



Guide to the J. Walter Thompson Company. Joseph O'Donnell Papers, 1947-1987 and undated, bulk 1986

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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Summary

Collection Title:

J. Walter Thompson Company. Joseph O'Donnell papers, 1947-1987 and undated, bulk 1986

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 agencies in the United States. Joseph O'Donnell was an executive with JWT and served as the company's Chief Executive Officer during 1986. The Joseph O'Donnell Papers cover the years 1947-1987, with the bulk of materials from 1986, the year O'Donnell served as Chief Executive Officer of JWT. The collection primarily consists of correspondence, memoranda, reports of company performance, presentations and company policy information. The collection also includes personnel-related records, photographs, and videocassettes of television commercials of JWT and competing agencies. Companies represented in the collection include Beatrice Foods; Kodak; Ford; Hyatt Hotels; IBM; Kellogg's; Kraft; Pepsi-Cola; Sprint; Unilever; and U.S. Air. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

12 Linear Feet
6000 Items

Language:

Material in English, Spanish

Collection ID:

RL.00736

Permalink:

<https://idn.duke.edu/ark:/87924/m1f056>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Joseph O'Donnell Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The Joseph O'Donnell Papers cover the years 1947-1987, with the bulk of materials from 1986, the year O'Donnell served as Chief Executive Officer of JWT. The collection primarily consists of correspondence, memoranda, reports of company performance, presentations and company policy information. The collection also includes personnel-related records, photographs, and videocassettes of television commercials of JWT and competing agencies. Companies represented in the collection include Beatrice Foods; Kodak; Ford; Hyatt Hotels; IBM; Kellogg's; Kraft; Pepsi-Cola; Sprint; Unilever; and U.S. Air.

Restrictions on Access: Files relating to personnel matters of JWT employees are closed to research for 40 years from the date of termination of employment, or 25 years from the date of the employee's death if termination date is unknown. In addition, original audiovisual materials are closed to research until use copies can be made.

Biographical/Historical

Date	Description
1942 May 11	Born Joseph William O'Donnell, Newton, Mass.
1964	B.A., Economics, Columbia University
1965-1971	U.S. Marine Corps; attained rank of Sergeant
1967	Columbia University Business School
1976	Account representative, JWT New York Office
1978	Office Manager, JWT Detroit Office

Date	Description
1982	Promoted to head of JWT Chicago Office
1986 March	Chief Executive Officer of JWT
1987 January	Fired from JWT following a failed buy-out attempt
1987-1989	Served as Chief Executive Officer of Campbell-Mithun-Esty
1988-1989	Served as Chairman of Campbell-Mithun-Esty

Joseph O'Donnell began his career in advertising as a Traffic Department trainee at Doyle Dane Bernbach, later as an assistant account executive on DDB's Heinz account. O'Donnell advanced to become Account Executive, Account Supervisor and then Vice President of that account. He served as a partner at Cox & Company for two and a half years, where he headed the accounts of Burlington Sheets and Saab. In 1976, he began working for JWT New York, where his first assignment was with the Samsonite account. During his ten years at JWT, O'Donnell served in an executive capacity on several major accounts, including Ford; Kodak; McDonnell Douglas; Chrysler; Kraft Foods; Sears; Kellogg's; and Sprint.

Following his tenure at Campbell-Mithun-Esty, O'Donnell served as Chairman and Chief Executive of Consumer Research in Manchester, Vermont; and he also founded a cable television network called the Consumer Resource Network.

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Arrangement

The collection is arranged into nine series: **Administrative Files**, **Client Files**, **Correspondence**, **International Offices**, **Meetings**, **Personnel**, **Reports**, **Writings and Speeches**, and **Audiovisual Materials**. The **Administrative Files Series** includes memoranda, correspondence, company policy information, leases, clippings, photographs and financial documents pertaining to the daily operations of JWT domestic offices. The **Client Files Series** includes campaign presentations, marketing plans, briefings, correspondence, agency

reviews and annual reports pertaining to specific JWT clients, as well as general information on JWT client policies. The **Correspondence Series** contains correspondence and memoranda from JWT-sponsored charities, clients, newspapers and organizations, as well as memoranda between JWT employees. The **International Offices Series** contains primarily memoranda between JWT employees and clients in international offices, as well as some materials from international advertising conferences and meetings. The **Meetings Series** contains programs, correspondence, schedules, itineraries, and some presentation slides related to JWT meetings and events, as well as materials pertaining to general advertising events. The **Personnel Series** contains correspondence and resumes pertaining to company hires, terminations, salaries and bonuses, along with performance reviews and information on employee stock holdings. The **Reports Series** includes plans, company performance reviews, budgets and yearly reports relating to JWT and its subsidiaries. The **Writings and Speeches Series** contains scripts, notes and visual materials related to speeches and formal presentations given by JWT employees at company events, as well as at events of general advertising organizations. The **Audiovisual Materials Series** includes film compilations of advertising spots of JWT clients, as well as clients of competitive companies.

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Administrative Information

Publication Statement

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Access Restrictions

RESTRICTED: Files relating to personnel matters of JWT employees are closed to research for 40 years from the date of termination of employment, or 25 years from the date of the employee's death if termination date is unknown.

Original audiovisual materials are closed to research until use copies can be made.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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 Joseph O'Donnell Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993.

Processing Information

Processed by Jessica Wood, October 2009

Encoded by Jessica Wood, November 2009

Accession 1993-0009 is 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/jwtbiofiles/>

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

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

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

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

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

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

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Names and Subjects

- Advertising executives -- United States
- Advertising -- United States -- History -- 20th century
- Photographic prints
- Videocassettes
- Advertising agencies -- United States
- Beatrice Foods Company
- Ford Motor Company
- Eastman Kodak Company
- International Business Machines Corporation
- Hyatt Hotels Corporation
- J. Walter Thompson Company -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- Kraft Foods Company
- Kellogg Company
- Pepsi-Cola Company
- O'Donnell, Joseph William, 1942-
- Unilever (Firm)
- Sprint Corp
- US Airways

Collection Inventory

Administrative Files, 1947-1987 and undated

Physical Description: 1 box

Scope and Contents note

Contains memoranda, correspondence, company policy information, leases, clippings, photographs and financial documents pertaining to the daily operations of JWT domestic offices. Original folder titles were maintained and items were arranged alphabetically.

Agency profile, 1985	Box 1
Physical Description: 2 folders	
Atlanta office space, 1986	Box 1
Business Building Efforts forms, undated	Box 1
Chicago lease, 1986	Box 1
Clippings, 1947, 1983, 1985	Box 1
Joe O'Donnell clippings, 1986	Box 1
Corporate Committee, 1986	Box 1
Council of Better Business Bureaus, 1986	Box 1
Creative Director profiles, 1986	Box 1
Detroit Advertising Association, 1986	Box 1
Directors expenses, 1986	Box 1
JWT Group	
General files, 1981, 1986-1987	Box 1
Policies and procedures, 1986	Box 1
Press, 1981, 1986	Box 1
Number of Offices, 1986	Box 1
Patterson, Jim (Executive Vice President) photograph, undated	Box 1
Photographs, 1981-1982 and undated	Box 1
Policy on Reporting of Billings, 1987	Box 1
Salvation Army, 1986	Box 1

Subscriptions and memberships, 1986	Box 1
Tampa Group Move, Relocation Policy and Program Guide, 1986	Box 1
Thompson Recruitment Advertising, 1986-1987	Box 1

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Client Files, 1981-1987 and undated

Physical Description: 6 boxes

Scope and Contents note

Includes files pertaining to JWT client policies, strategies and reports, as well as materials specific to particular companies. Includes campaign presentations, marketing plans, briefings, correspondence, agency reviews and some client-specific annual reports. Original folder titles were maintained and items were arranged alphabetically.

General files

Client briefing letters, 1986	Box 1
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Client development plan, 1984	Box 1
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Client media pressure, 1985 Feb.	Box 1
----------------------------------	-------

Court/Money, 1985	Box 1
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Key clients

Agency contact, 1986	Box 1
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Dates, 1986-1987	Box 1
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Multinational Client Business Building Program, 1984	Box 1
--	-------

New Business, 1986	Box 1
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Presentation, slides not used, undated	Box 2
--	-------

Production costs, 1985 Feb.	Box 2
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Top 20 Worldwide Clients, 1986	Box 2
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Warning letters, 1985 Feb.	Box 2
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Scope and Contents note

[Form letters expressing similar dissatisfaction with JWT, addressed from a variety of clients]

AT&T/Illinois Bell, 1982 Nov. 29	Box 2
Beatrice Foods	
General files, 1980-1983	Box 2
Physical Description: 2 folders	
Business Units profiles, 1983	Box 2
McRobbie meeting, 1984	Box 2
Meeting agenda, 1983 Oct. 18	Box 2
Burger King, 1986	Box 2
Chevron, 1986	Box 2
Continental Airlines, 1986	Box 2
DeBeers, 1986	Box 2
Discover Card, 1986-1987	Box 2
Eastern Airlines, 1986	Box 2
Eastman Kodak	
General files, 1986	Box 2
Account briefing, 1986 June	Box 2
Worldwide Management Review, 1986 May 9	Box 2
Eaton, 1986	Box 2
Evans Furs, 1982-1983	Box 2
Ford	Box 3
General files, 1986	Box 3
Ford Division Car Creative Review, 1986 Mar. 26	Box 3
Detroit office, 1986	Box 3

D.E. Petersen meeting, 1986 Sept. 23	Box 3
General Foods, 1986	Box 3
Gerber, 1981-1983	Box 3
Goodyear, 1986-1987	Box 3
H&R Block, 1981	Box 3
Hill & Knowlton General files, 1986	Box 3
Strategic Plan Review, 1986	Box 3
Hyatt Hotels, General files, 1981-1986	Box 3
Physical Description: 2 folders	
Plans Board, 1981 July 24	Box 3
IBM General files, 1986	Box 3
Mid-Range Competitive Positioning--A Creative Overview, undated	Box 3
Presentation, 1986 July 9	Box 3
Review Board briefing, undated	Box 3
Kellogg Company	Box 4
General files, 1981-1986	Box 4
Physical Description: 4 folders	
International Case History, 1982	Box 4
Proposed Agenda: "Contingency Planning Session," undated	Box 4
U.S. Broadcast Review, 1983 Feb. 14	Box 4
Kraft Foods Co. General files, 1983, 1986	Box 4
Physical Description: 3 folders	

"Better for You" campaign, 1983	Box 4
Business summaries, 1983	Box 4
Management Review, 1983	Box 4
Miracle Whip Communications Workshop Pre-Test, "Carry Out," 1983	Box 4
"Monthly Monitoring of JWT Performance on Kraft U.S. Branded Business," 1983	Box 4
Monthly Monitor of JWT Performance on Kraft RFG Business, 1983	Box 4
Singles campaign, 1983	Box 5
UDIA, undated	Box 5
Löwenbräu, 1986	Box 5
Mattel, 1986	Box 5
McDonnell Douglas, 1986	Box 5
<u>Midwest Bell</u> General files, 1981-1982	Box 5
Physical Description: 2 folders	
Brief Profile of JWT Chicago, 1983 May 4	Box 5
Presentation, 1983 Mar. 23	Box 5
Nabisco, 1986	Box 5
<u>Nestlé</u> General files, 1986	Box 5
Scope and Contents note [Includes international offices.]	
Annual Agency Review, 1986 Apr. 2	Box 5
Nutri-Grain, marketing plans, 1982-1983	Box 5
<u>Pepsi-Cola</u> General files, 1986	Box 5

O'Donnell-Bowen Brief, 1986 Sept. 16	Box 5
Scope and Contents note	
[Includes international offices.]	
Philips, 1986	Box 5
Pillsbury, 1986	Box 5
Procter & Gamble	
General files, 1986	Box 5
Annual Report, 1985	Box 5
Reader's Digest, 1986	Box 5
R.J. Reynolds	
General files, 1986	Box 5
Ross Johnson files, 1986	Box 5
Rolex (London), 40th Anniversary, 1986	Box 5
Rountree/Nestlé, 1983-1984	Box 5
Salada Tea, Preliminary T-Plan, 1981 June 23	Box 6
S.C. Johnson	
General files, 1981-1984	Box 6
Physical Description: 2 folders	
JWT International Overview, 1983	Box 6
Seven-Up, test market screw-up, 1985 Feb.	Box 6
Scope and Contents note	
[Inquiry regarding miscommunication relating to the launch of 7-Up 3-liter bottles]	
Texas Air, 1986	Box 6
Unilever	
General files, 1986	Box 6
Johnson-Lever Situation, Back-Up Materials, 1986	Box 6

Unilever-McNeil Pharmaceuticals, New Business Pitch, 1986 Oct. 18	Box 6
United Way General files, 1986-1987	Box 6
Joseph O'Donnell Briefing, circa 1987	Box 6
U.S. Air, 1986	Box 6
U.S. Marine Corps, 1986	Box 6
U.S. Sprint General files, 1986	Box 6
San Francisco presentation, 1986 Apr. 1	Box 6
Warner-Lambert, 1986	Box 6

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Correspondence, 1981-1987

Physical Description: 4 boxes

Scope and Contents note

Contains correspondence and memoranda from JWT-sponsored charities, clients, newspapers and organizations, as well as memoranda between JWT employees. Also includes some private correspondence received by O'Donnell on the occasion of his 1986 promotion. Some of the letters arrived in Chronological Books. Original folder titles were maintained and items were arranged alphabetically.

Advertising Age, 1987	Box 6
Advertising Age article, 1987	Box 6
Administrative costs, 1986	Box 6
American Association of Advertising Agencies (4As), 1985-1986	Box 6
American Advertising Federation, 1986	Box 6
Anniversaries, 1986-1987	Box 6
Asia Pacific Managers Meeting, 1986 Mar.	Box 7

Boys Club of America, 1986	Box 7
Brouillard, 1986-1987	Box 7
Business Practices Questionnaire, 1986	Box 7
Chronological Books, 1986-1987	Box 7
Physical Description: 1-7 of 8 folders	
Chronological Books, 1986-1987 (continued)	Box 8
Physical Description: 8 of 8 folders	
Club memberships, 1986-1987	Box 8
Company Board, 1986-1987	Box 8
Compensation, 1986	Box 8
Conference Board, 1986	Box 8
Congratulatory letters, 1986	Box 8
Physical Description: 5 folders	
Contributions, 1986	Box 8
Election of Officers, 1986	Box 8
Financial, 1986-1987	Box 9
International Herald Tribune, 1986	Box 9
Memoranda, 1985	Box 9
Miscellaneous, 1986-1987	Box 9
New Years letters, 1986	Box 9
New York Post, 1986	Box 9
Joseph O'Donnell files, boards and committees, 1986	Box 9
Tampering, 1986	Box 9

Scope and Contents note

[Refers to an Ad Council campaign concerning corporate tampering]

Washington, D.C., Kemper Open, 1981-1983	Box 9
466 Lexington, 1986	Box 9

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International Offices, 1985-1987

Physical Description: 2 boxes

Scope and Contents note

Contains primarily correspondence and memoranda between JWT employees and clients in international offices. Includes some materials from international advertising conferences and meetings, as well as reviews of company performance. Items arranged alphabetically by office location.

Amsterdam, 1986	Box 9
Athens, 1986	Box 9
Caracas, 1986	Box 9
Central Pacific, 1986 November Review	Box 9
<u>China</u>	
General files, 1986	Box 9
"JWT in China: Planning Cycle," 1986	Box 9
Dinner requests, 1985 Feb.	Box 9
<u>Europe</u>	
General files, 1986-1987	Box 9
EMG meeting minutes, 1986 Sept. 18	Box 9
EROC meeting, 1986 June 3	Box 9
<u>Frankfurt</u>	
Multi-national JWT Policeman, 1985 Feb.	Box 9
Organizational Study for JWT Germany, 1986	Box 9
Trip file, 1986	Box 9
Physical Description: 3 folders	
Helsinki, 1986	Box 10

Hong Kong	
Beijing Ad Conference, 1987	Box 10
Presentation, 1986 Oct. 3-8	Box 10
International client structure, 1986	Box 10
Japan, 1986	Box 10
Latin America, 1986	Box 10
Latin American Managers Meeting, 1986	Box 10
Lisbon, 1986	Box 10
London	
General files, 1986-1987	Box 10
London trip, 1986	Box 10
Three-year plans, 1986	Box 10
Madrid, 1987	Box 10
Milan, 1986	Box 10
Singapore, 1986	Box 10
South Africa, 1986	Box 10
Physical Description: 2 folders	
Status Report on Asia, South Pacific, 1986	Box 10
Stockholm, 1986	Box 10
Sydney, 1986	Box 10
Toronto, 1986	Box 10
Turkey, 1986	Box 10
Vancouver, 1986	Box 10

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Meetings, 1981-1986

Physical Description: 2 boxes

Scope and Contents note

Contains programs, correspondence, schedules, itineraries, and some presentation slides related to JWT meetings and events. Also includes materials pertaining to general advertising events. Folders were titled by organizing group and arranged alphabetically.

Advertising Managers Group, 1986 Mar.	Box 10
American Association of Advertising Agencies Annual Meeting, 1986	Box 10
Board Dinner, 1986 May 7, "Evviva"	Box 10
Board of Directors meetings, 1984-1986 Physical Description: 1-2 of 7 folders	Box 10
Board of Directors meetings, 1984-1986 Physical Description: 5-7 of 7 folders	Box 11
Davos Symposium materials, packet and slides, 1986-1987 Physical Description: 3 folders	Box 11
Dinners, Thompson tables, 1986	Box 11
European Managers Meeting, 1986 Mar.	Box 11
Latin American Managers Meeting, 1986 Mar.	Box 11
Managers' Meeting, JWT-USA, 1984 Sept. 11	Box 11
Sam Meek Seminar, 1985-1986 Physical Description: 2 folders	Box 11
Newly Elected Board of Directors meeting, 1985 May 9 Physical Description: 2 folders	Box 11
New York Board Group presentation, 1981	Box 11
No Trust Slides, undated	Box 11
Operation Group meeting, 1985 Sept.	Box 11

Operation Management Group meetings, 1986	Box 11
PDG, 1986	Box 11
VFW meeting, 1986	Box 11

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Personnel Files, 1985-1987 [RESTRICTED]

Physical Description: 1 box

Scope and Contents note

Contains primarily correspondence and resumes pertaining to company hires, terminations, salaries and bonuses. Also includes some performance reviews and information on employee stock holdings. Original folder titles were maintained and items were arranged alphabetically by last name, where applicable.

Access Restrictions:

[Restrictions on access: Files relating to personnel matters of JWT employees are closed to research for 40 years from the date of termination of employment, or 25 years from the date of the employee's death if termination date is unknown.]

Agnew, Jim, 1986	Box 12
Balestrino, Chuck, 1986	Box 12
Beauregard, Bob, 1987	Box 12
Bonuses, 1986	Box 12
Brussels, 1986	Box 12

Scope and Contents note

[Primarily consists of files relating to the Pierre Puvilland investigation.]

Chairman visitation, 1985 Feb.	Box 12
Chicago, 1986	Box 12
Clark, Harry, 1986	Box 12
Cooper-Evans, Michael, 1986	Box 12

Credentials, 1985 Feb.	Box 12
Dell, Glen, 1986	Box 12
Detroit, 1986	Box 12
Diane's master file in machine, 1985 Feb.	Box 12
Europe, 1987	Box 12
Gill, Mike, 1986	Box 12
Gutierrez, Victor, 1986	Box 12
Hore, Marlene, 1986	Box 12
Interview request, 1985 Feb.	Box 12
Job Interview Endorsement, 1985 Feb.	Box 12
Johnston, Don, 1986	Box 12
Kenyon, Vic, 1986	Box 12
Lane, Bill, 1985	Box 12
Lanigan, Denis, 1986	Box 12
Los Angeles, 1986	Box 12
MacMaster, Norm, 1986	Box 12
Manchester, 1987	Box 12
Manning, Burt, 1986	Box 12
Martens, Tom, 1986	Box 12
Martin, Terry, 1986	Box 12
Memoranda, 1985	Box 12
Metter, Bert, 1986	Box 12
Miscellaneous, 1986-1987	Box 12
O'Brien, Wally, 1986	Box 12

Peters, Jack, 1986	Box 12
Petersen, Burt, 1986	Box 12
Rogers, Ken, 1986	Box 12
San Francisco, 1986	Box 12
Stock Incentive Plan Awards, 1986	Box 12
Stock Options, 1986	Box 12
U.S.A. General, 1986	Box 12
Washington, 1986	Box 12

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Reports, 1981-1987

Physical Description: 2 boxes

Scope and Contents note

Includes plans, company performance reviews, budgets and yearly reports relating to JWT and its subsidiaries. Items arranged alphabetically by title.

Brouillard Communications Regional Review, 1986 Nov.	Box 13
Chicago Office, marketing plan, 1981	Box 13
Europe Region, November Reviews, 1986	Box 13
JWT America Latina, November Review, 1986 Nov. 25	Box 13
JWT Group Reviews, 1986	Box 13
Management Incentive Plan, 1986	Box 13
May Operating Reviews, 1986	Box 13
Monthly Managers' Assessment Report, 1986	Box 13
New York Office Operational Review, 1986 Nov. 24	Box 13

Operational Reviews, 1985-1986	Box 13
Professional Services Group 1987 Plan and Budget, 1986	Box 13
Review of 1986 Plans	Box 13
Retirement Trust Status Reports, 1986	Box 14
Thompson Recruitment Advertising, Inc., 1987 Plans Submission, 1986	Box 14
Thompson Company Monitoring Report, 1984	Box 14
Three Year Historical Review, 1985	Box 14
Year 1986 in Review, 1987	Box 14

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Writings and Speeches, 1983-1986 and undated

Physical Description: 4 boxes

Scope and Contents note

Contains scripts, notes and visual materials related to speeches and formal presentations given by JWT employees at company events, as well as at events of general advertising organizations. Items were arranged alphabetically by speech title, where available, or by venue title.

Advertising Managers Group meeting, 1986 May 7	Box 14
Advertising speech, undated	Box 14
Agency Breakfast, 1985 June 3	Box 14
Agate Club Speech, 1983 May 9	Box 14
Agency Review Chicago, 1985	Box 14
Financial, 1985	Box 14
Beatrice tape, undated	Box 14

"Become the Leading International Advertising Agency," 1985 Sept. 12	Box 14
Board meetings, 1986 Physical Description: 2 folders	Box 14
CEO presentation, 1986	Box 14
Charts for account presentation, 1985	Box 14
Company Profile Presentation, 1986 May Physical Description: 2 folders	Box 15
Competitive Analysis Presentation to the Board of Directors, 1986 Sept. 11	Box 15
Copy Development Process Presentation, 1985 May 3	Box 15
Corporate Orientation, 1984 Oct. 25-26	Box 15
"Creative Marketplace...in Target Groups," 1984 May	Box 15
Employee Review-Compensation presentation, 1985	Box 15
"Expectations of Our People," Epcot Center, World Meeting, 1984 May	Box 15
FDAF Chairmen presentation, 1986 May 29	Box 15
Financial Division, "State of the Agency," 1983 Apr. 1	Box 15
Group Board Meeting presentation, 1986 Dec. 2	Box 15
Helsinki speech, 1986 Physical Description: 2 folders	Box 16
Helsinki talk on JWT logo, 1986 Nov.	Box 16
Hong Kong speech, 1986 Oct.	Box 16
Institute of Outdoor Marketing, 1985 Mar.	Box 16

Joe's quotes (slides), undated	Box 16
JWT-Chicago: "An Assessment of 1983"	Box 16
George Lazarus Roast, 1986	Box 16
Management Development Recruitment, 1986	Box 16
Burt Manning Consumer Speech, 1984 Aug.	Box 16
Media Nights, 1983 Nov.	Box 16
Milwaukee Ad Club, 1986 Jan. 22	Box 16
Mission Statement, undated	Box 16
Newly Directed Board of Directors meeting presentation, 1986 Mar. 8	Box 16
Operating Group Dinner presentation, 1983 Nov. 1	Box 16
Operations Group presentations and speeches Financial Review, 1983	Box 16
Speeches, 1984 and undated	Box 16
Operation Managers Group presentation slides, 1986 Aug. 14	Box 16
"Responsibility of Annual Manager," circa 1984	Box 17
"Roots of Communication," 1985 Mar.	Box 17
Senior Vice Presidents, 1983	Box 17
State of the Agency, 1983 Aug. 3	Box 17
Unidentified speech, undated	Box 17
Vancouver talk, 1986 Oct. 14-16	Box 17
Vice Presidents, undated	Box 17
"What Chicago Did to Advertising," undated	Box 17
"What We Have Learned," 1984 May	Box 17

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Audiovisual Materials, 1985-1986 [RESTRICTED]

Physical Description: 1 box

Scope and Contents note

Series includes film compilations of advertising spots of JWT clients, as well as clients of competitive companies. Arranged alphabetically by title.

Access Restrictions:

[Restrictions on access: Original audiovisual materials are closed to research until use copies can be made]

Board of Directors Reel. Format: Umatic. 1986
Sept. 11

Box 18

Physical Description: 2 copies

Scope and Contents note

[Includes spots for Kodak, Union Carbide, Warner-Lambert, Diet-Pepsi, Teledyne Shower Massage, Bacardi, Winston, British Telecom, Burger King, Goodyear, R.T. French, Miller and Ford. Offices represented include Asia/Pacific, Canada, Latin America, Europe and U.S.A.]

J. Walter Does That, Canadian version. Format:
Betamax. Undated.

Box 18

"Trends in U.S. Advertising." Format: Betamax.
1986 Oct.

Box 18

Scope and Contents note

[Includes spots for Health & Tennis, Pepsi Slice, Kraft Singles, Kellogg All Bran, Reynold's Wrap, and Ford Mustang. Also includes music video for Peter Gabriel's song "Sledgehammer"].

What Chicago Did to Advertising
Burt Manning version. Format: Betamax. 1985
Oct. 24

Box 18

Joe O'Donnell version. Format: Betamax. 1985
Oct. 24

Box 18

Physical Description: 2 copies

Scope and Contents note

[Includes spots for Kraft TV Theater and Cheez Whiz, Marlboro, Keebler, Alka Seltzer, Mr. Clean, Coast, Hallmark, Raid, Coors, McDonald's, Wheaties, Seven-Up, Sears, Oscar Mayer and Quaker.]

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