



# **Guide to the J. Walter Thompson Company. Charles J. Balestrino Papers, 1986-1994 and undated**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Charles J. Balestrino papers, 1986-1994 and undated

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Abstract:**

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. Charles J. Balestrino was an executive, primarily in account management, at JWT offices in New York, Detroit, San Francisco and Tokyo. The JWT Charles J. Balestrino Papers span the years 1986-1994 and include correspondence, presentations, photographs, and videocassettes that document the later years of Balestrino's career at JWT's New York Office. Correspondents include Burt Manning, John Furr and Bill Thompson. Clients represented in the collection include Esso/Exxon, Goodyear, IBM, and Northwest Airlines. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

6 Linear Feet  
4200 Items

**Language:**

Material in English

**Collection ID:**

RL.00663

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1ss57>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Charles J. Balestrino Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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### Scope and Content

The JWT Charles J. Balestrino Papers span the years 1986-1994 and include correspondence, presentations, photographs, and videocassettes that document the later years of Balestrino's career at JWT's New York Office. Correspondents include Burt Manning, John Furr and Bill Thompson. Clients represented in the collection include Esso/Exxon, Goodyear, IBM, and Northwest Airlines.

### Biographical/Historical

#### Chronology List

Date	Description
1941 Dec. 3	Born, New York
1963	BS, Business/Psychology, C.W. Post College
1964-1968	U.S. Marine Corps, discharged with rank of Captain
1968-1969	Assistant Account Executive, Grey Advertising
1969-1970	Account Manager, JWT New York
1970-1974	Account Supervisor, JWT New York
1974-1978	Vice President and Management Supervisor, JWT New York
1978-1983	Senior Vice President, JWT Detroit
1983-1985	Senior Vice President, JWT San Francisco

<b>Date</b>	<b>Description</b>
1984	Elected to JWT Board of Directors
1985-1986	Senior Vice President, JWT Tokyo
1986	Management Director, Ford Division account, JWT Detroit
1987-1991	Executive Vice President and General Manager, JWT Detroit
1991-1994	Executive Vice President and Director, JWT New York

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## Arrangement

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Arranged into the following series: **Account Files**, **Office Files**, **Personal Files** and **Audiovisual Materials**. Original folder titles have been maintained where possible. Arranged alphabetically.

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## Administrative Information

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### Publication Statement

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## **Access Restrictions**

Collection is open for research.

However, original audiovisual materials are closed to use. Use of these materials may require production of listening or viewing copies. Please contact Research Services before coming to use this collection.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

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**Restrictions on Access:** Original audiovisual materials are closed to researchers until a use copy can be produced.

## **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. Charles J. Balestrino Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1994.

## **Processing Information**

Processed by Noelle Suaifan, February 2011

Encoded by Richard Collier, February 2011

Accession 1994-0105 is described in this finding aid.

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## Related Materials

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### Related Material

Related materials may be found in the following Hartman Center collections of the J. Walter Thompson Company Archives:

<http://library.duke.edu/rubenstein/findingaids/jwtaccountfiles/>

<http://library.duke.edu/rubenstein/findingaids/jwticonographic/>

<http://library.duke.edu/rubenstein/findingaids/jwtnewbusiness/>

<http://library.duke.edu/rubenstein/findingaids/jwthatcher/>

<http://library.duke.edu/rubenstein/findingaids/jwtpetersjack/>

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## Names and Subjects

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- Photographic prints
- Videocassettes
- Advertising executives
- Advertising executives -- United States
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising agencies
- Northwest Airlines Corporation
- Manning, Burt
- Goodyear Tire and Rubber Company
- International Business Machines Corporation
- Balestrino, Charles J., 1941-
- Exxon Company U.S.A.
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. New York Office

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## Collection Inventory

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### Account Files, 1989-1993 and undated

**Physical Description:** 5 boxes

#### DeBeers

Marketing the Gift of Love Around the World,  
undated Box 1

#### Esso/Exxon

1992 Action Plan in Mexico, 1992 June Box 1

1993/1994 Advertising Campaign proposal,  
1992 Oct. Box 1

**Physical Description:** 2 folders

Account objective, 1993 Box 1

Advertising assessment, 1992 Aug. Box 1

Analysis of brand image, undated Box 1

Assessment of branding options, 1992 Oct. Box 1

Creative assessment and storyboards,  
1991-1992 Box 1

Evaluation report, 1992-1993 Box 1

Exxon account plan, 1993 Box 1

Exxon forecourt design evaluation, 1991 Box 1

Implications for the brand, 1991 Oct. Box 1

International Account Directors Conference,  
1993 Mar. Box 1

International account history, undated Box 1

International competitive review, 1992 July Box 1

Latin America, 1992 Nov. Box 1

Presentation: The Building of a Multi-National Account, 1992 Sept.	Box 1
Presentation to CJB (Chile), 1993	Box 1
Changing Gears with Esso, undated	Box 2
Presentation to Europe Advertising Managers, 1992	Box 2
Presentation to K. Fink, 1992 Aug.	Box 2
Presentation: Lessons Learned, 1993 Apr.	Box 2
Presentation: Moving to International Brand Management, 1992 Aug.	Box 2
Presentation: The Value of an International Esso Positioning, undated	Box 2
Report: Objectives of Today, undated	Box 2
UK advertising development, 1992-1993	Box 2
UK TVCF Tiger Cub version, 1993 May	Box 2

## Goodyear

General, 1992 Jan. -1993 Feb.	Box 2
1992 launch plan, 1992	Box 2
<b>Physical Description:</b> 2 folders	
3-year business plan, 1991 Nov.	Box 2
Asia/Pacific, 1992 Jan.-Aug.	Box 2
Australia, 1992 Jan.-Feb.	Box 2
Business Review Board meeting, 1992 Aug.	Box 2
Canada, 1991-1993	Box 3
Client list, 1993 Nov.	Box 3
Consumer studies, 1991-1992	Box 3

Las Vegas, Nev., Dealers' Conference, 1992 Jan.	Box 3
Europe (JWT), 1992-1993	Box 3
France, 1992	Box 3
Global village, 1991	Box 3
International, 1990-1993	Box 3
Jaguar presentation, 1992 Mar.	Box 3
Latin America, 1991-1992	Box 3
Logo, 1992	Box 3
Market studies, 1989-1992 <b>Physical Description:</b> 1 of 2 folders	Box 3
Market studies, 1989-1992 (continued) <b>Physical Description:</b> 2 of 2 folders	Box 4
Media, 1992 May	Box 4
Minority marketing, 1992 Nov.	Box 4
Multinational client review, 1992 May	Box 4
New Zealand, 1992	Box 4
Public relations, 1992 Feb.	Box 4
Retail, 1990-1992	Box 4
South Africa, 1991-1992	Box 4
Tracking studies, 1992-1993 <b>Physical Description:</b> 2 folders	Box 4
Worldwide resources, undated	Box 4

## IBM

Account summary, 1992 July	Box 4
Account status meeting and report, 1993 June	Box 4

Preparatory information for Puckett meeting,  
1993 Oct. Box 4

### **Northwest Airlines**

Account status report, 1992 July Box 4

Brand advertising, 1992 June-July Box 4

Contract, 1992 Box 4

Chris Clouser, 1992 July Box 5

Financial reports, 1992 Box 5

Japan, 1992 July-Aug. Box 5

Memos/positions, 1992 Box 5

Multinational client review, 1992 May Box 5

Seabrook Marketing, 1992 July Box 5

TPAC, 1992 June-July Box 5

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### **Office Files, 1987-1994 and undated**

**Physical Description:** 4 boxes

#### **Administrative**

Asia-Pacific operations, 1992 Jan. Box 6

Christmas card list (clients), 1991 Box 6

Christmas party (staff), 1990-1991 Box 6

Claim forms, 1991 Box 6

Contact information, undated Box 6

Detroit public relations, 1987-1989 Box 6

**Physical Description:** 3 folders

D.I.C. meeting, 1993 July Box 6

D.I.C. presentation, 1993 Jan.	Box 6
D.I.C. questionnaire, 1992-1993	Box 6
Flexible Spending reimbursement forms, undated	Box 6
General Managers Meeting reports, 1989 Apr.	Box 6
G.L.O.B.E. plans, 1993	Box 6
Notes to CJB, 1991	Box 6
<b>Physical Description:</b> 3 folders	
Presentation: 1991 Worldwide Creative Review, 1992 July	Box 7
Presentation: Advertising in the '90s, 1991	Box 7
Presentation: Enhancing the Effectiveness of Media Planning, undated	Box 7
Presentation: Eveready, 1993 May	Box 7
Presentation to Exxon Company, International, 1991	Box 7
Reader files, 1991	Box 7
<b>Physical Description:</b> 3 folders	
Reader file index forms, 1990	Box 7
Resumes, 1992	Box 7
Speeches, 1992	Box 7
TMI, 1992 Mar.	Box 7
Vacation/Personal days contracts, 1991	Box 7
Worldwide Creative Review: Selected competitors (1991), 1992 July	Box 7

## Correspondence

CJB's Detroit chronological file, 1989-1991	Box 7
<b>Physical Description:</b> 1 of 4 folders	

CJB's Detroit chronological file, 1989-1991 (continued)	Box 8
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**Physical Description:** 2-4 of 4 folders

CJB's letters, 1988	Box 8
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CJB's meeting notices, 1988	Box 8
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CJB'S memos, 1988	Box 8
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**Physical Description:** 1-2 of 9 folders

CJB'S memos, 1988 (continued)	Box 9
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**Physical Description:** 3-9 of 9 folders

Esso memos, 1993-1994	Box 10
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Goodyear memos, 1992-1993	Box 10
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I.B.M. memos, 1993	Box 10
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### Individual Correspondence

Furr, John, 1993	Box 10
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Thompson, Bill, 1993	Box 10
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### Personal Files, 1988-1993

**Physical Description:** 1 box

#### Notes

Burt Manning's planners, 1993	Box 10
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CJB's congratulatory file, 1988	Box 10
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CJB's personal Christmas party, 1989	Box 10
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Notes (miscellaneous), 1991	Box 10
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### Official Documents

Biographical sketch of CJB, 1986-1988	Box 10
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CJB check requests, 1991 Box 10

**Physical Description:** 2 folders

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Lawsuits, 1987-1989 Box 10

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## Audiovisual Materials

**Physical Description:** 1 box

**Access Restrictions:**

**Restrictions on access:** Original audiovisual materials are closed to use. Use of these materials may require production of listening or viewing copies. Please contact Research Services before coming to use this collection.

Goodyear Tire & Rubber Company commercials.  
1992. Format: Umatic. TRT: 3:30

Box 12

**Scope and Contents note**

[Includes: Tires of the Future, Champions CART/GS, Champions NASCAR/GS, Choice Value, GA-A Intro/New Technology, The New Goodyear]

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