes guidebooks on marketing to Hispanics; business records; letters and emails; photographs; an award; case studies; ad campaign proposals; story boards; press releases; print advertisements for the agency and for its clients, as well as for products; a DVD of commercials; newsletters; magazine and newspaper articles. Some items in the collection relate to Valdes Zacky's work with the J. Walter Thompson firm.

Arrangement

The collection is divided into two series.

Series 1: Background Materials, 1955-1999

Series 2: Advertising and Marketing Materials, 1989-1999

Names and Subject Terms

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

Subjects:

- Advertising agencies
- Advertising campaigns
- Advertising executives
- Advertising history
- Marketing -- 1950-2000
- Minorities in advertising
- Women in advertising

Types of Materials:

- Advertisements -- 20th century
- Articles -- 20th century
- Awards
- Books -- 20th century
- Clippings -- 20th century
- Commercials -- 20th century
- Correspondence -- 20th century
- DVDs
- E-mail

Magazines (periodicals) -- 20th century
Newsletters -- 20th century
Oral history -- 20th century
Photographs -- 20th century
Press releases -- 20th century
Proposals -- 20th century
Storyboards

Names:

Arrowhead Puritas Waters, Inc.
Mitsubishi
Partnership for a Drug-Free America
Thompson, J. Walter (advertising agency).
Vons Grocery Company

Container Listing

Series 1: Background Materials, 1955 - 1999, undated

- | | |
|-----------------|--|
| Box 1, Folder 1 | J. Walter Thompson, correspondence and magazines, 1977 - 1987, undated |
| Box 1, Folder 2 | Belding Award, Arrowhead Campaign, 1984 - 1986, undated
<i>1 electronic discs (dvd)</i> |
| Box 1, Folder 3 | Valdes Zacky Advertising, correspondence, press releases, and trade advertisements, 1994 - 1998, undated |
| Box 1, Folder 4 | Photographs, 1955 - 1987, undated |
| Box 1, Folder 5 | Press and Newspaper Clippings, 1984 - 1987 |
| Box 1, Folder 6 | Press and Newspaper Clippings, 1988 - 1999, undated |

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Series 2: Advertising and Marketing Materials, 1989 - 1999, undated

- Box 1, Folder 7 Case Studies, 1992 - 1996, undated
4 electronic discs (dvd)
- Box 2, Folder 6 Isabel Valdes and Marta H. Seoane. *Hispanic Market Handbook*, 1995 - 1995
- Box 2, Folder 1 California Department of Health Services - Tobacco Control Section, Five-year Review, 1999 - 1999
- Box 2, Folder 2 Coors Campaigns, 1992 - 1993, undated
- Box 2, Folder 3 Partnership for a Drug-Free America Campaigns, 1990 - 1996
- Box 2, Folder 4 Vons Club/Tianguis Campaigns, 1989 - 1989, undated
- Box 1, Folder 5 A Guide to Building Market Dominance, 1998 - 1998
1 Book
- Map-folder 1 *Tianguis The Marketplace* (weekly mailer), 1993 - 1993
- Southern California Gas Company , undated
 Includes advertisements for:
- 5 cents an hour. Glad to be of Service
- Por sólo \$4.00 38,400 tortillas calientitas. A su servicio...y con gusto
- Por sólo \$4.00 500 lbs. de ropa seca. A su servicio...y con gusto
- Map-folder 1 Mexican Airline , undated
 Advertisements include:
- Should Huitlacoche be eaten with the fingers?
- Son tantos los recuerdos.
- Map-folder 2 Tianguis Club y Vons Club, 1992 - 1992
- Map-folder 2 Nation Within a Nation, Unconventional Wisdom for a Misunderstood Market, 1997 - 1997
- California Department of Health Services , undated
 Sarita. 7 Años. Asmática
- Map-folder 2 Coors, Viva Mexico!, 1992 - 1993

Map-folder 2	Bayer Aspirin. Me cuido con Bayer/I take care of myself with Bayer.
Map-folder 3	Coca Cola. Tu cuerpo no necessita cafeína, tampoco tu cola/Your body doesn't need caffeine, neither does your cola. , undated
Map-folder 3	Coca Cola. La chispa de la vida/It's the real thing., undated
Map-folder 3	Mexicana, undated Includes: Yucatan, or you can swim. Haz una perja, el Caribe y tú.

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