



Guide to the John R. Blaney papers, 1953-2001 and undated

This collection guide was produced in **Feb. 2018**.

This PDF version was created on **April 2, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	5
Related Materials	5
Names and Subjects	6
Collection Inventory	6
General Files	6
Accounts	11
Ogilvy & Mather (O&M)	15
Print Material	23
Writings and Speeches	27
Audiovisual Materials	29

Summary

Collection Title:

John R. Blaney papers, 1953-2001 and undated

Creator:

Blaney, John R., 1931-

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Advertising executive who worked for the Ogilvy & Mather agency in New York and London. Collection includes correspondence, financial and research reports, client and new business presentations, speeches, policy manuals, booklets and other printed materials, as well as videocassettes and print advertisements that document Blaney's work in client services, staff training and general management at Ogilvy & Mather. Companies represented include American Express, Chesebrough-Pond's, Nestle, Procter & Gamble, Shell, SmithKline Beecham and Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11598

Permalink:

<https://idn.duke.edu/ark:/87924/m1z31c>

Preferred Citation

[Identification of item], John R. Blaney papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Collection includes correspondence, financial and research reports, client and new business presentations, speeches, policy manuals, booklets and other printed materials, as well as videocassettes and print advertisements that document Blaney's work in client services, staff training and general management at Ogilvy & Mather. Companies represented include American Express, Chesebrough-Pond's, Nestle, Procter & Gamble, Shell, SmithKline Beecham and Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Advertising executive who worked for the Ogilvy & Mather agency in New York and London. Born 1931, Brooklyn, N.Y. Fordham University, College of Pharmacy. Military service 1953-1955. New York University Business School, 1955. 1955-1961 R.H. Macy's, buyer. 1961-1964, Whelan Drug Store, manager. Ogilvy & Mather: Account Supervisor (1964); Vice President (1968); Senior Vice President (1979); General Manager O&M New York (1982-1986); President O&M Healthcare (1982-1986); Worldwide Management Supervisor--Unilever, Shell, SmithKline Beecham (1986-1991); Executive Director, Worldwide Clients (1991-1994). Retired 1994.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: General Files; Accounts; Ogilvy & Mather; Print Material; Writings and Speeches; Audiovisual Materials.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The John R. Blaney papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2018.

Processing Information

Processed by Richard Collier, Feb. 2018;

Accessions described in this collection guide: 2018-0015

[Return to Table of Contents](#)

Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

David B. McCall papers;

Jock Elliott papers;

Joel Raphaelson papers;

Kenneth Roman papers;

Reva Korda papers;

Robert S. Smith papers;

William E. Phillips papers

[Return to Table of Contents](#)

Names and Subjects

- Advertising
- Advertising -- Great Britain
- Advertising -- United States -- Sources
- Advertising agencies
- Advertising agencies -- Great Britain
- Advertising agencies -- United States
- Advertising agencies -- Management
- Advertising executives
- Advertising executives -- Great Britain
- Advertising executives -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Express Company
- Chesebrough-Pond's.
- Nestl ©
- Ogilvy & Mather
- Procter & Gamble Company
- Shell Oil Company
- SmithKline Beecham
- Unilever (Firm)

Collection Inventory

General Files, 1960-2001, undated

AAAA (American Association of Advertising Agencies), 1993-1995	Box 1
Physical Description: 2 folders	
Advertising, 1984-1995	Box 1
Advertising Association (U.K.), 1995	Box 1
Advertising Club of New York, 1993-1995	Box 1
Advertising creative brief, 1991-2000	Box 1
Advertising industry, 1990-1995	Box 1
Advertising research, 1983-1990	Box 1
Advertising statistics, 1994-1996	Box 1
Agency business, 1985-1996	Box 1
Agency-client relationship, undated	Box 1
Agency compensation, 1964-1980	Box 1
Agency compensation, 1972-1998	Box 2
Physical Description: 3 folders	
Agency compensation--Marketing Management meeting, 1999	Box 2
Agency contracts, 1991-1998	Box 2
Physical Description: 2 folders	
Agency evaluations, 1980-1998	Box 2
Agency financials, 1984	Box 2
Agency management, 1976-1993	Box 2
Agency management, 1990-1999	Box 3
Agency questionnaire, 1993	Box 3
Agency relations, 1978-1994	Box 3
Physical Description: 2 folders	

Agency selection, 1984	Box 3
American Marketing Association, 1994-1996	Box 3
Anatomy of a marketing plan, undated	Box 3
Biographical sketch, approximately 1994	Box 3
Branding, 1982-1991	Box 3
Physical Description: 2 folders	
Branding speeches, 1985-1991	Box 3
Brands and branding, 1984-2001	Box 4
Physical Description: 3 folders	
Building worldwide client business, 1983-1992	Box 4
Physical Description: 2 folders	
Business-top-business advertising, 1978-1994	Box 4
Client services, 1988-1996	Box 4
Physical Description: 2 folders	
Company strategy, 1982-1993	Box 4
Conferences, 1994-1996	Box 5
Conferences, 1994-1996	Box 5
Consultants, 1984-1996	Box 5
Corporate advertising, 1982-1999	Box 5
Creative, 1973-1995	Box 5
Physical Description: 3 folders	
Direct marketing, 1993-1996	Box 5
Direct-to-consumer, 1993-2000	Box 5
Physical Description: 2 folders	
Direct-to-consumer, 1993-2000	Box 6
Physical Description: 2 folders	

Global marketing, 1978-1998 Physical Description: 4 folders	Box 6
Healthcare advertising, 1979-1996	Box 6
Interactive advertising, 1994-1995	Box 7
International advertising, 1974-2000 Physical Description: 4 folders	Box 7
International advertising, 1986	Box 31
International Advertising Association, 1990-1996 Physical Description: 2 folders	Box 7
Leadership, 1972, undated	Box 7
Management principles, undated	Box 7
Marchese Communications, 1995-1996 Physical Description: 2 folders	Box 7
Marketing, 1960-1994	Box 8
Marketing course--Advertising, 1979, undated Physical Description: 2 folders	Box 8
Marketing course--Developing new products, 1980, undated	Box 8
Marketing course--Distribution, 1979-1980	Box 8
Marketing course--Elements of a marketing plan, 1961, undated	Box 8
Marketing course--Overview, 1982	Box 8
Marketing course--Packaging, 1979-1980	Box 8
Marketing course--Product concept and positioning, 1979, undated	Box 8
Marketing course--Products, 1978, undated	Box 8

Marketing course--Promotion, undated Physical Description: 2 folders	Box 8
Marketing course--Session 1, 1966-1980, undated	Box 9
Marketing course--Session 2, undated Physical Description: 2 folders	Box 9
Marketing course--Spending, undated	Box 9
Media, 1969-1994	Box 9
New products, 1983-1993	Box 9
New York Public Library, 1993-1995	Box 9
Nonprescription Drug Manufacturers Association, 1993-1994	Box 9
Nuggets (quote file), 1986-1990	Box 9
Nutriceuticals, 1998	Box 9
Pacific Rim, 1993-1995	Box 9
Pacific Rim, 1995	Box 10
Packaging, 1989-1991	Box 10
Planning, 1995, undated	Box 10
Private brands, 1994-1995	Box 10
Pro bono, 1993-1995	Box 10
Research, 1994-1995	Box 10
Reviving old brands, 1995	Box 10
Role of advertising, 1986-1995	Box 10
Sales promotion, 1990-1992	Box 10
Teaching files, 1986-1996 Physical Description: 4 folders	Box 10

Trends file, 1987-1994 Box 10

[Return to Table of Contents](#)

Accounts, 1967-2001, undated

American Express, 1985-1992, undated Box 11

Physical Description: 2 folders

American Express--Coordination case study, undated Box 11

American Express--Traveler's Cheques, 1994 Box 11

Bahamas Ministry of Tourism, 1987 Box 11

Bristol Myers Squibb, 1993-1994 Box 11

Burberry, 1995 Box 11

Chesebrough Pond's, 1990-1995 Box 11

Physical Description: 4 folders

Chesebrough Pond's--Brandprint, undated Box 11

Chesebrough Pond's--Branding, 1993 Box 11

Chesebrough Pond's--Debriefing, 1992 Box 11

Chesebrough Pond's--Poind's Institute, 1992-1993 Box 11

DuPont, 2000-2001 Box 11

DuPont--Corian print advertisements, undated Box 31

Duracell--Building a Worldwide Brand, 1995 Box 11

Duracell pitch, 1995 Box 11

Elida Pond's--Cutex, 1991 Box 12

Ferrero Rocher, 1994-1995 Box 12

General Foods--Marketing principles, 1976-1978 Box 12

General Foods--Maxwell House brand essence, 1993	Box 12
General Foods--Why Your Advertising Agency Needs a Better Product, 1995	Box 12
Glaxo, 1992 Physical Description: 2 folders	Box 12
Goldman Sachs, 1994	Box 12
Goldman Sachs--Competitive financial services print advertisements, 1994	Box 31
International Paper Company print advertisements, 1979	Box 31
Jaguar, 1995, undated Physical Description: 2 folders	Box 12
Kraft General Foods--Trade Support Television Advertising, 1993	Box 12
Lufthansa, 1994	Box 12
Merck, 1992	Box 12
Miles Laboratories--Alka-Seltzer Plus brand audit, 1993	Box 12
Nestle, 1991-1993 Physical Description: 2 folders	Box 12
Nestle--Branding policy, undated	Box 12
Nestle--The Brand Is the Business, 1991	Box 12
Nike, 1994-1995	Box 12
Novartis	Box 13
Pepsi (Mirinda, 7-Up)	Box 13
Philips--Why Philips Needs Aligned Advertising Agencies and Co-Ordinated Campaigns	Box 13

Procter & Gamble, 1977-1995 Physical Description: 4 folders	Box 13
Procter & Gamble--Acquisition of Richardson Vicks and Noxell, undated	Box 13
Procter & Gamble--Re-Engineering the Global Dragon, 1994	Box 13
Procter & Gamble--Roar of the Global Dragon, 1992	Box 13
Richardson Vicks, 1985	Box 13
Roche, 1998-1999	Box 14
Roche--Rocephin tactical plan, 1999	Box 14
Shell, 1990-1994, undated Physical Description: 7 folders	Box 14
Shell--Brand personality, undated	Box 14
Shell--Brand positioning/personality, undated	Box 14
Shell--Brand stewardship presentation, 1993	Box 14
Shell--How to Make Effective Use of Corporate Advertising, 1994	Box 14
Shell--Managing the Shell Brand, undated	Box 15
SmithKline Beecham, 1992-1995 Physical Description: 2 folders	Box 15
SmithKline Beecham--Case studies, 1990-1994	Box 15
SmithKline Beecham--Category management communication programme, undated	Box 15
SmithKline Beecham--Overview of O&M Work, undated	Box 15
SmithKline Beecham--Print advertisements, undated	Box 31

SmithKline Beecham--Tagamet-100 direct marketing, 1993	Box 15
Thomas J. Lipton--Brandprint, undated	Box 15
Thomas J. Lipton--Project Jupiter (homeopathy), 1993	Box 15
Unilever, 1985-1998 Physical Description: 5 folders	Box 15
Unilever, 1992-1993	Box 16
Unilever--Acorns into Oaks: How to Grow with Unilever, 1987	Box 16
Unilever--Advertising Evaluation: Recommended Methodology for Europe, 1986	Box 16
Unilever--Agency alignment policy, 1985-1991	Box 16
Unilever--Agency compensation, 1971-1991	Box 16
Unilever--Brand stewardship, 1993	Box 16
Unilever--Brochure, undated	Box 16
Unilever--Business of Care, undated	Box 16
Unilever--Concept vs. positioning, 1972	Box 16
Unilever--Creative review, 1989	Box 16
Unilever--Detergents, 1967-1993 Physical Description: 2 folders	Box 16
Unilever--Direct marketing, 1986-1992 Physical Description: 2 folders	Box 16
Unilever--Dove brandprint, 1993	Box 16
Unilever--Dove case studies, 1991-1993	Box 16
Unilever--Effective Use of Theme Marketing, 1984	Box 16
Unilever--"Feedback" direct marketing, 1993	Box 16

Unilever--Helene Curtis: Degree deodorant, undated	Box 16
Unilever--Life and Lore of Dove, 1988	Box 16
Unilever--Management and organisation, 1983	Box 16
Unilever--Market Leaders Around the World, 1989	Box 16
Unilever--Max Blackston talk to Detergents Group, 1988	Box 16
Unilever--New Product Development Guide, 1969	Box 17
Unilever--Plan for Great Advertising, 1988	Box 17
Unilever--Presentations, 1987-1990	Box 17
Unilever--Presentations on Kao, 1989-1990	Box 17
Unilever--Role of Marketing Division, 1974	Box 17
Unilever--Story of Sunlight (soap), 1984	Box 17
Unilever Foods/Lipton, 1989-1995 Physical Description: 2 folders	Box 17
Visiting Nurse Service of New York, 1999, undated Physical Description: 2 folders	Box 17
Visiting Nurse Service of New York--Print advertisements, undated	Box 31
WorldSource, undated	Box 17

[Return to Table of Contents](#)

Ogilvy & Mather (O&M), 1955-1999, undated

General, 1981-1993, undated Physical Description: 3 folders	Box 17
---	--------

Advertising, Sales Promotion and the Bottom Line, 1989	Box 18
After the Recession (U.S. and international versions), 1992	Box 18
Alternative Paths to Persuasion, 1988	Box 18
Alumni Flagbearer, 1990	Box 18
Annual Report, 1979	Box 18
Asia-Pacific, 1993	Box 18
Asia Viewpoint, 1993	Box 31
Attitude Accessibility: On the Trail of a New Tool for Predicting Brand Choice, 1986	Box 18
Attitude Change: Making It Stick, 1989	Box 18
Brand blueprint, undated	Box 18
Brand Personality, 1993	Box 18
Brand Revitalization, 1990	Box 18
Brand stewardship, 1993-1995, undated Physical Description: 4 folders	Box 18
Brand stewardship, 1994	Box 31
Branding and Advertising Strategy, 1987	Box 18
Branding Guidelines, 1993	Box 18
Brochure, 1989	Box 18
Brochure, 1994	Box 31
Charlotte Beers--Brand Stewardship, 1993	Box 19
Charlotte Beers--Geometry of Management, 1987	Box 19
Charlotte Beers--How a Product Becomes a Brand, 1984	Box 19

Client conflicts, 1991	Box 19
Clients, Brands, and Ogilvy & Mather, undated	Box 19
Commission contract (sample), undated	Box 19
Communication 2000, undated	Box 19
Comparative Advertising Revisited, 1977	Box 19
Confessions--If Your Brand Becomes Expendable, Will You?, 1987	Box 19
Conflict Resolution as a Process for Overcoming Resistance to Ideas, 1989	Box 19
Consumer Trendsights, undated	Box 19
Corporate Culture, undated	Box 19
Corporate identity manual, undated	Box 19
Creative Philosophy, 1990	Box 19
David Ogilvy, 1994-1999	Box 19
David Ogilvy--Adweek profile, 1992	Box 19
David Ogilvy--David Ogilvy Speaks Out, 1989	Box 19
David Ogilvy--Leadership: The Forgotten Factor in Management, 1972	Box 19
David Ogilvy--Obituaries and tributes, 1999	Box 31
David Ogilvy--Principles of Management, 1968	Box 19
David Ogilvy--Sound an Alarm!, 1986	Box 19
David Ogilvy--The Image and the Brand, 1955	Box 19
David Ogilvy--We Sell-Or Else, 1991-1992	Box 19
David Ogilvy, Joel Raphaelson--Research on Advertising Techniques that Work, and Don't Work	Box 19

Diane Courtney--Bifocals: Why You Can't Build a Brand Without Them, undated	Box 19
Diane Courtney--How Brands Succeed, 1991	Box 19
Dictionary of Advertising and Graphic Arts Terms, undated	Box 19
European Training Group Participants, 1991	Box 19
Finding the Arthritis Sufferer, 1991	Box 19
Flagbearer, 1995	Box 31
Food advertising, 1984-1992	Box 19
Future of Pharmaceuticals, 1989	Box 20
Getting to the Idea, undated	Box 20
Global client services, 1992, undated	Box 20
Graham Phillips--Conference Board speech, 1986	Box 20
Graham Phillips--Creative Standards, 1991	Box 20
Graham Phillips--How to Build Brand Identity in Times of Chaos, 1988	Box 20
Graham Phillips--Time for Change, 1992	Box 20
Healthcare advertising, 1972-1992	Box 20
Physical Description: 2 folders	
Hot Topics, undated	Box 20
How Advertising Works, 1986	Box 20
How OBM Believes Television Advertising Works, 1973	Box 20
How to Create Winning Advertising Strategies, 1984	Box 20
How to Do Ads, undated	Box 20

How to Launch New Products Successfully, 1986	Box 20
How to Present and Sell Advertising, 1979	Box 20
How to Win New Business, 1984	Box 20
How We Plan and Develop Advertising, undated	Box 20
Impact of Advertising Expenditures on Profits for Consumer Businesses, 1987	Box 20
Input, 1989	Box 21
Integrated Services, 1984	Box 21
International advertising, undated	Box 21
ISP Awards, 1989	Box 21
Jane Fitzgibbon--View 2000, 1989	Box 21
Jennifer Stewart--Speech to World Wildlife Federation, 1984	Box 21
Jock Elliott--Hall of Fame speech, 1984	Box 21
Kenneth Roman--Creative Management, 1981	Box 21
Kenneth Roman--Who We Are, And Where We're Not Going, 1988	Box 21
Kenneth Roman--Why Brands Fail, 1983	Box 21
Kenneth Roman, Joel Raphaelson--How to Write Better, 1978	Box 21
Lantern--How to Create Advertising That Crosses Borders, 1990	Box 21
Let's Talk Training, 1990-1994	Box 21
Magic Lantern--Creating Advertisements for Newspapers and Magazines, 1987	Box 21
Magic Lantern--How to Market in Developing Countries, 1987	Box 21

Managing Worldwide Client Services, 1989, undated	Box 21
Marketing to Europe, 1992	Box 21
Meetings (photographs and memorabilia, Budapest and Latin America), undated	Box 22
Michel Richardot, Curtis Lesage (Paris)--New business presentation, 1980	Box 22
Mission statement card, undated	Box 22
Mission statements, 1993, undated Physical Description: 2 folders	Box 22
New business, 1984-1986	Box 22
New Business Plan, 1992	Box 22
New business prospects list, 1987	Box 22
New Employee Book, undated Physical Description: 2 folders	Box 22
New products, 1965-1989	Box 22
New Products Magic Lantern, 1990	Box 22
Norman Berry--Revitalizing Brands, 1987	Box 22
Norman Berry--Speech on corporate image, 1981	Box 22
Norman Berry--Value of Branding, 1987	Box 22
Norman Berry, Richard Fowler--Big Idea, 1988	Box 22
Ogilvy & Mather Healthcare, 1985	Box 22
Ogilvy & Mather's View of Worldwide Advertising, undated	Box 22
Ogilvy Orchestration booklets, 1985-1988	Box 23
Over 50s: How to Reach Out to an Ignored Consumer, 1988	Box 23

Packaging Research, 1989	Box 23
Personnel policies, 1987-1996	Box 23
Premium brands, 1986-1987	Box 23
Prescription Drug Advertising, 1992	Box 23
Print Lantern, 1986	Box 23
Profits & Prophecy, 1985	Box 23
Proposal to Promote Russia as a Business Venue, 1993	Box 23
Public Relations, 1990	Box 23
Report Writing, undated	Box 23
Reva Korda--The Loneliness of the Long Distance Watcher, 1977	Box 23
Richard Fowler--Effective TV Advertising, 1987	Box 23
Richard Fowler--Ice cream presentation: Euro Glace, 1986	Box 23
Richard Fowler--The Core Idea, 1992	Box 23
RMS (Regional Management Supervisor), 1992	Box 23
Roadmap to the New Ogilvy & Mather, undated	Box 23
Rod Wright--The Forces Shaping Marketing and Advertising in Asia, 1992	Box 31
Sales Promotion, undated	Box 23
Skin Care Evolution and Trends, 1992	Box 23
Slice of Life Magic Lantern, 1974	Box 23
Speeches by various staff, 1977-1991	Box 24
Physical Description: 2 folders	
Strategic plans, 1987-1993	Box 24

Strategy, undated	Box 24
The Ogilvy & Mather Business Book, 1988	Box 24
The Ogilvy & Mather Training Book, 1987	Box 24
The Ogilvy Client Commitment, undated	Box 24
The People Book, 1987	Box 24
The Welcome Book, undated	Box 24
There's No Business Like New Business, 1984	Box 24
Training, 1984-1994	Box 25
Training: It Is Our History, It Is Our Future, 1982	Box 25
Trend Watch, 1993	Box 25
View 2000, undated	Box 31
Viewpoint, 1977-1994 Physical Description: 6 folders	Box 25
Viewpoint, 1994	Box 26
We Sell, Or Else, 1982	Box 26
What Makes a Commercial Likeable?, 1986	Box 26
What Ogilvy & Mather Believes About Creating Advertising, 1979	Box 26
What Ogilvy & Mather Has Learned About How Much to Spend on Advertising, undated	Box 26
What Ogilvy & Mather Has Learned So Far About Business-to-Business Advertising, 1993	Box 26
What Ogilvy & Mather Has Learned So Far About Financial Advertising, 1984	Box 26
What Ogilvy & Mather Knows About Advertising Analgesics, 1994	Box 26

What OBM Knows About Added Value, 1975	Box 26
What's the Return on Quality?, 1988	Box 26
Why You Should Hire Us, undated	Box 26
William Phillips--Speaking the Same Language Does Not Always Mean Thinking the Same: The Anglo-American Paradox, 1985	Box 26
William Phillips--Speech file, 1986-1989	Box 26
William Weed--How to Create a Creative Climate, undated	Box 26
Worldwide client service, 1993	Box 26

[Return to Table of Contents](#)

Print Material, 1953-2000, undated

AAAA (American Association of Advertising Agencies)--Advertising: A Guide to Careers in Advertising, 1975	Box 26
AAAA (American Association of Advertising Agencies)--Client's Guide to Ad Agency Service: In-House or Independent?, 1993	Box 26
AAAA (American Association of Advertising Agencies)--Client's Guide to Agency-Client Contracts, 1993	Box 26
AAAA (American Association of Advertising Agencies)--Client's Guide to Agency Compensation, 1994	Box 26
AAAA (American Association of Advertising Agencies)--Client's Guide to the AAAA Agency, 1993	Box 26
AAAA (American Association of Advertising Agencies)--Client's Guide to Working with Your AAAA Agency, 1993	Box 26

AAAA (American Association of Advertising Agencies)--Integrated Communications, 1991	Box 26
AAAA (American Association of Advertising Agencies)--What Every Account Executive Should Know About a Marketing Plan, 1990	Box 26
AAAA (American Association of Advertising Agencies)--What Every Account Executive Should Know About Agency Management, 1987	Box 26
Advertising Age--Procter & Gamble 150th Anniversary Issue, 1987	Box 31
Advertising Age--Tribute to Leo Burnett 60th Anniversary, 1995	Box 31
Advertising Association (U.K.)--Executive Briefs on Key Issues in Advertising, 1995	Box 26
Advertising Association (U.K.)--Promoting and Protecting the Freedom to Advertise, 1994	Box 26
Alexander Biel--Love the Ad. Buy the Product?, undated	Box 26
Alvin Achenbaum--Transformation of Packaged Food Marketing, 1989	Box 26
AMA (American Marketing Association)--Baby Boomers Turn 50, 1996	Box 26
AMA (American Marketing Association)--Customer Satisfaction, 1992	Box 27
ANA (Association of National Advertisers)--Advertising Services, 1991	Box 27
ANA (Association of National Advertisers)--Agency Compensation Guidebook, 1989	Box 27
ANA (Association of National Advertisers)--Fee Methods of Agency Compensation, 1969	Box 27
ANA (Association of National Advertisers)--Selecting an Advertising Agency, undated	Box 27

Anthony Weir--How to Brief Your Advertising Agency, 1983	Box 27
Apple computer booklet, 1984	Box 27
CAM Galaxy--Business Plan, undated	Box 27
Center for Research and Development--Options and Opportunities for Consumer Businesses: Advertising During a Recession, 1990	Box 27
Charles Mittelstadt--Brand Power, 1989	Box 27
Conference Board--Organizing for Global Competitiveness, 1993	Box 27
Creativity, 1995	Box 31
David Arnold--The Brand Is the Business, 1991	Box 27
David Maister--Professional Service Firm Management, 1989	Box 27
Family Circle--Family Index, 1994	Box 27
Futures Group--Background information and qualification, undated	Box 27
Interbrand--Class of '88 (new brands), 1989	Box 28
International Advertising Association, 1994-1998	Box 28
International Advertising Association--Medicine Advertising Regulation, 1985	Box 28
International Advertising Association--The Case for Advertising, 1994-1995	Box 28
J. Walter Thompson--T-Plan, 1977	Box 28
John Mickletwait--The Party's Over, 1990	Box 28
Larry Light--Building Brand Relationships, 1993	Box 28
Larry Light--The Fourth Wave: Brand Loyalty Marketing, 1994	Box 28

Managing Brand Equity, 1985	Box 28
Marketing education articles, 1993	Box 28
Martin Puris--Beyond the Brand Experience, 1996	Box 31
McCann Erickson--Creative Works, undated	Box 28
New York Herald front page collection (1929) for International Advertising Convention, undated	Box 31
Paine Webber newsletters, 1992-1993	Box 28
Paul Ray, Carre Orran--Recruitment brochures, undated	Box 28
Prevention Magazine--Study on OTC/DTC medicines, 1997	Box 28
Primary Contact--Creativity: What Works?, undated	Box 28
Primary Contact--How Research Can Help in the Creation of Effective Advertising, undated	Box 28
Primary Contact--How to Evaluate Advertising, undated	Box 28
Primary Contact--How to Handle International Advertising, undated	Box 28
Primary Contact--The Importance of Branding, undated	Box 28
Primary Contact--The Most Neglected Marketing Target: The Staff, undated	Box 28
Promotional Campaigns, Ltd.--Ideas that Sell, 1990	Box 28
Research International--The Body and Its Environment, 1993	Box 28
Ruder Finn--Communications brochures, undated	Box 28

Ruder Finn--Financial Management, 1998	Box 29
Sir Michael Perry--The Brand: Vehicle for Value in a Changing Market Place, 1994	Box 29
Sound As Good As You Look, undated	Box 29
Special Counsel International brochure, 1991	Box 29
T. Laco--If I Were a Brand Manager Today, 1981	Box 29
Telecard World, 1995	Box 29
The Lasker Story, 1953	Box 29
Tom Dillon (BBDO)--AAF Hall of Fame speech, 1978	Box 29
Tony Houghton--Speech on trends, undated	Box 29
Wall Street Journal--7 Steps to Improving Your Corporate Image, 1993	Box 29
Wall Street Journal--How Corporate Branding Contributes to Marketing and Financial Suddess, 1994	Box 29
Wall Street Journal--Maximizing Your Corporate Brand, 1996	Box 29
Wall Street Journal--Why Advertise?, 1991	Box 29
William Bernbach--Facts Are Not Enough, 1980	Box 29
William Esty--Setting Creative Strategy, 1978	Box 29
You Can Be a Branding Hero!, 2000	Box 29

[Return to Table of Contents](#)

Writings and Speeches, 1972-1999, undated

Borders Are Not Barriers, 1994	Box 29
Borders Without Barriers, undated	Box 29
Brand Positioning and Personality, undated	Box 29

Brand Stewardship and Unilever, 1993	Box 29
Branding and Advertising Strategy, 1987	Box 29
Branding for the 90s and Beyond, 1991	Box 29
Branding videotape talk, undated	Box 29
Direct to Consumer Advertising, 1999	Box 29
European Management Meeting, 1991	Box 29
How to Manage International Advertising, 1991	Box 29
Idea file and drafts, 1989-1995	Box 30
International Advertising, 1990	Box 30
International Advertising presentation, undated	Box 30
Management of Worldwide Accounts, 1988-1989	Box 30
Physical Description: 2 folders	
New Product Individuality, 1972	Box 30
Pond's Brand and Pond's Institute, undated	Box 30
Prescription Drug Advertising to the Consumer, 1984	Box 30
Presentation notes and miscellaneous, 1989, undated	Box 30
Pros and Cons of Assigning One Brand, Product or Service to One Worldwide Advertising Agency, undated	Box 30
Role of Advertising in Marketing, 1980	Box 30
Rotary Club Luncheon talk, 1985	Box 30
Speech file--Correspondence, 1984	Box 30
Talk to Account Management Training Program, 1984	Box 30

The Chemistry Was Right, 1984	Box 30
The Shock of the New, 1988	Box 30
Unilever: What We've Learned, 1987	Box 30
Unilever and Ogilvy & Mather, 1994	Box 30
Unilever Europe/North America Conference (Kinsale), 1989	Box 30
Unilever Latin America Conference, 1988	Box 30
What Every Account Manager Should Know About International Advertising (draft for AAAA booklet), 1996	Box 30
What Ogilvy & Mather Expects from You in Client Service, undated	Box 30
Why We Need Mozarts on International Business, undated	Box 30
Worldwide Management Meeting, 1989	Box 30

[Return to Table of Contents](#)

Audiovisual Materials, 1984-1995, undated

A. Eicoff & Company compilation, Undated	Box AV1 > Video-cassette RL11598-Umatic-001
Apple Mackintosh "1984" :60, 1984	Box AV1 > Video-cassette RL11598-Umatic-002
Bob Newhart "Vision Development", 1993	Box AV1 > Video-cassette RL11598-Umatic-003

Scope and Contents

School for Bus Drivers; King Kong; The Driving Instructor; Abe Lincoln Versus Madison Avenue; Cruise of the USS Codfish; Defusing the Bomb; Nude Line Up; Introducing Tobacco to Civilization; The Retirement Party

BTA Awards reel, Undated	Box AV1 > Video-cassette RL11598-Umatic-004
--------------------------	--

Category Management Interview, 1995 Box AV1 > Video-cassette
RL11598-Umatic-005

Scope and Contents

Harry Groome and Louise Sibley. Aquafresh commercials from 6 countries

Chesebrough Pond's International, 1995 Box AV1 > Video-cassette
RL11598-Umatic-006

Scope and Contents

The Story Behind the Doors; Executional Guidelines for Television

Chesebrough Pond's Worldwide Reel, Undated Box AV1 > Video-cassette
RL11598-Umatic-007

David Ogilvy Magic Lanterns, 1991 Box AV1 > Video-cassette
RL11598-Umatic-008

Dove and Pond's International Reel, 1995 Box AV1 > Video-cassette
RL11598-Umatic-009

Scope and Contents

Dove: Jean Shy (US); Viviana Sehweret (US Hispanic); Veronique Marty (France); Raffaella Davi (Italy); Joanne Chong (Singapore). Pond's: Age-Defying Complex, Prevent and Correct (US); Cleansing Milk and Toner (UK); Skin Lightening Cream (Thailand); Crema C (Mexico); Vanishing Cream (Nairobi)

Dove Bar: Selection of commercials for John Blaney, 1995 Box AV1 > Video-cassette
RL11598-Umatic-010

Duracell International Advertising, 1995 Box AV1 > Video-cassette
RL11598-Umatic-011

Global Advertising Presentation--John Blaney, 1995 Box AV1 > Video-cassette
RL11598-Umatic-012

Global Advertising Presentation--John Blaney, 1995 Box AV1 > Video-cassette
RL11598-Umatic-013

Global Advertising Presentation--John Blaney, 1995 Box AV1 > Video-cassette
RL11598-Umatic-014

HBA/PacRim Symposium, 1995	Box AV1 > Video-cassette RL11598-Umatic-015
Healthcare Magic Lantern, Undated	Box AV1 > Video-cassette RL11598-Umatic-016
IAA Presentation Video 12:08, Undated	Box AV2 > Video-cassette RL11598-Umatic-017
IBM Brand 9 spots, 1995	Box AV2 > Video-cassette RL11598-Umatic-018
John Blaney Compilation Reel 12:10, 1993	Box AV2 > Video-cassette RL11598-Umatic-019
Le Sancy Toilet Soap spots (O&M India), 1995	Box AV2 > Video-cassette RL11598-Umatic-020
Miscellaneous (24 commercials), Undated	Box AV2 > Video-cassette RL11598-Umatic-021
Museum of Broadcasting Part 1 of 2 (67 commercials), 1992	Box AV2 > Video-cassette RL11598-Umatic-022
Museum of Broadcasting Part 2 of 2 (39 commercials), 1992	Box AV2 > Video-cassette RL11598-Umatic-023
Nationwide Insurance "Dreams", Undated	Box AV2 > Video-cassette RL11598-Umatic-024
New Product Magic Lantern (30 commercials), 1990	Box AV2 > Video-cassette RL11598-Umatic-025
Ogilvy & Mather show reel, 1995	Box AV2 > Video-cassette RL11598-Umatic-026
Scope and Contents	
Commercials from Microsoft, Kraft, AT&T	
Ogilvy compilation, 1993	Box AV2 > Video-cassette RL11598-Umatic-027

Scope and Contents

Paradiso (Germany); Mirage (France); other commercials

Procter & Gamble: Re-Engineering the Global Dragon, 1994	Box AV2 > Video-cassette RL11598-Umatic-028
Richard Fowler: The Big Idea, 1992	Box AV2 > Video-cassette RL11598-Umatic-029
Ross Sutherland Shell Presentation, 1993	Box AV2 > Video-cassette RL11598-Umatic-030
Superbowl XXVII commercials taken off the air, 1994	Box AV2 > Video-cassette RL11598-Umatic-031
TV Commercials 1950s-1970s (25 commercials), Undated	Box AV2 > Video-cassette RL11598-Umatic-032
Unilever Creative Conference (Norman Berry, Richard Fowler), 1988	Box AV3 > Video-cassette RL11598-Umatic-033
Unilever WMS compilation of Hamlet commercials, 1991	Box AV3 > Video-cassette RL11598-Umatic-034
View from Toufou 45:00, Undated	Box AV3 > Video-cassette RL11598-Umatic-035
Vita Mix "Mother, Mother, Mother", Undated	Box AV3 > Video-cassette RL11598-Umatic-036
What Ogilvy & Mather Expects from You in Client Service 18:00, 1992	Box AV3 > Video-cassette RL11598-Umatic-037
What Ogilvy & Mather Expects from You in Client Service 18:00, Undated	Box AV3 > Video-cassette RL11598-Umatic-038
Channel 5: Count Basie and Friends 1943-1945, Undated	Box AV3 > Video-cassette RL11598-VHS-001

Global Advertising Presentation--John Blaney,
Undated

Box AV2 > Video-cassette
RL11598-VHS-002

Pharmaceuticals montage, Undated

Box AV2 > Video-cassette
RL11598-VHS-003

IAA Board Meeting/VP mailing, 1995

Box AV1 > Disk 1

Scope and Contents

3.5 disk, IBM format. Contents: Board Meeting minutes Zurich June 1995; Executive Committee meeting minutes; Treasurer's Report 1994-1995; Fiscal Report 1994-1995; Chapter Development Summary; Corporate Development Summary; Action Plan 1995-1996

[Return to Table of Contents](#)