



Guide to the J. Walter Thompson Company. London Office. David Baker papers, 1980-1998 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. London Office. David Baker papers, 1980-1998 and undated

Creator:

J. Walter Thompson Company. London Office

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. The London Office first opened in 1899. David Baker was an executive with JWT London and JWT Europe 1968-2001. Collection includes correspondence, market research reports, advertising campaign planning and strategy documents, print advertisements and other printed materials. Companies represented include Elizabeth Arden, Heineken, J&B Scotch, Jaguar, Kraft, Scott Paper, Unilever and Warner-Lambert. Materials in English, German and Spanish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

4.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11463

Permalink:

<https://idn.duke.edu/ark:/87924/m1td0v>

Preferred Citation

[Identification of item], J. Walter Thompson Company. London Office. David Baker papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes correspondence, market research reports, advertising campaign planning and strategy documents, print advertisements and other printed materials. Companies represented include Elizabeth Arden, Heineken, J&B Scotch, Jaguar, Kraft, Scott Paper, Unilever and Warner-Lambert. Materials in English, German and Spanish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. The London Office first opened in 1899. David Baker was an executive with JWT London and JWT Europe 1968-2001. Reading University 1968 (Mathematics); JWT London: Media Department Trainee 1968; Account Planning 1970; Associate Director 1975; Account Representative(Persil) 1976; Director in Charge of Accounts 1980; Head of Planning, JWT Europe, Worldwide Director for Thompson Total Branding 1997; retired 2001.

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Arrangement

Organized into two series: General Files; Account Files.

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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 J. Walter Thompson Company. London Office. David Baker papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2008.

Processing Information

Processed by Carmen Pharr, May 2017.

Accessions described in this collection guide: 2008-0270

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Related Materials

Related Material

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

J. Walter Thompson Company. London Office records; J. Walter Thompson Company. Account files; J. Walter Thompson Company. International Offices records; J. Walter Thompson Company. Thompson Way/Thompson Total Branding records

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Names and Subjects

- Advertising executives -- England
- Advertising
- Advertising agencies -- Great Britain
- Advertising agencies -- Great Britain -- History
- Advertising executives -- Great Britain
- John W. Hartman Center for Sales, Advertising & Marketing History
- Elizabeth Arden, Inc.
- Heineken's BierBouwerij Maatschappij
- Kraft Foods Company
- Scott Paper Company
- Unilever (Firm)
- Warner-Lambert Company

Collection Inventory

General Files, 1980-1996, undated

A day in the country 1984+, 1980	Box 9
A.S.C. Ehrenberg--Statistics explained (series), 1980	Box 9
Advertising Effectiveness Awards--Rules and entry form, 1980	Oversize-folder 1
Advertising expenditure 1960-1979 (report), 1980	Box 9
Advertising research, 1990	Box 1
American Standards Board of Finance (ASBOF) billing, 1980	Box 9
Asia Pacific planning file, 1995	Box 1
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Biographical sketch, 1980	Box 9
BMW, Mercedes ads (in German), 1993	Box 1

Brand Architects (slide presentation), undated	Box 1
Brand Building, 1994	Box 1
Brand strategies, 1995	Box 1
Branding articles (English and German), 1994	Box 1
Brands as Services, undated	Box 1
Cannes festival brochure, 1979	Box 9
Chesebrough-Pond's Advertising Course (CPAP), undated	Box 1
Correspondence, 1994	Box 1
Correspondence and miscellaneous, 1980-1981	Box 9
David Baker office design sketch, 1981	Oversize-folder 1
Death of Added Value, 1993	Box 1
Election to Board of Directors and notes of congratulations, 1981	Box 9
Employment--Advertisement "Complete these 40 well-known phrases", 1981	Oversize-folder 1
Employment candidates, 1980-1981	Box 9
Entertaining and staff welfare budgets, 1981	Box 9
Form letter, client fee terms, 1980	Box 9
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Henley Centre research reports, 1992-1993	Box 1
How Long Has This Been Going On? Transnational Advertising: A Flexible View, undated	Box 1
Howitt Printing catalog, 1981	Box 9
Hugh Miles--Hughsprach (collection of Miles's idiosyncratic sayings), 1980	Box 9

Integrated Communications, undated	Box 1
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John Gold--Where do great ad ideas spring from?, 1981	Box 9
JWT Chicago: Day One, 1992	Box 2
JWT Consumer Insight Training, 1993	Box 2
JWT corporate and community communications, 1981	Box 9
JWT Group Annual Report, 1984	Box 2
JWT Group interim report, 1981 June 30	Box 9
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JWT London company charts, 1980-1981	Box 9
JWT National Creative Awards, 1980-1985	Box 2
JWT share acquisition scheme, 1981	Box 9
JWT Strategy, undated	Box 2
JWT Worldwide Brand Audit, 1994	Box 2
Leading Change: Why Transformation Efforts Fail (John Kotter), 1995	Box 2
Manor Bakeries Workshop, 1992	Box 2
Market Modeling: An Introduction, undated	Box 2
Market Sector: Food--Whisky, 1997	Box 2
Marketing Target Group, undated	Box 2

Media Department--Commercial television: The shape of things to come?, 1980	Box 9
New business--Swifts Butterball turkeys, 1981	Box 9
New business presentation template, 1980	Box 9
Noordwijk meeting, 1980-1981	Box 9
Noordwijk meeting--"Soya Mince" exercise, 1981	Box 9
"Old Reliable" JWT New York Is Now a "Hot" Creative Shop, 1984	Box 2
The Planning Cycle, 1987	Box 2
Planning in the European Context, undated	Box 2
Presentation Bank, 1993-1994	Box 2
Pricing for Profit, 1993	Box 2
Recruitment Goes Critical, undated	Box 2
Relevant material from David Clifford, undated	Box 2
Revitalizing Mature Brands, 1992	Box 2
Statement of policies, 1981	Box 9
Strategies: Who Needs 'Em?, undated	Box 3
The British reader, 1980	Box 9
The story of Readers Digest, 1981	Box 9
Thompson Total Branding, 1994-1995	Box 3
Thompson Way, 1989, undated	Box 3
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Thompson Way, undated	Box 8
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Why Account Planning?, 1995	Box 3
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Heineken--Brand Dynamics, 1995	Box 4
Heineken--Communication Strategy, 1996	Box 4
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Heineken--Presentation, 1996	Box 4
Heineken--Strategic Planning, 1989	Box 4

Heineken--Strategic Planning, 1995	Box 5
J&B--Information Dossier, 1996	Box 5
J&B--J&B in Portugal, 1997	Box 5
J&B--JWT Briefing, undated	Box 5
J&B--Questions and Answers: Scotch Whisky, 1997	Box 5
Jaguar, 1993-1994	Box 8
Jaguar--Blueprint for Brand Renewal and Growth (Ogilvy & Mather), 1993	Box 5
Jaguar--Creative, undated	Box 5
Jaguar--X300 Communications Strategy Development, 1993	Box 5
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Kellogg's--European Planning, 1996	Box 5
Kraft Jacobs Suchard, 1994	Box 5
Kraft Jacobs Suchard--Grill + Gull creative strategy document (German), 1996	Box 5
Kraft Jacobs Suchard--Uses and Abuses of Research, 1993	Box 5
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Scott Paper--Andrex Moist Tissues, 1993	Box 6

Scott Paper--Andrex report, 1994	Box 6
Scott Paper--Andrex/Scottex, 1993	Box 6
Scott Paper--Andrex--Sold on a Pup, 1992	Box 6
Scott Paper--European Management Review, 1995	Box 6
Scott Paper--JWT Advertising Meeting, 1995	Box 6
Scott Paper--Scottex, 1994-1996 Physical Description: 2 folders	Box 6
Scott Paper--Scottex/Andrex Creative Brief Summary, 1993	Box 6
Scott Paper--Worldwide Scott Management Meeting, 1994	Box 6
TNT Mailfast, 1994-1995 Physical Description: 2 folders	Box 7
TNT Mailfast--Market Potential for a New European Parcel Service, 1993	Box 7
Unilever, 1995-1996	Box 7
Unilever--Food Industry Facing 1994-2004, 1994	Box 7
Unilever--Good Advertising Practice, undated	Box 7
Unilever--New Worldwide Brand Development, 1996	Box 7
Unilever--Oxo, 1995	Box 7
Unilever--Plan for Great Advertisingk, undated	Box 7
Unilever--Sponsorship: A Valuable Brand Marketing Tool, 1994-1995 Physical Description: 2 folders	Box 7
Warner-Lambert, 1994-1995	Box 7

Warner-Lambert--Clorets, 1995

Box 7

Warner-Lambert--Trident, 1994

Box 7

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