



Guide to the J. Walter Thompson Company. World Advertising Forum (EPCOT) records, 1964-1984 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. World Advertising Forum (EPCOT) records,
1964-1984 and undated

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 oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. The World Advertising Forum was a meeting, held in 1984 at the EPCOT Center in Florida, of representatives from JWT worldwide offices to share creative ideas and solidify a global creative strategy. Collection includes correspondence, speeches, pamphlets and other printed materials, policy manuals and advertising case histories. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.5 Linear Feet

Language:

Materials in English

Collection ID:

RL.11403

Permalink:

<https://idn.duke.edu/ark:/87924/m1s34z>

Preferred Citation

[Identification of item], J. Walter Thompson Company. World Advertising Forum (EPCOT) records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes correspondence, speeches, pamphlets and other printed materials, policy manuals and advertising case histories. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged alphabetically.

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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. World Advertising Forum (EPCOT) records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

Processing Information

Processed by Carmen Pharr, Richard Collier, March 2017

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Related Materials

Related Material

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

J. Walter Thompson Company Artifacts and Memorabilia; J. Walter Thompson Company Corporate Documentation; J. Walter Thompson Company Iconographic Collection

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Names and Subjects

- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising agencies -- United States -- Management
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

15-Second Commercials: How Will the Consumer React?, 1984

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