



Guide to the J. Walter Thompson Company. Brouillard Communications Print Advertisements, 1991-2005

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Summary

Collection Title:

J. Walter Thompson Company. Brouillard Communications print advertisements, 1991-2005

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. Brouillard Communications, a division of JWT, was established in 1973 and specialized in business-to-business advertising and corporate communications. Brouillard closed in 2009. Collection spans the years 1995-2005 and contains primarily proofs of print advertising campaigns, along with some tear sheets and printouts of PDF files. Some brochures, printed materials and direct mailing items are also present in the collection. Companies represented include American Gas Association, American Physical Therapy Association, Barclays, Bell Atlantic, CITCO, Dassault, Dow Jones, Johns Manville, Maserati, Morgan Stanley and United Technologies. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

6 Linear Feet

Language:

Materials in English, Spanish, French, German, Greek, Russian and Chinese

Collection ID:

RL.10999

Permalink:

<https://idn.duke.edu/ark:/87924/m1rw5z>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Brouillard Communications Print Advertisements, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection spans the years 1995-2005 and contains primarily proofs of print advertising campaigns, along with some tear sheets and printouts of PDF files. Some brochures, printed materials and direct mailing items are also present in the collection. Companies represented include American Gas Association, American Physical Therapy Association, Barclays, Bell Atlantic, CITCO, Dassault, Dow Jones, Johns Manville, Maserati, Morgan Stanley and United Technologies. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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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.

Access Restrictions

Collection is open for research.

Acquisition Information

The J. Walter Thompson Company. Brouillard Communications. Print Advertisements were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2004-2006

Processing Information

Processed by: Richard Collier, December 2014

Accessions described in this finding aid: 2004-0072, 2006-0042

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Related Materials

Related Material

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

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

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

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

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

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

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Names and Subjects

- Advertising
- Advertising -- United States
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Institutional advertising
- Institutional advertising -- United States
- Morgan Stanley & Co
- John W. Hartman Center for Sales, Advertising & Marketing History
- Brouillard Communications, Inc.
- Bell Atlantic Corporation

Collection Inventory

Brouillard print advertisements, 1991-2004 and undated

Adweek (UK), Best Spots mailer and application,, 2003	Box 1
Atlantic Mutual Insurance,, 1997	Box 1
Bear Stearns,, 2003-2004	Box 1
Big Bear grocery stores,, circa 2002	Box 1
Dassault Falcon airplanes (English and Spanish),, 2002-2004	Box 1
Greenpoint Bank,, 1996-1997	Box 1
Kimberly-Clark, press kit label,, 2004	Box 1
LAIcompass.com,, 1999	Box 1
Lincoln Financial Group,, 2003-2004	Box 1
Maserati,, 2003-2004	Box 1
Prebone Yamane,, 1997-1999	Box 1

Salvation Army, annual reports,, 1997-2003	Box 1
Security Capital,, circa 1997	Box 1
America's Community Bankers,, circa 1996	Box 2
American Gas Association,, 1998-1999	Box 2
Physical Description: 2 folders ; 2 folders	
American Physical Therapy Association,, 1996-1999	Box 2
Physical Description: 3 folders ; 3 folders	
American Re (American Reinsurance, Zurich Re),, 1996-1997, undated	Box 2
Physical Description: 3 folders ; 3 folders	
American Society of Travel Agents (ASTA),, 1997	Box 2
Astoria Federal Savings (English, Spanish, Greek, Russian),, 1999-2002	Box 2
Physical Description: 2 folders ; 2 folders	
Atlantic Mutual Insurance,, 1991	Box 2
Barclay's Capital,, 1998-1999	Box 2
Physical Description: 3 folders ; 3 folders	
Bell Atlantic (English and Spanish),, 1996-1999	Box 2
Brouillard Communications,, 1997-1998	Box 2
Chicago Board Brokerage/Market Power,, 1998	Box 2
CIBC,, 1997-1999	Box 2
CITCO Group (English, German and Spanish),, 1997-1999	Box 2
Physical Description: 3 folders ; 3 folders	
Dassault Falcon airplanes,, 2002	Box 2
Dow Jones,, 1997-1999	Box 2
Physical Description: 2 folders ; 2 folders	

First Union,, 1999	Box 2
Fresh Australian Range Lamb,, 1997	Box 2
Greenpoint Bank,, 1995-1998	Box 2
Instinet (UK),, 1999	Box 3
Physical Description: 2 folders ; 2 folders	
Johns Manville,, 1997-1998	Box 3
Physical Description: 2 folders ; 2 folders	
Maserati,, 2002, undated	Box 3
Morgan Stanley Dean Witter (English, German, Japanese, Italian),, 1996-1999	Box 3
Physical Description: 6 folders ; 6 folders	
New York Mercantile Exchange,, 1996	Box 3
Praxair,, 1997	Box 3
Physical Description: 2 folders ; 2 folders	
Prologis,, 1998	Box 3
UNC Hospitals,, 1999	Box 3
United States Tobacco Company,, 1997-1998	Box 3
Physical Description: 2 folders ; 2 folders	
United Technologies (English, Chinese),, 1996-1999	Box 3
Physical Description: 2 folders ; 2 folders	
UST,, 1997-1999	Box 3
Wagner Stott Bear Specialists,, 2002	Box 3
Wheat First Securities,, 1999	Box 3
American Gas Association,, 1997-1998	Box 4
American Re (American Reinsurance, Zurich Re),, 1997-1998, undated	Box 4
Physical Description: 2 folders ; 2 folders	

American Society of Travel Agents (ASTA),, 1997	Box 4
Bell Atlantic,, 1997-1999 Physical Description: 2 folders ; 2 folders	Box 4
CIBC,, 1997-2002 Physical Description: 3 folders ; 3 folders	Box 4
Dassault Falcon airplanes,, 2002	Box 4
Dow Jones (English, German, French),, 1997-1998 Physical Description: 3 folders ; 3 folders	Box 4
Dynergy,, 1998	Box 4
First Union,, 1999	Box 4
Johns Manville,, 1997-1998	Box 5
Maserati,, 2002	Box 5
Morgan Stanley Dean Witter,, 1997-1999 Physical Description: 4 folders ; 4 folders	Box 5
Praxair,, 1997 Physical Description: 2 folders ; 2 folders	Box 5
Tenneco,, 1996	Box 5
United States Tobacco Company,, 1997-1998 Physical Description: 3 folders ; 3 folders	Box 5
United Technologies (English, Chinese),, 1996-1999 Physical Description: 4 folders ; 4 folders	Box 5
UST,, 1997	Box 5
Visa,, 1997 Physical Description: 2 folders ; 2 folders	Box 5
York,, 1996-1997 Physical Description: 2 folders ; 2 folders	Box 5

American Physical Therapy Association,, 1997-1998	Box 6
American Re (American Reinsurance, Zurich Re),, 1997	Box 6
Bell Atlantic (English and Spanish),, 1997	Box 6
CIBC,, 1998	Box 6
Dow Jones,, 1998	Box 6
Johns Manville,, 1997	Box 6
Morgan Stanley Dean Witter,, 1997-1999	Box 6
United Technologies,, 1997-1999	Box 6

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