



Guide to the J. Walter Thompson Company. Advertising and Marketing Intelligence Database Records, 1977-1983 and undated

This collection guide was produced in **2005**.

This PDF version was created on **April 3, 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	3
Administrative Information	4
Names and Subjects	5
Collection Inventory	5
Accession 2003-0218	5

Summary

Collection Title:

J. Walter Thompson Company. Advertising and Marketing Intelligence Database records, 1977-1983 and undated

Creator:

J. Walter Thompson Company

Source:

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

Extent:

1.8 Linear Feet
1125 Items

Language:

English.

Collection ID:

RL.00661

Permalink:

<https://idn.duke.edu/ark:/87924/m1fk86>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Advertising and Marketing Intelligence Database Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

The J. Walter Thompson Company, Advertising and Marketing Intelligence Database Records date from 1977 to 1983, with some undated material. The collection contains information on the development and early years of the Advertising and Marketing Intelligence (AMI) database, successor to the Issues Monitoring System (1970s) produced by the New York Times (NYT) Information Bank and the White House; a JWT/NYT advertising and marketing news database (1979) drawn from over 60 major business

Guide to the J. Walter Thompson Company. Advertising and Marketing Intelligence Database Records, 1977-1983 and undated publications; and AD/KIT, or "Advertising Key Information Tracking System." Available by subscription and via telnet, AMI began in 1980 and tracked news items according to an advertising keyword index. The collection details the conception, announcement, and initial years of operation of AMI with financial data, marketing and management information, marketing research, and slide presentation scripts. Acquired as part of the John W. Hartman Center for Sales, Advertising, and Marketing History.

Biographical/Historical

The J. Walter Thompson Company was founded in New York in 1864 and is one of the world's oldest and largest advertising firms.

[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 J. Walter Thompson Company. Advertising and Marketing Intelligence Database Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1987.

Processing Information

Processed by Andrea Franzius and Ruth E. Bryan

Completed November 26, 2003

Encoded by Andrea Franzius and Ruth E. Bryan

Materials may not have been ordered and described beyond their original condition.

[Return to Table of Contents](#)

Names and Subjects

- Databases
- Marketing -- United States -- History -- Databases
- Advertising -- United States -- History -- Databases
- Advertising -- Databases
- Advertising -- United States
- Information retrieval -- History
- Information storage and retrieval systems -- History
- Information storage and retrieval systems -- Marketing
- Database management
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Accession 2003-0218

Contents of Box 1: Box 1

Processing Information:

[Attention: Contains pictorial materials]

AMI: Advertising and Marketing Intelligence
User Guide, undated Box 1

Ad/K.I.T. I, 1979 Box 1

Speeches and Slides Materials

Information Management Speech, undated	Box 1
AMI Speech [including original color photo, correspondence], 1980	Box 1
AMI Press Kit Originals [contains original color photograph], 1980	Box 1
Information management - Slide Presentation, undated	Box 1
Advertising/Marketing Intelligence - Slide Presentation, 1980	Box 1
AMI Financial Info Revenues AMI Revenue, 1980, 1981	Box 1
AMI Revenue Forecasts [1982 estimates]	Box 1
Quarterly Profit Plan [for 1981, 1981 Apr. 28]	Box 1
AMI Proposed Charge-Back Mechanism, 1981	Box 1
Profit Forecasts, Revenue Forecasts, 1981	Box 1
Contents of Box 2:	Box 2
AMI Marketing Plans and Reviews AMI Issues and People, undated	Box 2
AMI/MIS, 1981	Box 2
3 Year Market Plan, 1981-1983, includes legal size but folded material (empty chart for Marketing Plan 1981-1983)	Box 2
J. Peters/AMI Reviews, 1980, 1981	Box 2
Review of the AMI Relationship, 1981 June[including 1981 July]	Box 2
Advertising/Marketing Intelligence [1980]	Box 2
I-O-D: Business Plan, 1981	Box 2

Binder with misc. materials on AMI, 1980, 1981	Box 2
<hr/>	
Projects	
Speech, undated	Box 2
MIS Creative Library Proposal, 1977, 1981	Box 2
SMRB Project, 1980	Box 2
Retail Info. Proposals, Worksheets, 1981	Box 2
User Committee [includes organizational proposal for Information Resource Management], 1980, 1981	Box 2
<hr/>	
Contents of Box 3:	Box 3
<hr/>	
AMI Promotional/Manuals AD Response AMI Manuals [includes small and large glossy AMI brochures]	Box 3
AMI Script, undated	Box 3
[AMI misc.]	Box 3
AMI-Japan (NKS), 1980	Box 3
AMI-Europe, 1980	Box 3
<hr/>	
AMI Usage	
Clients/ Survey/Contracts: J. Walter Thompson-New York Times Joint Venture, undated	Box 3
The Advertising and Marketing Intelligence Data Base-Preliminary Market Study, undated	Box 3
New York Times Information Bank Subscribers, undated	Box 3
AMI Contract List, 1980, 1981	Box 3
AMI Client Usage, 1981	Box 3
AMI Usage: Returned Questionnaires, 1981 (2 folders)	Box 3

[Return to Table of Contents](#)