



# Guide to the J. Walter Thompson Company. London Office. Information Centre records, 1940s-2002

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## Summary

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**Collection Title:**

J. Walter Thompson Company. London Office. Information Centre records, 1940s-2002

**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) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. The London office first opened in 1899. Collection includes audiovisual materials (audiocassettes, video cassettes, optical disks); articles; clippings; newsletters; research reports and other printed materials. Organizations represented in the collection include ESOMAR; Henley Centre; Leo Burnett; Ministry of Agriculture, Fisheries and Food; Mintel; Office of Population Censuses and Surveys; and Verdict. Topics include advertising research; direct marketing; environmentalism; food and drink; retail trade; travel and tourism; women and youth consumer markets. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

35.0 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.13085

**Permalink:**

<https://idn.duke.edu/ark:/87924/m13744>

**Preferred Citation**

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

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## Background

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### Scope and Content

Collection includes audiovisual materials (audiocassettes, video cassettes, optical disks); articles; clippings; newsletters; research reports and other printed materials. Organizations represented in the collection include ESOMAR; Henley Centre; Leo Burnett; Ministry of Agriculture, Fisheries and Food; Mintel; Office of Population Censuses and Surveys; and Verdict. Topics include advertising research; direct marketing; environmentalism; food and drink; retail trade; travel and tourism; women and youth consumer markets.

### Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. The London office first opened in 1899.

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## Arrangement

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Organized into the following series: Printed Material; Audiovisual Library; Reference Library.

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## Administrative Information

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### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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URL: <https://library.duke.edu/rubenstein/>

## **Access Restrictions**

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

## **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

## **Acquisition Information**

The J. Walter Thompson Company. London Office. Information Centre records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from the J. Walter Thompson Company in 2008.

## **Processing Information**

Processed by Richard Collier, June 2024;

Accessions described in this collection guide: 2008-0270.

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## **Related Materials**

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### **Related Material**

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

J. Walter Thompson Company. Advertising vertical file;

J. Walter Thompson Company. Information Center vertical files;

J. Walter Thompson Company. Management Reference Center records;

J. Walter Thompson Company. Marketing vertical file;

McCann-Erickson Worldwide vertical files.

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## Names and Subjects

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- Advertising -- Research -- Europe
- Environmentalism
- Direct marketing
- Retail trade
- Tourism
- Women consumers
- Food -- Marketing
- Young consumers
- Henley Centre for Forecasting
- ESOMAR
- Verdict Consulting
- Mintel Group
- Great Britain. Office of Population Censuses and Surveys
- Great Britain. Ministry of Food
- Great Britain. Ministry of Agriculture, Fisheries and Food
- Leo Burnett Company
- John W. Hartman Center for Sales, Advertising & Marketing History

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Bliss was it in that dawn to be alive, but to be young was very Heaven!, 1971	Box 1
British Toy and Hobby Manufacturers Association--Advertising and children, 1988	Box 1
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Advertising Age--European media and marketing guide, 1988 Box 7

Agency review of commercial radio, 1986 Box 7

Agency review of commercial television, 1987 Box 7

Broadcast Advertising Clearance Centre--Notes of guidance for television advertising, 1999 Box 7

Burt Manning--Media: The new creative frontier?, 1989 Box 7

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JWT Vantage: Going interactive, 1996 Box 7

Marco Rimini--Divided by a common language, 1999 Box 20

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## Audiovisual Library, 1980-2002

### Access Restrictions:

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

6 best commercials from competitive agencies, 1989

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RL13085-Umatic-0001

### Scope and Contents

Includes: Ball Partnership (No rules; Try not to notice); Leo Burnett (Toblerone dream); spenser/BBDO (Birds & Horses); Saatchi & Saatchi (Non-stop)

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Advertising Age presents "Marketing with video", 1990s

Box 28 > Video-cassette  
RL13085-VHS-0027

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Andrex "Bench", 1994

Box 27 > Audio-cassette  
RL13085-CS-0001

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Andrex "Bus", 1994

Box 27 > Audio-cassette  
RL13085-CS-0002

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Athens (Spot-Thompson), 1989

Box 21 > Video-cassette  
RL13085-Umatic-0002

**Scope and Contents**

Includes: Adams Chiclets "La Bamba"; Amstel "Marina"; Trident mints

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Ben Anderson--Scott forest footage from Alabama, 1980s	Box 26 > Video-cassette RL13085-VHS-0001
British Red Cross Gulf Appeal, 1991	Box 26 > Video-cassette RL13085-VHS-0002
Camay history tape part 3 (list in case), 1987	Box 21 > Video-cassette RL13085-Umatic-0003
Carlton Television launch video, 1992	Box 26 > Video-cassette RL13085-VHS-0003
Central Office of Information--Royal Air Force TV fillers (list in case), 1980s	Box 26 > Video-cassette RL13085-VHS-0004
Chanel for Men "Photographer", 1982	Box 21 > Video-cassette RL13085-Umatic-0004
Characteristics of an advertising idea: Some examples of demonstrations and metaphors (introduction by Jack Cronin), 1987	Box 28 > Video-cassette RL13085-Umatic-0084
Chicken Tonight (list in case), 1990s	Box 27 > Optical-disc RL13085- OP-0001
China: J. Walter Thompson and the People's Republic (narrated by John Maher), 1985	Box 28 > Video-cassette RL13085-Umatic-0085
Coral "Stairway", 1989	Box 27 > Video-reel RL13085- Vid1-0001
Creative work Jan. 1992-Feb. 1993 (list in case), 1993	Box 21 > Video-cassette RL13085-Umatic-0005
D&AD/European Illustration--Best of 21 years, 1980s	Box 21 > Video-cassette RL13085-Umatic-0006

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Dark Star; Ed Egan, 1980s	Box 26 > Video-cassette RL13085-VHS-0005
De Beers--Art of Diamonds, 1983	Box 28 > Video-cassette RL13085-Umatic-0086
De Beers European advertising campaign "Shadows", 1992	Box 26 > Video-cassette RL13085-VHS-0006
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Eurotunnel--Objectif terminal production summertime; percement final production comm'ent, 1986	Box 26 > Video-cassette RL13085-VHS-0007
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Findus--The 1989 recipe for success, 1988	Box 26 > Video-cassette RL13085-VHS-0008
Florsheim Shoe various spots 18:30, 1995	Box 21 > Video-cassette RL13085-Umatic-0008
Flymo, 1989	Box 21 > Video-cassette RL13085-Umatic-0009

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**Scope and Contents**

Includes: Chevron/Old fashioned finish; Chevron/Roller rotary mower

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Flymo "Panique" (Paris), 1989	Box 21 > Video-cassette RL13085-Umatic-0010
Frankfurt best of 2nd quarter, 1980s	Box 21 > Video-cassette RL13085-Umatic-0011

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**Scope and Contents**

Includes: Monroe; Pit Stop; Kraft Jocca; Bacardi

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Frankfurt--Coral "Mozart", 1987	Box 21 > Video-cassette RL13085-Umatic-0012
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G.P.C.'s meeting (list in case), 1987	Box 21 > Video-cassette RL13085-Umatic-0013
Golden Wonder Pots "Chase", 1991	Box 27 > Audio-reel RL13085- RR-0001
Guinness (list in case), 1980	Box 27 > Audio-cassette RL13085-CS-0003
Guinness--Danger in the wings; Maltese toucan, 1981	Box 27 > Audio-cassette RL13085-CS-0004
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Hamburg--Jacobs "Night and day", 1989	Box 27 > Video-reel RL13085- Vid1-0003
Heavy duty detergents (list in case), 1988	Box 21 > Video-cassette RL13085-Umatic-0014
Heavy duty liquids (list in case), 1988	Box 21 > Video-cassette RL13085-Umatic-0015
Highlights of the ITV programme schedule winter 1993, 1993	Box 26 > Video-cassette RL13085-VHS-0010
Impulse Destiny "Statue/Rome", 1989	Box 21 > Video-cassette RL13085-Umatic-0016
J. Walter Thompson--1988 advertising, 1989	Box 28 > Video-cassette RL13085-Umatic-0087
Japanese concentrates (list in case), 1980s	Box 22 > Video-cassette RL13085-Umatic-0018
Jim Foster: Update on Brouillard Communications, 1986	Box 22 > Video-cassette RL13085-Umatic-0017
JWT agency film, 1990s	Box 26 > Video-cassette RL13085-VHS-0011
JWT best of 1994, 1994	Box 26 > Video-cassette RL13085-VHS-0012

JWT close up: The best of 1994, 1994  
Box 26 > Video-cassette  
RL13085-VHS-0013

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JWT Ideas and Information Series--J. Walter  
Thompson T-Plan Relaunch and Refinements  
(JWT Canada), 1983  
Box 28 > Video-cassette  
RL13085-Umatic-0088

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JWT Ideas and Information Series--JWT Canada  
T-Plan and brand personality part 1 (Jack Cronin  
and John Treasure), 1978  
Box 28 > Video-cassette  
RL13085-Umatic-0089

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JWT Ideas and Information Series--Managing  
change: The role of communications (Bill Ross),  
1977  
Box 28 > Video-cassette  
RL13085-Umatic-0090

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JWT Learning Series--Information--The  
concept of effective reach (Ron Kaatz and John  
Treasure), 1977  
Box 28 > Video-cassette  
RL13085-Umatic-0091

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JWT Learning Series--Information--Warning:  
Recall tests can be dangerous to your brand's  
health (Joel Baumwoll), 1977  
Box 28 > Video-cassette  
RL13085-Umatic-0092

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JWT Italy video: Non tutta la pubblicità in Italia  
è da buttare. Ed è anche merito della J. Walter  
Thompson, 1990s  
Box 26 > Video-cassette  
RL13085-VHS-0014

**Scope and Contents**

"Not all advertising in Italy is to be thrown away. And it is also thanks to J.  
Walter Thompson"

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JWT Japan best 3 and worst 3 (list in case),  
1990  
Box 22 > Video-cassette  
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JWT showreel and walls, 1990s  
Box 26 > Video-cassette  
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JWT spring showreel (list in case), 1990s  
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RL13085-VHS-0016

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Kellogg's advertising (list in case), 1985	Box 23 > Video-cassette RL13085-Umatic-0034
Kellogg's advertising (list in case), 1986	Box 23 > Video-cassette RL13085-Umatic-0035
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Kelloggs Frosted Flakes historical reel part 2, 1988-1990 (list in case), 1993	Box 22 > Video-cassette RL13085-Umatic-0032
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Kellogg's kid's brands Europe (list in case), 1995	Box 23 > Video-cassette RL13085-Umatic-0036
Kellogg's Nutri-Grain historical (list in case), 1990	Box 23 > Video-cassette RL13085-Umatic-0037
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Kellogg's Rice Krispies historical 1989-1994--Canada (list in case), 1994	Box 23 > Video-cassette RL13085-Umatic-0040
Kellogg's Rice Krispies historical 1989-1994--United Kingdom (list in case), 1994	Box 23 > Video-cassette RL13085-Umatic-0041
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European market and mediafact, 1995, 1998	Box 35
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