



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the López Negrete Communications Advertising Collection

NMAH.AC.1413

María Daniela Jiménez

2017

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	2
Names and Subjects	3
Container Listing	5
Series 1: Background Materials, 2016-03 - 2016-12.....	5
Series 2: Bank of America, 2000-03 - 2007-07.....	6
Series 3: Circle K, Totally Bueno, 2003-04 - 2003-04.....	7
Series 4: Fiesta Mart, Inc., 2002-09 - 2003-08.....	8
Series 5: Goya Foods, Inc., 2003-07 - 2003-07.....	9
Series 6: Houston Metropolitan Transit Authority (METRO), El camino a su destino/ The Road to Your Destiny, 1988-03 - 1988-03.....	10
Series 7: Microsoft, Nosotros vemos/We See, 2002-05 - 2002-05.....	11
Series 8: NationsBank, 1994-07 - 1998.....	12
Series 9: Tyson Foods, 2001-10 - 2006-09.....	14
Series 10: Walmart, Inc., 1998-03 - 2015-04.....	15

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	López Negrete Communications Advertising Collection
Identifier:	NMAH.AC.1413
Date:	1988 - 2015
Extent:	14 Cubic feet
Creator:	Lopez Negrete Communications (Houston, Texas)
Language:	English The majority of the collection's content is in Spanish.
Summary:	The López Negrete Communications Advertising Collection showcases the successful print advertising campaigns the communications agency undertook with major clients like Goya Foods, NationsBank, and Walmart. The advertising posters in this collection exemplify the agency's creativity in building on U.S. Latinos' everyday experiences to market American products and services. Alex and Cathy López Negrete, the founders of López Negrete Communications, made it their mission to use ethnographic approaches to better understand the U.S. Latino market which led to their success as the largest independently-owned Latino advertising agency in the country.

Administrative Information

Acquisition Information

Collection donated by López Negrete Communications, 2016.

Separated Materials

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

Coin, Accession #: 2015.0305.01

Paperweight, Accession #: 2015.0305.02

Available Formats

Collection contains born digital files of oral history interviews with Javier Gonzalez Herba, Alex López Negrete, and Cathy López Negrete. The interviews 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

López Negrete Communications Advertising Collection, 1988-2015, 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

Originally named Third Coast Marketing, López Negrete Communications was founded in 1985 by Alex and Cathy López Negrete. The advertising agency has been based in Houston, Texas since the beginning but has additional offices in Los Angeles and New York. López Negrete Communications is currently the largest independently-owned Latino advertising agency in the United States. It is known for drawing on the everyday lives and experiences of US Latino consumers in order to work with major corporate clients to market their products through effective communication and empowerment.

Scope and Contents

The collection is made up of López Negrete Communications' large posters created as part of the print advertising campaigns for major American corporations and oral history interviews with Javier Gonzalez Herba, Alex López Negrete, and Cathy López Negrete. Transcripts for oral history interviews with Javier Gonzalez Herba and Alex López Negrete are available.

López Negrete Communications' clients include Fiesta Mart, Goya Foods, NationsBank (and its successor, Bank of America), Tyson Foods, and Walmart. The content of the posters serves as an example of the advertising agency's efforts to better understand the U.S. Latino market by engaging with Latinos' everyday experiences through ethnography and direct communication.

Arrangement

The collection is divided into ten series.

Series 1: Background Materials, 2016

Series 2: Bank of America, 2000-2007

Series 3: Circle K, Totally Bueno, 2003

Series 4: Fiesta Mart, Inc., 2002-2003

Series 5: Goya Foods, Inc., 2003

Series 6: Houston Metropolitan Transit Authority (METRO), El camino a su destino/The Road to Your Destiny, 1988

Series 7: Microsoft, Nosotros vemos/We See, 2002

Series 8: NationsBank, 1994-1998

Series 9: Tyson Foods, 2001-2006

Series 10: Walmart, Inc. 1998-2015

Names and Subject Terms

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

Subjects:

- Advertising agencies -- 20th century
- Advertising agencies -- 21st century
- Advertising campaigns
- Advertising history
- Hispanic American business enterprises
- Hispanic American businesspeople
- Hispanic American businesswomen
- Hispanic American capitalists and financiers
- Hispanic American consumers
- Hispanic American mass media
- Hispanic Americans -- 1950-2000
- Hispanic Americans and mass media
- Latinos in American society and culture
- Mexican American business enterprises
- Minorities in advertising
- Minorities in advertising -- 1950-2000
- advertising -- Banks
- advertising -- Computers
- advertising -- Department stores
- advertising -- Food
- advertising -- Groceries
- advertising -- Transportation
- mexican Americans and mass media

Types of Materials:

- Born digital
- Oral history -- 2010-2020
- Posters -- 1980-2010
- Posters -- 20th century
- Print advertising

Names:

Bank of America
Circle K Corporation
Fiesta Mart
Goya Foods, Inc.
Houston Metropolitan Transit Authority
Microsoft Corporation
Nationsbank
Tyson (Firm)
Wal-Mart (Firm)

Geographic Names:

Texas -- 20th century

Container Listing

Series 1: Background Materials, 2016-03 - 2016-12

- Oral History Interview with Alex López Negrete, 2016-03 - 2016-03
609.84 Megabytes (.wav file)
- Box 1 Transcript of Oral History Interview with Alex López Negrete, 2016-03 - 2016-03
- Oral History Interview with Javier Gonzalez Herba and Alex López Negrete,
2016-03 - 2016-03
522.68 Megabytes (.wav file)
- Box 1 Transcript of Oral History Interview with Javier Gonzalez Herba and Alex López
Negrete, 2016-03 - 2016-03
- Oral History Interview with Cathy López Negrete, 2016-12 - 2016-12
717.84 Megabytes (.wav file)

[Return to Table of Contents](#)

Series 2: Bank of America, 2000-03 - 2007-07

Box 1 Es posible crecer/It's Possible to Grow, 2000-03 - 2000-03

Map-folder 4 Tu siguiente paso/Your Next Step, 2007-07 - 2007-07

Subseries 2.1: Bank of America, Creemos en ti/We Believe in You, 2002-05 - 2002-09

Map-folder 1 La luz de tu vida/The Light of Your Life, 2002-05 - 2002-05

Map-folder 1 Padre e hijo/Father and Son, 2002-05 - 2002-05

Map-folder 1 Amigos/Friends, 2002-09 - 2002-09

Map-folder 1 Lo creo como mujer/What I Believe as a Woman, 2002-09 - 2002-09

Subseries 2.2: Bank of America, MyAccess Account, 2002-09 - 2002-09

Map-folder 2 Desde donde estés/From Wherever You Are, 2002-09 - 2002-09

Map-folder 2 Menos papeleo/Less Paperwork, 2002-09 - 2002-09

Subseries 2.3: Bank of America, SafeSend, 2002-09 - 2002-09

Map-folder 2 Confianza/Trust, 2002-09 - 2002-09

Map-folder 2 Facilísimo/Very Easy, 2002-09 - 2002-09

Map-folder 2 Seguridad/Security, 2002-09 - 2002-09

Box 1 Tranquilidad/Peace of Mind, 2002-09 - 2002-09

[Return to Table of Contents](#)

Series 3: Circle K, Totally Bueno, 2003-04 - 2003-04

Map-folder 3 Café de la Casa/Coffee of the House, 2003-04 - 2003-04

Map-folder 3 Mucho Cold, 2003-04 - 2003-04

Map-folder 3 Very Delicious, 2003-04 - 2003-04

[Return to Table of Contents](#)

Series 4: Fiesta Mart, Inc., 2002-09 - 2003-08

Subseries 4.1: Fiesta Mart, Inc., Un cachito de lo nuestro/A Little Piece of Our Own, 2002-09 - 2002-09

The "Un cachito de lo nuestro/A Little Piece of Our Own" campaign features Mexican actress, María Victoria Cervantes

Map-folder 5 La tina/The Tub, 2002-09 - 2002-09

Map-folder 17 Siempre carne fresca/Always Fresh Meat, 2002-09 - 2002-09

Map-folder 17 Pásele a lo barrido/Come Right In, 2002-09 - 2002-09

Subseries 4.2: Fiesta Mart, Inc., A World of Difference, 2003-08 - 2003-08

We Shopped, 2003-08 - 2003-08

[Return to Table of Contents](#)

Series 5: Goya Foods, Inc., 2003-07 - 2003-07

Subseries 5.1: Goya Foods, Inc., El sabor lo llevamos dentro/We Carry the Flavor Inside, 2003-07 - 2003-07

- | | |
|--------------|---|
| Box 1 | Mural, 2003-07 - 2003-07 |
| Map-folder 5 | El Diablito/The Devil, 2003-07 - 2003-07
Artwork for this ad features an image of "El Diablito" from the popular Mexican game, Lotería |
| Map-folder 5 | ¡DisFRUTAlOs!/Enjoy Them!, 2003-07 - 2003-07 |
| Map-folder 5 | El Valiente/The Brave One, 2003-07 - 2003-07
Artwork for this ad features an image of "El Valiente" from the popular Mexican game, Lotería |

Subseries 5.2: Goya Foods, Inc., La cocina Goya/The Goya Kitchen, 2003-07 - 2003-07

- | | |
|---------------|--|
| Box 1 | ¡Azúcar!/Sugar!, 2003-07 - 2003-07 |
| Map-folder 5 | Expanding the Brand, 2003-07 - 2003-07 |
| Map-folder 17 | Tiles, 2003-07 - 2003-07 |

[Return to Table of Contents](#)

Series 6: Houston Metropolitan Transit Authority (METRO), El camino a su destino/The Road to Your Destiny, 1988-03 - 1988-03

Box 1

Momentos especiales/Special Moments, 1988-03 - 1988-03

[Return to Table of Contents](#)

Series 7: Microsoft, Nosotros vemos/We See, 2002-05 - 2002-05

Map-folder 6 Guitarra/Guitar, 2002-05 - 2002-05

Map-folder 6 Piscina/Pool, 2002-05 - 2002-05

[Return to Table of Contents](#)

Series 8: NationsBank, 1994-07 - 1998**Subseries 8.1: NationsBank, Concert Event, 1994-07 - 1994-07**

Box 1 Canciones del corazón, 1994-07 - 1994-07
Advertisement is for a concert that features popular singers like Vicente Fernández, Alejandro Fernández, and Linda Ronstadt

Subseries 8.2: NationsBank, Como tener un banquero en la familia/Like Having a Banker in the Family, 1995-07 - 1997-09

Map-folder 3 Ahorros/Savings, 1995-07 - 1995-07

Map-folder 3 Auto Loans, 1995 - 1995

Map-folder 6 ¡Hola!/Hello!, 1997-09 - 1997-09

Map-folder 4 Préstamos para vivienda/Home Loans, 1995-07 - 1995-07

Subseries 8.3: NationsBank, Entre amigos/Among Friends, 1997-07 - 1997-07

Box 1 Recomienda a tus amigos/Refer Your Friends, 1997-07 - 1997-07

Subseries 8.4: NationsBanks, Colores de nuestra cultura/Colors of Our Culture, 1997-09 - 1997-09

Map-folder 6 Cheque su suerte/Check Out Your Luck, 1997-09 - 1997-09

Subseries 8.5: NationsBank, Acquisition of Barnett, 1998-07 - 1998-07

Box 1 Dos visiones unidas/Two United Visions, 1998-07 - 1998-07

Subseries 8.6: NationsBank, Merger Announcement, 1998-07 - 1998-07

Box 1 Mano en mano/Hand-in-Hand, 1998-07 - 1998-07

Subseries 8.7: NationsBank, Qué rico es sentirse en casa/How Sweet It Is to Feel at Home, 1998-09 - 1998-09

Map-folder 6 Library of Ads, 1998-09 - 1998-09

Subseries 8.8: NationsBank, Un sinfín de ventajas financieras/Endless Financial Benefits, 1998 - 1998

Box 1 Claudia Bécquer, 1998 - 1998
Advertisement features Florida community artist, Claudia Bécquer

Box 1 Julián Rodríguez, 1998 - 1998

Box 1

Enriqueta Suárez, 1998 - 1998

[Return to Table of Contents](#)

Series 9: Tyson Foods, 2001-10 - 2006-09

Subseries 9.1: Tyson Foods, Tyson. Lo que tu familia merece/ Tyson. It's What Your Family Deserves, 2001-10 - 2001-10

- Map-folder 7 Chispa/Spark, 2001-10 - 2001-10
- Map-folder 7 Curiosidad/Curiosity, 2001-10 - 2001-10
- Map-folder 7 Encanto/Charm, 2001-10 - 2001-10
- Map-folder 7 Niñez/Childhood, 2001-10 - 2001-10
- Map-folder 7 Reina/Queen, 2001-10 - 2001-10
- Map-folder 8 Travesuras/Mischievous , 2001-10 - 2001-10

Subseries 9.2: Tyson Foods, Alimentada por Tyson/Powered by Tyson , 2002-09 - 2006-09

- Map-folder 8 Aspiradora/Vacuum, 2002-09 - 2002-09
- Map-folder 8 Pastel de cumpleaños/Birthday Cake, 2004-09 - 2004-09
- Map-folder 8 Umbral/Threshold, 2006-09 - 2006-09

[Return to Table of Contents](#)

Series 10: Walmart, Inc., 1998-03 - 2015-04

Subseries 10.1: Walmart, Inc., Para su familia, de todo corazón/For Your Family, from the Heart, 1998-03 - 2005-02

Box 2	Amistad/Friendship, 1998-03 - 1998-03
Box 2	Confianza/Trust , 1998-03 - 1998-03
Box 2	Diversión/Fun, 1998-03 - 1998-03
Box 2	Lealtad/Loyalty, 1998-03 - 1998-03
Box 2	La música se lleva por dentro/The Music Comes from Within, 2001 January
Box 3	Las matemáticas no se equivocan/Math is Never Wrong, 2001 January
Box 4	¿Qué le pondrá al sancocho?/How does she prepare that Sancocho?, 2001 January
Map-folder 9	Con cinco mujeres puede salir carito/Being with five women can get expensive, 2002-01 - 2002-01
Map-folder 9	Roberto es como el superhéroe de la tienda/Robert is like the superhero of the store, 2002-01 - 2002-01
Map-folder 10	Una mariachi muy colombiana/A Very Colombian Mariachi, 2002-01 - 2002-01
Map-folder 10	Calor de hogar/The Warmth of Home, 2003-01 - 2003-01
Map-folder 11	Cosas de niños/Children's Stuff, 2003-01 - 2003-01
Map-folder 11	Cultivando sueños/Cultivating Dreams, 2003-01 - 2003-01
Map-folder 12	Entre modas y relajo/Between Fashion and Joking Around, 2004-02 - 2004-02
Map-folder 12	Uno...dos/One...Two, 2004-02 - 2004-02
Map-folder 12	Una parada. Muchos amigos./One stop. Many friends., 2004-02 - 2004-02
Box 3	Gusto de modelo/Modelo's Taste, 2005-02 - 2005-02
Box 3	Hemos traído muchos bebés al mundo/We've Brought Many Babies into this World, 2005-02 - 2005-02
Box 3	Primer acto/Act One, 2005-02 - 2005-02

Subseries 10.2: Walmart, Inc., Supercenter, 2000-11 - 2000-11

Map-folder 13	Momento de la vida/Slice of Life, 2000-11 - 2000-11
---------------	---

Subseries 10.3: Walmart, Inc., Good Company, 2004-11 - 2005-11

Box 4 Long Beach, 2004-11 - 2004-11

Box 4 Elvia, 2005-11 - 2005-11

Map-folder 13 Una familia unida/A United Family, 2005-11 - 2005-11

Subseries 10.4: Walmart, Inc., Navidad en familia/Christmas Among Family , 2005-11 - 2005-11

Box 4 Basta de dramas/Enough of the Drama, 2005-11 - 2005-11
The ad features Mexican actress, Victoria Ruffo

Box 4 Papá al día/Modernize Papa, 2005-11 - 2005-11
The ad features father-daughter Mexican actors, Kate del Castillo and Eric del Castillo

Subseries 10.5: Walmart, Inc., Pasión por el futbol/Passion for Soccer, 2006-05 - 2006-05

La fiesta de futbol/The Soccer Party, 2006-05 - 2006-05

Subseries 10.6: Walmart, Inc., Back-to-School, 2007-07 - 2007-07

Chef, 2007-07 - 2007-07

Ingenieros/Engineers, 2007-07 - 2007-07

Subseries 10.7: Walmart, Inc., Más allá de los básico/Beyond the Basics, 2007-07 - 2007-07

Fui por una tarjeta telefónica.../I Went for a Phone Card..., 2007-07 - 2007-07

Fui por lápiz labial.../I Went for Lip Gloss, 2007-07 - 2007-07

Subseries 10.8: Walmart, Inc., Navidad para todos/Christmas For All, 2007-11 - 2007-11

En mi casa hay navidad para todos/In My House There's Christmas for Everyone, 2007-11 - 2007-11

Subseries 10.9: Walmart, Inc., Tu mundo. Tu música/Your world. Your music, 2007-07 - 2007-07

Acércate más/Get Even Closer, 2007-07 - 2007-07

Intocable, 2007-07 - 2007-07

Maná, 2007-07 - 2007-07

Shakira, 2007-07 - 2007-07

Subseries 10.10: Walmart, Inc., Gloria Estefan, 2007-11 - 2007-11

90 Millas/90 Miles, 2007-11 - 2007-11

Subseries 10.11: Walmart, Inc., Great Value Terra Biodegradable Bags, 2015-04 -
2015-04

El mar/The Sea, 2015-04 - 2015-04

Iceberg, 2015-04 - 2015-04

[Return to Table of Contents](#)