



Guide to the J. Walter Thompson Company. Marketing Vertical Files, 1946-1999

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Summary

Collection Title:

J. Walter Thompson Company. Marketing Vertical Files, 1946-1999

Creator:

J. Walter Thompson Company

Source:

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

Extent:

36 Linear Feet
21,000 Items

Language:

English.

Collection ID:

RL.00727

Permalink:

<https://idn.duke.edu/ark:/87924/m1zw5t>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Marketing Vertical Files, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection consists of subject files on a wide range of marketing topics used as reference by J. Walter Thompson Company staff. These topics range from financial information, legal perspectives, employment trends, awards, particular individuals in the industry, media, packaging, trademarks and research; all materials which further reflect the background work and research carried out by J. Walter Thompson Company in the usual course of business. Formats included are primarily newspaper clippings, articles, and pamphlets. Acquired

Guide to the J. Walter Thompson Company. Marketing Vertical Files, 1946-1999
as part of the John W. Hartman Center for Sales, Advertising & Marketing
History.

Biographical/Historical

Company founded in NY in 1864. The archives document the history, operations, policies, and accomplishments of one of the world's oldest, largest and most innovative advertising firms. These files came from the New York Office's Information Center.

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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. Marketing Vertical Files were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 2000.

Processing Information

Processed by Lisa Stark

Completed April 28, 2000

Encoded by Ming Guo and Ruth E. Bryan

Materials may not have been ordered and described beyond their original condition.

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Names and Subjects

- Packaging
- Trademarks
- Marketing research -- United States
- Advertising laws
- Advertising -- Research
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Accession 2000-0182

General Series

Marketing (general) 1965-1995	Box 1
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Physical Description: 3 folders

Dictionaries, Terms, 1960-1981	Box 1
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Pamphlets 1955-1975	Box 1
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Physical Description: 3 folders

Marketing Series	Box 2
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Ambush 1987-1993	Box 2
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Awards 1975-1982	Box 2
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Brands, 1970-1985	Box 2
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Physical Description: 3 folders

Brands - Brand Equity, 1990-1998 Physical Description: 4 folders	Box 2
Brands - Brand Equity, 1990-1998 Physical Description: 1 folder	Box 3
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Branding, 1997	Box 3
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Physical Description: 1 folder	
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Physical Description: 1 folder	
Management - Managers, 1961-1986	Box 6
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