



Guide to the J. Walter Thompson Company. New business records, 1924-2014

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Summary

Collection Title:

J. Walter Thompson Company. New business records, 1924-2014

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the largest and oldest enduring advertising companies in the United States. The J. Walter Thompson Company (JWT) New Business Records span the years 1924-2006, with the bulk of materials spanning 1980-1989. The collection combines the records of the New Business Departments of JWT's major U.S. offices: New York, Chicago, Detroit, Atlanta, and San Francisco, and includes presentations, memoranda, case histories, market research, and profiles of companies, industries, market segments, products and product categories. Topics addressed include the youth market, financial services marketing, food and grocery marketing, feminine hygiene and other personal products, and product branding. The collection includes photographs, audiocassettes, videocassettes, DVDs. Over 300 companies are represented in the collection, including Alitalia, Baskin-Robbins, Bell Atlantic, Circuit City, Eastern Airlines, Eyelab, Frito-Lay, Goodyear, Häagen-Dazs, HBO, Hyatt Hotels, IBM, Johnson & Johnson, Kodak, Kraft, Miller Beer, Morgan Stanley, Nabisco, Nestlé, Prudential, Schering-Plough, and the U.S. Navy. Many of the companies represented in the collection subsequently became clients of JWT, so there is some correlation between this collection and the JWT Account Files collection. Acquired as part of the John W. Hartman Center for Sales, Advertising, & Marketing History.

Extent:

96.0 Linear Feet

Language:

Material in English

Collection ID:

RL.00731

Permalink:

<https://idn.duke.edu/ark:/87924/m1fw6j>

Preferred Citation

[Identification of item], J. Walter Thompson Company. New Business Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The J. Walter Thompson Company (JWT) New Business Records span the years 1924-2007, with the bulk of materials spanning 1980-1989. The collection combines the records of the New Business Departments of JWT's major U.S. offices: New York, Chicago, Detroit, Atlanta, and San Francisco, and includes presentations, memoranda, case histories, market research, and profiles of companies, industries, market segments, products and product categories. Topics addressed include the youth market, financial services marketing, food and grocery marketing, feminine hygiene and other personal products, and product branding. The collection includes photographs, audiocassettes, videocassettes, DVDs. Over 300 companies are represented in the collection, including Alitalia, Baskin-Robbins, Bell Atlantic, Circuit City, Eastern Airlines, Eyelab, Frito-Lay, Goodyear, Häagen-Dazs, HBO, Hyatt Hotels, IBM, Johnson & Johnson, Kodak, Kraft, Miller Beer, Morgan Stanley, Nabisco, Nestlé, Prudential, Schering-Plough, and the U.S. Navy. Many of the companies represented in the collection subsequently became clients of JWT, so there is some correlation between this collection and the JWT Account Files collection.

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Arrangement

Collection is arranged into the following series: General Files; Company Files; Product Category Files; Chicago Office Additions; Oversize Materials; Audiovisual Materials; Additions; 2022 Additions

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Administrative Information

Publication Statement

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Access Restrictions

Collection is restricted. Some materials are closed to non-JWT researchers by donor request for 15 years from date of creation.

Access restricted. Collection contains fragile audiovisual/photographic 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 copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. New Business Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987, with additions throughout subsequent years.

Processing Information

Processed by Jessica Wood, Katie-Rose Repp, and Richard Collier.

Encoded by Katie-Rose Repp and Richard Collier.

Accessions 93-019, 93-030, 93-060, 93-064, 93-065, 93-067, 93-078, 94-108, 94-109, 94-115, 96-059, 96-079, 96-088, 99-298, 2002-189 were merged into one collection, described in this finding aid.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections of the J. Walter Thompson Company Archives:

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

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

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

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

Additional related materials may be found in the following Hartman Center collections:

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

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

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

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

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Names and Subjects

- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Marketing research
- Audiocassettes
- DVDs
- Photographic prints
- Videocassettes
- J. Walter Thompson Company

- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. San Francisco Office
- Morgan Stanley & Co
- Miller Brewing Company
- Kraft Foods Company
- Johnson & Johnson
- International Business Machines Corporation
- Häagen-Dazs (Firm)
- Hyatt Hotels Corporation
- Home Box Office (Firm)
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company. Detroit Office
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. Atlanta Office
- Bell Atlantic Corporation
- Circuit City Stores
- Alitalia (Airline)
- Baskin-Robbins (Firm)
- Frito-Lay, Inc.
- Goodyear Tire and Rubber Company
- Eastern Air Lines, Inc.
- Eastman Kodak Company
- United States. Navy
- Nestlé
- Nabisco Brands, Inc.
- Schering-Plough Corporation
- Prudential Insurance Company of America

Collection Inventory

General Files, 1924-2006 and undated

Physical Description: 15 boxes

Scope and Contents note

Includes aggregate information about JWT's client base by year, gains and losses of clients; various account and new business prospect reports; biographical sketches of executives working in new business activities; and the files of some executives engaged in new business activities, including Richard Brecker and Milton Moskowitz. Oversize and Restricted materials have been physically relocated to their respective series and noted in their logical location by an entry in brackets. Arranged alphabetically by topic.

Account Gains and Losses, 1960-1988

General, 1974-1988 Physical Description: 9 folders	Box 1
General, 1974-1988	Box 1a
Account reports, 1983-1987 Sept. Physical Description: 10 folders	Box 2
Account reports (continued), 1987 Oct.-1988 May Physical Description: 10 folders	Box 3
Account reports (continued), 1988 May-July	Box 3a
Account reports (continued), 1988 July-1991 June Physical Description: 9 folders	Box 4
Account reports (continued), 1991 July-1994 Mar. Physical Description: 9 folders	Box 5
Account reports (continued), 1994 Apr.-Aug. Physical Description: 2 folders	Box 6
Miscellaneous files, 1987	Box 6
Multinational versus local, 1988	Box 6
Worldwide, 1988-1990 Physical Description: 1-5 of 12 folders	Box 6
Worldwide, 1988-1990 (continued) Physical Description: 6-12 of 12 folders	Box 7
Year End Submissions--Canada/USA, 1984 Physical Description: 2 folders	Box 7
Year End Submissions--USA, 1984 Physical Description: 2 folders	Box 7
Awards file, 1986-1988	Box 8
Brecker (Richard) files, 1962-1964	

Business development, 1962 Apr.-1964 Sep.	Box 8
Corporate advertising, 1963 Nov.	Box 8
Miscellaneous papers, undated	Box 8
New business list (prospect-progress report) 1964 Feb.	Box 8
Research, 1963 Oct.	Box 8
Volume groups, 1963 May-1964 Mar.	Box 8
[Chicago Office, JWT planning toolkit, 2006: moved to Restricted Materials]	Box 8
Chicago Office, JWT presentation photos, circa 1993	Box 8
<u>Client lists, 1980-1992</u> JWT-USA, 1980 July-1992 Jan.	Box 8
Physical Description: 6 folders	
North American client list, 1985 July-1992 Sep.	Box 8
Physical Description: 5 folders	
Red Book listing, 1985	Box 8
Uniform Account List, 1991	Box 8
Clients and assignments--USA, 1960-1990	Box 9
<u>Employee biographies</u> Clinton (Pat), Client Service Supervisor	Box 9
Cochrane (Tom), Senior Vice President, Director of Print Production and Broadcast Traffic	Box 9
Dochterman (Ludwig), Vice President, Associate Creative Supervisor	Box 9
Hassett (Kathy), Vice President, Network Negotiator Supervisor	Box 9

Hoffnagle (Wilson), Vice President, Network Supervisor	Box 9
Kamerer (John), Vice President and Art Director	Box 9
Krimezis (Cynthia), Account Supervisor	Box 9
Lane (William/Bill), Executive Vice President, Executive Creative Director for JWT New York	Box 9
Metter (Bertram/Bert), Chairman of JWT-USA	Box 9
Mitchell (Bob), Senior Vice President, Associate Creative Director	Box 9
Moodie (Alexandra), Media Supervisor	Box 9
Murphy (Melissa), Senior Vice President, Management Director	Box 9
Owett (Bernard/Bernie), Senior Vice President, Creative Director, 1966, undated	Box 9
Paton (Michele), Media Supervisor	Box 9
Scott (Bob), Senior Vice President, Group Account Director	Box 9
Swartzentruber (Emily), Senior Vice President, New York Media Director	Box 9
Other employees, undated	Box 9
Generic inquiry response, 1992	Box 9
House advertisement strategies, 1989	Box 9
[J. Walter Thompson Company: An Analysis, 1938: Moved to Oversize Materials]	Box 9
Physical Description: 3 folders	
[J. Walter Thompson Portfolio Comprising of Facts and Figures, circa 1924: Moved to Oversize Materials]	Box 9
JWT organizational overview, undated	Box 9

JWT strategic plan, undated	Box 9
JWT-USA Effie submissions, 1992 Physical Description: 2 folders	Box 9
JWT-USA 5 year history--income statement, 1982-1986	Box 9
Main mailing list, 1988	Box 9
Memoranda, 1992	Box 9
Memoranda, 1994-1996	Box 10
Moskowitz (Milton) files, 1962-1970 Case histories, multiple clients, 1965 Mar.-1966 Feb.	Box 10
Miscellaneous papers, 1962 Sep.-1970 Apr.	Box 10
Prospects--progress reports Chicago Office, 1960 Apr.-1970 Apr.	Box 10a
Detroit Office, 1964 Feb.-1965 Sep.	Box 10a
European Offices, 1963 June-1966 Mar.	Box 10a
Hollywood Office, 1965 Feb.	Box 10a
Los Angeles Office, 1960 Feb.-1970 Apr.	Box 10a
Miami Office, 1960 May-1965 May	Box 10a
New York Office, 1959 July-1965 Oct. Physical Description: 2 folders	Box 10a
San Francisco Office, 1960 Feb.-1970 June	Box 11
Washington, D.C. Office, 1960 Sep.-1965 Oct.	Box 11
Multiple clients, case histories, 1986-1988 Physical Description: 3 folders; 1 folder moved to Oversize Materials	Box 11
New business press clippings, 1992-1994 Physical Description: 1-6 of 20 folders	Box 11

New business press clippings, 1992-1994 (continued)	Box 12
Physical Description: 7-14 of 20 folders	
New business press clippings, 1992-1994 (continued)	Box 13
Physical Description: 15-20 of 20 folders	
Presentations, 1924-2000 and undated "1987, A Lesson in Humility"	Box 13
Agency presentation, 1924	Box 13
[An Intimate Picture of the World's Largest Advertising Agency, 1935: Moved to Oversize Materials]	Box 13
"Approach to New Business for the JWT Company," 1975	Box 13
[Atlanta Office new business presentation, circa 1984: Moved to Oversize Materials]	Box 13
"Company of Adventurers" (Sam Meek), undated	Box 13
"Finalist challenge," 1993 Oct. 26	Box 14
"Getting the Best," European managers meeting, 1987	Box 14
"International Advertising," 1935	Box 14
"International Advertising: Facilities of JWT," 1944 Aug. 8	Box 14
"Just What Do J. Walter's Yesterdays Mean to J. Walter's Tomorrows?," undated	Box 14
"JWT-USA Most Distinctive Effective Advertising," 1983-1987	Box 14
JWT worldwide general presentation, 1992- 1993	Box 14
Physical Description: 2 folders	

"Largest Clinic of Advertising in the World," 1942	Box 14
"Making Advertising Pay During the Depression," circa 1932	Box 14
"Medium is the Message," 1992 Oct. 26	Box 14
New business presentation, 1945	Box 14
"So What...?" 1994	Box 14
[Successful Examples of Mass Education by Clients of J. Walter Thompson Company, circa 1965: Moved to Oversize Materials]	Box 14
["The Future--Do We Get It?" 2000: Moved to Restricted Materials]	Box 14
"Total Branding" (Mexico), 1996	Box 15
"Who is J. Walter Thompson and What Can They Do for Me?," undated	Box 15
["Who We Are," circa 2000: Moved to Restricted Materials]	Box 15
Printouts for leave-behind book, circa 1993	Box 15
Prospect lists, 1985-1988 Physical Description: 3 folders	Box 15
Publicity, 1965-1967	Box 15
Regional advertising group pamphlet, undated	Box 15
[Retail New Business Conference, 2005: Moved to Restricted Materials] Physical Description: 2 folders	Box 15
Summary report mailing, 1988	Box 15
Traveling reel file, 1986-1988 Physical Description: 2 folders	Box 15

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Companies Files, 1946-2005 and undated

Physical Description: 72 boxes

Scope and Contents note

Includes presentations, printed materials, clippings, background research reports; strategy and position papers. Oversize and Restricted materials have been physically relocated to their respective series and noted in the their logical location by an entry in brackets. Original folder titles have been retained. Arranged alphabetically by company or product, thereunder by topic.

A&P (Great Atlantic and Pacific Tea Company)

General files, 1989-1990	Box 16
[JWT-USA--A&P "Clean Copies," 1990 Jan. 9: Moved to Oversize Materials.]	Box 16
Presentations, 1990	Box 16
"Project Eclair," 1990 Jan. 24	Box 16
Team member biographies, 1990	Box 16

ACME

"Choosing An Advertising Agency for ACME," circa 1986	Box 16
"Positioning for Strength," undated	Box 16

Aetna Health Plans

Advertising agency questionnaire, 1993	Box 16
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Albany Blue Cross and Blue Shield Plans

JWT internal discussion to pursue account, 1957 Feb. (Milton Moskowitz files)	Box 16
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Alberto-Culver Company

JWT account records, 1959 Feb-1965-June (Milton Moskowitz files)	Box 16
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Alitalia Airlines

General files, 1988-1989	Box 16
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Physical Description: 1 of 2 folders	
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Miller Brewing Company

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"Summary of Research Conducted for Sprint's Business Market," 1983	Box 82
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Squibb Beech-Nut

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Standard Brands, Incorporated

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United Dairy Industry Association/National Dairy Promotion and Research Board (UDIA/NDB)

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United States Marine Corps (USMC)

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United States Postal Service (USPS)

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Outboard Marine--Presentations, 1995	Box CH44
Physical Description: 2 folders	
Pabst Brewing, 1977	Box CH44
Pearle Vision, 2003	Box CH45
Pet Inc. (Old El Paso), 1981	Box CH45
PetSmart, 1996-1997	Box CH45
Physical Description: 3 folders	

Pillsbury (Grand Metropolitan Food Service), 1994	Box CH45
Physical Description: 3 folders	
Pillsbury (Grand Metropolitan Food Service), 1997-1998	Box CH46
Physical Description: 2 folders	
Pizza Hut--Operation Big Foot, 1993	Box CH46
Pizza Hut--Project Mystic, 1999	Box CH46
Popeye's Chicken, 1995	Box CH46
Princess Cruises, 1995	Box CH46
Physical Description: 2 folders	
Princess Cruises--Brand positioning, 1995	Box CH46
Princess Cruises--Love Boat, 1995	Box CH46
Promus Hotel Corporation, 1998	Box CH46
Pure Fishing, 2000	Box CH46
Quality Chekd Dairy Products Association, 1983	Box CH47
Quaker Oat, 1994-1995	Box CH47
Radio Flyer, 1994	Box CH47
Radisson, 1992-1994	Box CH47
Physical Description: 3 folders	
Raytheon, 1994	Box CH47
Reader's Digest, 1995-1996	Box CH47
Reality Pacific--Project China Bridge, 1995	Box CH48
Re/Max, 1993-1998	Box CH48
Physical Description: 3 folders	
Ritz Carlton, 1991-1994	Box CH48

Royal Appliance (Dirt Devil), 1992-1995	Box CH48
Physical Description: 2 folders	
Royal Appliance (Eureka), 1992-1995	Box CH48
Rubbermaid, 1997	Box CH48
Rubbermaid, 1997	Box CH49
Rubbermaid--Little Tikes (Children's furniture etc.), 1997	Box CH49
Saban Children's Entertainment--Mighty Morphin Power Rangers, 1994	Box CH49
Saban Children's Entertainment--Chuck-E-Cheese, 1994	Box CH49
Saban Children's Entertainment--JWT Entertainment Services, 1994	Box CH49
Saban Children's Entertainment--Konami, 1994	Box CH49
Saban Children's Entertainment--The Window (Off the Street Club), 1994	Box CH49
Safeway Stores, undated	Box CH49
Salton, 2001	Box CH49
Sanwa Business Credit, 1998	Box CH49
S.C. Johnson, 1975-1978	Box CH49
S.C. Johnson, 1993-1995	Box CH50
Physical Description: 2 folders	
S.C. Johnson--Presentations, 1973-1974	Box CH50
Physical Description: 2 folders	
S.C. Johnson--Staffing proposal, 1979	Box CH50
Schering-Plough, 1999	Box CH50

Schick Wilkinson Sword, 1996	Box CH50
Physical Description: 2 folders	
Schooners Bay International, 1994	Box CH50
Scott Paper, 1994	Box CH50
Seagram, 1993-1994	Box CH51
Searle, G.D., 1981	Box CH51
Searle (Ambien), 1993	Box CH51
Sears, 1992-1996	Box CH51
Sears--Banking industry study, 1984	Box CH51
Sears--Case studies, undated	Box CH51
Sears--Case studies--Bank Americard/Visa, 1984	Box CH51
Sears--Case studies--MasterCard, 1984	Box CH51
Sears--Case studies--Visa International, 1983	Box CH51
Sears--Competitive card analysis, 1984	Box CH51
Sears--Creating a climate for deregulation of financial services, 1984	Box CH51
Sears--Discover card external correspondence, 1984	Box CH51
Sears--Discover card launch, 1984	Box CH51
Sears--Discover card video scripts, undated	Box CH51
Sears--New York Office credit card presentation, undated	Box CH51
Sears--Presentations, 1984	Box CH52
Physical Description: 4 folders	
Sears--Presentation photos, undated	Box CH52

Sears--Project Ace, 1984 Physical Description: 4 folders	Box CH52
Sears--Project Ace, 1984	Box CH53
Sears--Sears card strategy, undated	Box CH53
Sears--Service establishment studies, 1984	Box CH53
Select Resources International, 1996	Box CH53
Serta, 1992	Box CH53
Seven-Up (7-Up)--Mailing, 1993	Box CH53
Sherwin Williams, 1983, 1995 Physical Description: 4 folders	Box CH53
Sherwin Williams--Meeting, 1983	Box CH53
Sherwin Williams--Presentation "J. Walter Paints", 1983	Box CH53
Sherwin Williams--T-Plan, 1983	Box CH53
Shopko, 1992	Box CH54
Shop Talk, 2000	Box CH54
Sony, 1998 Physical Description: 2 folders	Box CH54
Sony--CAVG (Consumer Audio Video Group), 1998 Physical Description: 3 folders	Box CH54
Sony--Presentations, 1998 Physical Description: 3 folders	Box CH54
Southland (7-11), 1980-1981	Box CH55
Southland (7-11)--Advertising research, undated	Box CH55
Southland (7-11)--Brand personality, 1980	Box CH55

Southland (7-11)--Consumer perceptions, 1980	Box CH55
Southland (7-11)--Meeting, 1980	Box CH55
Southland (7-11)--National penetration study, 1981	Box CH55
Southland (7-11)--Opportunity segments, 1981	Box CH55
Southland (7-11)--Social research, 1981	Box CH55
Spencer Stuart Online, 2000	Box CH55
Physical Description: 2 folders	
Spiegel, 1990-1993	Box CH55
Sprint, 1996	Box CH56
Sprint, 1996	Box CH68
Steak & Ale Restaurants, 1981	Box CH56
Physical Description: 2 folders	
Steel Recycling Institute, 1996	Box CH56
Stokley Van Camp, 1982-1983	Box CH56
Physical Description: 4 folders	
Stouffer's, 2004	Box CH57
Physical Description: 2 folders	
Stouffer's--Lean Cuisine, 1991-1992	Box CH57
Stouffer's Hotel Group, 1993	Box CH57
Sunbeam-Oster, 1994-1998	Box CH57
Physical Description: 3 folders	
Sunbeam-Oster, 1994-1996	Box CH58
Physical Description: 3 folders	
Tambrands, 1992-1996	Box CH58
Telular, 1994	Box CH58
Tenneco Packaging, 1996	Box CH58

Tenneco Packaging--Hefty, 1999-2000	Box CH58
TGI Friday's, 1994	Box CH59
Physical Description: 6 folders	
TGI Friday's, 1999-2000	Box CH60
Physical Description: 5 f	
Toshiba, 1999	Box CH60
Toys R Us, 1996	Box CH61
Tribune Interactive, 1999	Box CH61
True Value, 1998	Box CH61
Physical Description: 2 folders	
True Value--"Project Thumb", 1998	Box CH61
Physical Description: 2 folders	
U-Access, 2000	Box CH61
United Airlines, 1994	Box CH61
United Airlines, 1996-1998	Box CH62
Physical Description: 4 folders	
United States Marine Corps--Presentation, undated	Box CH62
United States Military--Project JRAP (Joint Recruiting Advertising Program), 1996	Box CH62
United States Steel (Marathon), 1983	Box CH62
Universal Studios, 1996	Box CH62
University of Illinois Medical Center--Request for proposal form, 2007	Box CH62
U.S. Shoe, 1993	Box CH62
Utilicorp United, 1994	Box CH62
Utilicorp United, 1994	Box CH63
Physical Description: 2 folders	

Vaughan Brothers Coffee, 1993	Box CH63
Video Software Dealers Association (VSDA), 1999-2000	Box CH63
Physical Description: 2 folders	
Volume Shoe (Payless), 1980-1986	Box CH63
Physical Description: 3 folders	
Volume Shoe (Payless), 1980-1986	Box CH64
Physical Description: 3 folders	
Volume Shoe (Payless)--Awareness & attitude survey, 1981	Box CH64
Volume Shoe (Payless)--Industry overview, 1980	Box CH64
Volume Shoe (Payless)--Recommendations, 1981	Box CH64
Vview.com, 1999	Box CH64
Walgreens, 2001	Box CH64
Warner Vison Entertainment--Kids questionnaire, 1995	Box CH64
Wesley-Jessen, 1992-1994	Box CH64
Western Publishing Company, 1991	Box CH65
Western Publishing/Gold Books, 1993-1995	Box CH65
Physical Description: 3 folders	
Western Union, 2001-2002	Box CH65
Physical Description: 4 folders	
Western Union, 2002	Box CH66
Physical Description: 4 folders	
Whirlpool, 1995-2001	Box CH66
Physical Description: 3 folders	
Whirlpool/Kitchen Aid, 1996-1997	Box CH66

White Westinghouse/Frigidaire, 1994 Physical Description: 2 folders	Box CH67
Whitman-Hart, 1999	Box CH67
Wilson Sporting Goods, 1991-1996 Physical Description: 2 folders	Box CH67
Wine.com, 2000	Box CH67
WLS-TV--Creative recommendations, 1982	Box CH67
WLS-TV--Presentation, 1982	Box CH67
WLS-TV--Recommendations, 1982	Box CH67
Zenith Data Systems, 1995	Box CH67

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Oversize Materials, 1924-1994 and undated

Physical Description: 7 boxes

Scope and Contents note

Comprised of large format materials removed from elsewhere in the collection. Includes case histories, clippings, presentation books, storyboards, spreads, and market research. Arranged alphabetically.

General

unspecified	Box OV1
"An Intimate Picture of the World's Largest Advertising Agency," 1935	Box OV1
J. Walter Thompson Company: An Analysis, 1938	
Forward--History	Box OV1
Creative Accomplishments	Box OV1
Records	Box OV1
J. Walter Thompson Portfolio Comprising of Facts and Figures, circa 1924	Box OV1

"Successful Examples of Mass Education by Clients of J. Walter Thompson Company," circa 1965 Box OV1

Atlanta Office

New Business presentation materials, circa 1984 Box OV2

Companies

A&P "Clean Copies," 1990 Jan. 9 Box OV3

Alpha Beta presentation book, 1986 Box OV3

Physical Description: 6 folders

Circuit City clippings, 1989 Box OV4

Ford Motor Company leave-behind books (JWT-Australia), circa 1989 Box OV4

Physical Description: 3 books

Scope and Contents note

[Includes "Our Views and Strategies," "Our Credentials," "Why J. Walter Thompson"]

Goodyear Tire and Rubber Company storyboards, undated Box OV5

Physical Description: 2 folders

Kraft--NatuBlend spreads, undated Box OV5

Löwenbräu market research, 1985 Box OV5

North American Philips Corporation--Norelco sketches, circa 1986-1987 Box OV6

Pan Am briefing, 1988 Box OV6

Sun Microsystems, "Two of the World's Cooler Networks," circa 1994 Box OV6

Zale Corporation, DeBeers proof, 1986 Box OV6

"Von's and the More Agency," 1987 Box OV7

Physical Description: 7 folders

Scrapbooks

Sam Meek's Blue Book, circa 1927

Box OV8

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Audiovisual Materials, 1982-2006, undated

Physical Description: 1 box

Scope and Contents note

Includes audiocassettes, CD's, DVD's, VHS tapes, and U-matic videotapes.

Access Restrictions:

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

Bertolli Extra Light, :60 radio spot. Format: 1/4" audiotape reel. TRT: 1:00.

Box AV1

Brian Johnson; Effective, Distinctive Advertising Prepared for Nintendo, 1994 Apr. 12. Format: U-matic videotape. TRT: 10:00.

Box AV1

Brian's Video for Nintendo, 1994 Apr. 14. Format: U-matic videotape. TRT: 20:00.

Box AV1

Burger King-JWT repitch, undated,. Format: VHS. TRT: Unknown.

Box AV1

Fla. Citrus agency briefing, 1983 June 8. Format: Audiocassette. TRT: Unknown (C-90).

Box AV1 > Audio-cassette
RL00731-CS-0001
Digital-materials RL00731-
SET-0001 > Audio-file
RL00731-CS-0001.wav

Glidden Company--JWT audio-visual center, undated. Format: U-matic videotape. TRT: 10:00.

Box AV1

Hallmark Cards, circa 1986 Apr. 21. Format: Audiocassette. TRT: Unknown (C-90).

Box AV1

IBM Pro Printers--3 :60 radio spots. Format:
Audiocassette. TRT: 1:30. Box AV1

JWT Award-winning food advertisements reel,
2005 Nov. 3. Format: DVD (.mov file format).
TRT: 28:00. Box AV1

Scope and Contents note

[Includes commercials for Got Milk, John West Salmon, Kellogg's, Kit-Kat,
Meijer, Nong UHT, Special K, Tabasco, and Nestlé Yorkie campaigns.]

"JWT-Chicago, Creating Popular Campaigns for
Real People," 2006 Nov. 29. Format: DVD. TRT:
3:21. Box AV1

JWT-Chicago--Hyatt questionnaire-- "Express
Checkout," 1992 Nov. 24. Format: U-matic
videotape. TRT: 30:00. Box AV1

JWT-Glidden testimonials, undated,. Format:
VHS. TRT: 5:00. Box AV1

JWT history, 2006 May 3,. Format: DVD. TRT:
60:00. Box AV1

Scope and Contents note

[Includes history of JWT, history of print, history of broadcast, and history of
international.]

JWT Microsoft pitch, 1994 Apr. 6. Format: U-
matic videotape. TRT: 8:53. Box AV1

Scope and Contents note

[Includes commercials for e.p.t, Sprint, Jaguar, Bell Atlantic, Prodigy, Esso, 7-
Eleven, Calif. Tourism, Ford, Calif. Lottery, Nintendo, and Kodak campaigns.]

Nintendo video mailer, 1994 Apr. 19 (Howard
Lincoln and Brian Johnson). Format: VHS. TRT:
5:00. Box AV1

Sprint historical review, JWT-San Francisco
office, 1982-1993,. Format: VHS. TRT: 60:00. Box AV1

UDIA--Milk pitch,1993 Oct. 25. Format: U-matic
videotape. TRT: 30:00. Box AV1

U.S. Navy--Roger Enrico interview, 1987 June 4.
Format: Audiocassette. TRT: Unknown (C-90).

Box AV1

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Additions, 1986-2006

Physical Description: 2 boxes

General

Box R1

Chicago Office planning toolkit, 2006	Box R1
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Presentation: The Future: How Do We Get It?, 2000	Box R1
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Presentation: Who We Are, circa 2000	Box R1
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Retail New Business Conference, 2005	Box R1
--------------------------------------	--------

Physical Description: 2 folders

Companies

L.L. Bean, Connecting People Outdoors Since 1912, 2005	Box R1
---	--------

Nextel, credentials presentation, 2003	Box R1
--	--------

Novell, advertising strategy recommendations, 2002	Box R1
---	--------

Smirnoff (Diageo), Project 21, circa 2005	Box R1
---	--------

Restricted Personnel Records, 1986-1987

Access Restrictions:

Restrictions on Access: These materials contain sensitive employment or personnel related materials and are closed to non-JWT researchers for 40 years from the date of termination of employment or 25 years from the date of death of employees.

California State Lottery, professional skills inventories, 1986	Box R2
--	--------

Lipton, one-on-one releases, 1987	Box R2
-----------------------------------	--------

Bermuda Department of Tourism, presentation package, 1999

Box R3

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2022 Additions, 1975-2014

Access Restrictions:

Access restricted: Some materials are closed to research by donor request.

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

General Files, 1975-2009

2009 overview, new business highlights, 2009 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Agency capabilities, 1991 Box A1

Physical Description: 2 folders

Association of National Advertisers--Selecting an Advertising Agency, 1992 Box A1

Brian Johnson--The T Way of New Business, 1991 Box A1

Building Brands at Retail, approximately 1990 Box A1

Business Kinetics, 1999 Box A2

Scope and Contents

Cardboard briefcase design with "Test run" booklet, ear buds

Business Kinetics CD-ROM, 1999 Box A10 > Optical-disc
RL00731-OP-0004

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

Business Kinetics CD-ROM, 1999	Box A10 > Optical-disc RL00731-OP-0005
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Access Restrictions:

Restricted: Closed to research until use copies can be produced.

Detroit agency overview, 1987, 1990	Box A1
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Physical Description: 2 folders

First New Business Seminar, 1975	Box A1
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Physical Description: 3 folders

How to Pick an Ad Agency, 2001	Box A1
--------------------------------	--------

J. Walter Source, 1991	Box A1
------------------------	--------

Jones-Lundin--A Consultant's View of New Business, 1992	Box A1
---	--------

Lynnda Pollio--Searching for a Method to the Madness of Business Development, approximately 2000	Box A1
--	--------

Maister Associates--JWT materials for discussion, 1996	Box A1
--	--------

New Business--Gains/Losses, contact lists, Activity Summaries, 1991-1993	Box A1
--	--------

Physical Description: 12 folders

New business ideas, 1992	Box A1
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New Business Managers Meeting, 1992	Box A1
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New business memos and press releases, 1994-1999	Box A1
--	--------

New Business--Monitoring Reports, 1992-1993	Box A1
---	--------

Physical Description: 4 folders

New business seminar, 1975	Box A11
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Physical Description: 2 folders

New business wins, 2009	Box A7
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Access Restrictions:

Restricted: Closed to research by donor request until 2029.

New York agency overviews, 1983 Box A1

Sanders Consulting--New business workshop:
Setting new business tactics, Profiling, 1993 Box A1

The Thompson Way--JWT New Business
Handbook, approximately 1990 Box A1

Worldwide slide presentation profile book,
1991 Box A1

America's Best, 1992

Eyeglasses and contacts presentation, 1992 Box A1

Bayer, 2006, 2013

Evaluation of the JWT Network performance in
2012, 2013 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Wellnow, approximately 2006 Box A1

Durakon, 1993

Durakon and JWT--Better Together, 1993 Box A1

Durakon and JWT--Better Together, 1993 Box A6

Estée Lauder, 2006

Estée Lauder: The Target and the Brand, 2006 Box A1

Final presentation, 2006 Box A3

Modern Traditionalist, 2006 Box A3

Multi-market preview, 2006 Box A3

Exco, 2008

Strategy presentation, 2008 Box A11

Ford, 1990, 2001

Making a name for yourself in the 90s, approximately 1990	Box A3
Physical Description: 2 folders	
We're ready to work for you (Canada), 2001	Box A3
Physical Description: 2 folders	
Furniture.com, 1999	
Bartle Bogle Hegarty--Competitive Pitch, 1999	Box A4
Scope and Contents	
Presentation in wooden case	
Handy Andy, 1990	
Handy Andy and JWT, 1990	Box A3
Hardee's, 1990	
Hardee's and J. Walter Thompson, 1990	Box A3
Hook's Drugs, 1991	
SuperX Drug stores presentation, 1991	Box A3
Husqvarna, 1995	
Bringing a big job down to size, approximately 1995	Box A3
Indiana Lottery, 1989	
Advertising proposal, 1989	Box A3
Jaguar, 1992	
On the Prowl: The Strategy, 1992	Box A3
Presentation posters, etc., 1992	Folder 1
Johnson & Johnson, 2009-2012	
Credentials presentation, 2009	Box A8
Access Restrictions:	
Restricted: Closed to research by donor request until 2029.	

Scope and Contents

Box includes Tic Toc/JWT Worldwide Ideas Worth Spending Time With;
WPP Reports and Accounts 2008

Tic Toc/JWT Worldwide Ideas Worth Spending
Time With CD-ROM, 2009

Box A10
Optical-disc RL00731-
OP-0003

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

Tic Toc/JWT Worldwide Ideas Worth Spending
Time With USB drive, 2009

Box A10
Disk RL00731-USB-0003

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

Worldmade by JWT, 2012

Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Worldmade by JWT--Johnson & Johnson and
JWT 49-year Partnership, 2011

Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Keebler, 1993

Use that Elf Magic to maximize your profits,
1993

Box A3

Kellogg's, 1998

K-sentials, 1998

Box A6

Kodak, 1994

Let the moments begin, 1994

Box A3

Lean Cuisine, 2012

A Fresh Outlook 2012 Lookbook, 2012 Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Meijer, 1993

Blueprint for retail success, 1993 Box A3

Michigan Tourism, 1989

How to maximize advertising return-on-investment in Michigan Tourism advertising (proposal draft), 1989 Box A3

Microsoft, 2010

Because It's Everybody's Business pitch materials, 2010 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Cloud pitch, 2010 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Nestlé, 2011-2012

Brand Experience, 2012 Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Worldmade big ideas in 2011, 2011 Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Nokia, 2007-2012

Generating greater value for Nokia from the JWT Network, 2010 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Request for information response, 2007 Box A3

Worldmade by JWT, 2010-2012 Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Patrón, 2014

Agency presentation, 2014 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Pearle Vision, 1981-1989

Reports, research , 1981-1989 Box A12

Penda, 1991

Penda and JWT--Better Together,
approximately 1991 Box A3

Pennzoil, 2011

For the love of cars, approximately 2011 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Personal Products, 1991

Evolving into a partner with today's retail
trade, 1991 Box A3

Philadelphia Ford Dealer Advertising Fund (FDAF), 1993

Winning Team pitch and supporting materials,
1993 Box A6

Philips, 2011

Request for proposal, global creative agency
review, 2011 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Worldmade chemistry meeting, 2011

Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Pizza Hut, 2013

Agency presentation, 2013

Box A5

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Scope and Contents

Presentation in pizza box-shaped container

JWT Agency Profile thumb drive, 2013

Box A10

Disk RL00731-USB-0001

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

JWT Case Studies thumb drive, 2013

Box A10

Disk RL00731-USB-0002

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

JWT Agency Profile DVD-R, 2013

Box A10

Optical-disc RL00731-
OP-0001

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

JWT Case Studies DVD-R, 2013

Box A10

Optical-disc RL00731-
OP-0002

Access Restrictions:

Restricted: Closed to research until use copies can be produced.

Puma, 2012

JWT for Puma, approximately 2012 Box A9

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Quaker State, 2001, 2004

Agency brief, 2004 Box A3

Quaker State pitch binder, 2001 Box A3

RE/MAX, 1991

Working together to take RE/MAX to new heights, 1991 Box A3

Reckitt Benckiser, 2006

Workshop binder, 2006 Box A3

Physical Description: 3 folders

Safeway, 1991

Building a stronger Safeway, 1991 Box A3

Schick, 2010

Making a Private Buzz Public, 2010 Box A7

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Scotts, 1990

Consistency in Communications, approximately 1990 Box A3

Singapore Tourism Board, 2013

XM Asia Pacific--I3: Interrogation Inception Influence (response to request for proposal), 2013 Box A5

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Toni & Guy, 2010

Project Tulip creative pitch brief, 2010

Box A7

Physical Description: 2 folders

Access Restrictions:

Restricted: Closed to research by donor request until 2029.

Vegas Potato Chips, 1990

J. Walter Thompson/Denver Regional
Advertising Group and Vegas Potato Chips,
approximately 1990

Box A3

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