



Guide to the J. Walter Thompson Company. Frankfurt Office. Herbert Brungs Papers, 1969-1988

This collection guide was produced in **2009**.

This PDF version was created on **April 3, 2026**.

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Summary

Collection Title:

J. Walter Thompson Company. Frankfurt Office. Herbert Brungs papers, 1969-1988

Creator:

J. Walter Thompson Company. Frankfurt Office

Source:

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

Abstract:

The J. Walter Thompson Company (JWT), founded in 1864, is one of the oldest and largest enduring advertising agencies in the United States. Herbert Brungs was the former chairman OMG (chief operating officer) and managing director (Geschäftsführer) at JWT Frankfurt, Germany, office. The papers of Herbert Brungs span the years 1969 to 1988 and document Brungs' activities as representative to the German trade organization GWA and the as the executive in charge of employee education. The collection contains general files, client files, organizations files, and writings and speeches files. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

6 Linear Feet
5000 Items

Language:

Material in English and German

Collection ID:

RL.00694

Permalink:

<https://idn.duke.edu/ark:/87924/m16p9f>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Frankfurt Office. Herbert Brungs Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The Herbert Brungs Papers span the years 1969 to 1988, with the bulk from the 1980s. The papers document Brungs' activities as the representative to the German trade organization GWA and as the executive in charge of further education of employees and managers through seminars and classes. Specific topics documented the opening of the JWT office in Düsseldorf; the introduction of computers systems at JWT-Frankfurt; correspondence with academics interested in the advertising industry; relations with a few big clients such as CMA (agricultural industry) and Deutscher Wein (trade organization for German wine); communication with the GWA concerning the relationship between the industry and politicians; industry excellence awards; and internal and external seminars and their evaluations. The collection consists of typed and handwritten correspondence; external and internal memoranda; articles and presentations (typed or offprints) accompanied by charts and graphs; and some other printed material. Approximately 70 percent of the collection is in German. Only correspondence with foreign offices and clients as well as some of the subject material is in English.

Biographical/Historical

Chronology List

Date	Description
1927	Born
1948	Graduated from high school with Abitur
1949	Graduated from Agricultural College, with Wine growing specialty
1949-1951	Attended University Bonn as a student in Economics and Chemistry

Date	Description
1956-1958	Employed as Assistant Manager in Advertising Department at Ford Motor Company
1957-1959	Attended advertising school
1958-1959	Served as Vice President for merchandising at Display International
1959-1961	Served as representative at the Heumann advertising agency
1961	Joined JWT
1961-1963	Served as account representative for Lux liquid, Suwa detergent, Maggi soups, Findus deep frozen food
1964-1965	Served as senior representative for Kraft cheese products
1966-1967	Served as account supervisor for all Kraft products
1966-1967	Served as head of sales promotion group
1967-1968	Served as account representative for Kraft trade, Kraft coordinator for Central America and Oscar Mayer canned food at JWT-Chicago
1969-1970	Served as account supervisor and associate director for all Kraft products
1970-1986	Served as account supervisor and associate director for the German Wine council

Date	Description
1970-1977	Served as account supervisor and associate director for Birkel noodles
1973-1979	Served as management supervisor and director for Pepsi
1973-1979	Served as management supervisor for the German Fish council
1976-1977	Served as unit manager and director for all Kraft products, the German Wine council, the German Fish council, Pepsi and Birkel noodles
1976-1979	Served as unit manager and director for the Butter council
1977-1979	Served as unit manager and Geschäftsführer (executive director) all Kraft products, the German Wine council, the German Fish council, the Butter council, Pepsi, Warner Lambert, PanAm, and Südmilch
1980-1986	Served as chief executive officer in charge of Bacardi, German wine, and the German Sugar council
1986	Served as chairman OMG (chief operating officer) and Geschäftsführer (executive director) in charge of the German Sugar council, German wine, Computerland, Burger King, and Deutsche Bank

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Arrangement

The collection is arranged into five series: **General Files**, **Client Files**, **Events**, **Organizations**, and **Writings and Speeches**.

The **General Files** series documents the day-to-day activities and proceedings in the JWT Frankfurt Office during Brungs' tenure: domestic and foreign correspondence; memoranda; information on JWT-Frankfurt's workers' council; and background information. Topics include the opening of the JWT office in Düsseldorf; the introduction and development of computer systems at JWT-Frankfurt; special events organized for individual clients; correspondence with academics investigating the advertising industry; personnel and financial management; JWT-Frankfurt's internal managers' organizational committee; and internal information flow through house memoranda.

The **Client Files** series collects Brungs' papers concerning the accounts under his direction. Since Brungs was managing director rather than account supervisor at the time of these documents, they reflect management-level discussions and decisions rather than day-to-day planning of the accounts. The series documents on-going advertising campaigns--through correspondence; presentations; research; and briefings--as well as general and economic relations between JWT-Frankfurt and its clients. The major accounts in this series are Bacardi (alcoholic beverages); Burger King; CMA (agricultural industry); DBV (insurance); Deutsche Bank; Deutscher Wein (the trade organization for German wine); Eckes (non-alcoholic beverages); Flachglas; Ford; German Fish Council; Kraft (foods); Pepsi; and Platin.

The **Events** series collects documents pertaining to seminars, conferences, classes, and visits organized or attended by the JWT-Frankfurt office. These seminars were organized either for the benefit of particular clients on anniversaries or when new accounts were being discussed and similar occasions, or for members of JWT. They were usually not open to all office members, but were attended by selected individuals (some of whose biographies are included in the material) from different levels of the company. Internal seminars were not all organized by the Frankfurt office, but by JWT offices around the world, especially in the United States. Some seminars were given personal names due to their sponsor or inspirer--such as the Sam Meek Seminar; the James Webb Young Seminar; and the Stanley Resnor Seminar--and were held regularly, others are one-time events. External seminars were organized by outside organizations such as Deutsche Unilever and Bernd Rohrbach Unternehmensberatung (consulting firm). Most seminars, external or internal, were accompanied by detailed evaluations, which in most cases were kept with the information on the seminars.

Apart from these evaluations, there is fairly little information on the content of the seminars and more on their organization and financing.

The **Organizations** series collects Brungs' papers pertaining to GWA (Gesellschaft Werbeagenturen, later Gesamtverband Werbeagenturen), the German advertising industry's trade organization. JWT Frankfurt was a prominent member of the trade organization and a number of JWT staff served as executive officers. Communication took place on two levels: Rundbriefe, circulars addressed to the representative of the companies to GWA (for most of this series, they are kept in the correspondence folders); and Chefbriefe, intended for the executive managers of the companies and are occasionally marked confidential. The series also documents annual comparisons of different companies in the industry (Betriebsvergleich); the annual award for exceptional advertisements (the Effie); meetings of the industry leaders; communications between the industry and politicians and with European and American trade organizations; attempts to standardize the industry; and the reorganization of the not-for-profit GWA (Gesellschaft Werbeagenturen) into the profit center GWA (Gesamtverband Werbeagenturen) in 1985-1986.

The **Writings and Speeches** series collects speeches and presentations by members of JWT as well as outsiders. The topics of the writings range from reflections on multi-national advertising; how to get more out of an advertising agency; trends in the advertising of alcoholic beverages; and JWT company presentations. About three quarters of the articles are in English, the rest in German.

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Administrative Information

Publication Statement

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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 Herbert Brungs Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1995.

Processing Information

Processed by Norbert Schürer, 2000

Encoded by Jessica Wood, July 2009

Accession 1996-009 is described in this finding aid.

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Related Materials

Related Material

For related materials, see other collections in the **J. Walter Thompson Company Archives**, especially the papers of other Frankfurt office executives in the **JWT Frankfurt Office Records**, including:

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

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

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

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

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

Additional information may be found in the

<http://library.duke.edu/rubenstein/findingaids/jwtsuttonthomas/> and the

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

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Names and Subjects

- Clippings (information artifacts)
- Speeches
- Memoranda
- Advertising agencies -- Europe
- Advertising agencies -- Management
- Advertising -- Germany
- Corporations -- Public relations -- Germany
- Kraft Foods Company
- PepsiCo, Inc.
- J. Walter Thompson Company. Frankfurt Office
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- De Beers Consolidated Mines

Collection Inventory

General Files, 1980-1987

Physical Description: 2 boxes

Scope and Contents note

Contains Brungs' domestic and foreign correspondence, mostly with private individuals seeking information on JWT, clients, and other offices. Other items include internal memoranda and reports, background information on the advertising industry or specific campaigns, files on subsidiary offices (Düsseldorf) and organizations (Deltakos), personnel files, records relating to advertising competitions, and some presentation scripts. The series contains typed and hand-written letters in originals and photocopies, memoranda, reports, minutes, printed material, notes, telexes, charts and graphs, questionnaires, contracts, and other documents concerning JWT-Frankfurt. Arranged alphabetically by type of record, thereunder chronologically.

Background, 1980-1987

Box 1

Physical Description: 5 folders

Beverages, 1982-1987	Box 1
Physical Description: 2 folders	
Business Managers, 1982-1983	Box 1
Cars, 1987	Box 1
Computer Systems, 1984-1987	Box 1
Physical Description: 3 folders	
Correspondence	
General, 1980-1981	Box 1
Physical Description: 2 folders	
Foreign, 1983-1987	Box 1
German, 1983-1987	Box 1
Physical Description: 7 folders	
Deltakos, 1983-1986	Box 1
Physical Description: 2 folders	
Düsseldorf	
Correspondence, 1987	Box 1
Direct Marketing, 1987	Box 1
Finance, 1987	Box 1
Lease, 1987	Box 1
Memoranda/Hausmitteilungen, 1987	Box 1
New Business, 1987	Box 1
Events	Box 2
General, 1982-1987	Box 2
Physical Description: 4 folders	
Internal, 1981-1986	Box 2
Finances, 1985-1987	Box 2
Physical Description: 3 folders	
Hill & Knowlton, 1987	Box 2

Memoranda/Hausmitteilungen, 1980-1987	Box 2
Physical Description: 7 folders	
Organizational Committee	Box 2
Physical Description: 4 folders	
Reports, 1986	Box 2
Personnel, 1983-1987	Box 2
Physical Description: 3 folders	
Policies, 1986	Box 2
Proservice, 1986	Box 2
Telexes, 1980-1981	Box 2
Workers' Council, 1980-1987	Box 2
Physical Description: 4 folders	

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Client Files, 1969-1987, bulk 1981-1987

Physical Description: 2 boxes

Scope and Contents note

Consists of typed and handwritten domestic and foreign correspondence, telexes, notes, ad copy, contracts, memoranda (Haus-Mitteilungen), presentations and briefings, reports (Kontaktberichte), and research concerning the accounts with which Brungs was involved. Clients represented include Bacardi, Kraft, Deutscher Wein (German Wine), De Beers and Eckes. Organized alphabetically by client for the major accounts, followed by a brief series of various clients. Within some of the larger accounts, the files are divided by topic (thereunder chronologically).

Client Lists, 1982-1988	Box 3
Bacardi	
Hosie, 1982-1984	Box 3
Market Planning, 1981-1982	Box 3
Miscellaneous, 1981-1982	Box 3
Regent, 1982-1984	Box 3

Reports, 1981-1982	Box 3
Research, 1984	Box 3
CMA, 1980-1987	Box 3
Physical Description: 4 folders	
DBV	
Briefing, 1986	Box 3
Presentation, 1986	Box 3
Research, 1986	Box 3
Deutscher Wein	
General, 1981-1985	Box 3
Physical Description: 2 folders	
Presentations, 1969-1987	Box 3
Physical Description: 5 folders	
Studies	
General, 1970-1986	Box 3
Physical Description: 10 folders	
Basisresearch, 1976-1977	Box 3
Physical Description: 2 folders	
Eckes	Box 4
Ad Copy, 1986	Box 4
Contract, 1981-1984	Box 4
Correspondence, 1983-1986	Box 4
Physical Description: 2 folders	
Memoranda/Hausmitteilungen, 1983-1986	Box 4
Presentations, 1985	Box 4
Reports, 1986	Box 4
Kraft, 1981-1982	Box 4
Platin, 1986	Box 4

Various Clients

Client Lists, 1981-1987 Box 4

Physical Description: 4 folders

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Events, 1974-1988

Physical Description: 2 boxes

Scope and Contents note

Consists of typed and handwritten correspondence and telexes, booklets and pamphlets, orders and receipts, presentations and speeches, memos, and clippings from newspapers and journals. Also includes festival programs and numerous files related to marketing seminars. Divided into two main sections: internal seminars organized by JWT and attended by office members or outsiders; external seminars organized by outsiders and attended by members of JWT-Frankfurt. Thereunder organized by main topic of the seminar.

Classes

General, 1984, 1986 Box 4

Physical Description: 2 folders

English Language, 1982-1986 Box 4

Personnel, 1984 Box 4

Seminars

Evaluations, 1984 Box 4

External

Communication, 1983 Box 4

Dialectics, 1983-1985 Box 4

Employment Agency, 1987 Box 4

Executive Secretaries, 1983-1985 Box 4

New Business, 1986 Box 4

Organization, 1976-1979 Box 4

Physical Description: 2 folders

Organization, 1980-1988 Box 6

Physical Description: 4 folders

Internal

Account Planning, 1985-1987	Box 6
Physical Description: 2 folders	
Advertising Workshop, 1978-1979	Box 6
Background, 1976-1988	Box 6
Creative Advertising, 1983-1986	Box 6
Follow-Up	
Briefings, 1987	Box 6
Correspondence, 1987	Box 6
Papers, 1987	Box 6
Management, 1987	Box 6
Management Development, 1985-1986	Box 6
Market Research, 1982-1984	Box 6
Marketing, 1978	Box 6
Media Workshop, 1987	Box 6
Professional Development, 1986	Box 6
Rhetoric, 1983-1987	Box 6
Physical Description: 2 folders	
Senior Management, 1978-1986	Box 6
Physical Description: 2 folders	
Synecotics, 1985-1986	Box 6
T-Plan, 1984-1986	Box 6
Toolkit, 1986-1988	Box 6
Young Professionals, 1977-1987	Box 6
Physical Description: 3 folders	
Occasions, 1974-1982	Box 6

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Organizations, 1981-1987

Physical Description: 2 boxes

Scope and Contents note

Consists of letters (Rundbriefe and Chefbriefe), photocopies, telexes, reports, papers, charts concerning JWT-Frankfurt's participation in GWA (Gesellschaft Werbeagenturen, later Gesamtverband Werbeagenturen), the German advertising industry's trade organization. Also includes general salary information and reports of JWT expenses. Arranged according to the categories established in Brungs' original material.

Listing Submissions, 1983-1987	Box 6
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GWA	
Annual Meetings, 1982	Box 6
<hr/>	
Audits, 1982	Box 6
<hr/>	
Betriebsvergleich, 1981-1987	Box 6
Physical Description: 4 folders	
<hr/>	
Chefbriefe, 1981-1987	Box 6
Physical Description: 5 folders	
<hr/>	
Correspondence, 1981-1987	Box 6
Physical Description: 4 folders	
<hr/>	
Correspondence, 1981-1987	Box 5
Physical Description: 8 folders	
<hr/>	
Effie, 1985-1986	Box 5
<hr/>	
International, 1982, 1985	Box 5
Physical Description: 2 folders	
<hr/>	
Media, 1985	Box 5
<hr/>	
Meetings, 1985-1986	Box 5
<hr/>	
Minutes, 1984-1986	Box 5
<hr/>	
Miscellaneous, 1985-1987	Box 5

Notes, 1986	Box 5
Rundbriefe, 1987	Box 5

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Writings and Speeches, 1982-1987

Physical Description: 1 box

Scope and Contents note

Consists of type-written and photocopied articles, talks, and presentations on marketing topics, occasionally annotated by the author or reader. Also includes some offprints of articles. Organized by language, thereunder chronologically.

English, 1982-1986	Box 5
German, 1984	Box 5

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