



Preliminary Guide to the Mobius Advertising Awards Collection, [1970s]-2002, bulk 1984-2002

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Summary

Collection Title:

Mobius Advertising Awards collection, 1970s-2002 and undated, bulk 1984-2002

Creator:

Mobius Advertising Awards

Source:

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

Extent:

1328 Linear Feet

19,024 Items

Language:

English.

Collection ID:

RL.00902

Permalink:

<https://idn.duke.edu/ark:/87924/m1dh05>

Preferred Citation

[Identification of item], Mobius Advertising Awards Collection, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection consists primarily of television commercials, although it includes some radio commercials, which were entered for Mobius awards presented in 1971-1999. Most of the collection is divided into two main series, North America and International. Commercials are judged by product type/category as well as budget size. Also included are brochures and press releases which describe the award process ca. 1970s-1990s (98-156 box 68). There are compilation tapes documenting the award-winning entries for 1990-1997 (98-156 box 69). (Accessions 1997-0101: 12,237 items, 850.5 linear feet, dated 1984-1991, undated; 1998-0156: 1500 items, 105 linear feet, dated 1971-1997;

Preliminary Guide to the Mobius Advertising Awards Collection, [1970s]-2002, bulk 1984-2002 1999-0152: 1200 items, 112.5 linear feet, dated 1997-1998). An encoded container list has not been created for these additions. Please consult the paper finding aids located in the repository.

The addition (1999-0440) (1100 items, 117 linear feet; dated 1998) consists entirely of videotaped television commercial entries for Mobius awards presented in 1999; the commercials aired in 1998. The collection is divided into two main series: North American and International. The tapes are then ordered according to product type/category (105 in all) ranging from automotive, children's products, commercial products, food, home care, set design, talent, and others. The entries document what ad agencies feel are their best works from the U.S. and abroad.

The addition (2001-0156) (1373 items, 88 linear feet; dated 2000) consists of 1072 videotaped television commercial entries for Mobius awards, most likely presented in 2000. The collection is divided into two main series: North American and International. In addition there are 285 cassettes and 16 reel-to-reel audiotapes containing radio advertising entries, also divided into North American and International categories. The entries document what ad agencies feel are their best works from the U.S. and abroad.

The addition (2002-0187) (816 items, 31 linear feet; dated 2001) consists of videotaped television commercial entries for the 2001 Mobius Awards. The collection is divided into two main series: North American and International. The video cassettes are mainly BetacamSP. There are also 176 audiocassettes containing radio commercials and 13 electronic documents on 7 CD-ROMs. Each entry is assigned a code that indicates the category in which it was entered in the competition.

The addition (2004-0103) (705 items; 27 linear feet; dated 2002) consists of videotaped television commercial entries for the 2002 Mobius Awards. The collection is divided into two main series: North American and International. The video cassettes are mainly VHS and BetacamSP. There are also 119 CD-ROMs. Eight audiocassettes contain radio commercials. Each entry is assigned a code that indicates the category in which it was entered in the competition.

Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

The Mobius Advertising Awards were first presented in 1971 for excellence in television, radio, and print advertising, as well as package design.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Access Restrictions

Collection is restricted. 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 copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Library received the collection as a gift from Mobius in 1997-2004.

Processing Information

Processed by Lisa Stark and Alice Poffinberger

Completed December 1, 1999

Other Additions processed by Ginny Daley, Don Sechler, Alice Poffinberger, Ruth E. Bryan, Joshua Kaiser, and Richard Collier

Last updated October 13, 2004

Encoded by Lisa Stark, Ruth E. Bryan, Joshua Kaiser, and Richard Collier

This collection is unprocessed: materials may not have been ordered and described beyond their original condition.

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Names and Subjects

- Audiotapes
- Videocassettes
- Television advertising
- electronic records (digital records)
- Audiocassettes
- Advertising -- History
- Mobius Advertising Awards
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Accession 1999-0440

Access Restrictions:

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

Scope and Contents note

Category numbers refer to subject (product-type) or technical categories of entries. Not all categories are represented in this accession, especially among the international entries. See printed finding aid for a listing of categories.

North American Television Entries on videotape

(Category number)

1	Box 1
1	Box 2
1	Box 3
1	Box 4
1	Box 5
1	Box 6

1	Box 7
1-3	Box 8
4-5	Box 9
5-12	Box 10
12-17	Box 11
17-21	Box 12
21-24	Box 13
24-26	Box 14
26-28	Box 15
28-30	Box 16
29-30	Box 17
30-42	Box 18
42-48	Box 19
49-51	Box 20
51-54	Box 21
55-56	Box 22
56-58	Box 23
58-59	Box 24
59-60	Box 25
60-61	Box 26
61-63	Box 27
63-67	Box 28
67-68	Box 29
68-69	Box 30

69	Box 31
69-73	Box 32
73-74	Box 33
75-78	Box 34
78-81	Box 35
81	Box 36
81-82	Box 37
82-84	Box 38
84	Box 39
84	Box 40
84-86	Box 41
85-86	Box 42
86	Box 43
86	Box 44
86-89	Box 45
89-92	Box 46
92-93	Box 47
93-95	Box 48
95-98	Box 49
98-100	Box 50
100-103	Box 51
103-105	Box 52
105	Box 53
105-107	Box 54

International Television Entries (Category
number)

1	Box 55
1	Box 56
2-20	Box 57
21-26	Box 58
26-30	Box 59
31-39	Box 60
40-56	Box 61
57-65	Box 62
66-73	Box 63
73-75	Box 64
76-84	Box 65
84-85	Box 66
86-93	Box 67
93-94	Box 68
95-103	Box 69
103-105	Box 70
Mixed categories	Box 71
North American Winners	Box 72
North American Winners	Box 73
North American Winners	Box 74
North American Winners	Box 75
North American Winners	Box 76
International Winners	Box 77

International Winners

Box 78

[Return to Table of Contents](#)**Accession 2001-0165****Scope and Contents note**

Category numbers refer to subject (product-type) or technical categories of entries. Not all categories are represented in this accession, especially among the international entries. See printed finding aid in repository for a listing of categories.

Access Restrictions:

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

North American Television Entries on videotape

(Category number)

1	Box 1
1	Box 2
1	Box 3
1	Box 4
1	Box 5
1-2	Box 6
2-4	Box 7
4-5	Box 8
5	Box 9
6-7, 9	Box 10
10-11, 13	Box 11
13-14, 16-17	Box 12
17	Box 13
20	Box 14

20-21	Box 15
21	Box 16
21-23	Box 17
23-24, 26	Box 18
26	Box 19
26-27	Box 20
28-29	Box 21
29	Box 22
29-30	Box 23
32-36	Box 24
37-40	Box 25
40-42	Box 26
43, 45-46, 48-49	Box 27
50-51	Box 28
51-52	Box 29
52-54	Box 30
54	Box 31
54-56	Box 32
56-58	Box 33
58	Box 34
58-59	Box 35
59	Box 36
59	Box 37
59-60	Box 38

60-61	Box 39
61	Box 40
61	Box 41
61	Box 42
61	Box 43
61, 63	Box 44
63-64, 66	Box 45
66	Box 46
66	Box 47
66	Box 48
66-67	Box 49
67-68	Box 50
68-69	Box 51
70-73	Box 52
73-74	Box 53
74	Box 54
74-75, 77	Box 55
77-78	Box 56
78-79	Box 57
79-81	Box 58
81	Box 59
81	Box 60

Processing Information:

[Needs more processing before use: 4 items require cases]

81-82	Box 61
82	Box 62
84	Box 63
84	Box 64
84	Box 65
84	Box 66
84	Box 67
84-85	Box 68
85	Box 69
85-86	Box 70
86	Box 71
86	Box 72
86	Box 73
86	Box 74
86	Box 75
86	Box 76
86, 90	Box 77
90-92	Box 78
92-94	Box 79
94	Box 80
94-95	Box 81
95-96	Box 82
96, 98	Box 83
98-99	Box 84

99-100	Box 85
100-101	Box 86
101, 103-104	Box 87
104-105	Box 88
105-106	Box 89
106	Box 90
106, 108, Mixed categories	Box 91
International Television entries on videotape (Category number)	
1	Box 92
1	Box 93
1	Box 94
1-5	Box 95
10, 11, 12, 13, 19, 20	Box 95A
20	Box 96
20-23	Box 97
23-24, 26	Box 98
26-27	Box 99
28-30	Box 100
30, 32	Box 101
32, 34, 36, 40-41, 43, 49	Box 102
45-46, 49-51, 54	Box 103
54-55	Box 104
55-57	Box 105
57-59, 61	Box 106

63-64, 66	Box 107
66	Box 108
66-67	Box 109
67	Box 110
68-69, 73	Box 111
73	Box 112
73	Box 113
73-74	Box 114
74-75, 77	Box 115
77-80	Box 116
80-81	Box 117
81-84	Box 118
84	Box 119
84-85	Box 120
85-87	Box 121
93-94	Box 122
94-95	Box 123
95-96	Box 124
96	Box 125
97, 99-101	Box 126
101, 104	Box 127
104-106	Box 128
108 and Mixed categories	Box 129
<hr/>	
Radio Entries (All categories)	
North American cassettes	Box 130-140

International cassettes	Box 141
	Box 142
	Box 143
	Box 144

North American and International reel-to-reel audiotapes	Box 145
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Accession 2002-0187

Scope and Contents note

Category numbers refer to subject (product-type) or technical categories of entries. Not all categories are represented in this accession, especially among the international entries. See printed finding aid in repository for a listing of categories.

Access Restrictions:

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

North American Television Entries on videotape
(Category number)

1	Box 1
1	Box 2
1-3	Box 3
4-7	Box 4
9-20	Box 5
20-26	Box 6
26-29	Box 7
29-38	Box 8
38-43	Box 9
44-50	Box 10
50-57	Box 11

57-59	Box 12
59-60	Box 13
60-61	Box 14
61-66	Box 15
67-69	Box 16
69-73	Box 17
74-78	Box 18
79-81	Box 19
81-84	Box 20
84	Box 21
84	Box 22
84	Box 23
Processing Information: [also see Box 30 for cat. 84)	
86	Box 24
86-91	Box 25
93	Box 26
Processing Information: [see Box 30 for cat. 92]	
99-104	Box 27
104-106	Box 28
106-108	Box 29
108, 92, 84, no. # and duplicate	Box 30

International Television Entries on videotape
(Category number)

1	Box 31
1-20	Box 32
20-24	Box 33
24-29	Box 34
29-30	Box 35
30-37	Box 36
40-44	Box 37
45-52	Box 38
52-61	Box 39
61-68	Box 40
69-80	Box 41
81-84	Box 42
84-91	Box 43
94	Box 44
94-95	Box 45
95-98	Box 46
99-101	Box 47
101-106	Box 48
106-108 (and combined)	Box 49
North American Radio Entries on audio cassette tape (Category number)	
1-14	Box 50
17-34	Box 51
43-66	Box 52
67-82	Box 53

82-96	Box 54
96-107	Box 55
International Radio Entries on audio cassette tape (Category number)	
1-67	Box 56
68-89	Box 57
93-107 and no. #	Box 58
North American Television Entries on videotape (Category number)	
Original Tapes category 1-39	Box 59
Original Tapes category 45-86	Box 60
Original Tapes category 90-104 and unmarked	Box 61
International Television Entries on videotape (Category number)	
Original Tapes category 1-94	Box 62
Original Tapes category 94-104 and mixed	Box 63
Original Tapes (2) category unmarked	Box 64
Processing Information:	
Disks 001, 002, 003, 004, 005, 006 and 007 removed and their contents migrated to the electronic records server. A disk directories log exists. Contact a Research Services staff.	
North American and International Television Entries on video tape (Category number)	
Award Winners	Box 64 (cont.)
North American and International Radio Entries on audio cassette tape (Category number)	
Original Tapes	Box 65
Award Winners	Box 65

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Accession 2004-0103

Scope and Contents note

Contains entries submitted for the 2002 Mobius awards competition. Category numbers refer to subject (product-type) or technical categories of entries. Not all categories are represented in this accession, especially among the international entries. See printed finding aid in repository for a listing of categories.

Access Restrictions:

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

North American Television Entries on videotape
(Category number)

1	Box 1
1	Box 2
1	Box 3
1	Box 4
1,3,4,6	Box 5
6,7,11,14,16,17	Box 6
17,21,22	Box 7
22-26	Box 8
27-29	Box 9
29-34	Box 10
38-42, 50	Box 11
52,54,57,59,61,62	Box 12
62,64-66,68	Box 13
68-70	Box 14
70,74,75,80	Box 15
80-82, 85	Box 16
85-88	Box 17

91, 93, 95-98	Box 18
99-101	Box 19
101-104	Box 20
104	Box 21
104-106, 110, 111	Box 22
111-116	Box 23
117, 119, 120	Box 24
120, 121, 123, 125, 126	Box 25
126, 128	Box 26
International Television Entries on videotape	
(Category number)	
1	Box 27
1, 2, 4-6, 8, 10, 14, 16, 18, 21	Box 28
21-27	Box 29
27-29, 30, 34, 35, 38	Box 30
39, 41-46, 48-50	Box 31
50, 52, 54, 58-60, 62, 65-69	Box 32
69, 73, 75, 77, 79-81, 84, 85	Box 33
85, 86, 91, 93, 99	Box 34
99-101, 103, 104	Box 35
104, 106, 107, 113, 114, 117	Box 36
117, 121, 123, 126, 128	Box 37
128, 130	Box 38
North American Internet Entry on videotape	
(Category number)	
1	Box 38

International Internet Entry on videotape (Category number) 128	Box 38
North American Radio Entry on audio cassette and CD (Category number) 1, 3, 21-23, 27, 30, 33, 35, 39, 62, 64, 68, 69, 73, 75	Box 39
80, 82, 84-87, 91-93, 99, 113, 120, 127, 129, 130	Box 40
International Radio Entry on audio cassette and CD (Category number) 1, 5, 18, 47, 52, 57, 61, 62, 64, 90, 98-100, 104	Box 40

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Accession 1997-051, 1981-1998

Access Restrictions:

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

Original Audiovisual Materials, 1981-1998

Access Restrictions:

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

12 Area Electricity Boards, Electricity; What's
Electricity; Yellowhammer; Mobius Category:
59; Mobius Identifier: XT1091-59-O-90-I; 1990,
1990

Box 209
Video-cassette RL00902-
UM-1240

1989 Mobius Broadcasting Awards, Nicoll Till
Noon; Live From Tokyo; Mobius Category: 73;
Mobius Identifier: XR26-73-89-I; 1989 Sept.
05, 1989 Sept. 5

Box 220
Audio-reel RL00902-RR-0323

1989 Mobius Broadcasting Awards;
Premiership Football '89; Mobius Category:

73; Mobius Identifier: XR25-73-89-I; 1989
Sept. 05, 1989 Sept. 5

Box 220
Audio-reel RL00902-RR-0328

1989 Mobius Broadcasting Awards; Tuckey
Today; Mobius Category: 73; Mobius
Identifier: XR27-73-89-I; 1989 Sept. 05, 1989
Sept. 5

Box 220
Audio-reel RL00902-RR-0329

1989 Week of Prayer Spots; Mobius Category:
75; Mobius Identifier: XT11ABC-75-U-89-U;
1989, 1989

Box 142
Video-cassette RL00902-
UM-0192

1989 Week of Prayer Spots; Mobius Category:
84; Mobius Identifier: XT13ABC-84-U-89-U;
1989, 1989

Box 142
Video-cassette RL00902-
UM-0191

1990 Commission; Spirit Rekindler; Saatchi
& Saatchi; Mobius Category: 69; Mobius
Identifier: XT202-69-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1217

1990 Commission; Treaty - Maori Queen; The
Year Thematic; Saatchi & Saatchi Advertising;
Mobius Category: 69; Mobius Identifier:
XT192AB-69-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1152

20th Century Fox; Mr. Belvedere Fan Club;
Tri Mark Group, Inc.; Mobius Category: 67;
Mobius Identifier: XT1023ABC-67-U-89-U;
1989 Sept. 29, 1989 Sept. 29

Box 141
Box 142
Box 143
Box 144
Video-cassette RL00902-
UM-0167

20th Century Fox; Mr. Belvedere Fan Club;
Tri Mark Group, Inc.; Mobius Category: 73;

Mobius Identifier: XT1024ABC-73-U-89-U;
1989 Sept. 29, 1989 Sept. 29

Box 144
Video-cassette RL00902-
UM-0223

20th Century Fox; Mr. Belvedere Fan Club;
Tri Mark Group, Inc.; Mobius Category: 83;
Mobius Identifier: XT1025ABC-83-U-89-U;
1989 Sept. 29, 1989 Sept. 29

Box 141
Video-cassette RL00902-
UM-0160
Box 142
Box 143
Box 144

4KQ, All Requests Super Music Weekend;
Wasn't that Abba; Direct; Mobius Category:
73; Mobius Identifier: XR317-73-89-I; 1989
Sept. 15, 1989 Sept. 15

Box 220
Audio-reel RL00902-RR-0294

A.E. Smith; Quencher; Mobius Category: 6;
Mobius Identifier: XT165-6-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-
UM-0788

A.V. Jennings; Classic; Leo Burnett; Mobius
Category: 60A; Mobius Identifier: XT131-60A-
U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0985

Abby At the Museum; Mobius Category: 82;
Mobius Identifier: XT159-82-U-85-U; 1985,
1985

Box 63
Video-cassette RL00902-
UM-0007

ABC National News; Mobius Category: 73;
Mobius Identifier: XT267-73-O-88-I; 1988 Jan.
26, 1988 Jan. 26

Box 188
Video-cassette RL00902-
UM-0902

ABC News; Prime Time Live Premiere Promos;
Mobius Category: 73; Mobius Identifier:

XT1181ABC-73-U-89-U; 1989 Sept. 29, 1989
Sept. 29

Box 140
Video-cassette RL00902-
UM-0149

ABC News; Promos, Show Closes;
Mobius Category: 73; Mobius Identifier:
XT1178ABC-73-U-89-U; 1989 Sept. 29, 1989
Sept. 29

Box 140
Video-cassette RL00902-
UM-0150

Absorbine Crème; Mad Muscles; English; J.
Walter Thompson Canada; Mobius Category:
40; Mobius Identifier: XT908-40-U-89-C; 1989
Sept. 29, 1989 Sept. 29

Box 143
Video-cassette RL00902-
UM-0211

AC-Delco; Aging Opera Singer; Freezes Over;
Lintas Campbell-Ewald; Mobius Category: 5;
Mobius Identifier: XT1493AB-5-O-90-U; 1990,
1990

Box 162
Video-cassette RL00902-
UM-0512

AC-Delco; Aging Opera Singer; Lintas
Campbell-Ewald; Mobius Category: 5; Mobius
Identifier: XT1512-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0513

AC-Delco; Freezes Over; Lintas Campbell-
Ewald; Mobius Category: 5; Mobius Identifier:
XT1505-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0510

AC-Delco; Motorsports Revised '90; Lintas
Campbell-Ewald; Mobius Category: 5; Mobius
Identifier: XT1517-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0516

AC-Delco; Parking Lot; Lintas Campbell-
Ewald; Mobius Category: 5; Mobius Identifier:
XT1520-5-O-90-U; 1990, 1990

Box 162

Video-cassette RL00902-
UM-0515

AC-Delco; Stonehenge; Lintas Campbell-
Ewald; Mobius Category: 5; Mobius Identifier:
XT1506-5-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0572

AC-Delco; Wrinkles Revised; Lintas Campbell-
Ewald; Mobius Category: 5; Mobius Identifier:
XT1513-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0514

AC-Delco; Wrinkles Revised; Stonehenge;
Parking Lot; Lintas Campbell-Ewald; Mobius
Category: 5; Mobius Identifier: XT1492ABC-5-
O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0511

Ace Hardware; Phone Ahead; Next Door; Re-
cycling; Pierson & Flynn; Mobius Category:
67; Mobius Identifier: XT1332ABC-67-O-90-U;
1990, 1990

Box 146
Video-cassette RL00902-
UM-0247

Addis; Tom & Jerry; Ayer Barker; Mobius
Category: 77; Mobius Identifier: XT523-77-
O-89-I; 1989 Sept. 26, 1989 Sept. 26

Box 197
Video-cassette RL00902-
UM-1044

Adivinelo Con Senas (Charade); Mobius
Category: 73; Mobius Identifier: XT1055-73-
U-89-U; 1989, 1989

Box 143
Video-cassette RL00902-
UM-0205

Admiral; New Years Eve Party; Sedelmaier;
Mobius Category: 33; Mobius Identifier:
XT1344-33-0-85-U; 1985 June 26, 1985 June
26

Box 221
Film-reel RL00902-F16-0002

Admiral; New Years Eve Party; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1349-77-0-85-U; 1985 June 26, 1985 June
26

Box 221
Film-reel RL00902-F16-0007

Admiral; New Years Eve Party; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1345-79-0-85-U; 1985 June 26, 1985 June
26

Box 221
Film-reel RL00902-F16-0003

Adolescent Mental Health; Adolescent
Chemical Dependency; Mobius Category: 58;
Mobius Identifier: XT89AB-58-U-90-U; 1990,
1990

Box 163
Video-cassette RL00902-
UM-0544

Advance Bank; Launch; USP Needham;
Mobius Category: 54; Mobius Identifier:
XT279-54-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0590

AER Linovs; Changing Man; Rushes; Mobius
Category: 62; Mobius Identifier: XT522-62-
O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-
UM-1135

AFG Motorama, Beethoven; Radio Trent
Group; Mobius Category: 2; Mobius Identifier:
XR84-2-89-I; undated

Box 221A
Audio-reel RL00902-RR-0348

AFG Motorama, Leonardo Di Vinci; Radio
Trent Group; Mobius Category: 2; Mobius
Identifier: XR86-2-89-I; undated

Box 221A
Audio-reel RL00902-RR-0340

AFG Motorama, Shakespeare/Beethoven/
Leonardo; Radio Trent Group; Mobius
Category: 2; Mobius Identifier: XR83ABC-2-89-
I; undated

Box 221A
Audio-reel RL00902-RR-0347

AFG Motorama, Shakespeare; Radio Trent Group; Mobius Category: 2; Mobius Identifier: XR85-2-89-I; undated

Box 221A
Audio-reel RL00902-RR-0349

Agway; Gone with the Grubs; Eric Mower and Associates, Inc.; Mobius Category: 30; Mobius Identifier: XR376-30-85-u; 1985 Sept. 25, 1985 Sept. 25

Box 216
Audio-reel RL00902-RR-0033

AIDS 87; Picture Interruption (English); Mobius Category: 55; Mobius Identifier: XT373-55-O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-UM-0848

AIM; Sniffy; Mobius Category: 39; Mobius Identifier: XT706-39-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-UM-0950

Airwick UK Limited; Star; Royds Mobius Category: 26; Mobius Identifier: XT1287-26-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-UM-0611

Al Bank Al Saudi Al Fransi; The Caring Bank; Mobius Category: 54; Mobius Identifier: XT1552-54-O-90-I; 1990, 1990

Box 206
Video-cassette RL00902-UM-1180

Al MacNatt Chevrolet; Car-Fu; Fichtenbaum Advertising; Mobius Category: 2; Mobius Identifier: XR244-2-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0065

Alaska Airlines; Conference Room; Sedelmaier; Mobius Category: 77; Mobius Identifier: XT1405-77-0-85-U; 1985 Feb. 18, 1985 Feb. 18

Box 221
Film-reel RL00902-F16-0033

Alaska Airlines; Conference Room; Sedelmaier; Mobius Category: 79; Mobius

Identifier: XT1406-79-0-85-U; 1985 Feb. 18,
1985 Feb. 18

Box 221
Film-reel RL00902-F16-0034

Alaska Airlines; Early Flight; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1400-77-0-85-U; 1985 Aug. 30, 1985 Aug.
30

Box 221
Film-reel RL00902-F16-0032

Alaska Airlines; Early Flight; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1399-79-0-85-U; undated

Box 221
Film-reel RL00902-F16-0031

Alaska Airlines; Travel Agent; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1397-77-0-85-U; 1985 Aug. 30, 1985 Aug.
30

Box 221
Film-reel RL00902-F16-0030

Alaska Airlines; Travel Agent; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1396-79-0-85-U; undated

Box 221
Film-reel RL00902-F16-0029

Alaska Airlines; Winter; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1387-77-0-85-U; 1985 May 08, 1985 May 8

Box 221
Film-reel RL00902-F16-0027

Alaska Airlines; Winter; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1388-79-0-85-U; 1985 May 08, 1985 May 8

Box 221
Film-reel RL00902-F16-0028

Albertson's/Gardner Ruffin Campaign; Truck,
Psychic Day, Store; FCB/LA; Mobius Category:
22; Mobius Identifier: XT1048ABC-22-O-90-U;
1990, 1990

Box 154
Video-cassette RL00902-
UM-0384

Alfred Bird & Sons; Houses 2; Wilson Hartnell
Mobius Category: 18; Mobius Identifier:
XT861-18-O-89-I; 1989, 1989

Box 198

Video-cassette RL00902-UM-1051

Algeme Bank Nederland, Banking & Financial; Auction; Prad; Mobius Category: 54; Mobius Identifier: XT49-54-O-86-I; 1986 Aug. 28, 1986 Aug. 28

Box 178
Video-cassette RL00902-UM-0742

Ali Ives, ANC; The Accents on Delivery; Metro Radio Group PLC; Mobius Category: 62; Mobius Identifier: XR469-62-89-I; undated

Box 220
Audio-reel RL00902-RR-0289

Ali Ives, Dealership; Minorities - Masters of the Road; Metro Radio Group PLC; Mobius Category: 2; Mobius Identifier: XR471-2-89-I; undated

Box 221A
Audio-reel RL00902-RR-0346

Ali Ives, Image Building; The Hit 2; Metro Radio Group PLC; Mobius Category: 67; Mobius Identifier: XR472-67-89-I; undated

Box 220
Audio-reel RL00902-RR-0324

Alka Seltzer; Dad's Meal; McCann-Erickson; Mobius Category: 47; Mobius Identifier: XT1368-47-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-UM-0412

Alka Seltzer; It Isn't Alka Seltzer; McCann Erickson; Mobius Category: 81; Mobius Identifier: XT1149-81-0-89-U; 1989 Sept. 29, 1989 Sept. 29

Box 108
Video-cassette RL00902-UM-0084

Allen Life Savers, Breath Fresh; Old Sock; McCann-Erickson; Mobius Category: 47; Mobius Identifier: XT876-47-O-88-I; 1988 Sept. 29, 1988 Sept. 29

Box 189
Video-cassette RL00902-UM-0912

Allgauer Alpenmilch; Schuttelshake; Heye
Partner; Mobius Category: 20; Mobius
Identifier: XT1241-20-O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-
UM-1059

Allied Building Society; Train; Grey Phillips
Bunton Mundel & Blake; Mobius Category: 54;
Mobius Identifier: XT1463-54-O-87-I; 1987,
1987

Box 186
Video-cassette RL00902-
UM-0871

Allied Mortgage Guarantee; The Birds; DDB
Needham Worldwide; Mobius Category: 77;
Mobius Identifier: XT221-77-O-89-I; 1989,
1989

Box 197
Video-cassette RL00902-
UM-1045

Allstate Insurance Company; Imperfect
World; Good News; Walking the Dog;
Mobius Category: 56; Mobius Identifier:
XT430ABC-56-O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0495

Allstate; Child Seat; Leo Burnett Company;
Mobius Category: 56; Mobius Identifier:
XT1530-56-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-
UM-0377

Alvin Ailey; Life Begins at 30; Davidoff &
Partners; Mobius Category: 81; Mobius
Identifier: XR68-81-89-u; 1989 Sept. 12, 1989
Sept. 12

Box 218
Audio-reel RL00902-RR-0112

Amanar Saham Nasional; ASN; Mobius
Category: 77; Mobius Identifier: XT249-77-
O-89-I; 1989, 1989

Box 195
Video-cassette RL00902-
UM-1009

American Chemical Society; Working On
It; Mobius Category: 71; Mobius Identifier:
XR187-71-89-U; undated

Box 221A
Audio-reel RL00902-RR-0353

American Express; Motorcycle; The Artists
Company; Mobius Category: 54; Mobius
Identifier: XT504-54-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0354

American Express; Mr. Sergios; Mobius
Category: 10; Mobius Identifier: XR373-10-89-
I; 1989 Sept. 28, 1989 Sept. 28

Box 220
Audio-reel RL00902-RR-0258

American Express; Son of First Person; Mobius
Category: 65; Mobius Identifier: XT940-65-
O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0493

American Life Insurance; Reins; Blinkers;
Quick Appraisal; Mobius Category: 55; Mobius
Identifier: XT1338ABC-55-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-
UM-0168
Box 142
Box 143
Box 144

American Savings Bank; Do the Continental;
Lintas Campbell-Ewald; Mobius Category: 54;
Mobius Identifier: XT1515-54-O-90-U; 1990,
1990

Box 165
Video-cassette RL00902-
UM-0562

American Tool Exchange; The One and Only;
Mobius Category: 78; Mobius Identifier:
XR36-78-89-u; 1989 Sept. 12, 1989 Sept. 12

Box 218
Audio-reel RL00902-RR-0107

American Tool Exchange; The One and Only;
Mobius Category: 81; Mobius Identifier:
XR37-81-89-u; 1989 Sept. 12, 1989 Sept. 12

Box 218
Audio-reel RL00902-RR-0109

America's First Credit Union; Direct Deposit;
Car Buying; Mobius Category: 54; Mobius
Identifier: XT251AB-54-U-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0570

Amieux; Suicide d'Assiettes; Mobius Category:
23; Mobius Identifier: XT439-23-O-88-I; 1988,
1988

Box 192
Video-cassette RL00902-
UM-0971

Amoco Oil Co./Silver Gasoline; Odometer/
Animals; DMB&B; Mobius Category: 3; Mobius
Identifier: XT906-3-O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0551

Amoco Oil Co./Silver Gasoline; Odometer/
Animals; Odometer/Cars; DMB&B; Mobius
Category: 3; Mobius Identifier: XT903AB-3-
O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0550

Amoco Oil Co.; Animals; Mobius Awards;
Mobius Category: 3; Mobius Identifier:
XT1148-3-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0468

Amoco Oil Company; Opera; Premium; D'Arcy
Macmanus Masius; Mobius Category: 3;
Mobius Identifier: XR497-3-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0070

Amoco Oil; Opera, Premium; Baby Blues,
Premium; Heavy Metal Husband; D'Arcy
Masius Benton & Bowles; Mobius Category:
3; Mobius Identifier: XR495ABC-3-85-u; 1985,
1985

Box 216
Audio-reel RL00902-RR-0071

Amore; Casey At The Bat; Leo Burnett
Company; Mobius Category: 45; Mobius
Identifier: XT1541-45-O-90-U; 1990, 1990

Box 152

Video-cassette RL00902-UM-0348

Amore; Does He; Leo Burnett Company;
Mobius Category: 45; Mobius Identifier:
XT1535-45-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-UM-0240

AMP Blue Campaign; DDB Needham
Worldwide; Mobius Category: 55; Mobius
Identifier: XT953ABC-55-U-90-I; 1990, 1990

Box 211
Video-cassette RL00902-UM-1266

Amstel Brewery Canada; Sheep; Vickers
Benson Advertising; Mobius Category: 16;
Mobius Identifier: XT1264-16-0-88-C; 1988,
1988

Box 107
Video-cassette RL00902-UM-0059

Amuro!; New Ideas; Leo Burnett Company;
Mobius Category: 6; Mobius Identifier:
XT1528-6-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-UM-0369

Amuro!; Truth; Leo Burnett Company; Mobius
Category: 6; Mobius Identifier: XT1529-6-
O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-UM-0373

An Eye for an Eye; Charles Campbell; Mobius
Category: 73; Mobius Identifier: XT684-73-
U-89-U; 1989, 1989

Box 32
Video-cassette RL00902-UM-0002

An Post National Lottery, Eureka Series;
Einstein, Archimedes, Isaac Newton; Wilson
Hartnell Advertising; Mobius Category: 68;
Mobius Identifier: XR335ABC-68-89-I; undated

Box 220
Audio-reel RL00902-RR-0327

An Post National Lottery, Lucky Numbers
Series; Lonely 8, Quick Number; Wilson

Hartnell Advertising; Mobius Category: 68;
Mobius Identifier: XR332AB-68-89-I; undated
Box 220
Audio-reel RL00902-RR-0334

An Post National Lottery, Noahs Ark Series;
Approaching Deluge, Shock Development,
Happy Twist; Wilson Hartnell Advertising;
Mobius Category: 68; Mobius Identifier:
XR334ABC-68-89-I; undated
Box 220
Audio-reel RL00902-RR-0326

AN Post National Lottery; Eureka; Wilson
Hartnell Mobius Category: 68; Mobius
Identifier: XT865-68-O-89-I; 1989, 1989
Box 198
Video-cassette RL00902-
UM-1055

AN Post National Lottery; Lucky Numbers;
Wilson Hartnell Mobius Category: 68; Mobius
Identifier: Xt864-68-O-89-I; 1989, 1989
Box 198
Video-cassette RL00902-
UM-1058

AN Post National Lottery; Noahs Ark; Wilson
Hartnell Mobius Category: 68; Mobius
Identifier: XT866-68-O-89-I; 1989, 1989
Box 198
Video-cassette RL00902-
UM-1053

Anderson Hughes, Whakapapa Ski Fields;
Mobius Category: 52; Mobius Identifier:
XR510-52-89-I; undated
Box 220
Audio-reel RL00902-RR-0305

ANEC 2; TV; Mobius Category: 49; Mobius
Identifier: XT1194-49-O-80-I; 1980, 1980
Box 206
Video-cassette RL00902-
UM-1187

Angus & Coote; 0208; 0213; 0233;
Mobius Category: 44; Mobius Identifier:
XT1657ABC-44-O-89-I; 1989 Sept. 22, 1989
Sept. 22
Box 196
Video-cassette RL00902-
UM-1031

Anheuser-Busch Inc. - Budweiser; Tradition;
D'Arcy MacManus Benton & Bowles; Mobius

Category: 16; Mobius Identifier: XR393-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0008

Anheuser-Busch, Inc. - Budweiser; Cub Fan Rap; D'Arcy MacManus Benton & Bowles; Mobius Category: 16; Mobius Identifier: XR399-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0052

Anheuser-Busch, Inc. - Budweiser; Inspiration; D'Arcy MacManus Benton & Bowles; Mobius Category: 16; Mobius Identifier: XR383-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0019

Anheuser-Busch, Inc. - Budweiser; Kurtis Blow; D'Arcy MacManus Benton & Bowles; Mobius Category: 16; Mobius Identifier: XR384-16-85-U; 1985, 1985

Box 216
Audio-reel RL00902-RR-0007

Anheuser-Busch, Inc., Budweiser; The Promise; DMB&B; Mobius Category: 62; Mobius Identifier: XT622-62-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-UM-0818

Anniversary; Monica Byrne, Kirk Reynolds, Mark Guzman; Mobius Category: 72; Mobius Identifier: XT96-72-U-86-U; 1986, 1986

Box 63
Video-cassette RL00902-UM-0016

Annual Report; Merger; Capital Investment; Mobius Category: 81; Mobius Identifier: XT847ABC-81-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-UM-0033

Anti Smoking Campaign; The Office; The Fireplace; Mobius Category: 71; Mobius Identifier: XT378AB-71-U-87-I; 1987, 1987

Box 186
Video-cassette RL00902-UM-0865

ANZ Bank, Common Fund V2; Dough; Young and Rubicam; Mobius Category: 54; Mobius Identifier: XR401-54-89-I; undated

Box 220
Audio-reel RL00902-RR-0307

ANZ Bank; Going to the Bank; Bank of the Year; The Yes Bank; HKM, Rialto; Mobius Category: 54; Mobius Identifier: XT489ABC-54-u-90-I; 1990 Sept. 27, 1990 Sept. 27

Box 211
Video-cassette RL00902-UM-1268

APD Snack Foods Pty Ltd; Life's Pretty Straight Without...; George Patterson Advertising Pty Ltd; Mobius Category: 81; Mobius Identifier: XT331-81-O-86-I; 1986 Sept. 22, 1986 Sept. 22

Box 175
Video-cassette RL00902-UM-0704

APD Snack Foods Pty Ltd; Life's Pretty Straight Without...; George Patterson Advertising Pty Ltd; Mobius Category: 84; Mobius Identifier: XT333-84-O-86-I; 1986 Sept. 22, 1986 Sept. 22

Box 177
Video-cassette RL00902-UM-0721

APD Snack Foods; Pizza Munchies Launch; Mobius Category: 75; Mobius Identifier: XT371-75-O-87-I; 1987 June 04, 1987 June 4

Box 184
Video-cassette RL00902-UM-0838

APM, UBA, G&G; HDM Mattingly; Mobius Category: 67; Mobius Identifier: XT1192ABC-67-O-89-I; 1989 Sept. 27, 1989 Sept. 27

Box 197
Video-cassette RL00902-UM-1050

Apollinaris; Mobius Category: 86; Mobius Identifier: XT1184-86-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-UM-0477

Appletree/Guaranteed Fresh; Bread;
Mobius Category: 22; Mobius Identifier:
XT1124ABC-22-O-90-U; 1990 Sept. 28, 1990
Sept. 28

Box 154
Video-cassette RL00902-
UM-0383

Apricot Computers; Boy George; Edsel; Levine
Huntley Schmidt Beaver; Mobius Category:
15; 15; Mobius Identifier: XR575-15-85-u;
XR576-15-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0037

Aprilia; Red Rose; Mobius Category: 1; Mobius
Identifier: XT1192-1-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1212

Aramis; Man in Motion; AC&R; Mobius
Category: 41; Mobius Identifier: XT333-41-
O-89-C; 1989 Sept. 18, 1989 Sept. 18

Box 142
Video-cassette RL00902-
UM-0174

Arby's; Burger Alert; W.B. Doner & Company;
Mobius Identifier: 1989 Sept. 29, 1989 Sept.
29

Box 108
Video-cassette RL00902-
UM-0085

Arby's; Burger Alert; W.B. Doner & Company;
Mobius Category: 83; Mobius Identifier:
XT1143-83-0-89-U; 1989 Sept. 29, 1989 Sept.
29

Box 108
Video-cassette RL00902-
UM-0088

Arctic Cat; Fisherman; Cummins & Hokanson;
Mobius Category: 50; Mobius Identifier:
XT340-50-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0419

Armour Hot Dogs; Good Kids; Mobius
Category: 23; Mobius Identifier: XT70-23-
O-90-U; 1990 Sept. 10, 1990 Sept. 10

Box 154

Video-cassette RL00902-UM-0376

Armour Hot Dogs; Good Kids; Mobius
Category: 6; Mobius Identifier: XT69-6-O-90-U;
1990 Sept. 10, 1990 Sept. 10

Box 153
Video-cassette RL00902-UM-0368

Asociacion Mexicana de Ayuda A Ninos Con
Cancer A.C., Donativo; Juanito; J. Walter
Thompson Mexico; Mobius Category: 66;
Mobius Identifier: XT852-66-O-90-I; 1990 Oct.
02, 1990 Oct. 2

Box 212
Video-cassette RL00902-UM-1276

Associated Tyre Specialists; Joe; Royds Mobius
Category: 5; Mobius Identifier: XT1288-5-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0620

AT&T, 800 Directory; Bonner Slosberg &
Associates; Mobius Category: 59; Mobius
Identifier: XT556-59-O-90-U; 1990 Aug. 14,
1990 Aug. 14

Box 159
Video-cassette RL00902-UM-0462

AT&T, 800 Service; Car Rental; McCann-
Erickson; Mobius Category: 59; Mobius
Identifier: XT1360-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-UM-0452

AT&T, 800 Service; Pin Drop; McCann-
Erickson; Mobius Category: 59; Mobius
Identifier: XT1350-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-UM-0449

AT&T, Call Set-Up; Card Shark; McCann-
Erickson; Mobius Category: 59; Mobius
Identifier: XT1349-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-UM-0450

AT&T, Pro Wats; Bankers; McCann-Erickson;
Mobius Category: 59; Mobius Identifier:
XT1347-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0451

AT&T, Pro Wats; Gallery; McCann-Erickson;
Mobius Category: 59; Mobius Identifier:
XT1355-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0454

AT&T, Pro Wats; Sports Car; McCann-
Erickson; Mobius Category: 59; Mobius
Identifier: XT1356-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0453

AT&T; Easiest Part of the Day. Card
Acquisition rev; Young & Rubicam; Mobius
Category: 59; Mobius Identifier: XT193-59-
O-90-U; 1990 Sept. 07, 1990 Sept. 7

Box 158
Video-cassette RL00902-
UM-0445

AT&T; Easiest Part of Your Day; Gibson,
Lefebvre, Gartner; Mobius Category: 86;
Mobius Identifier: XT966-86-O-90-U; 1990,
1990

Box 160
Video-cassette RL00902-
UM-0475

AT&T; Minding My Own Business; Why Not;
Gibson, Lefebvre, Gartner; Mobius Category:
59; Mobius Identifier: XT963AB-59-O-90-U;
1990, 1990

Box 158
Video-cassette RL00902-
UM-0444

AT&T; Umbrella; Aqueduct; Park; Bermudez
& Associates; Mobius Category: 59; Mobius
Identifier: XT1517ABC-59-O-88-I; 1988 Apr.
10, 1988 Apr. 10

Box 190
Video-cassette RL00902-
UM-0927

Atkinsons Finish Mascara; Mobius Category:
43; Mobius Identifier: XT1237-43-O-89-I; 1989,
1989

Box 196
Video-cassette RL00902-
UM-1030

Auckland Milk Corporation; Fresh 'N' Fruity
Yoghurt; Saatchi & Saatchi Mobius Category:
20; Mobius Identifier: X143-20-O-89-I; 1989
Apr. 09, 1989 Apr. 9

Box 198
Video-cassette RL00902-
UM-1054

Audi Coupe; Mobius Category: 1; Mobius
Identifier: XT1189-1-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1222

Audi Volkswagen; Door; Dog; Flowers; Mobius
Category: 1; Mobius Identifier: XT167ABC-1-
O-90-I; 1990 Sept. 18, 1990 Sept. 18

Box 208
Video-cassette RL00902-
UM-1213

Audi; Best of Circles; Mobius Category: 1;
Mobius Identifier: XT35-1-O-89-I; 1989 Aug.
15, 1989 Aug. 15

Box 200
Video-cassette RL00902-
UM-1089

Audi; Quattro 4WD; Mobius Category: 1;
Mobius Identifier: XT166-1-O-90-I; 1990 Sept.
18, 1990 Sept. 18

Box 208
Video-cassette RL00902-
UM-1216

Aust Paper Manufactures, Copyright Copy
Paper; Gorillas; SSB Advertising; Mobius
Category: 15; Mobius Identifier: XR71-15-89-I;
undated

Box 220
Audio-reel RL00902-RR-0263

Aust Paper Manufactures, Copyright Copy
Paper; Pencil & Horse SSB Advertising;
Mobius Category: 15; Mobius Identifier:
XR74-15-89-I; undated

Box 220
Audio-reel RL00902-RR-0261

Aust Paper Manufactures, Copyright Copy
Paper; Pencil & Horse; Pelican & Bull;
Gorillas; SSB Advertising; Mobius Category:
15; Mobius Identifier: XR73ABC-15-89-I;
undated

Box 220
Audio-reel RL00902-RR-0260

Aust Paper Manufactures, Copyright Copy
Paper; SSB Advertising; Mobius Category: 15;
Mobius Identifier: XR72-15-89-I; undated

Box 220
Audio-reel RL00902-RR-0313

Austin Rover Metro; Batman; Mobius
Category: 1; Mobius Identifier: XT196-1-O-87-
I; 1987 Sept. 09, 1987 Sept. 9

Box 180
Video-cassette RL00902-
UM-0765

Autogerma Spa, Audi 80; Verba; Mobius
Category: 1; Mobius Identifier: XT1419-1-
O-89-I; 1989 Sept. 19, 1989 Sept. 19

Box 200
Video-cassette RL00902-
UM-1094

Automobile Association, 5-Star Service;
Convoy; Ogilvy & Mather Ltd; Mobius
Category: 56; Mobius Identifier: XT1757-56-
O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-
UM-0749

Automobile Association, 5-Star Service;
Convoy; Ogilvy & Mathers Partners; Mobius
Category: 56; Mobius Identifier: XT257-56-
O-85-I; 1985 Aug. 29, 1985 Aug. 29

Box 170
Video-cassette RL00902-
UM-0615

Automobile Association, membership; Relay
Plus; KHBB; Mobius Category: 4; Mobius
Identifier: XT826-4-O-90-I; 1990 Sept. 28,
1990 Sept. 28

Box 211
Video-cassette RL00902-
UM-1264

Automobile Association, Membership; Total
Knowledge 1990; KHBB; Mobius Category: 4;

Mobius Identifier: XT828-4-O-90-I; 1990 Oct.
01, 1990 Oct. 1

Box 209
Video-cassette RL00902-
UM-1232

Automobile Association, Relay; Relay; KHBB;
Mobius Category: 4; Mobius Identifier:
XT215-4-O-87-I; 1987 Sept. 04, 1987 Sept. 4

Box 180
Video-cassette RL00902-
UM-0766

Automobile Association; 5 Star; KHBB; Mobius
Category: 4; Mobius Identifier: XT1237-4-
O-88-I; 1988 Sept. 23, 1988 Sept. 23

Box 191
Video-cassette RL00902-
UM-0955

Automobile Association; Handbook; KHBB;
Mobius Category: 4; Mobius Identifier:
XT1238-4-O-88-I; 1988 Sept. 23, 1988 Sept. 23

Box 191
Video-cassette RL00902-
UM-0954

Automobile Association; Homestart;
Homestart; KHBB; Mobius Category: 4;
Mobius Identifier: XT214-4-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0822

Automobile Association; Total Knowledge;
KHBB; Mobius Category: 4; Mobius Identifier:
XT216-4-O-87-I; 1987 Sept. 04, 1987 Sept. 4

Box 182
Video-cassette RL00902-
UM-0808

Automotive Oil Filter; Microgrit; Keller
Crescent; Mobius Category: 5; Mobius
Identifier: XR148-5-85-u; 1985 Sept. 27, 1985
Sept. 27

Box 216
Audio-reel RL00902-RR-0058

Av Jennings, Street Remley Studios; Red
Riding, Snow White, Three Pigs; Young &
Rubicam; Mobius Category: 60; Mobius
Identifier: XR400ABC-60-89-I; undated

Box 220
Audio-reel RL00902-RR-0338

Award Entry Equal; Dog, Shark & Piglet;
Ogilvy & Mather; Mobius Category: 19;
Mobius Identifier: XT170ABC-19-O-89-I; 1989,
1989

Box 198
Video-cassette RL00902-
UM-1060

Babysitting; Mobius Category: 23; Mobius
Identifier: XT621-23-O-90-U; 1990 Sept. 26,
1990 Sept. 26

Box 155
Video-cassette RL00902-
UM-0400

Bacardi Rum, Mystery Sounds; Pina Colada;
Orange Juice; Steel Band; DDB Needham
Worldwide; Mobius Category: 16; Mobius
Identifier: XR177ABC-16A-89-I; undated

Box 220
Audio-reel RL00902-RR-0270

Backshall Ford; Demo Used; Used; Riot;
DMB&B; Mobius Category: 2; Mobius
Identifier: XT348ABC-2-O-87-I; 1987, 1987

Box 184
Video-cassette RL00902-
UM-0829

Banco del ceste alcanca; Wilpan; Heineken
Mobius Identifier: undated

Box 215
Video-cassette RL00902-
UM-1303

Bank of America; Ask A Californian; Grey
Advertising; Mobius Category: 54; Mobius
Identifier: XT1065-54-O-90-U; 1990 Oct. 09,
1990 Oct. 9

Box 152
Video-cassette RL00902-
UM-0352

Bank of America; Eagle Image I; Eagle Image
II; Working Harder/Mortise; Grey Advertising;
Mobius Category: 54; Mobius Identifier:
XT1060ABC-54-O-90-U; 1990 Oct. 05, 1990
Oct. 5

Box 152
Video-cassette RL00902-
UM-0353

Bank of America; Working Harder/Full Screen;
Grey Advertising; Mobius Category: 54;

Mobius Identifier: XT1061-54-O-90-U; 1990

Oct. 09, 1990 Oct. 9

Box 151
Video-cassette RL00902-
UM-0339

Bank of New Hampshire; Mother on
Pension; Businessman; Baby; Church & Main
Advertising; Mobius Category: 54; Mobius
Identifier: XR31ABC-54-89-u; 1989 Sept. 06,
1989 Sept. 6

Box 218
Audio-reel RL00902-RR-0092

Banks of Iowa; Action; Fences; Flows of
Change; Mobius Category: 69; Mobius
Identifier: XT407ABC-69-U-89-U; 1989 Sept.
27, 1989 Sept. 27

Box 141
Video-cassette RL00902-
UM-0158
Box 142
Box 143
Box 144

Banks of Iowa; Economic Development;
Values; Leaving Home; Mobius Category: 69;
Mobius Identifier: XT409ABC-69-U-89-U; 1989
Sept. 27, 1989 Sept. 27

Box 139
Video-cassette RL00902-
UM-0136

Banquet Foods, Microwave Hot Bites;
Bookend; Mom, Taste; House, Fast; DMB&B;
Mobius Category: 62; Mobius Identifier:
XT232-62-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0821

Barclaycard; Cowboy Town; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 54; Mobius Identifier: XT1156-54-
O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0697

Barclaycard; Limo; Collett, Dickenson, Pearce
Partners Limited; Mobius Category: 54;
Mobius Identifier: XT1178-54-O-86-I; 1986,
1986

Box 174

Video-cassette RL00902-
UM-0683

Barclays Bank PLC, Banking; Walton;
Yellowhammer; Mobius Category: 54; Mobius
Identifier: XT1181-54-O-87-I; 1987 June 10,
1987 June 10

Box 185
Video-cassette RL00902-
UM-0852

Barclays Bank PLC, Banking; Woody;
Yellowhammer; Mobius Category: 54; Mobius
Identifier: XT1179-54-O-87-I; 1987 June 10,
1987 June 10

Box 185
Video-cassette RL00902-
UM-0853

Barclays Bank, Banking Facilities; Filofax;
Yellowhammer; Mobius Category: 54; Mobius
Identifier: XR487-54-89-I; 1989 Sept. 25, 1989
Sept. 25

Box 220
Audio-reel RL00902-RR-0276

Barclays Bank, Customer Service Programme;
Interview; Queue; Video Teller; Yellowhammer;
Mobius Category: 86; Mobius Identifier:
XT416ABC-54-O-86-I; 1986 Sept. 24, 1986
Sept. 24

Box 178
Video-cassette RL00902-
UM-0747

Barclays Bank, Customer Service Programme;
Queue; Yellowhammer; Mobius Category: 54;
Mobius Identifier: XT418-54-O-86-I; 1986,
1986

Box 175
Video-cassette RL00902-
UM-0696

Barilla Roma; Mobius Category: 74; Mobius
Identifier: XT499-74-O-87-I; 1987 Sept. 22,
1987 Sept. 22

Box 183
Video-cassette RL00902-
UM-0817

Barton Beers; Henni's Got Plenty; Dawson,
Johns & Black; Mobius Category: 16; Mobius

Identifier: XR286-16-85-u; 1985 Apr. 10, 1985
Apr. 10

Box 216
Audio-reel RL00902-RR-0016

Barton Beers; Slow Down Sombrero; Dawson,
Johns & Black; Mobius Category: 16; Mobius
Identifier: XR290-16-85-u; 1985 Apr. 10, 1985
Apr. 10

Box 216
Audio-reel RL00902-RR-0017

Bass PLC, Tennents; Le Club Sandwich;
Grey Limited; Mobius Category: 16; Mobius
Identifier: XT1082-16-O-87-I; 1987, 1987

Box 184
Video-cassette RL00902-
UM-0836

Bass PLC, Tennents; The Sink Inn; Grey
Limited; Mobius Category: 16; Mobius
Identifier: XT1083-16-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-
UM-0797

Bass PLC, Tennents; The Sink Inn; Le Club
Sandwich; Grey Limited; Mobius Category: 16;
Mobius Identifier: XT1085AB-16-O-87-I; 1987,
1987

Box 182
Video-cassette RL00902-
UM-0796

Bata Bullets; Choice; Lintas New Zealand;
Mobius Category: 12; Mobius Identifier:
XT69-12-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1162

bauMax; Father & Son; Second Spring; Young
& Rubicam; Mobius Category: 32; Mobius
Identifier: XT894AB-32-o-90-I; 1990, 1990

Box 212
Video-cassette RL00902-
UM-1275

Bayer Ltd, Limmits Lunch Pack; Pacwoman;
Grey Limited; Mobius Category: 24; Mobius
Identifier: XT823-24-O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0656

BCAA; Excess Medical - Operation; McKim;
Mobius Category: 56; Mobius Identifier:
XR571-56-89-C; 1989 Oct. 02, 1989 Oct. 2

Box 219
Audio-reel RL00902-RR-0158

BCAA; Self-Towing - Generic; McKim
Advertising; Mobius Category: 4; Mobius
Identifier: XT1257-4-O-90-C; 1990 Oct. 16,
1990 Oct. 16

Box 161
Video-cassette RL00902-
UM-0502

BCTV Promos; Bernie Pascall; McKim
Advertising; Mobius Category: 73; Mobius
Identifier: XT1589-73-U-89-C; 1989 Oct. 06,
1989 Oct. 6

Box 143
Video-cassette RL00902-
UM-0203

BCTV Promos; Bernie Pascall; Robert;
Dokiana; McKim Advertising; Mobius
Category: 73; Mobius Identifier:
XT1590ABC-73-U-89-C; 1989 Oct. 06, 1989
Oct. 6

Box 143
Video-cassette RL00902-
UM-0214

Beacon Sweets & Chocolates; Chocolate Slabs;
Grey Phillips Bunton Mundel & Blake; Mobius
Category: 24; Mobius Identifier: XT1461-24-
O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-
UM-0858

Beecham Pharmaceuticals, Oxy; Ladies;
Grey Limited; Mobius Category: 47; Mobius
Identifier: XT832-47-O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-
UM-0707

Beecham Proprietaries, Macleans Toothpaste;
Brothers; Grey Limited; Mobius Category:
39; Mobius Identifier: XT825-39-O-86-I; 1986,
1986

Box 178
Video-cassette RL00902-
UM-0735

Beechams Proprietaries, Brylcreem; Judo;
B. Movie; Girl in Tube; Grey Limited;
Mobius Category: 41; Mobius Identifier:
XT834ABC-41-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0686

Behind Closed Doors; Mobius Category: 87;
Mobius Identifier: XT266-87-O-88-I; 1988
Sept. 06, 1988 Sept. 6

Box 192
Video-cassette RL00902-
UM-0968

Belier WCRS Group; Mobius Category: 55;
Mobius Identifier: XT1307-55-O-89-I; 1989,
1989

Box 195
Video-cassette RL00902-
UM-1006

Bell Atlantic Mobile Systems; 30 Miles; 6
Months; W.B. Doner & Company; Mobius
Category: 59; Mobius Identifier: XT604AB-59-
O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-
UM-0263

Bell Atlantic Mobile Systems; 30 Miles; W.B.
Doner & Company; Mobius Category: 59;
Mobius Identifier: XT607-59-O-90-U; 1990,
1990

Box 147
Video-cassette RL00902-
UM-0273

Bell Atlantic Mobile Systems; Lunch; Dry
Cleaning; Gas Station; W.B. Doner & Company;
Mobius Category: 59; Mobius Identifier:
XT603ABC-59-O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-
UM-0278

Bell Atlantic Yellow Pages; Bubba; Lewis
Gilman & Kynett; Mobius Category: 59;
Mobius Identifier: XT557-59-O-90-U; 1990
Sept. 21, 1990 Sept. 21

Box 158
Video-cassette RL00902-
UM-0448

Bell Atlantic Yellow Pages; No Name; Jukebox;
Crisis; Hagmann; Mobius Category: 59;
Mobius Identifier: XT82ABC-59-O-90-U; 1990,
1990

Box 158
Video-cassette RL00902-
UM-0441

Bell Atlantic Yellow Pages; No Name; Jukebox;
Crisis; Hagmann; Mobius Category: 90;
Mobius Identifier: XT80ABC-90-O-90-U; 1990,
1990

Box 160
Video-cassette RL00902-
UM-0483

Bell Atlantic; Centrex; Pickle; Schmidt; J.
Walter Thompson; Mobius Category: 59;
Mobius Identifier: XT892ABC-59-0-89-U; 1989,
1989

Box 136
Video-cassette RL00902-
UM-0091

Bell Atlantic; Money; J. Walter Thompson;
Mobius Category: 59; Mobius Identifier:
XT890-59-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0094

Bell Atlantic; Morning in Japan; J. Walter
Thompson USA; Mobius Category: 69; Mobius
Identifier: XT773-69-O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-
UM-0290

Bell Atlantic; Morning in Japan; Little Sharon;
J. Walter Thompson USA; Mobius Category:
69; Mobius Identifier: XT726AB-69--O-90-U;
1990, 1990

Box 148
Video-cassette RL00902-
UM-0289

Bell Atlantic; Schmidt; J. Walter Thompson;
Mobius Category: 59; Mobius Identifier:
XT874-59-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0096

Bell Atlantic; Walnut; Thin Ice; Butterfly;
J. Walter Thompson; Mobius Category: 59;
Mobius Identifier: XT891ABC-59-0-89-U; 1989,
1989

Box 136
Video-cassette RL00902-
UM-0093

Bell Cellular; Cellular Plus Centre; Mobius
Category: 59; Mobius Identifier: XT861-59-
O-90-C; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0461

Bend Over; Mobius Category: 21; Mobius
Identifier: XT1507-21-0-88-U; 1988, 1988

Box 108
Video-cassette RL00902-
UM-0077

Benta's Funeral Home, Inc., PSA; Mobius
Category: 78; Mobius Identifier: XT465-78-
U-89-U; 1989, 1989

Box 144
Video-cassette RL00902-
UM-0228

Best Tires; More Police Cars; J. Walter
Thompson USA; Mobius Category: 5; Mobius
Identifier: XT171-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0518

Bicentennial Air Show; Kitchen Sink; Mobius
Category: 49; Mobius Identifier: XT1609-49-
O-89-I; 1989 Apr. 10, 1989 Apr. 10

Box 197
Video-cassette RL00902-
UM-1037

Birthday; Mobius Category: 55; Mobius
Identifier: XT780-55-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-
UM-0478

Black & Decker; Stairway; Sedelmaier;
Mobius Category: 32; Mobius Identifier:
XT1358-32-0-85-U; 1985 June 27, 1985 June
27

Box 221
Film-reel RL00902-F16-0014

Black & Decker; Stairway; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1359-77-0-85-U; 1985 June 27, 1985 June
27

Box 221
Film-reel RL00902-F16-0015

Black & Decker; Stairway; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1350-79-0-85-U; 1985 June 27, 1985 June
27

Box 221
Film-reel RL00902-F16-0008

Blackpool Lights; Mobius Category: 75;
Mobius Identifier: XT391-75-O-86-I; 1986,
1986

Box 179
Video-cassette RL00902-
UM-0756

Blad O; Doll; Noodervliet & Winninghof,
Leo Burnett; Mobius Category: 49; Mobius
Identifier: XT1579-49-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1167

Blad O; Globe; Noodervliet & Winninghof,
Leo Burnett; Mobius Category: 49; Mobius
Identifier: XT1577-49-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1166

Blue Bell Apparel Limited; Speech; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 10; Mobius Identifier: XT1158-10-
O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0658

Blue Cross Blue Shield of Alabama; My
Husband; Tucker, Wayne/Luckie; Mobius
Category: 55; Mobius Identifier: XT1136-55-
O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0555

Blue Cross; Blue Cross Trust; Singer
Advertising & Marketing, Inc.; Mobius

Category: 55; Mobius Identifier: XT365-55-O-90-U; 1990 July 22, 1990 July 22

Box 164
Video-cassette RL00902-UM-0554

Blue Shield of California; Coleman & Christison; Mobius Category: 48; Mobius Identifier: XR2348-48-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0026

Blue Shield of California; Coleman & Christison; Mobius Category: 48; Mobius Identifier: XR234A-48-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0020

Blue Shield of California; Coleman & Christison; Mobius Category: 48; Mobius Identifier: XR234C-48-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0053

Blue Shield of California; Shadow; Coleman & Christison; Mobius Category: 48; Mobius Identifier: XR233-48-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0025

BMPDDB, Optrex; Working All Hours, Goggles, Wakey-Wakey; Mobius Category: 81; Mobius Identifier: XR28ABC-81-89-I; 1989 Sept. 13, 1989 Sept. 13

Box 220
Audio-reel RL00902-RR-0321

BMW 7 Series; Ogilvy & Mather; Mobius Category: 1; Mobius Identifier: XT237-1-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-UM-0804

Bob Winchester; Eyes; Mobius Category: 69; Mobius Identifier: XT86-69-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-UM-0188

Bodalla Landscapes; USP Needham; Mobius Category: 20; Mobius Identifier: XT446-20-O-86-I; 1986, 1986

Box 176

Video-cassette RL00902-
UM-0718

Boehringer Ingelheim Pharmaceuticals, CPA
Commercials; The Diabetic; The Wizard;
Continuing Education; Mobius Category: 47;
Mobius Identifier: XT315ABC-47-O-90-U;
1990, 1990

Box 145
Video-cassette RL00902-
UM-0231

Boehringer Ingelheim Pharmaceuticals;
Catapres - TTS Animation, Superior Drug
Delivery; Mobius Category: 47; Mobius
Identifier: XT316-47-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0242

Bolle Sunglasses; 100% Protection; Mobius
Category: 44; Mobius Identifier: XT234-44-
O-89-I; 1989 Sept. 18, 1989 Sept. 18

Box 196
Video-cassette RL00902-
UM-1032

Bonaire Pyrox, Appliances; Fresh Air;; Young
& Rubicam PTY Ltd.; Mobius Category: 33;
Mobius Identifier: XT680-33-U-85-I; 1985
Sept. 26, 1985 Sept. 26

Box 168
Video-cassette RL00902-
UM-0586

Bond Brewing; Dueling Banjos; Mojo-MDA Pty
Ltd; Mobius Category: 86; Mobius Identifier:
XT152-86-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0901

Bond Corporation; D'Arcy MacManus Masius;
Mobius Category: 67; Mobius Identifier:
XT448-67-O-85-I; 1985, 1985

Box 171
Video-cassette RL00902-
UM-0640

Bonds (NZ) Ltd, Designer Collection; Saatchi
& Saatchi Advertising; Mobius Category: 11;
Mobius Identifier: XT186-11-O-89-I; 1989,
1989

Box 204

Video-cassette RL00902-
UM-1149

Boots the Chemists; Tug o War; Toaster;
Strongman; Collett, Dickenson, Pearce
Partners Limited; Mobius Category: 67;
Mobius Identifier: XT1134ABC-67-O-86-I;
1986, 1986

Box 173
Video-cassette RL00902-
UM-0671

Boots; Spring & Autumn Colors; USP
Needham; Mobius Category: 43; Mobius
Identifier: XT280AB-43-U-85-I; 1985, 1985

Box 171
Video-cassette RL00902-
UM-0637

Bore - Speed Reduction; Lintas: Sydney;
Mobius Category: 71; Mobius Identifier:
XR174-71-89-I; undated

Box 220
Audio-reel RL00902-RR-0287

Bosch Housewares; Counter Revolution;
J. Walter Thompson Mobius Category: 33;
Mobius Identifier: XT1056-33-O-90-U; 1990,
1990

Box 161
Video-cassette RL00902-
UM-0503

Bowling Ball; Maclaren Advertising;
Mobius Category: 16; Mobius Identifier:
XT1460-16-0-80-C; 1988 Sept. 06, 1988 Sept.
6

Box 107
Video-cassette RL00902-
UM-0051

Boy Scouts of America; Today and Tomorrow;
Mobius Category: 67; Mobius Identifier:
XT811-67-U-89-U; 1989 May, 1989 May

Box 143
Video-cassette RL00902-
UM-0207

BP Australia, Gas export; HMAS Enormous
SSB Advertising; Mobius Category: 67; Mobius
Identifier: XT239-67-O-89-I; 1989 Sept. 20,
1989 Sept. 20

Box 197

Video-cassette RL00902-
UM-1035

BP; Darkest Africa; Mobius Category: 67;
Mobius Identifier: XT918-67-O-89-I; 1989,
1989

Box 197
Video-cassette RL00902-
UM-1036

BPAA Campaign; Dad Son; League; Seniors;
Ogilvy & Mather; Mobius Category: 50;
Mobius Identifier: XT594ABC-50-O-90-U;
1990, 1990

Box 156
Video-cassette RL00902-
UM-0418

Breckenridge Ski; Front Range II; Mobius
Category: 52; Mobius Identifier: XT594-52-
U-87-U; 1987 Sept. 29, 1987 Sept. 29

Box 87
Video-cassette RL00902-
UM-0041

Breyers; Peach; Vanilla; Strawberry Lite;
Young & Rubicam; Mobius Category: 23;
Mobius Identifier: XT475ABC-23-O-90-U; 1990
Sept. 26, 1990 Sept. 26

Box 155
Video-cassette RL00902-
UM-0391

Bridgestone; Fingers Across America; Lintas
Campbell-Ewald; Mobius Category: 81; Mobius
Identifier: XR455-81-89-u; 1989 Oct. 02, 1989
Oct. 2

Box 218
Audio-reel RL00902-RR-0150

Brierly Investments Ltd; Pilot (Hist); Pilot
(Pacific); Cabin Crew; Saatchi & Saatchi
Advertising; Mobius Category: 67; Mobius
Identifier: XT179ABC-67-O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-
UM-1143

Bristol and West Building Society; Bishop's
Movie; Harrison Cowley Advertising; Mobius
Category: 54; Mobius Identifier: XT1269-54-
O-86-I; 1986 Sept. 24, 1986 Sept. 24

Box 174

Video-cassette RL00902-
UM-0676

Bristol Myer, Deodorant; Wrestler; Mobius
Category: 40; Mobius Identifier: XT3521-40-
O-85-I; 1985, 1985

Box 171
Video-cassette RL00902-
UM-0639

Bristol-Meyers, Gerber Baby Formula; Nursing
Mother; J. Walter Thompson USA; Mobius
Category: 6; Mobius Identifier: XT1198-6-
O-90-U; 1990, 1990

Box 157
Video-cassette RL00902-
UM-0426

British Bakeries Limited; Cyclist; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 17; Mobius Identifier: XT1159-17-
O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0648

British Bakeries; Walter; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 22;
Mobius Identifier: XT1264-22-O-85-I; 1985,
1985

Box 169
Video-cassette RL00902-
UM-0610

British Gas; Cold War; Mobius Category: 59;
Mobius Identifier: XT1615-59-O-88-I; 1988,
1988

Box 190
Video-cassette RL00902-
UM-0935

British Shoe Corporation; Day at the Beach;
The Newton & Godin Agency; Mobius
Category: 12; Mobius Identifier: XT1040-12-
O-88-I; 1988 Aug. 18, 1988 Aug. 18

Box 189
Video-cassette RL00902-
UM-0923

British Telecom PLC; Armoured Car; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 79; Mobius Identifier: XT1185-79-
O-86-I; 1986, 1986

Box 177

Video-cassette RL00902-
UM-0724

British Telecom; Guidelines; Mobius Category:
75; Mobius Identifier: XT393-75-O-86-I; 1986,
1986

Box 175
Video-cassette RL00902-
UM-0698

Broadcasting Commission; Performing Radio;
Saatchi & Saatchi Advertising; Mobius
Category: 67; Mobius Identifier: XT212-67-
O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1205

Broadway; Mobius Category: 62; Mobius
Identifier: XT1354-62-0-89-U; 1989 Sept. 29,
1989 Sept. 29

Box 107
Video-cassette RL00902-
UM-0065

Brook Street Commercial; Better Job; Snapper
at MGMM; Mobius Category: 63; Mobius
Identifier: XT797-63-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0826

Brook Street Commercial; Changes; Snapper
at MGMM; Mobius Category: 63; Mobius
Identifier: XT788-63-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0827

Brook Street Commercial; Changes; Snapper
at MGMM; Mobius Category: 85; Mobius
Identifier: XT785-85-O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-
UM-0851

Brookfield Zoo, Brookfield Zoo Campaign;
Court Room; Father of the Year; Mr. Peterson;
J. Walter Thompson; Mobius Category: 52;
Mobius Identifier: XR544ABC-52-89-u; 1989
Oct. 09, 1989 Oct. 9

Box 218
Audio-reel RL00902-RR-0123

Brookfield Zoo; Court Room; J. Walter
Thompson; Mobius Category: 52; Mobius
Identifier: XR536-52-89-u; 1989, 1989
Box 218
Audio-reel RL00902-RR-0085

Brookfield Zoo; Father of the Year; J. Walter
Thompson; Mobius Category: 52; Mobius
Identifier: XR547-52-89-u; 1989, 1989
Box 218
Audio-reel RL00902-RR-0084

Brookfield Zoo; Mr. Peterson; J. Walter
Thompson; Mobius Category: 52; Mobius
Identifier: XR541-52-89-u; 1989 Oct. 09, 1989
Oct. 9
Box 218
Audio-reel RL00902-RR-0077

Bubble; Mobius Category: 54; Mobius
Identifier: XT643-54-U-89-U; 1989 Sept. 25,
1989 Sept. 25
Box 140
Video-cassette RL00902-
UM-0148

Buchanan & Bos; Leaders; Mobius Category:
58; Mobius Identifier: xt534-58-o-90-u; 1990
Sept. 27, 1990 Sept. 27
Box 161
Video-cassette RL00902-
UM-0494

Budget Power; Generic; Cohen Okerlund
Smith; Mobius Category: 17; Mobius
Identifier: XT623-17-O-87-I; 1987 Sept. 28,
1987 Sept. 28
Box 184
Video-cassette RL00902-
UM-0837

Bundeswehr; Heli; Krakow Konzept GmbH;
Mobius Category: 59; Mobius Identifier:
XT1165-59-O-90-I; 1990 Oct. 01, 1990 Oct. 1
Box 211
Video-cassette RL00902-
UM-1261

Bundeswehr; Reunion; Krakow Konzept
GmbH; Mobius Category: 59; Mobius
Identifier: XT1164-59-O-90-I; 1990 Oct. 01,
1990 Oct. 1
Box 211
Video-cassette RL00902-
UM-1260

Burbank Car Festival; The Horn Symphony;
Mobius Category: 71; Mobius Identifier:
XR34-71-89-u; 1989 Sept. 12, 1989 Sept. 12

Box 219
Audio-reel RL00902-RR-0187

Burbank Car Festival; The Horn Symphony;
Mobius Category: 81; Mobius Identifier:
XR40-81-89-u; 1989 Sept. 12, 1989 Sept. 12

Box 218
Audio-reel RL00902-RR-0111

Burger King; Break the Rules; JL
Hooker; T-Birds; Neville Bros.; DMB&B;
Mobius Category: 82; Mobius Identifier:
XR500ABC-82-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0083

Burroughs Wellcome Inc., Sudafed; Jazz; FCB/
Ronalds-Reynolds Advertising Ltd.; Mobius
Category: 47; Mobius Identifier: XT838-47-
O-90-C; 1990 Sept. 25, 1990 Sept. 25

Box 156
Video-cassette RL00902-
UM-0413

Bushells - Youth; USP Needham; Mobius
Category: 75; Mobius Identifier: XT452-75-
O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0699

Bushells Cinema - Youth; USP Needham;
Mobius Category: 18; Mobius Identifier:
XT451-18-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-
UM-0744

Businessman; GSD&M Advertising;
Mobius Category: 62; Mobius Identifier:
XT774-62-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0066

Buttermark, Fernlead Butter Campaign; The
Beginning; Supermarket; Scones; Saatchi
& Saatchi Mobius Category: 20; Mobius
Identifier: XT146ABC-20-O-89-I; 1989 July 26,
1989 July 26

Box 199

Video-cassette RL00902-
UM-1077

BV Nimag; The Giant Suzuki; Klein & Partners;
Mobius Category: 1; Mobius Identifier:
XT164-1-O-87-I; 1987, 1987

Box 180
Video-cassette RL00902-
UM-0768

C&R Clothiers; Elevator; Orion Enterprises;
Mobius Category: 72; Mobius Identifier:
XT1017-72-0-86-U; 1986 Sept. 29, 1986 Sept.
29

Box 64
Video-cassette RL00902-
UM-0028

C.U.B., Fosters Lager; Countdown; Ice
Hockey; Art Gallery; George Patterson;
Mobius Category: 16; Mobius Identifier:
XT1195ABC-16-O-87-I; 1987 Feb. 10, 1987
Feb. 10

Box 182
Video-cassette RL00902-
UM-0803

Cab Driver; GSD&M Advertising;
Mobius Category: 62; Mobius Identifier:
XT775-62-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0056

Cadbury Dairy Milk; I Like It; DDB Needham
Worldwide; Mobius Category: 24; Mobius
Identifier: XT264-24-O-90-I; 1990, 1990

Box 201
Video-cassette RL00902-
UM-1103

Cadbury Picnic; Trojan Horse New; Luscombe
& Partners; Mobius Category: 24; Mobius
Identifier: XT487-24-O-90-I; 1990 Sept. 25,
1990 Sept. 25

Box 201
Video-cassette RL00902-
UM-1111

Cadbury's Crème Eggs; Float On; Mobius
Category: 24; Mobius Identifier: XT405-24-
O-90-I; 1990, 1990

Box 201

Video-cassette RL00902-
UM-1113

Cadbury's; Mystery; Mobius Category: 24;
Mobius Identifier: XT439-24-O-90-I; 1990,
1990

Box 201
Video-cassette RL00902-
UM-1101

Cadillac Motor Car Division; Cimarron;
Rhythm; D'Arcy-MacManus & Masius, Inc.;
Mobius Category: 1; Mobius Identifier:
XR438-1-85-u; 1985 Feb. 08, 1985 Feb. 8

Box 216
Audio-reel RL00902-RR-0069

Cal. State Auto Association; School Bus Safety
PSA; Mobius Category: 71; Mobius Identifier:
XT1146-71-U-87-U; 1987, 1987

Box 87
Video-cassette RL00902-
UM-0046

California Cooler; Aldo; Chiat, Day; Mobius
Category: 16; Mobius Identifier: XR162-16-85-
U; 1985 Sept. 13, 1985 Sept. 13

Box 216
Audio-reel RL00902-RR-0001

California Cooler; Last Cooler with new
ending; Chiat, Day; Mobius Category: 16;
Mobius Identifier: XR153-16-85-u; 1985 Sept.
13, 1985 Sept. 13

Box 216
Audio-reel RL00902-RR-0039

California Cooler; Memorial Day Sweepstakes;
Chiat, Day; Mobius Category: 16; Mobius
Identifier: XR156-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0040

California Cooler; Still Hate It; Chiat, Day;
Mobius Category: 16; Mobius Identifier:
XR161-16-85-u; 1985 Sept. 13, 1985 Sept. 13

Box 216
Audio-reel RL00902-RR-0041

California Drive In; Masters of Menace;
Sci-Fi Movie; Mobius Category: 73; Mobius
Identifier: XT449ABC-73-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0976

Caltex CXT, Quick Lube; What a Combination;
Inca Tanvir Advertising; Mobius Category: 4;
Mobius Identifier: XR416-4-89-I; undated

Box 221A
Audio-reel RL00902-RR-0342

Caltex CXT, Quick Lube; What a Combination;
Inca Tanvir Advertising; Mobius Category:
4; Mobius Identifier: XT1168-4-O-89-I; 1989,
1989

Box 203
Video-cassette RL00902-
UM-1141

Cameron & McDonald, Rituals Processions
Celebrations; Luscombe & Partners; Mobius
Category: 67; Mobius Identifier: XT268-67-
U-89-I; 1989 Sept., 1989 Sept.

Box 205
Video-cassette RL00902-
UM-1165

Campaign pacific, Ensign Types; Mobius
Category: 82; Mobius Identifier: XR266-82-89-
I; undated

Box 220
Audio-reel RL00902-RR-0322

Campaign Pacific, Ensign Tyres; Fortissimo;
Mobius Category: 5; Mobius Identifier:
XR267-5-89-I; undated

Box 221A
Audio-reel RL00902-RR-0343

Campaign Pacific, House Radio Commercial;
Winston; Flagstaff Studios; Mobius Category:
58; Mobius Identifier: XR260-58-89-I; 1989
Sept. 19, 1989 Sept. 19

Box 220
Audio-reel RL00902-RR-0275

Campbell-Mithun-Etsy; Lasso/Jeep; Mobius
Awards; Mobius Category: 2; Mobius
Identifier: XT1293-2-O-90-U; 1990 Oct. 12,
1990 Oct. 12

Box 151
Video-cassette RL00902-
UM-0333

Campbell-Mithun-Etsy; Lines/Eagle; Mobius
Awards; Mobius Category: 2; Mobius
Identifier: XT1298-2-O-90-U; 1990 Oct. 11,
1990 Oct. 11

Box 151

Video-cassette RL00902-
UM-0334

Camperdown Glenormiston Dairy, Joyhill
Milk; Mobius Category: 75; Mobius Identifier:
XT1131-75-O-86-I; 1986 Oct. 01, 1986 Oct. 1

Box 179
Video-cassette RL00902-
UM-0764

Canada Dry Rawlings, Barbican Airplane;
Reeves Robertshaw Needham; Mobius
Category: 25; Mobius Identifier: XT125-25-
O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0601

Canada Post Corporation; Awareness/Late;
Awareness/EMS; Awareness/Weekend;
Publicite Martin; Mobius Category: 62; Mobius
Identifier: XT920ABC-62-0-89-C; 1989 Sept.
29, 1989 Sept. 29

Box 107
Video-cassette RL00902-
UM-0068

Canada Post Corporation; Priority Courier;
Awareness/Trace; Publicite Martin;
Mobius Category: 62; Mobius Identifier:
XT924-62-0-89-C; 1989 Sept. 29, 1989 Sept.
29

Box 107
Video-cassette RL00902-
UM-0067

Canada Post; Birthday; Labour; Wedding;
Mobius Category: 59; Mobius Identifier:
XR578ABC-59-89-C; 1989 Oct. 10, 1989 Oct.
10

Box 218
Audio-reel RL00902-RR-0114

Canadian Gas Association; Project
Environment; Bincher's Pond (English);
Bincher's Pond (French); Miller Myers Bruce
Dallacosta, Inc.; Mobius Category: 67; Mobius
Identifier: XT954-67-O-90-C; 1990 Oct. 03,
1990 Oct. 3

Box 161
Video-cassette RL00902-
UM-0506

Canaroma; Toilet Overture; Rebuttal 2; Slip Proof; Air Company; Mobius Category: 71; Mobius Identifier: XR47ABC-71-89-C; 1989, 1989

Box 219
Audio-reel RL00902-RR-0188

Canned Vegetables; Corn Demo; Grant/Jacoby, Inc.; Mobius Category: 23; Mobius Identifier: XT1051-23-O-90-U; 1990, 1990

Box 155
Video-cassette RL00902-UM-0401

Canon, phonefax; Man & Woman; Mobius Category: 86; Mobius Identifier: XT10-96-O-90-I; 1990 Mar. 09, 1990 Mar. 9

Box 211
Video-cassette RL00902-UM-1259

Can't Tear Em, Permanent Press; Con 121; Con 122; Con 123; Condor; Mobius Category: 10; Mobius Identifier: XT240ABC-10-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-UM-1164

Cantel Cellular; Downtown; Air Company; Mobius Category: 78; Mobius Identifier: XR100-78-89-C; 1989 Sept. 20, 1989 Sept. 20

Box 218
Audio-reel RL00902-RR-0116

Canterbury Activewear; Japanese - The World's most Hardwearing Activewear; Italian - The World's most Modest Activewear; American - The World's most Lied about Activewear; Colenso; Mobius Category: 10A; Mobius Identifier: XT289ABC-10A-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-UM-1229

Capital Bank; Name Game; Mobius Category: 54; Mobius Identifier: XR550-54-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0088

Capital Radio Productions; Birth of an Idea; Mobius Category: 73; Mobius Identifier: XR152-73-89-I; undated

Box 220

Audio-reel RL00902-RR-0331

Car Audio Nationals; Car Audio Nationals
Showdown; Mobius Category: 83; Mobius
Identifier: XR170-83-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0128

Carlin and Gazzard, Used Cars; Mobius
Category: 2; Mobius Identifier: XT107-2-U-89-
I; 1989 Aug. 31, 1989 Aug. 31

Box 205
Video-cassette RL00902-
UM-1174

Carling Black Label; Bodypoppers; Snooker;
Airplane; Wight Collins Rutherford Scott
(Holdings) PLC; Mobius Category: 16; Mobius
Identifier: XT1293ABC-16-O-85-I; 1985 Oct.
01, 1985 Oct. 1

Box 171
Video-cassette RL00902-
UM-0641

Carling O'Keefe, Foster's Lager; Keg; J. Walter
Thompson Canada; Mobius Category: 16;
Mobius Identifier: XT1387-16-O-88-I; 1988,
1988

Box 187
Video-cassette RL00902-
UM-0888

Carnation Company, Might Dog; Mighty
Walk; Lintas New York; Mobius Category: 45;
Mobius Identifier: XT698-45-O-90-U; 1990,
1990

Box 145
Video-cassette RL00902-
UM-0244

Carrier; Mobius Category: 27; Mobius
Identifier: XT256-27-O-89-I; 1989 Sept. 19,
1989 Sept. 19

Box 202
Video-cassette RL00902-
UM-1115

Carter Products; Casey; Doyle, Dane,
Bernbach; Mobius Category: 47; Mobius
Identifier: XR172-47-85-C; 1985, 1985

Box 216
Audio-reel RL00902-RR-0030

Casal Garcia; Minho; McCann-Erickson;
Mobius Category: 16; Mobius Identifier:
XT1087-16-O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0922

Casio Calculators; Mobius Category: 8; Mobius
Identifier: XR67-8-89-I; undated

Box 220
Audio-reel RL00902-RR-0264

Cavalier Carpets; Meat Ball; Lintas; Mobius
Category: 27; Mobius Identifier: XT151-27-
O-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0872

CBS Evening News with Dan Rather;
Americans; Mobius Category: 81; Mobius
Identifier: XT740-81-0-86-U; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0045

CCA Foods (APD Snack Foods), Cheezels; Not
the Last Dance; Mobius Category: 24; Mobius
Identifier: XT448-24-90-I; 1990, 1990

Box 201
Video-cassette RL00902-
UM-1100

CCA Foods, Smiths Lites; Fist Full of Chip;
Mobius Category: 86; Mobius Identifier:
XT7-86-O-90-I; 1990 Mar. 09, 1990 Mar. 9

Box 211
Video-cassette RL00902-
UM-1256

CD College Diploma; Take the Wait Off
Your Shoulders; CD California Dream;
Christopher Thomas/MJW/The Boston Five;
Mobius Category: 54; Mobius Identifier:
XT842ABC-54-U-89-U; 1989 Sept. 29, 1989
Sept. 29

Box 141
Video-cassette RL00902-
UM-0171
Box 142
Box 143
Box 144

Celluland; Antenna; Woolward & Partners;
Mobius Category: 83; Mobius Identifier:
XR552-83-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0129

Cellular One; Heartstrings Campaign;
Barry Huey Bullock & Cook Advertising;
Mobius Category: 88; Mobius Identifier:
XR157ABC-88-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0132

Cellular One; Wide Receiver; Barry Huey
Bullock & Cook Advertising; Mobius Category:
88; Mobius Identifier: XR156-88-89-u; 1989,
1989

Box 218
Audio-reel RL00902-RR-0131

Centel Cellular; Millie Barnes; Mobius
Category: 59; Mobius Identifier: XT1464-59-
O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0442

Central de Cerjeva; Crane; McCann-Erickson;
Mobius Category: 16; Mobius Identifier:
XT1157-16-U-89-I; 1989 Sept. 20, 1989 Sept.
20

Box 205
Video-cassette RL00902-
UM-1171

Central News; Burglar; Mobius Category: 73;
Mobius Identifier: XT451-73-U-88-I; 1988,
1988

Box 193
Video-cassette RL00902-
UM-0973

Central Office of Info, Anti-Injecting; Where
Were You; Yellowhammer; Mobius Category:
71; Mobius Identifier: XR492-71-89-I; 1989
Sept. 25, 1989 Sept. 25

Box 220
Audio-reel RL00902-RR-0291

Central Office of Info, Job Club; Dentist,
Nelson, Imaginary Job; Yellowhammer;
Mobius Category: 71; Mobius Identifier:
XR491ABC-71-89-I; 1989 Sept. 29, 1989 Sept.
29

Box 220

Audio-reel RL00902-RR-0317

Central Office of Information, Restart - Action
for Jobs; Hangar; Yellowhammer; Mobius
Category: 71; Mobius Identifier: XT413-71-
O-86-I; 1986 Sept. 24, 1986 Sept. 24

Box 174
Video-cassette RL00902-
UM-0678

Central Office of Information; The Net; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 71; Mobius Identifier: XT1141-71-
O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0665

Centrex; J. Walter Thompson; Mobius
Category: 59; Mobius Identifier:
XT875-59-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0097

Cepsa, Cepsa red; The Girl in the Gas Station;
Barro, Collett, Dickenson, Pearce; Mobius
Category: 4; Mobius Identifier: XT871-4-O-90-
I; 1990, 1990

Box 211
Video-cassette RL00902-
UM-1263

Certina; Spot; Mobius Category: 44; Mobius
Identifier: XT1274-44-O-86-I; 1986 Sept. 30,
1986 Sept. 30

Box 173
Video-cassette RL00902-
UM-0673

Cesar; Promenade; DMB&B; Mobius Category:
45; Mobius Identifier: XT1029-45-O-88-I; 1988
Sept. 29, 1988 Sept. 29

Box 191
Video-cassette RL00902-
UM-0945

Challenge Realty; Gurney Nagle Advertising
Ltd; Mobius Category: 60; Mobius Identifier:
XT981-60-U-89-I; 1989, 1989

Box 195
Video-cassette RL00902-
UM-1003

Champion Spark Plugs; Corporate -
Performing Like a Champion; Mobius
Category: 5; Mobius Identifier: XT116-5-O-89-
I; 1989 Sept. 05, 1989 Sept. 5

Box 195
Video-cassette RL00902-
UM-1012

Champions '90; Legends; Nascar; Cart; J.
Walter Thompson USA; Mobius Category: 5;
Mobius Identifier: XT168ABC-5-O-90-U; 1990,
1990

Box 161
Video-cassette RL00902-
UM-0500

Chandlers Appliance Stores; Kitchen, Laundry;
Lounge, Living; Chiat, Day, Mojo; Mobius
Category: 33; Mobius Identifier: XT814AB-33-
O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1224

Chanel; Paris; Boat; Just Now; Doyle, Dane,
Bernbach; Mobius Category: 43; Mobius
Identifier: XR166ABC-43-85-e; 1985 Sept. 24,
1985 Sept. 24

Box 216
Audio-reel RL00902-RR-0012

Channel 7, News Promo; Garden; Mobius
Category: 73; Mobius Identifier: XT31-73-
O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0655

Channel 7; Leadership; Mobius Category: 73;
Mobius Identifier: XT159-73-O-88-I; 1988,
1988

Box 188
Video-cassette RL00902-
UM-0905

Chaps Menswear, Talking Trousers; Station;
Mobius Category: 10; Mobius Identifier:
XR318-10-89-I; 1989 Sept. 22, 1989 Sept. 22

Box 220
Audio-reel RL00902-RR-0259

Charlex Mande; Denim Jeans & Tops; Mobius
Category: 11; Mobius Identifier: XT1619-11-
U-89-U; 1989 Oct. 11, 1989 Oct. 11

Box 139

Video-cassette RL00902-
UM-0134

Checkpoint Brake Centres; Parachute;
Clemenger Melbourne; Mobius Category: 4;
Mobius Identifier: XT49-4-O-90-I; 1990 Mar.
09, 1990 Mar. 9

Box 208
Video-cassette RL00902-
UM-1218

Cheese; Mrs Mouse; Mobius Category: 20;
Mobius Identifier: XT517-20-O-89; 1989, 1989

Box 198
Video-cassette RL00902-
UM-1063

Chequing; USP Needham; Mobius Category:
54; Mobius Identifier: XT449-54-O-86-I; 1986,
1986

Box 177
Video-cassette RL00902-
UM-0728

Chevrolet Truck Silverado; Foundry;
Campbell-Ewald Advertising; Mobius
Category: 1; Mobius Identifier: T1053-1-98-U;
1998, 1998

Box 206
Video-cassette RL00902-
UM-1194

Chevrolet; Lean on Me; Campbell-Ewald
Advertising; Mobius Identifier: 1985 Oct. 02,
1985 Oct. 2

Box 213
Video-cassette RL00902-
UM-1288

Chevrolet; Road Surfin; Mobius Category: 1;
Mobius Identifier: XR484-1-85-u; 1985 Oct. 03,
1985 Oct. 3

Box 216
Audio-reel RL00902-RR-0045

Chevrolet; Wow...Beretta; Gibson, Lefebvre,
Gartner; Mobius Category: 86; Mobius
Identifier: XT969-86-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-
UM-0476

Chevron; Army; Rodney; Street Cleaner;
McKim Advertising; Mobius Category: 3;

Mobius Identifier: XT1258ABC -3-O-90-C;
1990 Oct. 16, 1990 Oct. 16

Box 162
Video-cassette RL00902-
UM-0526

Chevron; Best of Both Rev II; High
Performance RPUL; Young & Rubicam; Mobius
Category: 3; Mobius Identifier: XT474AB-3-
O-90-U; 1990 Sept. 26, 1990 Sept. 26

Box 164
Video-cassette RL00902-
UM-0549

Chevy Dealers; Drama; Blazer; Eisaman,
Johns & Laws; Mobius Category: 82; Mobius
Identifier: XR391-82-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0076

Chicago Tribune; Spots; Griffin & Boyle;
Mobius Category: 57; Mobius Identifier:
XT466-57-O-90-U; 1990 May 09, 1990 May 9

Box 145
Video-cassette RL00902-
UM-0237

Chicago Tribune; Take Two; Griffin & Boyle;
Mobius Category: 57; Mobius Identifier:
XT463-57-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0235

Chicagoland Buick Dealers; Electra Fact / 2.9 /
1500; Best \$3000; Regal Fact / 2.9 / 1000;
Jordan Tamraz & Caruso; Mobius Category: 2;
Mobius Identifier: XT1188ABC-2-U-89-U; 1989
Oct. 02, 1989 Oct. 2

Box 138
Video-cassette RL00902-
UM-0123

Chicagoland Buick Dealers; Regal Print Out;
Jordan Tamraz & Caruso; Mobius Category: 2;
Mobius Identifier: XT1191-2-U-89-U; 1989 Oct.
02, 1989 Oct. 2

Box 138
Video-cassette RL00902-
UM-0121

Chicagoland Buick Dealers; Rip-Revised;
Jordan Tamraz & Caruso; Mobius Category: 2;

Mobius Identifier: XT1190-2-U-89-U; 1989 Oct.
02, 1989 Oct. 2

Box 138
Video-cassette RL00902-
UM-0122

Chicagoland Cadillac Dealers; Smart Money
#1/Future Value; Smart Money #2/Dollar
Decline; Smart Money #4/Trade deficit;
Eisaman, Johns & Laws; Mobius Category: 2;
Mobius Identifier: XT1097ABC-2-U-89-U; 1989
Sept. 27, 1989 Sept. 27

Box 139
Video-cassette RL00902-
UM-0127

Chicagoland Chevy Dealers; Lumina
Introduction/Heartbeat Rev. Eisaman Johns
and Laws; Mobius Category: 82; Mobius
Identifier: XT1080-82-U-89-U; 1989 Sept. 27,
1989 Sept. 27

Box 141
Video-cassette RL00902-
UM-0163
Box 142
Box 143
Box 144

Chicagoland Chevy Dealers; The Lift/
Mechanic/Rev. 2; Eisaman, Johns & Laws;
Mobius Category: 2; Mobius Identifier:
XT1088-2-U-89-U; 1989 Sept. 27, 1989 Sept.
27

Box 139
Video-cassette RL00902-
UM-0128

Chicagoland Pontiac; Bus; W.B. Doner &
Company; Mobius Category: 2; Mobius
Identifier: XT624-2-U-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0553

Children's Tylenol; Mommy; Saatchi &
Saatchi; Mobius Category: 47; Mobius
Identifier: XT1336-47-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0239

Christie Brown; Anything Can Happen; The
Animation House; Mobius Category: 23;

Mobius Identifier: XT546-23-O-90-C; 1990,
1990

Box 155
Video-cassette RL00902-
UM-0392

Christie Brown; Brave Knight; Smart Dino;
Beautiful Damsel; The Animation House;
Mobius Category: 23; Mobius Identifier:
XT548ABC-23-O-90-C; 1990, 1990

Box 155
Video-cassette RL00902-
UM-0393

Chrysler Corporation, Plymouth; Amazing
Voyager; Bozell, Jacobs, Kenyon & Eckhardt;
Mobius Category: 1; Mobius Identifier:
XT1229-1-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-
UM-0799

Chrysler Dealers; Clean Sweep 2; Mobius
Category: 2; Mobius Identifier: XT1006-2-
O-90-C; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0508

Chrysler, Jeep-Eagle; Brakes; Campbell-
Mithun-Esty; Mobius Category: 1; Mobius
Identifier: XT753-1-U-89-U; 1989 Sept. 19,
1989 Sept. 19

Box 138
Video-cassette RL00902-
UM-0111

Chrysler, Jeep-Eagle; Counter Warranty Rev.;
Campbell-Mithun-Esty; Mobius Category: 1;
Mobius Identifier: XT754-1-U-89-U; 1989 Sept.
19, 1989 Sept. 19

Box 138
Video-cassette RL00902-
UM-0110

Chrysler, Jeep-Eagle; Echo-Without Cut;
Campbell-Mithun-Esty; Mobius Category: 1;
Mobius Identifier: XT749-1-U-89-U; 1989 Sept.
19, 1989 Sept. 19

Box 138
Video-cassette RL00902-
UM-0113

Chrysler, Jeep-Eagle; Euro Quotes; Campbell-Mithun-Esty; Mobius Category: 1; Mobius Identifier: XT748-1-U-89-U; 1989 Sept. 19, 1989 Sept. 19

Box 138
Video-cassette RL00902-UM-0112

Chrysler, Jeep-Eagle; Power Mirrors Rev.; Campbell-Mithun-Esty; Mobius Category: 1; Mobius Identifier: XT751-1-U-89-U; 1989 Sept. 19, 1989 Sept. 19

Box 138
Video-cassette RL00902-UM-0115

Chrysler, Jeep-Eagle; Room All Out Rev.; Campbell-Mithun-Esty; Mobius Category: 1; Mobius Identifier: XT760-1-U-89-U; 1989 Sept. 19, 1989 Sept. 19

Box 138
Video-cassette RL00902-UM-0117

Church of Latter Day Saints; Appointment Book; Mobius Category: 86; Mobius Identifier: XT1662-86-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-UM-0034

Ciba Geigy Corporation; Four Seedlings; Ketchum Advertising; Mobius Category: 13; Mobius Identifier: XR382-13-89-U; undated

Box 221A
Audio-reel RL00902-RR-0363

Cineplex Odeon Live Entertainment; Phantom of the Opera; 6 Days; 4 Days; Tonight; Echo Advertising & Marketing INC. Mobius Category: 88; Mobius Identifier: XR19ABC-88-89-C; 1989, 1989

Box 218
Audio-reel RL00902-RR-0130

Cinzano Sparkling Chardonnay; Adam & Eve; Romeo & Juliet; Anthony & Cleopatra; Menaker & Paul; Mobius Category: 16; Mobius Identifier: XR539ABC-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0014

Circuit City; Low Price Guarantee; J. Walter
Thompson USA; Mobius Category: 51; Mobius
Identifier: XT745-51-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0420

Cita con a Destino; 2 promos and 2 capsules;
Mobius Category: 83; Mobius Identifier:
XT1053ABC-83-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-
UM-0161
Box 142
Box 143
Box 144

Cite Nissan; Boxer; Easy; Garage; Mobius
Category: 2; Mobius Identifier: XT806ABC-2-
U-89-C; 1989 Sept. 29, 1989 Sept. 29

Box 142
Video-cassette RL00902-
UM-0179

Citroen; Mobius Category: 1; Mobius
Identifier: XR584-1-89-I; undated

Box 221A
Audio-reel RL00902-RR-0350

CJLB Radio Thunder Bay Ont, Canada; Your
Radio Map; Mobius Category: 52; Mobius
Identifier: XR60-52-89-C; 1989, 1989

Box 218
Audio-reel RL00902-RR-0100

Clarks Limited; Mattress; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 12;
Mobius Identifier: XT1143-12-O-86-I; 1986,
1986

Box 176
Video-cassette RL00902-
UM-0714

Clemenger Melbourne, Just Jeans; Joan;
Flint Webster; Mobius Category: 10; Mobius
Identifier: XR348-10A-89-I; 1989 Sept. 29,
1989 Sept. 29

Box 220
Audio-reel RL00902-RR-0256

Clemenger Melbourne, Just Jeans; Joan;
Trevor; Spiro; Flint Webster; Mobius Category:
10; Mobius Identifier: XR346ABC-10A-89-I;
1989 Sept. 29, 1989 Sept. 29

Box 220

Audio-reel RL00902-RR-0257

Cleveland Zoo; Eine Kleine; Wyse Advertising;
Mobius Category: 52; Mobius Identifier:
XR408-52-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0078

Clint Hackney; Dance; Mandate: Campaign
Media; Mobius Category: 69; Mobius
Identifier: XT580-69-U-89-U; 1989 Sept. 10,
1989 Sept. 10

Box 139
Video-cassette RL00902-
UM-0132

Cloak & Dagger; Initiation; Toolbox
Murderers; Mobius Category: 73; Mobius
Identifier: XR368ABC-73-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0145

Clock; Lintas Bangkok; Mobius Category: 39;
Mobius Identifier: XT20-39-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1161

Clorox; Clean, Fresh & Wonderful; Mobius
Category: 86; Mobius Identifier: XT66-86-
O-90-U; 1990 Sept. 10, 1990 Sept. 10

Box 160
Video-cassette RL00902-
UM-0471

Cobra Car Alarms; Mobius Category: 5;
Mobius Identifier: XT252-5-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-
UM-0794

Coca Cola (New York); Dance; Mobius
Category: 77; Mobius Identifier: XT1032A-77-
O-86-I; 1986 Mar. 13, 1986 Mar. 13

Box 177
Video-cassette RL00902-
UM-0726

Coca Cola (New York); Swimmer; Mobius
Category: 77; Mobius Identifier: XT1032B-77-
O-86-I; 1986 Mar. 13, 1986 Mar. 13

Box 177
Video-cassette RL00902-
UM-0727

Coca Cola USA, Diet Coke; Journey to the Kitchen; Lintas New York; Mobius Category: 90; Mobius Identifier: XT695-90-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-UM-0486

Coca-Cola; Father, Son;; Mobius Category: 25; Mobius Identifier: XT241-25-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0578

Coca-Cola; Grandfather; Mobius Category: 84; Mobius Identifier: XT1284-84-O-86-U; 1986, 1986

Box 64
Video-cassette RL00902-UM-0022

Coca-Cola; Special Delivery; McCann-Erickson; Mobius Category: 25; Mobius Identifier: XT187-25-O-90-I; 1990 Sept. 20, 1990 Sept. 20

Box 201
Video-cassette RL00902-UM-1112

Coco Cedro Centro de Informacion y Educacion para la Prevencion del Abuso de Drogas; J. Walter Thompson Peruana; Mobius Category: 71; Mobius Identifier: XT1000-71-u-87-I; 1987, 1987

Box 212
Video-cassette RL00902-UM-1278

Cointreau; Iceman; Lurzer Conrad & Leo Burnett; Mobius Category: 16; Mobius Identifier: XT1216-16-O-86-I; 1986 Oct. 14, 1986 Oct. 14

Box 172
Video-cassette RL00902-UM-0646

Colgate Palmolive; Letter Box; Mobius Category: 39; Mobius Identifier: XT1624-39-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-UM-0948

Colgate Palmolive; Rubber Duck; Mobius
Category: 39; Mobius Identifier: XT1625-39-
O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0947

Colgate Palmolive; Smiles; Young & Rubicam
Mobius Category: 39; Mobius Identifier:
XT1020-39-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0949

Colgate-Palmolive, Axion; Lighthouse; Siboney;
Mobius Category: 27; Mobius Identifier:
XT362-27-O-87-I; 1987 Sept. 01, 1987 Sept. 1

Box 186
Video-cassette RL00902-
UM-0868

Colgate-Palmolive, Fabuloso; Mariachi's
Siboney; Mobius Category: 27; Mobius
Identifier: XT361-27-O-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0862

Colgate-Palmolive; Sleeping Beauty; Siboney;
Mobius Category: 39; Mobius Identifier:
XT359-39-O-87-I; 1987 Sept. 01, 1987 Sept. 1

Box 185
Video-cassette RL00902-
UM-0846

COLT 45; Good Time; Perfect; Power; W.B.
Doner & Company; Mobius Category: 16;
Mobius Identifier: XR555ABC-16-85-u; 1985,
1985

Box 216
Audio-reel RL00902-RR-0027

COLT 45; Good Time; W.B. Doner & Company;
Mobius Category: 16; Mobius Identifier:
XR556-16-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0028

Columbia Gas; Ice Cube; Mark of Efficiency;
Heating Dealer; Lord, Sullivan & Yoder;
Mobius Category: 59; Mobius Identifier:
XT79ABC-59-U-86-U; 1986, 1986

Box 63
Video-cassette RL00902-
UM-0015

Commodore; Mobius Category: 76; Mobius Identifier: XT912-76-O-89-I; 1989, 1989

Box 199
Video-cassette RL00902-UM-1076

Commonwealth Employment Service; Ces Bees; Mobius Category: 71; Mobius Identifier: XT1165-71-U-85-I; 1985, 1985

Box 171
Video-cassette RL00902-UM-0635

Community Calendar, Open; Mobius Category: 77; Mobius Identifier: XT1050-77-U-89-U; 1989, 1989

Box 143
Video-cassette RL00902-UM-0200

Compagnia Internazionale Abbigliamento, Wrangler; Cow Boy; Sanguinetti; Mobius Category: 10; Mobius Identifier: XT1421-10-O-89-I; 1989 Sept. 19, 1989 Sept. 19

Box 196
Video-cassette RL00902-UM-1029

Compaq Computers; Come Clean Ogilvy & Mather Ltd; Mobius Category: 15; Mobius Identifier: XT474-15-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-UM-0748

Compaq Computers; Finger; Ogilvy & Mather Ltd; Mobius Category: 15; Mobius Identifier: XT480-15-O-86-I; 1986, 1986

Box 180
Video-cassette RL00902-UM-0777

Compaq Computers; Good Thing; Ogilvy & Mather Ltd; Mobius Category: 15; Mobius Identifier: XT469-15-O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-UM-0659

Compaq Computers; Kick; Ogilvy & Mather Ltd; Mobius Category: 15; Mobius Identifier: XT467-15-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-UM-0664

Computer Attic Radio Campaign; BMW;
Shrieking; Bankruptcy; Mobius Category: 72;
Mobius Identifier: XR376ABC-72-89-u; 1989,
1989

Box 219
Audio-reel RL00902-RR-0183

Con Edison (Concern Program); Sound of
Commerce; Glenn Island; Store; Saatchi &
Saatchi DFS Compton; Mobius Category: 67;
Mobius Identifier: XR241ABC-67-89-u; 1989,
1989

Box 218
Audio-reel RL00902-RR-0096

Concurrent Computers; Concurrent; Mobius
Category: 85; Mobius Identifier: XT795-85-
O-86-I; 1986 July 31, 1986 July 31

Box 180
Video-cassette RL00902-
UM-0772

Continental Birthday; Mobius Identifier:
undated

Box 215
Video-cassette RL00902-
UM-1302

Cook Reports; Mobius Category: 73; Mobius
Identifier: XT444ABC-73-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0979

Corolla CS Limited; Blower; Chiat, Day,
Mojo; Mobius Category: 1; Mobius Identifier:
XT947-1-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1209

Cosmopolitan Magazine; The Apartment;
SSC&B Lintas Worldwide; Mobius Category:
57; Mobius Identifier: XT639-57-O-85-I; 1985,
1985

Box 168
Video-cassette RL00902-
UM-0582

Courage; Pool; Young & Rubicam Mobius
Category: 16; Mobius Identifier: XT1613-16-
O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-
UM-0972

Courage; Saxophone 2; Mobius Category: 16;
Mobius Identifier: XT1612-16-O-88-I; 1988,
1988

Box 192
Video-cassette RL00902-
UM-0963

Crayola; Crayons & Markers Avrett, Free
& Ginsberg; Mobius Category: 7; Mobius
Identifier: XT337-7-O-90-U; 1990 Sept. 26,
1990 Sept. 26

Box 159
Video-cassette RL00902-
UM-0456

Credit Lyonnais; The Power to Make It
Happen; Mobius Category: 54; 81; Mobius
Identifier: XT318-54-O-87-I; XT319-81-O-87-I;
1987, 1987

Box 184
Video-cassette RL00902-
UM-0840

Cross Writing Instruments; The Gift for a
Lifetime; Inca Tanvir Advertising; Mobius
Category: 44; Mobius Identifier: XT1169-44-
O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1147

Cub; Autumn; Mobius Category: 16; Mobius
Identifier: XT1183-16-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0606

Cummins & Hokanson, Milwaukee Blood
Center, "Listen"; Mobius Category: 71; Mobius
Identifier: XT341-71-U-90-U; 1990, 1990

Box 144
Video-cassette RL00902-
UM-0222

Customer Service; Mobius Category: 59;
Mobius Identifier: XT29ABC-59-0-89-U; 1989,
1989

Box 136
Video-cassette RL00902-
UM-0095

Daily Express; Sunshine; Brunnings; Mobius
Category: 57; Mobius Identifier: XT74-57-
O-85-I; 1985, 1985

Box 170

Video-cassette RL00902-
UM-0621

Dairy Crest; Englishman Abroad; Mobius
Category: 20; Mobius Identifier: XT1611-20-
O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-
UM-0958

Dairy Food Springtime Milk; Springtime;
Ogilvy & Mather Limited Auckland New
Zealand Mobius Category: 20; Mobius
Identifier: XT239-20-O-87-I; 1987, 1987

Box 180
Video-cassette RL00902-
UM-0769

Dairymaid Campaign; Crazy; Sweet Dreams;
Grey Phillips Bunton Mundel & Blake;
Mobius Category: 20; Mobius Identifier:
XT1465AB-20-O-87-I; 1987, 1987

Box 180
Video-cassette RL00902-
UM-0770

Dale Farm; Bring Me Sunshine; Mobius
Category: 20; Mobius Identifier: XT1451-20-
O-88-I; 1988 Sept. 29, 1988 Sept. 29

Box 192
Video-cassette RL00902-
UM-0965

Dan Cosgrove LTD; Welger; Mobius Category:
13; Mobius Identifier: XR63-13-89-I; undated

Box 220
Audio-reel RL00902-RR-0272

Dangerous Liaisons; Accidental Tourist;
Warner Bros Corp Marketing; Mobius
Category: 49; Mobius Identifier: XT809-49-
O-90-U; 1990 Oct. 01, 1990 Oct. 1

Box 156
Video-cassette RL00902-
UM-0408

Dash 3 Liquid; Talking Washing Machine;
Noodervliet & Winninghof, Leo Burnett;
Mobius Category: 29; Mobius Identifier:
XT1572-29-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1119

Datsure Recruitment; Do you compute?;
Mobius Category: 63; Mobius Identifier:
XR124-63-89-I; undated

Box 220
Audio-reel RL00902-RR-0333

Daylight Savings; Mobius Category: 37;
Mobius Identifier: XT1506-37-0-88-U; 1988,
1988

Box 108
Video-cassette RL00902-
UM-0081

Daylight Savings; Mobius Category: 72;
Mobius Identifier: XT1491-72-0-88-U; 1988,
1988

Box 108
Video-cassette RL00902-
UM-0075

Days of 47 Parade; TM Communications,
Inc.; Mobius Category: 67; Mobius Identifier:
XR42-67-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0095

Dayton Power & Light (Campaign); Uses;
Creativity; Sive Associates, Inc. Mobius
Identifier: undated

Box 215
Video-cassette RL00902-
UM-1307

Dayton Power & Light; Refrigerator; Northlich
Stolley LaWarre; Mobius Category: 59; Mobius
Identifier: XT538-59-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-
UM-0543

Dayton Power & Light; Refrigerator; Water;
Caulk/Banter; Northlich Stolley LaWarre;
Mobius Category: 59; Mobius Identifier:
XT539ABC-59-O-90-U; 1990 Sept. 28, 1990
Sept. 28

Box 147
Video-cassette RL00902-
UM-0277

DC Instant Lottery; Football Player; Mobius
Category: 68; Mobius Identifier: XR467-68-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0121

DDB Needham Worldwide; IWD Boxer -
Michael's Version; Mobius Category: 13;
Mobius Identifier: XR69-13-89-I; 1989 Sept.
20, 1989 Sept. 20

Box 220
Audio-reel RL00902-RR-0262

Defontes Broadcasting Co, Ltd; Mobius
Category: 73; Mobius Identifier: XR126-73-89-
I; undated

Box 220
Audio-reel RL00902-RR-0330

Delight; Cheese Dish; Grass; Mobius Category:
20; Mobius Identifier: XT1046AB-20-O-88-I;
1988 Sept. 29, 1988 Sept. 29

Box 192
Video-cassette RL00902-
UM-0961

Delta Air Lines. BBDO Atlanta, Inc.; Frank the
Cabbie, Mexico, London Bridge, Flamingos;
Mastersound; Mobius Category: 62; Mobius
Identifier: XR154ABC-62-89-U; 1989 Sept. 27,
1989 Sept. 27

Box 221A
Audio-reel RL00902-RR-0352

Delta Air Lines. BBDO Atlanta, Inc.; Inflatable
Car; Mastersound; Mobius Category: 62;
Mobius Identifier: XR153-62-89-U; 1989 Sept.
27, 1989 Sept. 27

Box 221A
Audio-reel RL00902-RR-0351

Denver Chamber of Commerce; Take a Closer
Look; Mobius Category: 67; Mobius Identifier:
XT147-67-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-
UM-0165
Box 142
Box 143
Box 144

Department of Health; Embarrassment; Glenn;
Pool Room; Saatchi & Saatchi Advertising;
Mobius Category: 42; Mobius Identifier:
XT187ABC-42-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1148

Department of Tourism; Temptation 1;
Temptation 2; Mobius Category: 52; Mobius
Identifier: XT212AB-52-O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-
UM-0855

Dept. Foreign Affairs; Drug Offensive...Prison;
Mobius Category: 71; Mobius Identifier:
XT253-71-O-86-I; 1986 Sept. 17, 1986 Sept. 17

Box 172
Video-cassette RL00902-
UM-0647

Dept. of Health; Beach; Drive-In; Jenkin
Morgan Aitken Advertising; Mobius Category:
71; Mobius Identifier: XT682AB-71-O-85-I;
1985 Sept. 25, 1985 Sept. 25

Box 170
Video-cassette RL00902-
UM-0617

Dept. of Health; Tracheostomy; Jenkin Morgan
Aitken Advertising; Mobius Category: 71;
Mobius Identifier: XT681-71-U-85-I; 1985,
1985

Box 171
Video-cassette RL00902-
UM-0630

Detours; Mobius Identifier: undated

Box 213
Video-cassette RL00902-
UM-1291

Detroit City Airport; Detroit City Airport;
Mobius Category: 62; Mobius Identifier:
XT778-62-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0069

Dettol; Long Crawl; Mobius Category: 27;
Mobius Identifier: XT387-27-O-87-I; 1987,
1987

Box 186
Video-cassette RL00902-
UM-0874

Devonshire Royal Cream Liqueur; Bite; Mobius
Category: 16; Mobius Identifier: XT712-16-
O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-
UM-0966

Diamond Essence/Woman's Best Friend; Direct Response; Mobius Category: 44; Mobius Identifier: XT1173-44-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-UM-0147

Diggelman Nissan; Fishing Trip; Radio BOP; Mobius Category: 1; Mobius Identifier: XR502-1-89-I; 1989-08, 1989-08

Box 221A
Audio-reel RL00902-RR-0345

Dime Savings Bank; You Call; How Much; Doremus & Co.; Mobius Category: 54; Mobius Identifier: XR10AB-54-89-u; 1989 Aug. 24, 1989 Aug. 24

Box 218
Audio-reel RL00902-RR-0091

Diners Club; Credit Card - Good Name Achieved; Mobius Category: 54; Mobius Identifier: XT1181-54-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-UM-0592

Diners Club; Dining Entertaining; G. Patts; Mobius Category: 54; Mobius Identifier: XT1197-54-O-87-I; 1987, 1987

Box 186
Video-cassette RL00902-UM-0875

Diners Club; Dining Entertaining; G. Patts; Mobius Category: 85; Mobius Identifier: XT1198-85-O-87-I; 1987 Oct. 02, 1987 Oct. 2

Box 184
Video-cassette RL00902-UM-0831

Diners Club; Dining Entertaining; Put it On Diners; Travel; G. Patterson; Mobius Category: 54; Mobius Identifier: XT1196ABC-54-O-87-I; 1987 Feb. 10, 1987 Feb. 10

Box 186
Video-cassette RL00902-UM-0873

Diners Club; Holiday Travel; G. Patts; Mobius Category: 54; Mobius Identifier: XT1207-54-O-87-I; 1987, 1987

Box 186
Video-cassette RL00902-UM-0870

Diners Club; Put It On Diners; G. Patts; Mobius
Category: 54; Mobius Identifier: XT1205-54-
O-87-I; 1987 Feb. 10, 1987 Feb. 10

Box 186
Video-cassette RL00902-
UM-0869

Direct Trust; Steve, Pizza; Pauline; Rose;
Robins, Sharpe; Mobius Category: 54; Mobius
Identifier: XR101ABC-54-89-C; 1989 Oct. 20,
1989 Oct. 20

Box 219
Audio-reel RL00902-RR-0161

Direct; Play Safe; Victorian AIDS Council;
Mobius Category: 71; Mobius Identifier:
XT1454-71-O-90-i; 1990 Apr. 23, 1990 Apr. 23

Box 212
Video-cassette RL00902-
UM-1274

Division of Recycling; Line Up; Modern Art;
DDB Needham Worldwide; Mobius Category:
71; Mobius Identifier: XT883AB-71-O-90-U;
1990, 1990

Box 157
Video-cassette RL00902-
UM-0432

Division of Recycling; Modern Art; DDB
Needham Worldwide; Mobius Category: 71;
Mobius Identifier: XT886-71-O-90-U; 1990,
1990

Box 157
Video-cassette RL00902-
UM-0433

Division of Recycling; Modern Art; DDB
Needham Worldwide; Mobius Category: 71;
Mobius Identifier: XT891-71-O-90-U; 1990,
1990

Box 157
Video-cassette RL00902-
UM-0435

Division of Recycling; Spit Out; DDB Needham
Worldwide; Mobius Category: 71; Mobius
Identifier: XT890-71-O-90-U; 1990, 1990

Box 157
Video-cassette RL00902-
UM-0437

Division of Recycling; Spit Out; DDB Needham
Worldwide; Mobius Category: 71; Mobius
Identifier: XT892-71-O-90-U; 1990, 1990

Box 157
Video-cassette RL00902-
UM-0436

Dodge Caravan; Sculpture; BBDO; Mobius
Category: 1; Mobius Identifier: T1122-1-98-U;
1998 Oct. 20, 1998 Oct. 20

Box 206
Video-cassette RL00902-
UM-1183

Dodge Durango; Fold; BBDO Mobius Category:
1; Mobius Identifier: T1118-1-98-U; 1998 Oct.
20, 1998 Oct. 20

Box 206
Video-cassette RL00902-
UM-1185

Dodge Durango; Horn; BBDO; Mobius
Category: 1; Mobius Identifier: T1119-1-98-U;
1998 Oct. 20, 1998 Oct. 20

Box 206
Video-cassette RL00902-
UM-1182

Dodge Durango; Horn; Fold; Climb; BBDO;
Mobius Category: 1; Mobius Identifier:
T1121ABC-1-98-U; 1998 Oct. 20, 1998 Oct. 20

Box 206
Video-cassette RL00902-
UM-1190

Dodge Ram; Clock; BBDO; Mobius Category:
1; Mobius Identifier: T1128-1-98-U; 1998 Oct.
20, 1998 Oct. 20

Box 206
Video-cassette RL00902-
UM-1184

Don't Rock the Boat; Vita Productions; Mobius
Category: 71; Mobius Identifier: XT16-71-
O-90-U; 1990 Mar. 06, 1990 Mar. 6

Box 157
Video-cassette RL00902-
UM-0434

Double Bull Junior; Mobius Category: 9;
Mobius Identifier: XT982-9-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1146

Double Cash Action; Schreurs & Associates;
Mobius Category: 68; Mobius Identifier:
XT1217-68-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-
UM-0530

Dr vd. Hoog Cosmetics; Four Women; Mobius
Category: 43; Mobius Identifier: XT841-43-
O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0690

Dragstrip Execution; Rialto Advertising;
Mobius Category: 1; Mobius Identifier:
XT88-1-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-
UM-0810

Drilling; Lintas; Mobius Category: 47; Mobius
Identifier: XT1011B-47-U-88-I; 1988 Sept. 20,
1988 Sept. 20

Box 193
Video-cassette RL00902-
UM-0975

Driving Test; Concepts & Communications
Mobius Category: 2; Mobius Identifier:
XR265-2-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0043

Drontal Allwormer; Court in the Act; Mobius
Category: 46; Mobius Identifier: XT934-46-
O-90-I; 1990 Oct. 03, 1990 Oct. 3

Box 201
Video-cassette RL00902-
UM-1107

Duke's Mayonnaise; Put Up Your Duke's;
Mobius Category: 19; Mobius Identifier:
XT651-19-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-
UM-0159
Box 142
Box 143
Box 144

Dulux Green Collection; Mobius Category: 35;
Mobius Identifier: XT89-35-O-86-I; 1986, 1986

Box 176

Video-cassette RL00902-UM-0709

Dummy Run; Ware Anthony Rust; Mobius Category: 6; Mobius Identifier: XT351-6-O-89-I; 1989, 1989

Box 196
Video-cassette RL00902-UM-1020

Dunkin Donuts Giant Push; Mobius Category: 24; Mobius Identifier: XT62-24-O-90-U; 1990 Sept. 10, 1990 Sept. 10

Box 161
Video-cassette RL00902-UM-0490

Dunlop Tires; Cut 1; Cut 2; Mobius Category: 5; Mobius Identifier: XT900-5-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-UM-0367

Dupont; Over the Long Run; RM&D; Mobius Category: 36; Mobius Identifier: XR429-36-85-u; 1985 Sept. 26, 1985 Sept. 26

Box 216
Audio-reel RL00902-RR-0010

E.O.I., StorkMargarine; Clarence; SSC & B Lintas Worldwide; Mobius Category: 20; Mobius Identifier: XT294-20-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-UM-0812

Early Warning; Armstrong Mobius Category: 71; Mobius Identifier: XT1566-71-U-85-U; undated

Box 221
Film-reel RL00902-F16-0012

Eastman Kodak; First Moments; J. Walter Thompson USA; Mobius Category: 50; Mobius Identifier: XT747-50-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-UM-0415

Education Department; Get Back to the Future; Saatchi & Saatchi Advertising; Mobius Category: 63; Mobius Identifier: XT175-63-O-89-I; 1989, 1989

Box 203

Video-cassette RL00902-
UM-1145

Efes Beer; The Secret's Out; Group 3hree
Advertising Corporation; Mobius Category: 16;
Mobius Identifier: XR204-16-85-u; 1985 Sept.,
1985 Sept.

Box 216
Audio-reel RL00902-RR-0021

EFFEM Foods, Mars; Ingredients; D'Arcy
Masius Benton & Bowles Canada; Mobius
Category: 24; Mobius Identifier: XT1110-24-
O-90-U; 1990 Sept. 24, 1990 Sept. 24

Box 148
Video-cassette RL00902-
UM-0283

Eggo Waffles; Pepperoni Peanut Butter; The
Animation House; Mobius Category: 77;
Mobius Identifier: XT1473-77-0-89-C; 1989,
1989

Box 136
Video-cassette RL00902-
UM-0099

Elder Beerman; Shop!; Ron Foth Advertising;
Mobius Category: 11; Mobius Identifier:
XT392-11-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0089

Electricity Council; Morning; DFS Dorland;
Mobius Category: 67; Mobius Identifier:
XT359-67-O-86-I; 1986 Sept. 24, 1986 Sept. 24

Box 180
Video-cassette RL00902-
UM-0778

Electricorp Marketing New Zealand Limited;
Dive; Seed; Ogilvy & Mather; Mobius
Category: 67; Mobius Identifier: XT971AB-67-
O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1122

Electricorp Marketing New Zealand Limited;
Drying, Lighting Baking; Mobius Category: 59;
Mobius Identifier: XR350ABC-59-89-I; undated

Box 220
Audio-reel RL00902-RR-0318

Elephants; SSC&B Lintas Worldwide; Mobius
Category: 82; Mobius Identifier: XR251-82-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0075

Elle Commercial; Elle; Snapper at MGMM;
Mobius Category: 85; Mobius Identifier:
XT789-85-O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-
UM-0850

Elwin; Felix; Audre; Mobius Category: 58;
Mobius Identifier: XT422ABC-58-U-90-U;
1990, 1990

Box 163
Video-cassette RL00902-
UM-0541

Emery Air Freight; Secretaries; 1 of Those
Days; Emery People; Mobius Identifier: 1987
Oct. 07, 1987 Oct. 7

Box 215
Video-cassette RL00902-
UM-1305

Envy; Campbell Mithun Esty; Mobius
Category: 2; Mobius Identifier: XT1299-2-
O-90-U; 1990 Oct. 11, 1990 Oct. 11

Box 150
Video-cassette RL00902-
UM-0319

EON; Knight Rider; Mobius Category: 1;
Mobius Identifier: XT248-1-O-89-I; 1989 Sept.
14, 1989 Sept. 14

Box 200
Video-cassette RL00902-
UM-1087

ER Howard; Tin Man; Mobius Category: 3;
Mobius Identifier: XT1638-3-O-88-I; 1988,
1988

Box 188
Video-cassette RL00902-
UM-0899

Es Mi Canal; Mobius Category: 73; Mobius
Identifier: XT1054ABC-73-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-
UM-0182

ESB; Going Back; Mobius Category: 59;
Mobius Identifier: XT441-59-O-90-I; 1990,
1990

Box 209
Video-cassette RL00902-
UM-1225

Esleep; Mobius Category: 10; Mobius
Identifier: XT340-10A-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-
UM-0145

Esso Camera; Mobius Category: 3; Mobius
Identifier: XT1047-3-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0895

Esso Super Oil; Diavolo; Ingranaggi; Pesce;
Mobius Category: 3; Mobius Identifier:
XT1190ABC-3-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-
UM-1235

Eta Foods Ltd., Nuts; Party; Lintas New
Zealand; Mobius Category: 24; Mobius
Identifier: XT839-24-O-90-I; 1990, 1990

Box 201
Video-cassette RL00902-
UM-1102

ETA; Crinkle Cut - Chip Off the Old Block;
Lintas; Mobius Category: 85; 24; Mobius
Identifier: XT152-85-O-87-I; XT153-24-O-87-I;
1987, 1987

Box 184
Video-cassette RL00902-
UM-0839

Europa Oil New Zealand Limited; Travelling
On; MDA Mckay King Advertising (Wellington)
Limited; Mobius Category: 3; Mobius
Identifier: XT1041-3-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0688

Europa Oil; Travellin On II; Mackay King;
Mobius Category: 3; Mobius Identifier:
XT178-3-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0956

Even More (Saxophone); Mobius Category:
73; Mobius Identifier: XT450-73-U-88-I; 1988,
1988

Box 193
Video-cassette RL00902-
UM-0981

Eveready; Daylight; Mobius Category: 77;
Mobius Identifier: XT231-77-O-89-I; 1989,
1989

Box 197
Video-cassette RL00902-
UM-1046

EWA; Prime Computers Commercial #2;
Mobius Identifier: 1985 Apr. 02, 1985 Apr. 2

Box 213
Video-cassette RL00902-
UM-1297

Ex-Lax; Balloon; Siboney; Mobius Category:
47; Mobius Identifier: XT36-47-O-88-I; 1988,
1988

Box 191
Video-cassette RL00902-
UM-0942

Expo 86; Public Service Announcements;
Mobius Category: 71; Mobius Identifier:
XT963ABC-71-U-87-C; 1987, 1987

Box 87
Video-cassette RL00902-
UM-0047

F.I.I., Fyffes; Bananas; Peter Owens Limited;
Mobius Category: 23; Mobius Identifier:
XT118-23-O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-
UM-0970

Faberge; Fantastique; Mobius Category: 12;
Mobius Identifier: XT1317-12-O-89-I; 1989
June 04, 1989 June 4

Box 196
Video-cassette RL00902-
UM-1019

Factory; Mobius Category: 24; Mobius
Identifier: XT166-24-0-87-U; 1987, 1987

Box 87
Video-cassette RL00902-
UM-0038

Fan Fair Stores, Inc.; Six Monks; McDonald Davis & Associates; Mobius Category: 10; Mobius Identifier: XT1132-10-O-90-C; 1990, 1990

Box 159
Video-cassette RL00902-UM-0459

Fantastic Colours; Michael Conrad & Leo Burnett; Mobius Category: 53; Mobius Identifier: XT1394-53-O-87-I; 1987 Aug. 10, 1987 Aug. 10

Box 182
Video-cassette RL00902-UM-0798

Farmers Insurance; Friendly Review; FCB/LA; Mobius Category: 56; Mobius Identifier: XT1041-56-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0381

Farmers Insurance; Parade; Mobius Category: 55; Mobius Identifier: XT65-55-O-90-U; 1990 Sept. 10, 1990 Sept. 10

Box 154
Video-cassette RL00902-UM-0382

Farmers Insurance; Parade; Mobius Category: 86; Mobius Identifier: XT68-86-O-90-U; 1990 Sept. 10, 1990 Sept. 10

Box 160
Video-cassette RL00902-UM-0472

Father & Child; Grey Limited; Mobius Category: 27; Mobius Identifier: XT828-27-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-UM-0675

Father Dowling; Pope; Thumbs Up; Net A&P; Mobius Category: 73; Mobius Identifier: XT556-73-U-89-U; 1989 Sept. 22, 1989 Sept. 22

Box 32
Video-cassette RL00902-UM-0003

Fiat Cars, Tempra Car; Flying; Yellowhammer;
Mobius Category: 1; Mobius Identifier:
XT1095-1-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1211

Fiat Croma; Horsepower; Yellowhammer;
Mobius Category: 1; Mobius Identifier:
XT1347-1-O-89-I; 1989 Sept. 29, 1989 Sept. 29

Box 200
Video-cassette RL00902-
UM-1095

Fiat Panda; Belier WCRS Group; Mobius
Category: 1; Mobius Identifier: XT1311ABC-1-
O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1090

Fiat Tipo 16V; DMB&B; Mobius Category: 1;
Mobius Identifier: XT229-1-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1210

Fiat Tipo; Belier WCRS Group; Mobius
Category: 1; Mobius Identifier: XT1310AB-1-
O-89-I; 1989, 1989

Box 199
Video-cassette RL00902-
UM-1073

Fiat; Opera 3, Award; Taxi Driver 2;
Yellowhammer; Mobius Category: 1; Mobius
Identifier: XT1343AB-I-O-89-I; 1989 Sept. 29,
1989 Sept. 29

Box 200
Video-cassette RL00902-
UM-1096

Fiberglas; Flamingo's; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1346-77-0-85-U; undated

Box 221
Film-reel RL00902-F16-0004

Fiberglas; Flamingo's; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1347-79-0-85-U; undated

Box 221
Film-reel RL00902-F16-0005

Fibremakers; Claude Foot; Claud Foot;
McKeon & Fowler & Leggatt; Mobius
Category: 36; Mobius Identifier: XT840-36-
O-90-I; 1990 Sept. 05, 1990 Sept. 5

Box 208
Video-cassette RL00902-
UM-1220

FIM 104; Junk Yard Dog; Mobius Category:
84; 87; Mobius Identifier: XT1164-84-O-89-I;
Xt1165-87-O-89-I; 1989 Sept. 15, 1989 Sept.
15

Box 196
Video-cassette RL00902-
UM-1026

Fina Oil & Chemical; Emissions; Levenson &
Hill; Mobius Category: 3; Mobius Identifier:
XT1471-3-O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0558

Fina Oil & Chemical; Intro; Test Track; Family
of Fuels; Levenson & Hill; Mobius Category:
3; Mobius Identifier: XT1469ABC-3-O-90-U;
1990, 1990

Box 164
Video-cassette RL00902-
UM-0552

Fine - Child Restraints; Lintas: Sydney; Mobius
Category: 71; Mobius Identifier: XR173-71-89-
I; undated

Box 220
Audio-reel RL00902-RR-0286

Fireside Dodge; Spaghetti Western; Mobius
Category: 2; Mobius Identifier: XT398-2-U-89-
U; 1989, 1989

Box 139
Video-cassette RL00902-
UM-0138

Fireside Dodge; Spaghetti Western; Mobius
Category: 83; Mobius Identifier: XT399-83-
U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-
UM-0162
Box 142
Box 143
Box 144

First American Bank of New York; Uptown
- Name Recognition; Schnurr & Jackson;
Mobius Category: 54; Mobius Identifier:
XT1038-54-O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0505

First Banks; Mammouth; Cramer-Krasselt;
Mobius Category: 54; Mobius Identifier:
XR554-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0172

First Wisconsin - Milwaukee; #2 Pencil;
Mobius Category: 54; Mobius Identifier:
XR221-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0163

First Wisconsin - Milwaukee; Ravioli
Reheated; Fine Wine; Wally & Wendy II;
Mobius Category: 54; Mobius Identifier:
XR220ABC-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0165

First Wisconsin - Milwaukee; Ravioli Reheated;
Mobius Category: 54; Mobius Identifier:
XR218-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0162

First Wisconsin - Milwaukee; Wally and Wendy
- II; Mobius Category: 54; Mobius Identifier:
XR219-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0164

Fitness Unlimited; It's your life...be fit!; Menil
Communications, Inc.; Mobius Category: 50;
Mobius Identifier: XT442-50-U-90-U; 1990,
1990

Box 165
Video-cassette RL00902-
UM-0567

Fly on the Wall campaign; Mobius Category:
73; Mobius Identifier: XT558ABC-73-U-89-U;
1989 Sept. 22, 1989 Sept. 22

Box 143
Video-cassette RL00902-
UM-0195

FM 101; Mobius Category: 83; Mobius Identifier: XT38-83-U-89-U; 1989, 1989
Box 142
Video-cassette RL00902-UM-0190

Ford Falcon; Simply Stunning; Mobius Category: 87; Mobius Identifier: XT307-87-O-88-I; 1988, 1988
Box 192
Video-cassette RL00902-UM-0969

Ford Motor Company, Taurus; Thunderbird; Europa; Siluetas; J. Walter Thompson Mexico; Mobius Category: 1; Mobius Identifier: XT259AB-1-O-89-I; 1989 Sept. 12, 1989 Sept. 12
Box 204
Video-cassette RL00902-UM-1158

Ford Motor Company; Why; Ogilvy & Mather Ltd; Mobius Category: 67; Mobius Identifier: XT477-67-O-86-I; 1986, 1986
Box 178
Video-cassette RL00902-UM-0743

Ford Tractor NASO; Snowblower - He's Our There; Meldrum & Fewsmith; Mobius Category: 30; Mobius Identifier: XR303-30-85-u; 1985 Sept. 26, 1985 Sept. 26
Box 216
Audio-reel RL00902-RR-0034

Forem Bakeries; Bakery; Mobius Category: 23; Mobius Identifier: XT700-23-U-88-I; 1988 Sept. 22, 1988 Sept. 22
Box 194
Video-cassette RL00902-UM-0996

Fort Sterling, Nouvelle Toilet Tissue; Reversing Logs; KHBB; Mobius Category: 31; Mobius Identifier: XT827-31-O-90-I; 1990 Sept. 27, 1990 Sept. 27
Box 206
Video-cassette RL00902-UM-1195

Foster's Lager; Hollywood; George Patterson Advertising Pty Ltd; Mobius Category: 16;

Mobius Identifier: XT470-16-O-89-I; 1989
Sept. 20, 1989 Sept. 20

Box 197
Video-cassette RL00902-
UM-1049

Francois St. Juste; Station Promo for Francois
St. Juste; Mobius Category: 73; Mobius
Identifier: XR574-73-89-I; undated

Box 220
Audio-reel RL00902-RR-0302

Francois St. Juste; Station Promo for Lance
Whittaker; Mobius Category: 73; Mobius
Identifier: XR572-73-89-I; undated

Box 220
Audio-reel RL00902-RR-0300

Francois St. Juste; Station Promo for Michael
Thompson; Mobius Category: 73; Mobius
Identifier: XR573-73-89-I; undated

Box 220
Audio-reel RL00902-RR-0301

Friskies Dry; Bread & Butter Lintas New
York; Mobius Category: 45; Mobius Identifier:
XT683-45-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0346

Friskies Dry; Bread & Butter; Yummy, Yummy;
Lintas New York; Mobius Category: 45;
Mobius Identifier: XT668AB-45-O-90-U; 1990,
1990

Box 152
Video-cassette RL00902-
UM-0345

Fujitsu (Australia) Limited, Computer;
Swordsmith; John Bevins Pty. Limited; Mobius
Category: 15; Mobius Identifier: XT918-15-
O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0924

Fund for Animals; The Dog; Mobius Category:
66; Mobius Identifier: XT685-66-U-89-I; 1989,
1989

Box 194
Video-cassette RL00902-
UM-0989

G.M., Buses; Bleep; McCann-Erickson; Mobius
Category: 62; Mobius Identifier: XR507-62-89-
I; 1989 Sept. 18, 1989 Sept. 18

Box 220
Audio-reel RL00902-RR-0281

G.M., Buses; Wound-Up; McCann-Erickson;
Mobius Category: 62; Mobius Identifier:
XR508-62-89-I; 1989 Sept. 18, 1989 Sept. 18

Box 220
Audio-reel RL00902-RR-0290

Gallaher Limited; AC-DC; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 65;
Mobius Identifier: XT1145-65-O-86-I; 1986,
1986

Box 178
Video-cassette RL00902-
UM-0741

Gallaher Limited; Channel 5; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 75; Mobius Identifier: XT1236-75-
O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0584

Gallaher Limited; Photo Booth; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 79; Mobius Identifier: XT1144-79-
O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0651

Gasoline Oil Additives; Caltex; Mobius
Category: 3; Mobius Identifier: XT381ABC-3-
O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0820

General Mills, Total Raisin Bran; Rushmore;
Saatchi & Saatchi DFS Compton; Mobius
Category: 17; Mobius Identifier: XT339-17-
O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-
UM-1064

General Motors, Corporate Quality; Anthem;
Buick; Transmission Abuse; McCann-Erickson;

Mobius Category: 67; Mobius Identifier:
XT1345ABC-67-O-90-U; 1990, 1990

Box 146
Video-cassette RL00902-
UM-0248

General Motors, Corporate Quality; Anthem;
McCann-Erickson; Mobius Category: 67;
Mobius Identifier: XT1359-67-O-90-U; 1990,
1990

Box 146
Video-cassette RL00902-
UM-0253

Generations; Commandments; Mobius
Category: 73; Mobius Identifier: XT552-73-
U-89-U; 1989 Sept. 22, 1989 Sept. 22

Box 143
Video-cassette RL00902-
UM-0208

Geo Success Lintas Campbell-Ewald; Mobius
Category: 85; Mobius Identifier: XT1497-85-
O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0576

Georgia Federal; Free Lunch; J. Walter
Thompson; Mobius Category: 54; Mobius
Identifier: XR147-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0166

Georgia Federal; Whining Brother/Little
People; J. Walter Thompson USA; Mobius
Category: 54; Mobius Identifier: XT520-54-
O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-
UM-0327

Get the News; Griffin & Boyle; Mobius
Category: 57; Mobius Identifier: XT462-57-
O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0234

Getting to Know You; Geo; Mobius Category:
79; Mobius Identifier: XT1269-79-0-89-U; 1989
Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-
UM-0104

Getting to Know You; Geo; Mobius Category:
82; Mobius Identifier: XT1280-82-0-89-U; 1989
Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-
UM-0100

GF Cool Whip - Mr. Cool Whip; Meal & Dessert
Meals; D'arcy Masius Benton & Bowles USA;
Mobius Category: 23; Mobius Identifier:
XT1421-23-O-90-U; 1990, 1990

Box 155
Video-cassette RL00902-
UM-0394

Giles Picnic; Mobius Category: 18; Mobius
Identifier: XT174-18-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-
UM-0627

Give Your Product A Break; Mobius Category:
73; Mobius Identifier: XT624-73-U-87-I; 197,
1987

Box 181
Video-cassette RL00902-
UM-0787

Gladlock Zipper Bags (Freezer); Spaghetti
Leo Burnett Company; Mobius Category: 31;
Mobius Identifier: XT1543-31-O-90-U; 1990,
1990

Box 153
Video-cassette RL00902-
UM-0360

Gladlock Zipper Bags (Freezer); Spinach;
Leo Burnett Company; Mobius Category: 31;
Mobius Identifier: XT1540-31-O-90-U; 1990,
1990

Box 153
Video-cassette RL00902-
UM-0359

Glaxo; Yopi; Mobius Category: 6; Mobius
Identifier: XT167-6-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0595

Global Test Drive; Saatchi & Saatchi Los
Angeles; Mobius Category: 1; Mobius
Identifier: T878-1-98-u; 1998 Oct. 13, 1998
Oct. 13

Box 206

Video-cassette RL00902-
UM-1191

Globe; Mobius Category: 77; Mobius
Identifier: XT244-77-u-89-I; 1989 Sept. 21,
1989 Sept. 21

Box 212
Video-cassette RL00902-
UM-1270

GMAC; Lines; Lintas Campbell-Ewald; Mobius
Category: 54; Mobius Identifier: XT1514-54-
O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0580

GMAC; Lines; Pain Reliever; Statistics;
Mobius Category: 54; Mobius Identifier:
XT1489ABC-54-O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0504

GMAC; Pain Reliever; Lintas Campbell-Ewald;
Mobius Category: 54; Mobius Identifier:
XT1516-54-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0565

GMAC; Statistics; Lintas Campbell-Ewald;
Mobius Category: 54; Mobius Identifier:
XT1523-54-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0579

GMC Truck Support/New England; Definitely;
Competitive Edge; Mobius Category: 2;
Mobius Identifier: XT647-2-O-90-U; 1990 Sept.
27, 1990 Sept. 27

Box 151
Video-cassette RL00902-
UM-0330

GMHAL, NOVA; Nova Launch; McCann-
Erickson; Mobius Category: 1; Mobius
Identifier: Xt937-1-O-89-I; 1989 Sept. 19, 1989
Sept. 19

Box 200
Video-cassette RL00902-
UM-1092

GMI, Cheerios; Baby; Saatchi & Saatchi
DFS Compton; Mobius Category: 17; Mobius
Identifier: XT1305-17-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-
UM-0809

GMI, Honey Nut Cheerios; Fantasia; Saatchi
& Saatchi DFS Compton; Mobius Category:
17; Mobius Identifier: XT1310-17-O-87-I; 1987,
1987

Box 187
Video-cassette RL00902-
UM-0882

GMI, Monster Cereals; Choc. Ghost Crazy;
Frankie Ghost Town; Monster Mesh; Dancer
Fitzgerald Sample, Inc.; Mobius Category:
17; Mobius Identifier: XT1326ABC-17-O-87-I;
1987, 1987

Box 183
Video-cassette RL00902-
UM-0819

GMS Air Conditioning; Southern Comfort;
Ross Advertising; Mobius Category: 27;
Mobius Identifier: XT428-27-U-89-U; 1989
Sept. 12, 1989 Sept. 12

Box 144
Video-cassette RL00902-
UM-0230

GNC; ESPN-Body; Mueller and Assoc.; Mobius
Category: 67; Mobius Identifier: XT410-67-
U-89-U; 1989 Sept. 27, 1989 Sept. 27

Box 141
Video-cassette RL00902-
UM-0164
Box 142
Box 143
Box 144

Goldome Discover Campaign; Einstein
Columbus; Vickers & Benson, FKQ;
Mobius Category: 54; Mobius Identifier:
XR557AB-54-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0174

Goldome Realty Credit Corp.; Castle;
Juggler; Show Off; Vickers & Benson, FKQ;
Mobius Category: 54; Mobius Identifier:
XR558ABC-54-89-u; 1989, 1989

Box 219

Audio-reel RL00902-RR-0175

Good Seasons; Flying Veggies; DMB&B;
Mobius Category: 85; Mobius Identifier:
XT1232-85-O-87-I; 1987, 1987

Box 184
Video-cassette RL00902-
UM-0830

Goodlife; Cab Driver; Mobius Category: 73;
Mobius Identifier: XR102-73-89-C; 1989 Sept.
20, 1989 Sept. 20

Box 218
Audio-reel RL00902-RR-0149

Good-O; Raise; Mobius Category: 45; Mobius
Identifier: XT214-45-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0943

Good-O; Tug; Mobius Category: 45; Mobius
Identifier: XT215-45-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0944

Goodyear; Brothers; Commitment J. Walter
Thompson USA; Mobius Category: 5; Mobius
Identifier: XT731AB-5-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0372

Goodyear; Brothers; J. Walter Thompson
USA; Mobius Category: 5; Mobius Identifier:
XT746-5-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0371

Goodyear; Camel; Coca-Cola; Fangio; User;
Bariloche '84; Thirdcoast Safari; Stopover;
Teaser; Launching; McCann-Erickson; Mobius
Identifier: undated

Box 213
Video-cassette RL00902-
UM-1287

Goodyear; Commitment; J. Walter Thompson
USA; Mobius Category: 5; Mobius Identifier:
XT764-5-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0370

Goodyear; Racey Personals; No Quick Pick-Up; Happy Coincidence; Bi-What?; J. Walter Thompson USA; Mobius Category: 5; Mobius Identifier: XR505ABCD-5-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0060

Gorky Park; Mobius Category: 73; Mobius Identifier: XT342-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-UM-0900

Government Computer Services; The Defection; HKM, Rialto; Mobius Category: 75; Mobius Identifier: XT1163-75-O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-UM-1056

Grabpa; Something Different-Music; Mobius Category: 49; Mobius Identifier: XT711-49-U-89-U; 1989, 1989

Box 138
Video-cassette RL00902-UM-0125

Graham Elliott, Road Safety; Live Dangerously, David, Philip; Metro Radio Group PLC; Mobius Category: 71; Mobius Identifier: XR473ABC-71-89-I; 1989 Sept. 20, 1989 Sept. 20

Box 220
Audio-reel RL00902-RR-0316

Grattan Look Again; Look Cool; Mobius Category: 11; Mobius Identifier: XT1087-11-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-UM-0677

Great News; The Revenger; Mobius Category: 81; Mobius Identifier: XR171-81-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0136

Greater Detroit Chamber of Commerce; Arson; Young & Rubicam; Mobius Category: 71; Mobius Identifier: XT685-71-U-85-U; 1985 Oct. 15, 1985 Oct. 15

Box 63

Video-cassette RL00902-
UM-0020

Green Cross; Mosquitoes; Mobius Category:
28; Mobius Identifier: XR119-28-85-C; 1985,
1985

Box 216
Audio-reel RL00902-RR-0035

Griffin & Sons Ltd.; Harvest Fresh; Cameo
Creams; Saatchi & Saatchi Advertising;
Mobius Category: 24; Mobius Identifier:
XT182AB-24-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1154

Groep T; The Abacus; Garbarski V RSCG;
Mobius Category: 58; Mobius Identifier:
XT1465A-58-U-90-I; 1990, 1990

Box 210
Video-cassette RL00902-
UM-1254

Groep T; The Infinity; Garbarski V RSCG;
Mobius Category: 58; Mobius Identifier:
XT1465B-58-U-90-I; 1990, 1990

Box 210
Video-cassette RL00902-
UM-1253

Groupe Commerce; Les Fleurs; Le Boyau
Palm Publicite; Mobius Category: 56; Mobius
Identifier: XT1315AB-56-O-90-C; 1990 Oct. 09,
1990 Oct. 9

Box 161
Video-cassette RL00902-
UM-0496

Grundig; Genesis; Heye Partner; Mobius
Category: 51; Mobius Identifier: XT1243-51-
O-89-I; 1989, 1989

Box 199
Video-cassette RL00902-
UM-1068

Gruppo GFT; Belier WCRS Group; Mobius
Category: 10; Mobius Identifier: XT1306-10-
U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1176

Guardian; Puppets; Mobius Category: 57;
Mobius Identifier: XT903-57-O-86-I; 1986,
1986

Box 180
Video-cassette RL00902-
UM-0773

Guerra Dels Sexes; Mobius Category: 73;
Mobius Identifier: XT341-73-O-88-I; 1988,
1988

Box 188
Video-cassette RL00902-
UM-0908

Haggar; Heartland; USA; EZ's; Mobius
Category: 10; Mobius Identifier:
XT282ABC-10-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0527

Hallmark Cards; The Apology Leo Burnett
Company; Mobius Category: 44; Mobius
Identifier: XT1545-44-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0358

Hallmark Cards; The Apology; Career Move;
Leo Burnett Company; Mobius Category: 44;
Mobius Identifier: XT1533AB-44-O-90-U; 1990,
1990

Box 152
Video-cassette RL00902-
UM-0350

Hallmark; Career Move; Leo Burnett
Company; Mobius Category: 44; Mobius
Identifier: XT1525-44-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0349

Hallmark; Smile; Phil Marco; Mobius
Category: 44; Mobius Identifier: XT1183-44-
O-90-U; 1990, 1990

Box 150
Video-cassette RL00902-
UM-0323

Hall's Mentho Lyptus; Warner Lambert;
Mobius Category: 6; Mobius Identifier:
XT1239-6-O-89-I; 1989, 1989

Box 196

	Video-cassette RL00902-UM-1024
Hammonds Bar-B-Q sauce; Murray Maltby Walker & West; Mobius Category: 19; Mobius Identifier: XT588-19-O-86-I; 1986, 1986	Box 177 Video-cassette RL00902-UM-0730
Handwarmin's Back; Hagmann Impastato Stephens & Kerns; Mobius Identifier: undated	Box 213 Video-cassette RL00902-UM-1286
Handwarmin's Back; Jump to It; Hot n Beefy; Mobius Category: 81; Mobius Identifier: XT1070ABC-81-0-86-U; 1986, 1986	Box 64 Video-cassette RL00902-UM-0032
Hanes Hosiery; Reflections on Jeanne; Mobius Category: 12; Mobius Identifier: XT370-12-0-88-U; 1988, 1988	Box 108 Video-cassette RL00902-UM-0074
Hanes Hosiery; Rooftop; Mobius Category: 12; Mobius Identifier: XT368-12-0-88-U; 1988, 1988	Box 108 Video-cassette RL00902-UM-0079
Hanes Hosiery; Shoes; Mobius Category: 12; Mobius Identifier: XT367-12-0-88-U; 1988, 1988	Box 108 Video-cassette RL00902-UM-0080
Hanes Hosiery; Taxi; Mobius Category: 12; Mobius Identifier: XT369-12-0-88-U; 1988, 1988	Box 108 Video-cassette RL00902-UM-0078
Happy Coincidence; J. Walter Thompson USA; Mobius Category: 5; Mobius Identifier: XR507-5-85-u; 1985, 1985	Box 216

Audio-reel RL00902-RR-0059

Harding Signals; Barrier Arm; DDB Needham
Worldwide; Mobius Category: 14; Mobius
Identifier: XT805-14-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0986

Harding Signals; Traffic; DDB Needham
Worldwide; Mobius Category: 14; Mobius
Identifier: XT809-14-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0987

Harpic; Mobius Category: 27; Mobius
Identifier: XT1110-27-O-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0860

Havoline; Believe; The Artists Company;
Mobius Category: 3; Mobius Identifier:
XT506-3-O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0546

Heals; Hammock; Lewis Browand &
Associates; Mobius Category: 55; Mobius
Identifier: XT1000-55-O-90-U; 1990 Oct. 04,
1990 Oct. 4

Box 157
Video-cassette RL00902-
UM-0430

Heals; Play Ground; Hammock; Lewis,
Browand & Associates; Mobius Category: 55;
Mobius Identifier: XT1002AB-55-O-90-U; 1990
Oct. 04, 1990 Oct. 4

Box 164
Video-cassette RL00902-
UM-0557

Heals; Play Ground; Lewis, Browand &
Associates; Mobius Category: 55; Mobius
Identifier: XT1004-55-O-90-U; 1990 Oct. 04,
1990 Oct. 4

Box 164
Video-cassette RL00902-
UM-0556

Health + Tennis; First Week; The Artists
Company; Mobius Category: 50; Mobius
Identifier: XT510AB-50-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0416

Heart of Ohio GMC Truck Dealers; Great Big
Sale; Competitive Edge; Mobius Category: 2;
Mobius Identifier: XT648-2-U-90-U; 1990 Sept.
27, 1990 Sept. 27

Box 163
Video-cassette RL00902-
UM-0532

Heartbeat News; Mobius Category: 79; Mobius
Identifier: XT1271-79-0-89-U; 1989 Oct. 02,
1989 Oct. 2

Box 136
Video-cassette RL00902-
UM-0103

HEC Heat Pump; Mobius Category: 27;
Mobius Identifier: XT980-27-O-89-I; 1989,
1989

Box 202
Video-cassette RL00902-
UM-1128

Hedges & Butler, Erben Kabinett Wine;
Lobster; Ogilvy & Mather Partners; Mobius
Category: 16; Mobius Identifier: XT256-16-
O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-
UM-0622

Heidelberg Dressing; Heidelberg; Mobius
Category: 20; Mobius Identifier: XT52-20-
O-89-I; 1989 Aug. 29, 1989 Aug. 29

Box 198
Video-cassette RL00902-
UM-1057

Heinz Pet Products/9-Lives Kitten Dinners;
Cry Babies; Leo Burnett Company; Mobius
Category: 45; Mobius Identifier: XT1536-45-
O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0347

Helene Curtis; Professional Image; Klein,
Richardson; Mobius Category: 43; Mobius

Identifier: XR491-43-85-u; 1985 Oct. 03, 1985
Oct. 3

Box 216
Audio-reel RL00902-RR-0013

Hershey - Reese; Somewhere; Research
H.Q.; Young & Rubicam; Mobius Category: 6;
Mobius Identifier: XT313AB-6-O-90-C; 1990
Sept. 21, 1990 Sept. 21

Box 157
Video-cassette RL00902-
UM-0431

Hershey - Reese; Somewhere; Young &
Rubicam; Mobius Category: 6; Mobius
Identifier: XT310-6-O-90-C; 1990 Sept. 21,
1990 Sept. 21

Box 157
Video-cassette RL00902-
UM-0423

Hi-C Boppin' Berry 'n' Jammin' Apple; Mobius
Category: 6; Mobius Identifier: XT429-6-O-90-
U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0499

Highway Lintas USA; Mobius Category: 82;
Mobius Identifier: XR246-82-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0074

Hill/Jeep; Campbell Mithun Esty; Mobius
Category: 2; Mobius Identifier: XT1307-2-
O-90-U; 1990 Oct. 11, 1990 Oct. 11

Box 150
Video-cassette RL00902-
UM-0321

Hill/Jeep; Joy of Cooking-non-dest; Envy;
Campbell Mithun Esty; Mobius Category: 2;
Mobius Identifier: XT1310ABC-2-O-90-U; 1990
Oct. 11, 1990 Oct. 11

Box 159
Video-cassette RL00902-
UM-0470

Hills Dept. Store, Discount Dept. Stores
"Baby Fair Event"; Button Pop; Cliff Freeman
and Partners; Mobius Category: 9; Mobius
Identifier: XT90-9-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0458

Holmes; Mission Impossible; Jethrow & Co.;
Mobius Category: 12; Mobius Identifier:
XT1298ABC-12-U-89-C; 1989, 1989

Box 139
Video-cassette RL00902-
UM-0135

Home Box Office, The Comedy Channel;
Snoring; Cliff Freeman and Partners; Mobius
Category: 90; Mobius Identifier: XT108-90-
O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-
UM-0480

Home Mortgage; Ogilvy & Mather; Mobius
Category: 54; Mobius Identifier: XT583-54-
O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1201

Homepack Marketing Ltd; SPUD; DDB
Needham Worldwide; Mobius Category: 77;
Mobius Identifier: XT22-77-O-89-I; 1989, 1989

Box 197
Video-cassette RL00902-
UM-1047

Homesley Aerodome Market; Stiffy; Mobius
Category: 72; Mobius Identifier: XR120-72-89-
I; undated

Box 220
Audio-reel RL00902-RR-0311

Honda Accord; Accord; Hutcheson Knowles
Marinkovich; Mobius Category: 1; Mobius
Identifier: XT1223-1-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0953

Honda Legend Coupe; Butterfly; Mobius
Category: 82; Mobius Identifier: XT43-82-
O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1129

Honda Legend Saloon; Pull Apart; Mobius
Category: 1; Mobius Identifier: XT39-1-O-89-I;
1989, 1989

Box 200
Video-cassette RL00902-
UM-1084

Honda Legend; Pull Apart; Lintas Sydney;
Mobius Category: 1; Mobius Identifier:
XT265-1-O-89-I; 1989 Sept. 20, 1989 Sept. 20

Box 199
Video-cassette RL00902-
UM-1074

Honda Legend; Pull Apart; Lintas Sydney;
Mobius Category: 1; Mobius Identifier:
XT379-1-O-89-I; 1989, 1989

Box 199
Video-cassette RL00902-
UM-1070

Honda New Zealand, Accord; Kiri; HKM,
Rialto; Mobius Category: 1; Mobius Identifier:
XT380-1-U-90-I; 1990, 1990

Box 210
Video-cassette RL00902-
UM-1250

Honda Steps; Mobius Category: 82; Mobius
Identifier: XT41-82-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1127

Honda; 4WS Prelude; HKM, Rialto; Mobius
Category: 1; Mobius Identifier: XT1568-1-
O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1088

Hondalulu; Launch; Hurry Hurry; Last Days;
HKM AKLD; Mobius Category: 2; Mobius
Identifier: XT1009ABC-2-U-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0864

Hoover Australia; Giant Shirt; Mobius
Category: 33; Mobius Identifier: XT1031A-33-
O-86-I; 1986 Mar. 13, 1986 Mar. 13

Box 176
Video-cassette RL00902-
UM-0715

Hoover Has It; Hallmark Advertising; Mobius
Category: 33; Mobius Identifier: XT299-33-
O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0364

Hoover; Chimp; Giraffe; Elephant; Tatham -
Laird & Kudner; Mobius Category: 33; Mobius
Identifier: XT1239ABC-33-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0343

Hoover; Chimp; Tatham - Laird & Kudner;
Mobius Category: 33; Mobius Identifier:
XT1231-33-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0365

Hoover; Elephant; Tatham - Laird & Kudner;
Mobius Category: 33; Mobius Identifier:
XT1235-33-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0366

Hostess Brownie Bites; Kid Reaction; Celluloid
Studios; Mobius Category: 24; Mobius
Identifier: XT531-24-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0246

Hostess, Frito Lay, Nintendo Scratch 3; McKim
Advertising; Mobius Category: 24; Mobius
Identifier: XT140-24-O-90-C; 1990 Aug. 29,
1990 Aug. 29

Box 161
Video-cassette RL00902-
UM-0491

Hot N Beefy; Mobius Category: 81; Mobius
Identifier: XT1074-81-O-86-U; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0044

Houston Symphony Campaign; Lullaby;
The Right Choice; Bolero; Ogilvy & Mather;
Mobius Category: 49; Mobius Identifier:
XT596ABC-49-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-
UM-0545

Humpbacked Beast; GSD&M; Mobius
Category: 52; Mobius Identifier: XR301-52-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0102

Humphrey Dumpty; Mobius Category: 20;
Mobius Identifier: XT395-20-O-86-I; 1986
Sept. 19, 1986 Sept. 19

Box 172
Video-cassette RL00902-
UM-0657

I Can't Wait; Mobius Category: 10A; Mobius
Identifier: XT1526-10A-O-87-I; 1987, 1987

Box 187
Video-cassette RL00902-
UM-0877

ICI Plant Protection, Dragon; Fred; Ogilvy
& Mather Partners; Mobius Category: 75;
Mobius Identifier: XT1754-75-O-86-I; 1986,
1986

Box 179
Video-cassette RL00902-
UM-0761

ICI, UV Suncare; Mobius Category: 47; Mobius
Identifier: XT406-47-O-85-I; 1985 Sept. 18,
1985 Sept. 18

Box 168
Video-cassette RL00902-
UM-0588

Ideal Standard; Small Bathrooms; Lowe
Howard-Spink Campbell-Ewald; Mobius
Category: 42; Mobius Identifier: XT110-42-
O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0604

IDV; City Lights; Mobius Category: 16; Mobius
Identifier: XT1630-16-O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0925

Illinois Bell; Answering Machine; Tatham -
Laird & Kudner; Mobius Category: 59; Mobius
Identifier: XT1232-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0440

Illinois Bell; It's Me; Tatham - Laird & Kudner;
Mobius Category: 59; Mobius Identifier:
XT1230-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0439

Illinois State Lottery; Bug; Bozell; Mobius
Category: 68; Mobius Identifier: XT1154-68-
O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-
UM-0292

Illinois State Lottery; Foor-Footitis; Poet;
Grandpa; Bozell; Mobius Category: 68; Mobius
Identifier: XT1149ABC-68-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0302

Illinois State Lottery; Hang Time; Bozell;
Mobius Category: 68; Mobius Identifier:
XT1151-68-O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-
UM-0291

Image Consultants; Mobius Category: 10;
Mobius Identifier: XT407-10-O-90-C; 1990,
1990

Box 162
Video-cassette RL00902-
UM-0529

Imagination Rushes; Mobius Category: 72;
Mobius Identifier: XT1141-72-O-88-I; 1988,
1988

Box 189
Video-cassette RL00902-
UM-0917

Impact Freia Japp; Mobius Category: 24;
Mobius Identifier: XT929-24-O-87-I; 1987 Oct.
08, 1987 Oct. 8

Box 187
Video-cassette RL00902-
UM-0879

Impact Freia Smil; Mobius Category: 24;
Mobius Identifier: XT928-24-O-87-I; 1987 Oct.
08, 1987 Oct. 8

Box 187
Video-cassette RL00902-
UM-0878

In the Heat of the Night; Mobius Category:
73; Mobius Identifier: XT446-73-U-88-I; 1988,
1988

Box 193
Video-cassette RL00902-
UM-0977

Independent Life; Walter Harris; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1373-79-0-85-U; 1985 Mar. 05, 1985 Mar. 5

Box 221
Film-reel RL00902-F16-0022

Inland Revenue Dept; Leo Burnett; Mobius
Category: 67; Mobius Identifier: XT175AB-67-
O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1199

Instant Scratch-It's; Golf; Opera; Chiat, Day,
Mojo; Mobius Category: 68; Mobius Identifier:
XT815AB-68-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-
UM-1221

International Direct Dialing; Australia; Hong
Kong; Italy; USA; Cromer, Titterson, Mills,
Cowdrey Ltd; Mobius Category: 59; Mobius
Identifier: XT1102ABC-59-O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0700

International Direct Dialing; Cornwall to
Ceduna; Cromer, Titterson, Mills, Cowdrey
Ltd; Mobius Category: 59; Mobius Identifier:
XT1100-59-O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-
UM-0705

International Direct Dialing; Cornwall to
Ceduna; Cromer, Titterson, Mills, Cowdrey
Ltd; Mobius Category: 67; Mobius Identifier:
XT1101-67-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0674

Interunfall RAS; Hund; Mobius Category: 55;
Mobius Identifier: XT1485-55-O-89-I; 1989,
1989

Box 195
Video-cassette RL00902-
UM-1008

intl roast, peas, meat; Bi-Lo; YPD Advertising;
Mobius Category: 22; Mobius Identifier:

XT378ABC-22-U-90-I; 1990 Sept. 24, 1990
Sept. 24

Box 211
Video-cassette RL00902-
UM-1265

Intoxicated Driving; Junkyard Ghosts;
Girlfriend; Grieving Parents; Mobius Category:
71; Mobius Identifier: XT524ABC-71-U-85-U;
1985, 1985

Box 63
Video-cassette RL00902-
UM-0013

Ipainq, Donativo; Girl; Boy; J. Walter
Thompson Mexico; Mobius Category: 66;
Mobius Identifier: XT850AB-66-O-90-I; 1990
Oct. 02, 1990 Oct. 2

Box 212
Video-cassette RL00902-
UM-1277

IPS Electric; Merle and Earl -- Heat Pumps;
Schreurs & Associates; Mobius Category:
27; Mobius Identifier: XT576ABC-27-U-89-U;
1989, 1989

Box 144
Video-cassette RL00902-
UM-0229

IPS Electric; The Service People; Schreurs
& Associates; Mobius Category: 59; Mobius
Identifier: XT575-59-U-89-U; 1989, 1989

Box 144
Video-cassette RL00902-
UM-0217

Irving & Johnson; Twistoos; USP Needham;
Mobius Category: 23; Mobius Identifier:
XT276-23-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-
UM-0619

Isotoner Gloves; Different Perspective;
Mediabec; Mobius Category: 81; Mobius
Identifier: XR409-81-89-C; 1989, 1989

Box 218
Audio-reel RL00902-RR-0151

ISRI; Paper Magic; Mobius Category: 67;
Mobius Identifier: XT554-67-U-90-U; 1990,
1990

Box 165

Video-cassette RL00902-
UM-0571

It Could Happen; Compromise; Coaches; Ford
Dealers Advertising; Mobius Category: 2;
Mobius Identifier: XT258ABC-2-U-90-U; 1990
Sept. 19, 1990 Sept. 19

Box 163
Video-cassette RL00902-
UM-0535

ITB; Horses; Rushes; Mobius Category: 75;
Mobius Identifier: XT604-75-O-86-I; 1986,
1986

Box 177
Video-cassette RL00902-
UM-0720

ITT Publinet - Bedryven voor Bedryven;
Nuthouse; Noodervliet & Winninghof, Leo
Burnett; Mobius Category: 59; Mobius
Identifier: XT981-59-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-
UM-1226

Ivomec/Cattle; New Calves; MSD Agvet;
Mobius Category: 13; Mobius Identifier:
XT324-13-0-88-U; 1988, 1988

Box 108
Video-cassette RL00902-
UM-0073

J&J Tylenol; Someone Revised Mono CC,
Saatchi & Saatchi; Mobius Category: 47;
Mobius Identifier: XT845-47-O-90-U; 1990
Sept. 24, 1990 Sept. 24

Box 145
Video-cassette RL00902-
UM-0232

J.W. Camerons, Lager; Interesting Statistics;
Origami; Blind Tasting; Robson Brown
Advertising LTD.; Mobius Category: 16;
Mobius Identifier: XR57ABC-16-89-I; undated

Box 220
Audio-reel RL00902-RR-0268

Jackie Cooper Enterprises; Mobius Category:
80; Mobius Identifier: XT1434ABC-80-U-86-U;
1986 Oct. 08, 1986 Oct. 8

Box 63
Video-cassette RL00902-
UM-0017

James River Dixie; Daily Paper - Man; Daily Paper - Boy; Lintas New York; Mobius Category: 31; Mobius Identifier: XT670AB-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-UM-0297

JC Portable Audio and JVC C.T.V. (English version); Mobius Identifier: undated

Box 215
Video-cassette RL00902-UM-1300

JCCC; Three Cords in One; Mobius Category: 54; Mobius Identifier: XT1621-54-O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-UM-0915

Jeans Connection; Wayne Larkin & Connelly; Mobius Category: 10A; Mobius Identifier: XT132-10A-U-87-I; 1987, 1987

Box 181
Video-cassette RL00902-UM-0784

Jefferson Federal; No Respect; Martin, White & Mickwee; Mobius Category: 78; Mobius Identifier: XR189-78-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0073

Jefferson-Pilot; 4 am Feeding; Fish; Partners Long, Haymes & Carr, Inc.; Mobius Category: 55; Mobius Identifier: XT954ABC-55-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0379

Jeyes, So-Soft; So-Soft Knitted; Allen Brady & Marsh Ltd.; Mobius Category: 75; Mobius Identifier: XT120-75-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0618

JFK Statue Fund PSA; Mobius Category: 66; Mobius Identifier: XT813-66-U-09-U; 1989 Apr., 1989 Apr.

Box 143
Video-cassette RL00902-UM-0197

Jif Once Over; Fun; Lintas Sydney; Mobius
Category: 26; Mobius Identifier: XT382-26-
O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1114

Jif Once Over; Speedy and Leomon Fragrance;
Lintas Sydney; Mobius Category: 26; Mobius
Identifier: XT378AB-26-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1118

Jif Once Over; TV Screen and Surface;
Lintas Sydney; Mobius Category: 26; Mobius
Identifier: XT384AB-26-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1116

Jim Campbell; Tango; Mobius Category: 69;
Mobius Identifier: XT444-69-U-90-U; 1990
Sept. 17, 1990 Sept. 17

Box 163
Video-cassette RL00902-
UM-0539

John Deere; Time to Ride; Ross Advertising;
Mobius Category: 30; Mobius Identifier:
XT944-30-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0310

John Harvey & Sons; Attila the Hun; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 16; Mobius Identifier: XT1162-16-
O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-
UM-0753

John Harvey & Sons; Attila the Hun; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 79; Mobius Identifier: XT1146-79-
O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-
UM-0745

John Harvey & Sons; Flotsom; Collett,
Dickenson, Pearce Partners Limited; Mobius

Category: 16; Mobius Identifier: XT1147-16-O-86-I; 1986, 1986

Box 177
Video-cassette RL00902-UM-0722

John Harvey & Sons; Flotsom; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1154-79-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-UM-0736

John J. Dewar & Sons, Dewars; Don't Ask; Mobius Category: 16; Mobius Identifier: XT180-16-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-UM-0806

Johnson & Johnson, Baby Body Milk; Feather; Lintas Athens; Mobius Category: 38; Mobius Identifier: XT534-38-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-UM-0951

Johnson & Johnson, Dental Floss; Four Corners; McCann-Erickson; Mobius Category: 39; Mobius Identifier: XT153-39-O-89-I; 1989 Sept. 18, 1989 Sept. 18

Box 200
Video-cassette RL00902-UM-1097

Jordache; Rocker; Mobius Category: 9; Mobius Identifier: XT127-9-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-UM-0528

Joy of Cooking; Campbell Mithun Esty; Mobius Category: 2; Mobius Identifier: XT1305-2-O-90-U; 1990 Oct. 11, 1990 Oct. 11

Box 150
Video-cassette RL00902-UM-0322

Junior Caramels; The Visit; Dear Teacher; The Animation House; Mobius Category: 6; Mobius Identifier: XT547AB-6-O-90-C; 1990, 1990

Box 157
Video-cassette RL00902-UM-0429

Justice Department; Snatch It Brothers;
HKM, Rialto; Mobius Category: 67; Mobius
Identifier: XT492-67-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1196

JVC - Camcorder; GR-AI; Compatibility; Lintas
New York; Mobius Category: 44; Mobius
Identifier: XT673AB-44-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0357

K95FM; Pointy-Toed Cowboy Boots; Mobius
Category: 28; Mobius Identifier: XR135-28-85-
u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0036

K95FM; The Price is Right; Mobius Category:
37; Mobius Identifier: XR138-37-85-u; 1985,
1985

Box 216
Audio-reel RL00902-RR-0011

KABC-TV; News Open; Mobius Category: 73;
Mobius Identifier: XT1388-73-U-89-U; 1989,
1989

Box 140
Video-cassette RL00902-
UM-0153

KARE-TV; 1989 Winter Carnival Torchlight
Parade; Mobius Category: 76; Mobius
Identifier: XT15-76-U-89-U; 1989 Feb. 28,
1989 Feb. 28

Box 139
Video-cassette RL00902-
UM-0140

KARE-TV; Eleven Who Care; Mobius Category:
76; Mobius Identifier: XT14-76-U-89-U; 1989
Feb. 28, 1989 Feb. 28

Box 139
Video-cassette RL00902-
UM-0141

Keddies Christmas, Department Store; Tuning
Up; Mobius Category: 72; Mobius Identifier:
XR123ABC-72-89-I; undated

Box 220
Audio-reel RL00902-RR-0308

Kellogg de Mexico, SA, Zucaritas; Padre e Hijo; J. Walter Thompson Mexico; Mobius Category: 17; Mobius Identifier: XT258-17-O-89-I; 1989 Sept. 12, 1989 Sept. 12

Box 204
Video-cassette RL00902-UM-1159

Kellogg's Coco Pops; Film Coco; Mobius Category: 6; Mobius Identifier: XT1610-6-O-89-I; 1989 Apr. 10, 1989 Apr. 10

Box 196
Video-cassette RL00902-UM-1025

Kemper; Sand Castles; BBDO Chicago; Mobius Category: 67; Mobius Identifier: XT1031-67-O-90-U; 1990 Oct. 08, 1990 Oct. 8

Box 146
Video-cassette RL00902-UM-0262

Kentucky Wildcats; Wildcat Fever; Mobius Category: 49; Mobius Identifier: XT371-49-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-UM-0409

Kesab; Dog; Young & Rubicam; Mobius Category: 71; Mobius Identifier: XR15-71-89-I; undated

Box 220
Audio-reel RL00902-RR-0284

Kiddicraft; Happy Family; Harrison Cowley Advertising; Mobius Category: 7; Mobius Identifier: XT1268-7-O-86-I; 1986 Sept. 24, 1986 Sept. 24

Box 176
Video-cassette RL00902-UM-0712

Kimberly-Clark Limited; Washrooms Fletcher Shelton Delaney; Mobius Category: 55; Mobius Identifier: XT2588-55-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0612

Kimberly-Clark Limited; Wipers; Fletcher Shelton Delaney; Mobius Category: 55; Mobius Identifier: XT258A-55-O-85-I; 1985, 1985

Box 171

Video-cassette RL00902-
UM-0638

King Gee Clothing Company, Drill Trouser
& Shirts; Look Out; Grey Limited; Mobius
Category: 10; Mobius Identifier: XT362-10-
O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-
UM-0752

King Gee; Bandits; Griffin Advertising; Mobius
Category: 10; Mobius Identifier: XT33-10-
O-90-I; 1990 Aug. 30, 1990 Aug. 30

Box 209
Video-cassette RL00902-
UM-1227

Kiro Newsradio; Traffic Blues; Mobius
Category: 73; Mobius Identifier: XT1300-73-
U-89-U; 1989 Sept. 28, 1989 Sept. 28

Box 140
Video-cassette RL00902-
UM-0144

Kiwi Films, Sia Aust Hostess; Atlab;
Mobius Category: 62; Mobius Identifier:
XT355-62-0-85-I; 1985 Mar. 16, 1985 Mar. 16

Box 221
Film-reel RL00902-F16-0011

Kiwi Films, Sia Japan Hostess; Atlab;
Mobius Category: 62; Mobius Identifier:
XT354-62-0-85-I; 1985 Jan. 16, 1985 Jan. 16

Box 221
Film-reel RL00902-F16-0010

Kiz Radio; Prize Van, Window Sticker Promos;
Mobius Category: 73; Mobius Identifier:
XR237AB-73-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0144

Kleenheat Gas; Keep the Homefries Burning;
D'Arcy MacManus Masius; Mobius Category:
33; Mobius Identifier: XT444-33-U-85-I; 1985,
1985

Box 171
Video-cassette RL00902-
UM-0634

KLM The Reliable Airline; Mobius Category:
62; Mobius Identifier: XT114-62-O-89-I; 1989
Sept. 14, 1989 Sept. 14

Box 203

Video-cassette RL00902-
UM-1133

KLZX (Z93) Radio; Where's Jon and Dan;
Mobius Category: 73; Mobius Identifier:
XT1398AB-73-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-
UM-0143

Kmart; Subliminal Adv.; Extra Credit; Party;
Ross Roy; Mobius Category: 72; Mobius
Identifier: XR287ABC-72-89-u; 1989 Sept. 28,
1989 Sept. 28

Box 219
Audio-reel RL00902-RR-0169

Kodak Film; Daddy's Little Girl; J. Walter
Thompson; Mobius Category: 44; Mobius
Identifier: XT868-44-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0090

Kodak Film; True Joy; Daddy's Little Girl;
Mobius Category: 44; Mobius Identifier:
XT877AB-44-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0071

Kodak Film; True Joy; J. Walter Thompson;
Mobius Category: 44; Mobius Identifier:
XT893-44-0-89-U; 1989, 1989

Box 136
Video-cassette RL00902-
UM-0092

Kodak Film; Worlds Greatest Pictures;
Mobius Category: 44; Mobius Identifier:
XT899-44-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0054

Kodak International; Rojo; Azul; Amarillo;
J. Walter Thompson USA; Mobius Category:
50; Mobius Identifier: XT1362ABC-50-O-86-I;
1986, 1986

Box 174
Video-cassette RL00902-
UM-0682

Kodak; Endeavour; McCann-Erickson; Mobius
Category: 50; Mobius Identifier: XT744-50-
O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0603

Konica Nederland BV; Dog; Klein & Partners;
Mobius Category: 50; Mobius Identifier:
XT161AB-50-U-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0867

KP Nuts Commercial; More, More, More;
Snapper at MGMM; Mobius Category: 85;
Mobius Identifier: XT794-85-O-87-I; 1987,
1987

Box 184
Video-cassette RL00902-
UM-0841

KRAFT, Singles; Moo; Splash; J. Walter
Thompson USA; Mobius Category: 20; Mobius
Identifier: XR567AB-20-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0055

KRANSCO, Power Wheels; Jeep Renegade;
Mobius Category: 7; Mobius Identifier:
XT526-7-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0464

Kung Fu Movie; Mobius Category: 73; Mobius
Identifier: XT447-73-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0978

Kung Fu; Lintas Bangkok; Mobius Category:
34; Mobius Identifier: XT22-39-O-89-I; 1989,
1989

Box 203
Video-cassette RL00902-
UM-1137

L.A. Department of Water & Power; Dream;
Hagmann; Mobius Category: 90; Mobius
Identifier: XT73-90-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0447

L.A. Department of Water & Power; Dream;
Stu Hagmann; Mobius Category: 59; Mobius
Identifier: XT74-59-O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-
UM-0276

LA COUPE; LA FASHION; Margeotes, Fertitta
& Weiss, Inc.; Mobius Category: 90; Mobius
Identifier: XT1122-9-O-90-U; 1990 Oct. 09,
1990 Oct. 9

Box 160
Video-cassette RL00902-
UM-0479

LA Department of Water & Power; Dream;
Hagmann; Mobius Category: 86; Mobius
Identifier: XT71-86-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-
UM-0473

Labrador Spring Water; Musique Plus;
Summer '89; Mobius Category: 82; Mobius
Identifier: XT1121-82-U-89-C; 1989, 1989

Box 142
Video-cassette RL00902-
UM-0189

L'aimee; Spa; Sedelmaier; Mobius Category:
79; Mobius Identifier: XT1348-79-0-85-U; 1985
Aug. 28, 1985 Aug. 28

Box 221
Film-reel RL00902-F16-0006

Laissez Vous Transporter; Publicite Kitching
Voyager; Mobius Category: 62; Mobius
Identifier: XT458-62-0-89-C; 1989 July 13,
1989 July 13

Box 107
Video-cassette RL00902-
UM-0072

Land Rover Limited; Track; Collett, Dickenson,
Pearce Partners Limited; Mobius Category:
1; Mobius Identifier: XT1182-1-O-86-I; 1986,
1986

Box 176
Video-cassette RL00902-
UM-0716

Lanfranchi Spa; Cerniere Lanfranchi; PSA;
Mobius Category: 12; Mobius Identifier:

XT1423-12-O-89-I; 1989 Sept. 19, 1989 Sept.
19

Box 203
Video-cassette RL00902-
UM-1138

Lang Feed Company; Mobius Category: 45;
Mobius Identifier: XR448-45-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0031

Larami Toys/Super Soaker The Terminator
Sive Associates; Mobius Category: 7; Mobius
Identifier: XT1343-7-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0460

LaSalle Banks; Another Day; Cramer Krasselt;
Mobius Category: 54; Mobius Identifier:
XT991-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-
UM-0340

Lasso/Jeep; Little Number; Lines/Eagles;
Campbell Mithun Esty; Mobius Category: 2;
Mobius Identifier: XT1308ABC-2-O-90-U; 1990
Oct. 12, 1990 Oct. 12

Box 159
Video-cassette RL00902-
UM-0466

Last Great Australian Cattle Drive; Ball Direct
Marketing; Mobius Category: 13; Mobius
Identifier: XT1275-13-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0898

Latter Day Saints; Cupcake; Hagmann; Mobius
Category: 90; Mobius Identifier: XT79-90-
O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-
UM-0484

LA-Z-BOY; Bribe; Ross Roy; Mobius Category:
36; Mobius Identifier: XR35-36-85-u; 1985
Sept. 18, 1985 Sept. 18

Box 216
Audio-reel RL00902-RR-0009

LA-Z-BOY; Peer Pressure; Ross Roy; Mobius
Category: 36; Mobius Identifier: XR89-36-85-u;
1985 Sept. 18, 1985 Sept. 18

Box 216

Audio-reel RL00902-RR-0022

LA-Z-BOY; Subliminal Messag; Ross Roy;
Mobius Category: 36; Mobius Identifier:
XR92-36-85-U; 1985 Sept. 18, 1985 Sept. 18

Box 216
Audio-reel RL00902-RR-0003

Leaf Inc., Jolly Rancher Candy; Watermelon;
Zwiren Collins Karo Trusk & Ayer; Mobius
Category: 6; Mobius Identifier: XT305-6-O-90-
U; 1990, 1990

Box 157
Video-cassette RL00902-
UM-0425

Leaf, Inc., RainBlo Gum; Leon; Zwiren Collins
Karo Trusk & Ayer; Mobius Category: 6;
Mobius Identifier: XT306-6-O-90-U; 1990,
1990

Box 157
Video-cassette RL00902-
UM-0424

Lee Jeans; Roughride; Yellowhammer; Mobius
Category: 10; Mobius Identifier: XT1346-10-
O-89-I; 1989 Sept. 29, 1989 Sept. 29

Box 196
Video-cassette RL00902-
UM-1027

LEGO Systems; George Eastman; Wright
Brothers Lintas New York; Mobius Category:
7; Mobius Identifier: XT661AB-7-O-90-U; 1990,
1990

Box 159
Video-cassette RL00902-
UM-0457

Lego Technics; Lego Q; Harrison Robinson
and Associates Pty Ltd; Mobius Category: 7;
Mobius Identifier: XT33-7-O-89-I; 1989, 1989

Box 196
Video-cassette RL00902-
UM-1023

Lego, Technics; Burglar Alarm; WCRS EWDB
Worldwide; Mobius Category: 7; Mobius
Identifier: XT457-7-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-
UM-1230

Lego; Pirates; Mobius Category: 7; Mobius Identifier: XT1558-7-O-89-I; 1989 Apr. 10, 1989 Apr. 10

Box 196
Video-cassette RL00902-UM-1022

Lensa Productions; Joy (Malay); Joy (Mandarin); Mobius Category: 25; Mobius Identifier: XT261-25-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-UM-0795

Leo Buring, Signature Cask Wine; Bouquet; Palate; Buffs; SSC & B Lintas Worldwide; Mobius Category: 16; Mobius Identifier: XT297ABC-16-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-UM-0811

Lettergram; Mobius Category: 59; Mobius Identifier: XT1131-59-O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-UM-1130

Lever Hellas; Algida - Coppa Rica Ice Cream; Lintas Athens; Mobius Category: 20; Mobius Identifier: XT535-20-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-UM-0932

Levis; Company Jeans; Mobius Category: 10; Mobius Identifier: XT240-10-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-UM-0524

Levis; Hotel; McCann-Erickson; Mobius Category: 10; Mobius Identifier: XT188-10-O-90-I; 1990 Sept. 20, 1990 Sept. 20

Box 209
Video-cassette RL00902-UM-1228

Life Savers, Inc., Care*Free; Feeling Care*Free Aero; Dancer Fitzgerald Sample, Inc.; Mobius Identifier: undated

Box 213
Video-cassette RL00902-UM-1284

Lifesavers; The Good Times Roll; Mobius
Category: 24; Mobius Identifier: XT358-24-
O-90-C; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0489

Light & Easy, Radio Station Re-Launch; Lite &
Easy - Take Off; Mobius Category: 73; Mobius
Identifier: XT155-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0906

Lincoln-Mercury Division, Mercury Villager;
Rugrats; Young & Rubicam Detroit; Mobius
Category: 1; Mobius Identifier: T975-1-98-U;
1998, 1998

Box 206
Video-cassette RL00902-
UM-1186

Lindemans, Tropicana; Bored Taste Bud; SSC
& B Lintas Worldwide; Mobius Category: 16;
Mobius Identifier: XT292-16-O-87-I; 1987,
1987

Box 182
Video-cassette RL00902-
UM-0807

Line Courier; Mr. Efficient; HDM Mattingly;
Mobius Category: 62; Mobius Identifier:
XT1193-62-O-89-I; 1989 Sept. 27, 1989 Sept.
27

Box 203
Video-cassette RL00902-
UM-1134

Line Freight; HDM Mattingly; Mobius
Category: 67; Mobius Identifier: XT1197-67-
O-89-I; 1989 Sept. 27, 1989 Sept. 27

Box 203
Video-cassette RL00902-
UM-1136

Lion Brown Beer; Axemen; DMB&B; Mobius
Category: 16; Mobius Identifier: XT1723-16-
O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0670

Lion Foods, Lion Seasonings; Gurner; Holmes
Knight Ritche Ltd; Mobius Category: 19;

Mobius Identifier: XT561-19-O-86-I; 1986
Sept. 24, 1986 Sept. 24

Box 176
Video-cassette RL00902-
UM-0710

Listerine; Boxer; J. Walter Thompson USA;
Mobius Category: 48; Mobius Identifier:
XT743-48-O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0407

Lite Rock 97 WENS; Let Someone Sober
Drive; Mobius Category: 71; Mobius Identifier:
XR87-71-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0189

Little Brother; Mobius Category: 7; Mobius
Identifier: XT729-7-0-89-C; 1989 Sept. 23,
1989 Sept. 23

Box 136
Video-cassette RL00902-
UM-0108

Little Caesars Enterprises, Pizza; Sistine; Cliff
Freeman and Partners; Mobius Category: 90;
Mobius Identifier: XT100-90-O-90-U; 1990,
1990

Box 160
Video-cassette RL00902-
UM-0482

Little Caesar's Radio; Combinations; Cliff
Freeman and Partners; Mobius Category: 81;
Mobius Identifier: XR195-81-89-u; 1989 Aug.
29, 1989 Aug. 29

Box 218
Audio-reel RL00902-RR-0138

Little Caesar's Radio; Jail; Cliff Freeman
and Partners; Mobius Category: 81; Mobius
Identifier: XR205-81-89-u; 1989 Aug. 29, 1989
Aug. 29

Box 218
Audio-reel RL00902-RR-0125

Little Caesar's Radio; Twins; Cliff Freeman
and Partners; Mobius Category: 81; Mobius
Identifier: XR194-81-89-u; 1989 Aug. 29, 1989
Aug. 29

Box 218
Audio-reel RL00902-RR-0137

Little Girl; Family Dog; Old Friends; Concepts
& Communications Mobius Category: 45;
Mobius Identifier: XR264ABC-45-85-u; 1985,
1985

Box 216
Audio-reel RL00902-RR-0024

Little Number Non Dest/Jeep; Campbell
Mithun Esty; Mobius Category: 2; Mobius
Identifier: XT1303-2-O-90-U; 1990 Oct. 11,
1990 Oct. 11

Box 150
Video-cassette RL00902-
UM-0320

Lloyds Bank PLC; Parable; Lowe Howard-
Spink Marschalk; Mobius Category: 54;
Mobius Identifier: XT628-54-O-87-I; 1987,
1987

Box 184
Video-cassette RL00902-
UM-0835

Lloyds Bank PLC; Parable; Shooting Script;
Lowe Howard-Spink Marschalk; Mobius
Category: 54; Mobius Identifier: XT626AB-54-
O-87-I; 1987, 1987

Box 184
Video-cassette RL00902-
UM-0843

Lloyds Bank PLC; Shooting Script; Lowe
Howard-Spink Marschalk; Mobius Category:
54; Mobius Identifier: XT627-54-O-87-I; 1987,
1987

Box 184
Video-cassette RL00902-
UM-0833

Lloyds Bank; Managing Director; Rushes;
Mobius Category: 54; Mobius Identifier:
XT336-54-O-86-I; 1986 Sept. 15, 1986 Sept. 15

Box 178
Video-cassette RL00902-
UM-0746

Local Body Elections; Mobius Category: 71;
Mobius Identifier: XR483ABC-71-89-I; 1989
Sept. 25, 1989 Sept. 25

Box 220
Audio-reel RL00902-RR-0315

Lockheed Campaign; Mobius Category: 67;
Mobius Identifier: XT841ABC-67-O-90-U;
1990, 1990

Box 161
Video-cassette RL00902-
UM-0488

Logan Hyperdome, Freddo Frogs; 4KQ
Greatest Memories Latest Hits; Mobius
Category: 72; Mobius Identifier: XR319-72-89-
I; 1989 Sept. 05, 1989 Sept. 5

Box 220
Audio-reel RL00902-RR-0280

Losec; The Color Purple; Merck Sharp
& Dohme; Mobius Category: 47; Mobius
Identifier: XT1559-47-O-90-U; 1990 May 02,
1990 May 2

Box 150
Video-cassette RL00902-
UM-0312

Loto Quebec, Mini Loto; Impermeable; PRMD
Communications; Mobius Category: 68;
Mobius Identifier: XT1116-68-U-89-C; 1989
Sept. 22, 1989 Sept. 22

Box 142
Video-cassette RL00902-
UM-0187

Loto Quebec, Provincial; Arnie; Benton &
Bowles Inc.; Mobius Identifier: 1985 Feb. 05,
1985 Feb. 5

Box 213
Video-cassette RL00902-
UM-1292

Louisiana Coalition; Jabberwocky; Deno Seder
Productions; Mobius Category: 69; Mobius
Identifier: XT269-69-O-90-U; 1990 Sept. 11,
1990 Sept. 11

Box 148
Video-cassette RL00902-
UM-0288

Louisville Cardinals; Schnellenberger; Mobius
Category: 49; Mobius Identifier: XT373-49-
O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0410

Lucky Stores; Carrots/SF English; Grey
Advertising; Mobius Category: 22; Mobius

Identifier: XT1062-22-O-90-U; 1990 Oct. 05,
1990 Oct. 5

Box 154
Video-cassette RL00902-
UM-0375

Lunn Poly, Holidays; Get Away; Mobius
Category: 52; Mobius Identifier:
XR119ABC-52-89-I; undated

Box 220
Audio-reel RL00902-RR-0303

Lux Kuh; Lux Sharon; Shell; Samba; Pop;
Metamorphosis; J. Walter Thompson Co;
Mobius Category: 40; 40; 3; Mobius Identifier:
Xt198-40-O-87-I; XT199-40-O-87-I; XT200-3-
O-87-I; 1987, 1987

Box 187
Video-cassette RL00902-
UM-0884

M&B Games; Heroquest; Mobius Category: 7;
Mobius Identifier: XT919-7-O-89-I; 1989 Sept.
27, 1989 Sept. 27

Box 195
Video-cassette RL00902-
UM-1018

Maarud; Impact; Kiev; Mobius Category: 24;
Mobius Identifier: XT927-24-O-87-I; 1987 Aug.
14, 1987 Aug. 14

Box 187
Video-cassette RL00902-
UM-0880

Mabuhay; Dancing; Shopping; Mobius
Category: 52; Mobius Identifier:
XT634ABC-52-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0581

MacLaren Advtg; Carefree; Air Co.; Mobius
Category: 1; Mobius Identifier: XR515-1-85-C;
1985, 1985

Box 216
Audio-reel RL00902-RR-0068

Magic Moments; Saatchi & Saatchi
Advertising; Mobius Category: 67; Mobius
Identifier: XT208-67-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1200

Magnum; Mobius Category: 73; Mobius Identifier: XT343-73-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-UM-0957

Maharaja Organisation, Black Knight (Dist) Ltd; It's Your Move; Thompson Lanka (Private) Ltd; Mobius Category: 41; 77; 82; Mobius Identifier: XT1517-41-u-87-I; XT1518-77-u-87-I; XT1519-82-u-87-I; 1987, 1987

Box 212
Video-cassette RL00902-UM-1279

Mainland Products Limited; Good as Gold; Fancy Cheese; Stirling Colby; Mackay King; Mobius Category: 20; Mobius Identifier: XT189ABC-20-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-UM-0931

Mainland Products Limited; Natural Slices; Easi-Peel; Processed Slices; MDA Mckay King Advertising (Wellington) Limited; Mobius Category: 20; Mobius Identifier: XT1042ABC-20-O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-UM-0706

Mainland Products Limited; Natural Slices; Mackay King; Mobius Category: 20; Mobius Identifier: XT64-20-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-UM-0814

Make Room Columbus; Home Sweet Home; Ron Foth Advertising; Mobius Category: 66; Mobius Identifier: XT390-66-U-89-U; 1989, 1989

Box 143
Video-cassette RL00902-UM-0198

Manitoba Government, Manitoba Community Services; Wife Abuse #1; Wife Abuse #2; Wife Abuse #3; R.K.W. Advertising Limited; Mobius Category: 71; Mobius Identifier: XT29ABC-71-U-85-C; 1985 Feb. 26, 1985 Feb. 26

Box 63

Video-cassette RL00902-
UM-0018

Mantovani; Shampoo; HDM Mobius Category:
40; Mobius Identifier: XT1122-40-O-89-I; 1989
Sept. 13, 1989 Sept. 13

Box 204
Video-cassette RL00902-
UM-1160

Maple Leaf, Sportlife; Parachute; Klein &
Partners; Mobius Category: 24; Mobius
Identifier: XT1554-24-O-90-I; 1990 Oct. 10,
1990 Oct. 10

Box 201
Video-cassette RL00902-
UM-1104

Marlowe's Women Campaign; Mobius
Category: 81; Mobius Identifier:
XT716ABC-81-0-86-C; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0048

Marlowe's Women Campaign; Mobius
Category: 84; Mobius Identifier:
XT720ABC-84-0-86-C; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0050

MARS; Rush Hour; Office Space; Arts;
MDA - McDonald Davis & Associates
Mobius Category: 67; Mobius Identifier:
XR518ABC-67-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0105

Martini; Lily Pond; Mobius Category: 16;
Mobius Identifier: XT857-16-O-87-I; 1987 July
09, 1987 July 9

Box 184
Video-cassette RL00902-
UM-0828

Martini; TV Girl; Mobius Category: 16; Mobius
Identifier: XT859-16-O-87-I; 1987 Sept. 07,
1987 Sept. 7

Box 184
Video-cassette RL00902-
UM-0832

Maryland National Capital Park and Planning
Commission, 1990 seasonal PSAs; It's Your

Spring; Winter Dreams; Mobius Category: 71;
Mobius Identifier: XT164AB-71-U-90-U; 1990,
1990

Box 144
Video-cassette RL00902-
UM-0220

Massachusetts Commission Against
Discrimination; Guilty; Mobius Category: 80;
Mobius Identifier: XT435-80-U-89-U; 1989,
1989

Box 139
Video-cassette RL00902-
UM-0131

Masseuse; Mobius Category: 21; Mobius
Identifier: XT1495-21-0-88-U; 1988, 1988

Box 108
Video-cassette RL00902-
UM-0076

Master Foods of Australia, Uncle Ben's Rice;
Trust Your Uncle Ben - Fried Rice; Mobius
Category: 23; Mobius Identifier: XT352-23-
O-85-I; 1985 Sept. 11, 1985 Sept. 11

Box 170
Video-cassette RL00902-
UM-0616

Master Foods of Australia, Uncle Ben's Rice;
Trust Your Uncle Ben; Chicken Rice, Fried
Rice; Mobius Category: 23; Mobius Identifier:
XT353AB-23-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0583

MasterCard International; Diamond Ring;
First Apartment; Computer/Puzzle; Lintas New
York; Mobius Category: 54; Mobius Identifier:
XT669ABC-54-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0304

MasterCard International; Diamond Ring;
Lintas New York; Mobius Category: 54;
Mobius Identifier: XT689-54-O-90-U; 1990,
1990

Box 150
Video-cassette RL00902-
UM-0317

MasterCard International; Diamond Ring;
Lintas New York; Mobius Category: 90;
Mobius Identifier: XT690-90-O-90-U; 1990,
1990

Box 160
Video-cassette RL00902-
UM-0481

Masterfoods; Dolmio...'Aloria's Now Dolmio';
Mobius Category: 23; Mobius Identifier:
XT160-23-U-88-I; 1988 May 09, 1988 May 9

Box 194
Video-cassette RL00902-
UM-0997

Mattel, Zaini Mattle; La Corsa; Livraghi,
Ogilvy & Mather; Mobius Category: 8; Mobius
Identifier: XT1418-8-O-89-I; 1989 Sept. 21,
1989 Sept. 21

Box 195
Video-cassette RL00902-
UM-1017

Mattel; Corporate Echoes; FCB/LA; Mobius
Category: 67; Mobius Identifier: XT1046-67-
O-90-U; 1990, 1990

Box 146
Video-cassette RL00902-
UM-0255

Mattel; Super Gloveball Non-Net; FCB/
LA; Mobius Category: 7; Mobius Identifier:
XT1043-7-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0463

Matt's Premium Beer; Steve Slick Series; Eric
Mower and Associates, Inc.; Mobius Category:
16; Mobius Identifier: XR374ABC-16-85-u;
1985 Sept. 25, 1985 Sept. 25

Box 216
Audio-reel RL00902-RR-0018

Mauna Loa Macadamia Nuts; Mystery;
Ketchum Advertising; Mobius Category: 81;
Mobius Identifier: XR381-81-89-U; undated

Box 221A
Audio-reel RL00902-RR-0362

Max Gruenberg; Max; Mobius Category: 69;
Mobius Identifier: XT443-69-U-90-U; 1990
Sept. 17, 1990 Sept. 17

Box 163

Video-cassette RL00902-
UM-0538

Maximilian Wrinkle Cream; Direct Response;
Mobius Category: 43; Mobius Identifier:
XT1174-43-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-
UM-0146

Maytag; Silence; Leo Burnett Company;
Mobius Category: 67; Mobius Identifier:
XT1264-67-O-90-U; 1990 Oct. 12, 1990 Oct. 12

Box 147
Video-cassette RL00902-
UM-0269

Maytag; Waltz; Leo Burnett Company; Mobius
Category: 67; Mobius Identifier: XT1263-67-
O-90-U; 1990 Oct. 12, 1990 Oct. 12

Box 147
Video-cassette RL00902-
UM-0268

McCain Foods; Saturated Fats; Mobius
Category: 23; Mobius Identifier: XT865-23-
O-90-C; 1990, 1990

Box 155
Video-cassette RL00902-
UM-0402

McCann Erickson Campaign Series 1,
Birmingham Express & Star; Wedding
Day Blues; Race Meeting; Government;
Angell Sound; Mobius Category: 57; Mobius
Identifier: XR22ABC-57-89-I; 1989 Sept. 10,
1989 Sept. 10

Box 220
Audio-reel RL00902-RR-0274

McCann Erickson Campaign Series 2,
Birmingham Express & Star; Wedding Day
Blues; Race Meeting; Matchday; Angell Sound;
Mobius Category: 57; Mobius Identifier:
XR21ABC-57-89-I; 1989 Sept. 10, 1989 Sept.
10

Box 220
Audio-reel RL00902-RR-0273

McDaniel Olds, Buick, Toyota, Inc.; Movin'
South; Mobius Category: 2; Mobius Identifier:
XT851-2-U-89-U; 1989 Aug., 1989 Aug.

Box 139

Video-cassette RL00902-
UM-0139

McDonald's Bag Your Face Breakfast; Leo
Burnett; Mobius Category: 81; Mobius
Identifier: XR423-81-89-u; 1989 July 17, 1989
July 17

Box 218
Audio-reel RL00902-RR-0153

McDonald's Big Mac Attack; Party; New York;
Heye Partner; Mobius Category: 21; Mobius
Identifier: XT612ABC-21-O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-
UM-0960

McDonald's Camping; Leo Burnett; Mobius
Category: 81; Mobius Identifier: XR420-81-89-
u; 1989 July 17, 1989 July 17

Box 218
Audio-reel RL00902-RR-0152

McDonald's Country Rhymes, Local Rev.;
Country Music; Country Fashion; Leo Burnett;
Mobius Category: 81; Mobius Identifier:
XR432ABC-81-89-u; 1989 July 17, 1989 July 17

Box 218
Audio-reel RL00902-RR-0155

McDonald's Country Rhymes; Local Rev.;
Leo Burnett; Mobius Category: 78; Mobius
Identifier: XR425-78-89-u; 1989 June 02, 1989
June 2

Box 218
Audio-reel RL00902-RR-0139

McDonald's European Soccer Championship;
Heye Partner; Mobius Category: 21; Mobius
Identifier: XT613-21-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-
UM-0937

McDonald's Just What You've Been Waiting;
Blow You Away; Chariots, local; Leo Burnett;
Mobius Category: 72; Mobius Identifier:
XR428ABC-72-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0186

McDonald's Kids Face Campaign; DDB
Needham Worldwide; Mobius Category: 21;
Mobius Identifier: XT1064ABC-21-U-88-I;
1988, 1988

Box 193

Video-cassette RL00902-UM-0988

McDonald's Remember; DDB Needham Worldwide; Mobius Category: 21; Mobius Identifier: XT1062-21-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-UM-0936

McDonald's The Ledbetters; Call to Action, Local; OOOOOWEEEEEE; Leo Burnett; Mobius Category: 78; Mobius Identifier: XR433ABC-78-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0133

McDonald's Wasted Innocence; Dainty Damsel, Local; Cash Flow; Leo Burnett; Mobius Category: 78; Mobius Identifier: XR427ABC-78-89-u; 1989 Oct. 02, 1989 Oct. 2

Box 218
Audio-reel RL00902-RR-0140

McDonald's Wasted Innocence; Dainty Damsel, Local; Cash Flow; Leo Burnett; Mobius Category: 81; Mobius Identifier: XR426ABC-81-89-u; 1989 Oct. 02, 1989 Oct. 2

Box 218
Audio-reel RL00902-RR-0154

McDonalds; All American Basketball; Bernstein-Rein; Mobius Category: 49; Mobius Identifier: XT852-49-U-89-U; 1989 Sept. 25, 1989 Sept. 25

Box 143
Video-cassette RL00902-UM-0213

McDonalds; Birdie's Dream Flight; Leo Burnett Company; Mobius Category: 67; Mobius Identifier: XT1274-67-O-90-U; 1990 Oct. 12, 1990 Oct. 12

Box 146
Video-cassette RL00902-UM-0260

McDonalds; Blind Date; Leo Burnett Company; Mobius Category: 67; Mobius Identifier: XT1266-67-O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-UM-0266

McDonalds; Good Earth; Leo Burnett
Company; Mobius Category: 67; Mobius
Identifier: XT1275-67-O-90-U; 1990 Oct. 12,
1990 Oct. 12

Box 146
Video-cassette RL00902-
UM-0254

McDonalds; Hard Day; Leo Burnett Company;
Mobius Category: 67; Mobius Identifier:
XT1261-67-O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-
UM-0267

McDonalds; In the Box; Leo Burnett Company;
Mobius Category: 67; Mobius Identifier:
XT1276-67-O-90-U; 1990 Oct. 12, 1990 Oct. 12

Box 146
Video-cassette RL00902-
UM-0256

McDonalds; Seeds; Leo Burnett Company;
Mobius Category: 67; Mobius Identifier:
XT1267-67-O-90-U; 1990, 1990

Box 146
Video-cassette RL00902-
UM-0259

Meineke Muffler; Just Dumb, rev.; Lintas
Campbell-Ewald; Mobius Category: 81; Mobius
Identifier: XR444-81-89-u; 1989 Oct. 02, 1989
Oct. 2

Box 218
Audio-reel RL00902-RR-0156

Mend & Dent; Bumps and Scratches; LBC
Radio Works; Mobius Category: 4; Mobius
Identifier: XR75-4-89-I; undated

Box 221A
Audio-reel RL00902-RR-0341

Mercedes Benz; J. Walter Thompson USA;
Mobius Category: 5; Mobius Identifier:
XT172-5-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0517

Mercedes; The Tough Sell; A Family Decision;
The Standard Response; Mobius Category: 2;
Mobius Identifier: XT938ABC-2-O-90-U; 1990,
1990

Box 162

Video-cassette RL00902-
UM-0522

Merger; Saatchi & Saatchi Advertising;
Mobius Category: 67; Mobius Identifier:
XT189-67-U-89-I; 1989, 1989

Box 194
Video-cassette RL00902-
UM-0992

Metbank; Go to Bat; Extra Mile; Jump Thru
Hoop; Ira Thomas; Mobius Category: 54;
Mobius Identifier: XT460ABC-54-U-89-U; 1989
Sept. 20, 1989 Sept. 20

Box 141
Video-cassette RL00902-
UM-0170
Box 142
Box 143
Box 144

Metro Prizm; Turan Lane Advertising; Mobius
Category: 1; Mobius Identifier: XT87-1-U-89-U;
1989 Aug. 18, 1989 Aug. 18

Box 138
Video-cassette RL00902-
UM-0124

Metro Toronto Convention & Visitors Assoc.;
Strange Phenomenon; Vickers & Benson
Advertising Ltd.; Mobius Category: 52; Mobius
Identifier: XR405-52-89-C; 1989 Sept. 28,
1989 Sept. 28

Box 218
Audio-reel RL00902-RR-0103

Metro Transit; On Broadway; WB Grier;
Mobius Category: 62; Mobius Identifier:
XR576-62-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0182

Metway Bank; Divorce; Garnsey Clemenger;
Mobius Category: 54; Mobius Identifier:
XT415-54-90-I; 1990 Sept. 25, 1990 Sept. 25

Box 207
Video-cassette RL00902-
UM-1198

MG & E; Carbon Monoxide; Stephan & Brady
Advertising; Mobius Category: 59; Mobius
Identifier: XT1646-59-U-89-U; 1989 Oct. 12,
1989 Oct. 12

Box 144

Video-cassette RL00902-
UM-0215

MG & E; Electric Safety; Stephan & Brady
Advertising; Mobius Category: 59; Mobius
Identifier: XT1645-59-U-89-U; 1989 Oct. 12,
1989 Oct. 12

Box 144
Video-cassette RL00902-
UM-0216

Michael O'Connor, Radio 4MK; Mobius
Category: 52; Mobius Identifier:
XR436ABC-52-89-I; undated

Box 220
Audio-reel RL00902-RR-0304

Michelin Tyres; Bike; Ogilvy & Mather Ltd;
Mobius Category: 5; Mobius Identifier:
XT478-5-O-86-I; 1986, 1986

Box 177
Video-cassette RL00902-
UM-0733

Michelin Tyres; Jet; Ogilvy & Mather Ltd;
Mobius Category: 5; Mobius Identifier:
XT463-5-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0661

Michigan State Lottery; Bongo Heads; W.B.
Doner & Company; Mobius Category: 68;
Mobius Identifier: XT630-68-O-90-U; 1990,
1990

Box 149
Video-cassette RL00902-
UM-0305

Michigan State Lottery; Hoses; Bongo Heads;
Lightning Rods; W.B. Doner & Company;
Mobius Category: 68; Mobius Identifier:
XT632ABC-68-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0306

Midlands Electricity Board; Cycle Race;
Harrison Cowley Advertising; Mobius
Category: 14; Mobius Identifier: XT1025-14-
O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-
UM-0930

Mike and Mike's Opening; Mobius Category:
87; Mobius Identifier: XT1312-87-U-89-C;
1989, 1989

Box 142
Video-cassette RL00902-
UM-0193

Miles, Inc., Flintstones Vitamins; Piano;
Tatham - Laird & Kudner; Mobius Category:
47; Mobius Identifier: XT412-47-O-90-U; 1990,
1990

Box 155
Video-cassette RL00902-
UM-0404

Milk I - The Opponent (Mjolk I -
Motstandaren); Mjolk II - Experten; Mobius
Category: 20; Mobius Identifier: XT463B-20-
u-89-I; 1989, 1989

Box 212
Video-cassette RL00902-
UM-1271

Milk Marketing Board; Chocolate Cake; Ogilvy
& Mather Ltd; Mobius Category: 20; Mobius
Identifier: XT482-20-O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0693

Milk Marketing Board; Strawberry Field;
Ogilvy & Mather Ltd; Mobius Category: 20;
Mobius Identifier: XT468-20-O-86-I; 1986,
1986

Box 175
Video-cassette RL00902-
UM-0691

Milk; Carl Lewis; Hall & Cederquist; Mobius
Category: 20; Mobius Identifier: XT571-20-
O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0918

Milk; Jump; Hall & Cederquist; Mobius
Category: 20; Mobius Identifier: XT572-20-
O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0919

Miller Brewing Company; Country Western;
Hard Rock, Friends; Soft Rock, Home;

Mobius Category: 16; Mobius Identifier:
XR503ABC-16-85-u; 1985 Oct. 04, 1985 Oct. 4
Box 216
Audio-reel RL00902-RR-0051

Miller High Life; Brotherhood; Music;
Reggae; Mingo-Jones Advertising, Inc.;
Mobius Category: 16; Mobius Identifier:
XR107ABC-16-85-U; 1985, 1985
Box 216
Audio-reel RL00902-RR-0006

Miller High Life; Will to Win; J. Walter
Thompson; Mobius Category: 85; Mobius
Identifier: XT109-85-0-86-U; 1986 May 14,
1986 May 14
Box 64
Video-cassette RL00902-
UM-0036

Miller Lite Beer; Cazzie - Lookin' Good;
Cazzie - Travelin'; Jean Fugit; Mingo-Jones
Advertising, Inc.; Mobius Category: 16;
Mobius Identifier: XR108ABC-16-85-u; 1985,
1985
Box 216
Audio-reel RL00902-RR-0015

Millers Outpost; 21 Jump Street; Mobius
Category: 72; Mobius Identifier: XR310-72-89-
u; 1989, 1989
Box 219
Audio-reel RL00902-RR-0176

Million Dollar Minute Promo; Mobius
Category: 73; Mobius Identifier: XR235-73-89-
I; 1989 Sept. 26, 1989 Sept. 26
Box 220
Audio-reel RL00902-RR-0332

Miltons; Mobius Category: 11; Mobius
Identifier: XR484-11-89-I; 1989 Sept. 25, 1989
Sept. 25
Box 220
Audio-reel RL00902-RR-0271

Mingledorff's, Inc., Atlanta, GA, Product:
Carrier Infinity Furnace; 30-second TV spot;
Fraser Advertising; Mobius Category: 27;
Mobius Identifier: XT644-27-U-89-U; 1989,
1989
Box 143
Video-cassette RL00902-
UM-0212

Ministry of Transport; Speeding; Lifetime Licences; Saatchi & Saatchi Advertising; Mobius Category: 71; Mobius Identifier: XT196AB-71-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-UM-1151

Minnesota Twins; Sock Day; Mobius Awards; Mobius Category: 49; Mobius Identifier: XT651-49-U-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0568

Minolta; Daisy; Bozell; Mobius Category: 81; Mobius Identifier: XR164-81-89-u; 1989 Sept. 27, 1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0134

Mjolk I - Motstandaren; Mjolk II - Experten (Milk II - The Expert); Mobius Category: 20; Mobius Identifier: XT463A-20-u-89-I; 1989, 1989

Box 212
Video-cassette RL00902-UM-1272

Mobil; Young & Rubicam Mobius Category: 3; Mobius Identifier: XT435-3-O-88-I; 1988 Sept. 23, 1988 Sept. 23

Box 188
Video-cassette RL00902-UM-0897

Mobile Phone Service; Rope; Grant/Jacoby, Inc.; Mobius Category: 59; Mobius Identifier: XT1052-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-UM-0443

Mobius Awards, National Mime Theatre of Canada; Radio Aire; Mobius Category: 2; Mobius Identifier: XR585-2-89-I; 1989 Oct. 30, 1989 Oct. 30

Box 221A
Audio-reel RL00902-RR-0344

Mobius Awards; And So to Bed; BBC World Service; Mobius Category: 73; Mobius Identifier: XR227-73-89-I; undated

Box 221A
Audio-reel RL00902-RR-0357

Mobius Awards; Taking Issue; BBC World Service; Mobius Category: 73; Mobius Identifier: XR225-73-89-I; undated

Box 221A
Audio-reel RL00902-RR-0356

Mobius Awards; Time; BBC World Service; Mobius Category: 73; Mobius Identifier: XR228-73-89-I; undated

Box 221A
Audio-reel RL00902-RR-0358

Mobius Category: 20; Mobius Identifier: XT1176-20-O-85-U; 1985, 1985

Box 171
Video-cassette RL00902-UM-0644

Mobius Category: 51; Mobius Identifier: XT245-51-O-89-I; 1989 Sept. 21, 1989 Sept. 21

Box 204
Video-cassette RL00902-UM-1155

Mobius Category: 51; Mobius Identifier: XT617-51-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0614

Mobius Category: 52; Mobius Identifier: XT840-52-O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-UM-1091

Mobius Category: 66; Mobius Identifier: XT302-66-U-89-I; 1989 Sept. 18, 1989 Sept. 18

Box 194
Video-cassette RL00902-UM-0990

Mobius Category: 73; Mobius Identifier: XR476-73-89-u; 1989 Oct. 03, 1989 Oct. 3

Box 218
Audio-reel RL00902-RR-0148

Modesto Police Dept.; Help Stop Crime; Mobius Category: 73; Mobius Identifier: XT397-73-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-UM-0157

Mojo MDA, Tooheys; Piano; William Tell;
Street Remley Studios; Mobius Category: 16;
Mobius Identifier: XR28AB-16-89-I; undated

Box 220
Audio-reel RL00902-RR-0269

Molson Breweries, Canadian Light; Bellies;
Maclaren Advertising; Mobius Category: 16;
Mobius Identifier: XT1458-16-0-88-C; 1988
Sept. 29, 1988 Sept. 29

Box 107
Video-cassette RL00902-
UM-0062

Molson Breweries, Canadian Light; Dancing
Fool; Maclaren Advertising; Mobius Category:
16; Mobius Identifier: XT1456-16-0-88-C; 1988
Sept. 29, 1988 Sept. 29

Box 107
Video-cassette RL00902-
UM-0060

Molson Breweries, Canadian Light; Weekend;
Maclaren Advertising; Mobius Category: 16;
Mobius Identifier: XT1463-16-0-88-C; 1988
Sept. 29, 1988 Sept. 29

Box 107
Video-cassette RL00902-
UM-0063

Molson Breweries, Canadian Light; Wrecker
Ball; Maclaren Advertising; Mobius Category:
16; Mobius Identifier: XT1459-16-0-88-C; 1988
Sept. 06, 1988 Sept. 6

Box 107
Video-cassette RL00902-
UM-0061

Molson Brewers/Canada; Outdoors;
Weekend; Ballroom; Maclaren Advertising;
Mobius Category: 16; Mobius Identifier:
XT1461ABC-16-0-88-C; 1988 Sept. 29, 1988
Sept. 29

Box 107
Video-cassette RL00902-
UM-0052

Monini; Olio; Mobius Category: 19; Mobius
Identifier: XT1123-19-O-89-I; 1989 Sept. 13,
1989 Sept. 13

Box 198
Video-cassette RL00902-
UM-1065

Monofoil; Spud; Mobius Category: 77; Mobius Identifier: XT230-77-O-89-I; 1989 Sept., 1989 Sept.

Box 195
Video-cassette RL00902-UM-1007

Monroe Shocks; Hidden Story; J. Walter Thompson; Mobius Category: 5; Mobius Identifier: XT1058-5-O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-UM-0498

Mont Saint Michel; Mobius Category: 30; Mobius Identifier: XT911-30-O-89-I; 1989 Sept. 27, 1989 Sept. 27

Box 202
Video-cassette RL00902-UM-1120

Montana Power; Feed Me; Empty Promises; Your History; Mobius Category: 59; Mobius Identifier: XT354ABC-59-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-UM-0542

Morbide Promesse Biscuits; Morbide Promesse Del Mulino Bianco; Young & Rubicam Milan; Mobius Category: 24; Mobius Identifier: XT406-24-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-UM-0681

More New-Truck; Mobius Category: 79; Mobius Identifier: XT1253-79-0-89-U; 1989 Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-UM-0106

More New-Truck; Mobius Category: 82; Mobius Identifier: XT1245-82-0-89-U; 1989 Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-UM-0101

More New-Van; Mobius Category: 79; Mobius Identifier: XT1264-79-0-89-U; 1989 Oct. 02, 1989 Oct. 2

Box 136

Video-cassette RL00902-UM-0105

More New-Van; Mobius Category: 82; Mobius Identifier: XT1266-82-0-89-U; 1989 Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-UM-0102

Moro Bar; Softball; DDB Needham Worldwide; Mobius Category: 24; Mobius Identifier: XT262-24-O-90-I; 1990, 1990

Box 201
Video-cassette RL00902-UM-1109

Motel 6; Name Game; The Richards Group; Mobius Category: 81; Mobius Identifier: XR313-81-89-u; 1989 Sept. 27, 1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0126

Motel 6; Voting PSA; Winter '88; Summer '89; The Richards Group; Mobius Category: 71; Mobius Identifier: XR312ABC-71-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0170

Motorist's Insurance; In This Box; Giraffes; Plummer; Liggett-Stashower; Mobius Category: 56; Mobius Identifier: XR418ABC-56-89-u; 1989 July, 1989 July

Box 219
Audio-reel RL00902-RR-0157

Moulinex; Masterchef; Deep Fat Fryer; Vacuum Cleaner; Mobius Category: 33; Mobius Identifier: XT1551ABC-33-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-UM-1202

Mr. Big; Big Mobius Category: 24; Mobius Identifier: XT855-24-O-90-C; 1990, 1990

Box 156
Video-cassette RL00902-UM-0422

Mrs Ohlsson; Backseat Belts; Simultaneous Action; Annonsbyran; Mobius Category: 71; Mobius Identifier: XT1110ABC-71-U-86-I; 1986, 1986

Box 181

Video-cassette RL00902-
UM-0790

MTR-Radio, Ontario Tourism; Full Sing,
Female (Celebration); Vickers & Benson
Advertising Ltd.; Mobius Category: 52; Mobius
Identifier: XR406-52-89-C; 1989 Sept. 28,
1989 Sept. 28

Box 218
Audio-reel RL00902-RR-0104

Much West Opening; Shane Lunny
Productions; Mobius Category: 73; Mobius
Identifier: XT1314-73-U-89-C; 1989, 1989

Box 143
Video-cassette RL00902-
UM-0209

Mum 21; Girl in the Rain; Mobius Identifier:
undated

Box 213
Video-cassette RL00902-
UM-1283

Municipal Association of Victoria, Road Works;
Campaign Pacific; Mobius Category: 69;
Mobius Identifier: XR264-69-89-I; 1989 Sept.
19, 1989 Sept. 19

Box 220
Audio-reel RL00902-RR-0295

Municipal Association of Victoria, Road Works;
Campaign Pacific; Mobius Category: 78;
Mobius Identifier: XR263-78-89-I; 1989 Sept.
19, 1989 Sept. 19

Box 220
Audio-reel RL00902-RR-0325

My Dog is So Smart; Attaboy; Mobius
Identifier: 1986 Oct. 02, 1986 Oct. 2

Box 213
Video-cassette RL00902-
UM-1289

Nabisco Brands Limited; MR President;
Collett, Dickenson, Pearce Partners Limited;
Mobius Category: 79; Mobius Identifier:
XT1229-79-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-
UM-0594

Nabisco Brands Limited; Van; Collett,
Dickenson, Pearce Partners Limited; Mobius

Category: 17; Mobius Identifier: XT1139-17-
O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0692

Nabisco Brands, Ritz and Ritz Bits; Big
Difference; McCann-Erickson; Mobius
Category: 24; Mobius Identifier: XT1357-24-
O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-
UM-0279

Nabisco Brands, Ritz and Ritz Bits; Get It?;
McCann-Erickson; Mobius Category: 24;
Mobius Identifier: XT1348-24-O-90-U; 1990,
1990

Box 148
Video-cassette RL00902-
UM-0286

Nabisco Brands, Ritz Bits Cheese Sandwiches;
Bits in Space; McCann-Erickson; Mobius
Category: 24; Mobius Identifier: XT1353-24-
O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0238

National Australia Bank; Mastercard; Mobius
Category: 76; Mobius Identifier: XT834-76-
O-89-I; 1989 Sept. 27, 1989 Sept. 27

Box 199
Video-cassette RL00902-
UM-1081

National Bank; Lifestyle Loans; Saatchi &
Saatchi Advertising; Mobius Category: 54;
Mobius Identifier: XT203-54-O-90-I; 1990,
1990

Box 206
Video-cassette RL00902-
UM-1181

National Down Syndrome; Peter Pan; Saatchi,
Saatchi, Compton; Mobius Category: 71;
Mobius Identifier: XT540-71-U-87-U; 1987
Sept. 21, 1987 Sept. 21

Box 87
Video-cassette RL00902-
UM-0039

National Express; Elaine; Mobius Category:
62; Mobius Identifier: XT62-62-O-86-I; 1986,
1986

Box 173
Video-cassette RL00902-
UM-0660

National Fish Council; Song; Mobius Category:
23; Mobius Identifier: XT973-23-O-90-U; 1990,
1990

Box 155
Video-cassette RL00902-
UM-0396

National Girobank; Animated Blue Lion; Royds
Mobius Category: 54; Mobius Identifier:
XT1088-54-O-86-I; 1986, 1986

Box 177
Video-cassette RL00902-
UM-0725

National Kidney Foundation; Corpse; The Ball
Partnership; Mobius Category: 66; Mobius
Identifier: XT379-66-U-87-I; 1987, 1987

Box 186
Video-cassette RL00902-
UM-0863

National Pharmaceutical Association,
Pharmaceuticals; Nose; Hoarse; Cromer,
Titterson, Mills, Cowdrey Ltd; Mobius
Category: 47; Mobius Identifier: XT154AB-47-
O-87-I; 1987, 1987

Box 185
Video-cassette RL00902-
UM-0845

National Vacuum Cleaner; Man About the
House; Brown Christensen Advertising;
Mobius Category: 33; Mobius Identifier:
XT242-33-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0816

Nautilus Aerobics Plus; Get Serious; Mobius
Category: 78; Mobius Identifier: XR35-78-89-u;
1989 Sept. 12, 1989 Sept. 12

Box 218
Audio-reel RL00902-RR-0106

Nautilus Aerobics Plus; Get Serious; Mobius
Category: 81; Mobius Identifier: XR38-81-89-u;
1989 Sept. 12, 1989 Sept. 12

Box 218

Audio-reel RL00902-RR-0110

NBC Fall Campaign Theme Piece; Mobius
Category: 67; Mobius Identifier: XT922-67-
O-90-U; 1990, 1990

Box 161
Video-cassette RL00902-
UM-0497

NBC Fall Campaign; Mobius Category: 67;
Mobius Identifier: XT544ABC-67-O-89-I; 1989
Sept. 22, 1989 Sept. 22

Box 204
Video-cassette RL00902-
UM-1157

NBC; Aiko Aiko; Mobius Category: 73; Mobius
Identifier: XT553-73-U-89-U; 1989 Sept. 22,
1989 Sept. 22

Box 143
Video-cassette RL00902-
UM-0196

NBC; Aiko Aiko; Mobius Category: 77; Mobius
Identifier: XT543-77-U-89-U; 1989 Sept. 25,
1989 Sept. 25

Box 144
Video-cassette RL00902-
UM-0227

NEC; Face; Lintas; Mobius Category: 15;
Mobius Identifier: XT45-15-O-88-I; 1988 Aug.
23, 1988 Aug. 23

Box 190
Video-cassette RL00902-
UM-0941

NEC; Hourglass; Lintas; Mobius Category: 15;
Mobius Identifier: XT39-15-O-88-I; 1988 Aug.
23, 1988 Aug. 23

Box 190
Video-cassette RL00902-
UM-0934

Nens Del Brasil; Mobius Category: 73; Mobius
Identifier: XT340-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0909

Nescafe Coffee; Philishave; HERO cassis;
J. Walter Thompson Amsterdam; Mobius
Category: 8; 41; 25; Mobius Identifier:
XT63-18-O-86-I; XT64-41-O-86-I; XT65-25-
O-86-I; 1986 Sept. 04, 1986 Sept. 4

Box 179

Video-cassette RL00902-
UM-0762

Nescafe Gold Blend (Campaign); Return;
Can't Resist; Gold Blend; McCann-Erickson;
Mobius Category: 18; Mobius Identifier:
XT373ABC-18-O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-
UM-1061

Nescafe; Sunrise; McCann-Erickson Mobius
Category: 18; Mobius Identifier: XT368-18-
O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-
UM-1052

Nestle Crunch; Sub; Jordan, McGrath, Case
& Taylor Inc.; Mobius Category: 24; Mobius
Identifier: XT555-24-O-90-U; 1990 Sept. 28,
1990 Sept. 28

Box 161
Video-cassette RL00902-
UM-0487

Nestle Enterprise; Bunny Rocks; FCB/RR;
Mobius Category: 6; Mobius Identifier:
XT835-6-O-90-C; 1990 Sept. 25, 1990 Sept. 25

Box 161
Video-cassette RL00902-
UM-0501

Nestle, Buffet Dog Food; Doggie Boy; Chiat,
Day, Mojo; Mobius Category: 45; Mobius
Identifier: XT950-45-O-90-I; 1990, 1990

Box 201
Video-cassette RL00902-
UM-1108

Nestle, Chocolate Bars; Sweet Dreams J.
Walter Thompson USA; Mobius Identifier:
1985 Aug. 21, 1985 Aug. 21

Box 215
Video-cassette RL00902-
UM-1306

Nestle; Silhouettes; McCann-Erickson, HORA;
Mobius Category: 20; Mobius Identifier:
XT1156-20-U-89-I; 1989 Sept. 20, 1989 Sept.
20

Box 194
Video-cassette RL00902-
UM-1000

Nestle; Sweet Dreams; Never Been Like This;
J. Walter Thompson USA; Mobius Category:
6; Mobius Identifier: XT737-6-O-90-U; 1990,
1990

Box 157
Video-cassette RL00902-
UM-0427

New England Oldsmobile; Teacher; Questions;
Tide; Della Femina, McNamee WCRS, Inc.;
Mobius Category: 2; Mobius Identifier:
XT495ABC-2-U-90-U; 1990 Sept. 24, 1990
Sept. 24

Box 163
Video-cassette RL00902-
UM-0533

New England Telephone; Family II Apology;
Family III Straight Talk; Family IV Dad & Jill;
Cabot Communications; Mobius Category: 59;
Mobius Identifier: XR385ABC-59-89-u; 1989,
1989

Box 218
Audio-reel RL00902-RR-0089

New England Telephone; Family IV; Harold
Cabot & Co, Inc.; Mobius Category: 59;
Mobius Identifier: XR386-59-89-u; 1989 Apr.
14, 1989 Apr. 14

Box 218
Audio-reel RL00902-RR-0098

New England Telephone; No One's There; Rise
'N Shine; Museum; Cabot Communications;
Mobius Category: 59; Mobius Identifier:
XR384ABC-59-89-u; 1989 Sept. 26, 1989 Sept.
26

Box 218
Audio-reel RL00902-RR-0099

New Jersey Bell; Office, Pole-Land;
Sedelmaier; Mobius Category: 59; Mobius
Identifier: XT1384AB-59-0-85-U; undated

Box 221
Film-reel RL00902-F16-0026

New Jersey Bell; Office; Sedelmaier;
Mobius Category: 59; Mobius Identifier:
XT1343-59-0-85-U; undated

Box 221
Film-reel RL00902-F16-0001

New Jersey Bell; Office; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1364-77-0-85-U; undated

Box 221
Film-reel RL00902-F16-0017

New Jersey Bell; Office; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1365-79-0-85-U; undated

Box 221
Film-reel RL00902-F16-0018

New Jersey Bell; Pole-Land; Sedelmaier;
Mobius Category: 59; Mobius Identifier:
XT1381-59-0-85-U; undated

Box 221
Film-reel RL00902-F16-0023

New Jersey Bell; Pole-Land; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1383-77-0-85-U; undated

Box 221
Film-reel RL00902-F16-0025

New Jersey Bell; Pole-Land; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1382-79-0-85-U; undated

Box 221
Film-reel RL00902-F16-0024

New Nissan Sunny; Legs; Watch; Rag;
DMB&B; Mobius Category: 1; Mobius
Identifier: XT1759ABC-1-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-
UM-0781

New Zealand Breweries; Southern Man;
Saatchi & Saatchi Advertising; Mobius
Category: 16; Mobius Identifier: XR51-16-89-I;
undated

Box 220
Audio-reel RL00902-RR-0267

New Zealand Cereal Foods, Diamond
Pasta; Kids; Parachutist; USP Needham;
Mobius Category: 17; Mobius Identifier:
XT1077AB-17-O-87-I; 1987, 1987

Box 180
Video-cassette RL00902-
UM-0771

New Zealand Government; Babysitter;
Letterbox; Garden; Saatchi & Saatchi

Advertising; Mobius Category: 71; Mobius Identifier: XT183ABC-71-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-UM-1153

New Zealand Lotteries Commission; 60" Theme; Super Draw; Easter Super Draw; Saatchi & Saatchi Advertising; Mobius Category: 68; Mobius Identifier: XT215ABC-68-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-UM-1208

New Zealand Lotteries Commission; 90" Theme; Saatchi & Saatchi Advertising; Mobius Category: 68; Mobius Identifier: XT224-68-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-UM-1207

News Open; Mobius Category: 73; Mobius Identifier: XT1048-73-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-UM-0186

News Set; Mobius Category: 86; Mobius Identifier: XT1049-86-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-UM-0180

News; Fernando Escandon; Mobius Category: 73; Mobius Identifier: XT1046-73-U-89-U; 1989, 1989

Box 140
Video-cassette RL00902-UM-0142

Newsworld; Nicholas; Mobius Category: 73; Mobius Identifier: XT94-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-UM-0907

NFL Baby; Kothe, Howard and Roche; Mobius Category: 49; Mobius Identifier: XT76-49-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-UM-0175

Nicks Sportswear; Mobius Category: 75;
Mobius Identifier: XT390-75-O-86-I; 1986,
1986

Box 180
Video-cassette RL00902-
UM-0775

NIH Blood Radio; Husband's Testimonial;
Mom's Testimonial; Pal's Testimonial;
Biederman & Co. Mobius Category: 71;
Mobius Identifier: XR328ABC-71-89-u; 1989,
1989

Box 219
Audio-reel RL00902-RR-0171

Nike International, Women Fitness; One More;
Grey Limited; Mobius Category: 80; Mobius
Identifier: XT820-80-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0662

Nike Shoes; Men's HiJacks, Lady HiJacks,
Men's Vandals; Sedelmaier; Mobius Category:
12; Mobius Identifier: XT1352ABC-12-0-85-U;
undated

Box 221
Film-reel RL00902-F16-0009

Nike; Men's HiJacks/Joe; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1371-79-0-85-U; 1985 May 10, 1985 May 10

Box 221
Film-reel RL00902-F16-0021

Nike; Men's Vandals; Sedelmaier;
Mobius Category: 77; Mobius Identifier:
XT1366-77-0-85-U; 1984 Nov. 12, 1984 Nov. 12

Box 221
Film-reel RL00902-F16-0019

Nike; Men's Vandals; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1368-79-0-85-U; 1984 Nov. 12, 1984 Nov. 12

Box 221
Film-reel RL00902-F16-0020

Nike; Skelette; Mobius Category: 12; Mobius
Identifier: XT1519-12-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-
UM-0929

Nissan , Pulsar Q; Dealership; Mobius
Category: 1; Mobius Identifier: XT477-1-O-89-
I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1085

Nissan Automobile; Do It Himself; Old
Lady; Doors; Ted Bates Advertising;
Mobius Category: 1; Mobius Identifier:
XR436ABC-1-85-c; 1985, 1985

Box 216
Audio-reel RL00902-RR-0048

Nissan Automobile; Gone with the Wind;
Ted Bates Advertising; Mobius Category: 1;
Mobius Identifier: XR435-1-85-C; 1985, 1985

Box 216
Audio-reel RL00902-RR-0049

Nissan Campaign; Comparacion; Maquina
- 60; Sunny-Confortable; Patrol-Deportivo;
Cedric-Lujoso; Pulsar-Practico; Pick-up -
Fuerte; Bluebird - De Moda; Mobius Identifier:
undated

Box 213
Video-cassette RL00902-
UM-1295

Nissan New Zealand; 3002 The Legend;
D'Arcy MacManus Masius; Mobius Category:
1; Mobius Identifier: XT264-1-O-85-I; 1985,
1985

Box 168
Video-cassette RL00902-
UM-0587

Nissan Pulsar; Breakthrough; Mobius
Category: 80; Mobius Identifier: XT1199-80-
O-87-I; 1987 Feb. 10, 1987 Feb. 10

Box 185
Video-cassette RL00902-
UM-0859

Nissan, Marque; Marque; Mobius Category: 1;
Mobius Identifier: XT471-1-O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1086

Nissan, Vector; I Spy; Mobius Category: 1;
Mobius Identifier: XT466-1-O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1083

Nissan; DMBB AK; Mobius Category: 1;
Mobius Identifier: XT250ABC-1-O-90-I; 1990
Sept. 21, 1990 Sept. 21

Box 208
Video-cassette RL00902-
UM-1215

Nissan; Exit Boredom; G. Patts; Mobius
Category: 1; Mobius Identifier: XT1208-1-
O-87-I; 1987 Apr. 10, 1987 Apr. 10

Box 182
Video-cassette RL00902-
UM-0800

Nissan; Miami Sound Machine; Mobius
Category: 81; Mobius Identifier:
XT790-81-0-86-U; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0043

Nissan; Miami Sound Machine; Pickup;
Sentra; Mobius Category: 81; Mobius
Identifier: XT782ABC-81-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-
UM-0031

Nissan; Pulsar Q Showroom; I Spy; Marque;
Mobius Category: 1; Mobius Identifier:
XT469ABC-1-O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1093

Nixdorf Computer Mobius Category: 83;
Mobius Identifier: XT1327-83-O-89-I; 1989,
1989

Box 195
Video-cassette RL00902-
UM-1015

Nobody Does It Better; Jumbuck Australia;
Mobius Category: 60; Mobius Identifier:
XT188-60-O-87-I; 1987 Nov. 09, 1987 Nov. 9

Box 185
Video-cassette RL00902-
UM-0856

North of England Building Society; Marco
Polo, Columbus, Livingstone; Robson Brown
Advertising LTD.; Mobius Category: 54;
Mobius Identifier: XR58ABC-54-89-I; undated

Box 220
Audio-reel RL00902-RR-0306

Northern California Toyota; I Know Previa;
Tylie Jonies & Associates; Mobius Category: 2;
Mobius Identifier: XT1005-2-O-90-U; 1990 Oct.
03, 1990 Oct. 3

Box 151
Video-cassette RL00902-
UM-0331

Northern California Toyota; I Know Trucks;
I Know Cars; I Know Previa; Tylie Jonies
& Associates; Mobius Category: 2; Mobius
Identifier: XT1003ABC-2-O-90-U; 1990 Oct. 03,
1990 Oct. 3

Box 151
Video-cassette RL00902-
UM-0332

Northern California Toyota; Janice; Tylie Jonies
& Associates; Mobius Category: 2; Mobius
Identifier: XT999-2-O-90-U; 1990 Oct. 03, 1990
Oct. 3

Box 159
Video-cassette RL00902-
UM-0469

Northern Telecom; Pole Vaulting; High Wire;
J. Walter Thompson; Mobius Category: 67;
Mobius Identifier: XT1319AB-67-O-90-C; 1990
Oct. 11, 1990 Oct. 11

Box 146
Video-cassette RL00902-
UM-0249

Northern Telecom; Pole Vaulting; J. Walter
Thompson; Mobius Category: 67; Mobius
Identifier: XT1329-67-O-90-C; 1990 Oct. 11,
1990 Oct. 11

Box 146
Video-cassette RL00902-
UM-0250

Norwest Banks -- FREE CHECKING
CAMPAIGN; Tell the Truth; Veronica; Wendt
Advertising; Mobius Category: 54; Mobius
Identifier: XT897AB-54-O-90-U; 1990 Sept. 28,
1990 Sept. 28

Box 151
Video-cassette RL00902-
UM-0341

Nose Better; Body Check; Zwiren & Wagner;
Mobius Category: 47; Mobius Identifier:
XR140-47-85-u; 1985 Sept. 23, 1985 Sept. 23

Box 216

Audio-reel RL00902-RR-0029

Notice; Try Not To... Rules; The Ball
Partnership; Mobius Category: 67; Mobius
Identifier: XT636ABC-67-u-90-I; 1990 Sept. 24,
1990 Sept. 24

Box 210
Video-cassette RL00902-
UM-1241

NSP Wisconsin, Renner Burns; NSP Time of
Use/Barb Kemper; NSP Time of Use/Virgil &
Jane Wohlwend; NSP Time of Use/Lilli Bakker;
Borman Associates; Mobius Category: 59;
Mobius Identifier: XT214ABC-59-U-89-U; 1988
May 12, 1988 May 12

Box 144
Video-cassette RL00902-
UM-0218

NSW Rugby League, Mini and Mod League;
Mobius Category: 49; Mobius Identifier:
XT254-49-U-86-I; 1986 Sept. 22, 1986 Sept. 22

Box 181
Video-cassette RL00902-
UM-0791

NY Telephone Calling Card; Appearing;
Mobius Category: 59; Mobius Identifier:
XT297-59-O-90-U; 1990, 1990

Box 158
Video-cassette RL00902-
UM-0446

NZ Gas; domestic; HKM, Rialto Mobius
Category: 27; Mobius Identifier: XT1162-27-
O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1121

NZ Lotteries Commission; 2nd Birthday;
Leotards; Hollywood; Saatchi & Saatchi
Advertising; Mobius Category: 68; Mobius
Identifier: XT208ABC-68-O-89-I; 1989, 1989

Box 195
Video-cassette RL00902-
UM-1016

NZ Telecom; Business Technology; Mackay
King; Mobius Category: 15; Mobius Identifier:
XT182-15-O-88-I; 1988, 1988

Box 190

Video-cassette RL00902-UM-0940

NZ Telecom; International Tolls; Tolls; Mobile Phones; Mackay King; Mobius Category: 59; Mobius Identifier: XT193ABC-59-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-UM-0938

NZ Telecom; Olympic Network Trailer; Mackay King; Mobius Category: 73; Mobius Identifier: XT169-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-UM-0904

NZ Telecom; Rural; Beyond Products; Trained People; Mackay King; Mobius Category: 59; Mobius Identifier: XT194ABC-59-O-88-I; 1988, 1988

Box 190
Video-cassette RL00902-UM-0926

O.V. Beer; Good Times; Mobius Category: 16; Mobius Identifier: XT1413-16-0-88-U; 1988, 1988

Box 107
Video-cassette RL00902-UM-0053

Oak Brook Hills; I Want A Weekend; Gams, Chicago, Inc.; Mobius Category: 52; Mobius Identifier: XR138-52-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0079

Ode to Winning; Lintas Campbell-Ewald; Mobius Category: 85; Mobius Identifier: XT1473-85-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0577

Ohio Lottery; Straight Bet; Box Bet; How to Pick, How Do You; The Advertising Connection; Mobius Category: 68; Mobius Identifier: XR9ABC-68-89-u; 1989 Aug. 31, 1989 Aug. 31

Box 218
Audio-reel RL00902-RR-0120

Ohio State Home Services Inc.; The Talking Walls; Shaffer Shaffer Shaffer Inc.; Mobius Category: 27; Mobius Identifier: XT341-27-U-89-U; 1989, 1989

Box 143
Video-cassette RL00902-UM-0202

Old ABC-TV Promos; Television Information Office; Mobius Identifier: undated

Box 215
Video-cassette RL00902-UM-1298

Olio Fiat Selenia; Skateboard; Lintas Milano; Mobius Category: 3; Mobius Identifier: XT658-3-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-UM-1234

Olympus Optical Company UK Limited; The Pits; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 44; Mobius Identifier: XT1227-44-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-UM-0602

Olympus Optical Company UK Limited; The Pits; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1240-79-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-UM-0599

Ontario Duct Cleaning; Dirty Ducts; Derek Van Lint and Associates; Mobius Category: 30; Mobius Identifier: XT234-30-O-90-C; 1990, 1990

Box 148
Video-cassette RL00902-UM-0287

Ontario Hydro; Barber; Mobius Category: 59; Mobius Identifier: XT26-59-O-90-C; 1990, 1990

Box 147
Video-cassette RL00902-UM-0275

Ontario Jockey Club; Neighbours; Mobius Category: 49; Mobius Identifier: XT636-49-U-89-C; 1989, 1989

Box 142

Video-cassette RL00902-
UM-0177

Ontario Lottery Corporation; Shirt; Gloves;
Derek Van Lint and Associates; Mobius
Category: 68; Mobius Identifier: XT230AB-68-
O-90-C; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0307

Operation Enfant Soleil; Parc; Mobius
Category: 66; Mobius Identifier: XT483-66-
U-90-C; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0566

Oras Sensiva; Mobius Category: 37; Mobius
Identifier: XT657-37-O-88-I; 1988 Sept. 26,
1988 Sept. 26

Box 191
Video-cassette RL00902-
UM-0952

Orbit; Saatchi & Saatchi Los Angeles; Mobius
Category: 1; Mobius Identifier: T626-1-98-U;
1998, 1998

Box 206
Video-cassette RL00902-
UM-1193

Oregon Traffic Safety Commission; Bugs;
Gard & Lesh; Mobius Category: 71; Mobius
Identifier: XR270-71-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0178

Oregon Traffic Safety Commission; Dynamic
Duo; Gard & Lesh; Mobius Category: 71;
Mobius Identifier: XR272-71-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0180

Oregon Traffic Safety Commission; Yup;
Gard & Lesh; Mobius Category: 71; Mobius
Identifier: XR271-71-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0179

Orthoxicol Cough Medicine; Auctioneer;
Sudler & Hennessey; Mobius Category: 47;
Mobius Identifier: XT1435-47-O-88-I; 1988,
1988

Box 189

Video-cassette RL00902-UM-0913

Orthoxicol Nasal Relief Tablets; Noses Know; Upjohn Pty Ltd Mobius Category: 77; Mobius Identifier: XT653-77-O-89-I; 1989, 1989

Box 197
Video-cassette RL00902-UM-1048

Oscar Mayer/Hot Dogs; Hey Kids; J. Walter Thompson Chicago; Mobius Category: 23; Mobius Identifier: XT1206-23-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0388

Oscar Mayer/Hot Dogs; Weinermobile; J. Walter Thompson Chicago; Mobius Category: 23; Mobius Identifier: XT1202-23-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0387

Oscar Mayer/Light Bologna; Mrs. Von Lehmden; J. Walter Thompson Chicago; Mobius Category: 23; Mobius Identifier: XT1203-23-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0390

Oscar Mayer/Light Bologna; Something's Missing; J. Walter Thompson Chicago; Mobius Category: 23; Mobius Identifier: XT1209-23-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-UM-0389

Ostrom Chevrolet; Generic Jingle; Robert Elen & Assoc.; Mobius Category: 2; Mobius Identifier: XR257-2-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0044

OTC, Mothers Day; Chiat day Mojo; Mobius Category: 59; Mobius Identifier: XR281ABC-59-89-I; undated

Box 220
Audio-reel RL00902-RR-0320

Outdoor Video; USP Needham; Mobius
Category: 53; Mobius Identifier: XT450-53-
O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-
UM-0711

Owens Co. South Monster Sale Campaign;
Martin White & Mickwee; Mobius Category:
78; Mobius Identifier: XR188AB-78-89-u; 1989,
1989

Box 218
Audio-reel RL00902-RR-0118

Oxy; Malaysian Girl; Mobius Category: 47;
Mobius Identifier: XT246-47-U-89-I; 1989
Sept. 14, 1989 Sept. 14

Box 205
Video-cassette RL00902-
UM-1169

P&G Charmin; Phone Booth; D'Arcy Masius
Benton & Bowles USA; Mobius Category: 31;
Mobius Identifier: XT1424-31-O-90-U; 1990,
1990

Box 149
Video-cassette RL00902-
UM-0298

P&G Charmin; Phone Booth; Dream Rev;
Luanne Rev.; D'Arcy Masius Benton & Bowles
USA; Mobius Category: 31; Mobius Identifier:
XT1439ABC-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0299

P&G, Solo; Olive Oyl; Saatchi & Saatchi DFS
Compton; Mobius Category: 29; Mobius
Identifier: XT1306-29-O-87-I; 1987, 1987

Box 187
Video-cassette RL00902-
UM-0881

P+O Ferries; Morgan; McCann-Erickson;
Mobius Category: 62; Mobius Identifier:
XT371-62-O-89-I; 1989 Sept. 26, 1989 Sept. 26

Box 195
Video-cassette RL00902-
UM-1005

Palisades Shopping Center; Gifts of Love;
Martin White & Mickwee; Mobius Category:

72; Mobius Identifier: XR190-72-89-u; 1989,
1989

Box 219
Audio-reel RL00902-RR-0184

Pallas; Mobius Category: 12; Mobius
Identifier: XT250-12-O-89-I; 1989 Sept. 14,
1989 Sept. 14

Box 204
Video-cassette RL00902-
UM-1163

Paradise Cream; Ogilvy & Mather; Mobius
Category: 20; Mobius Identifier: XT236-20-
O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0813

Parallel Lines; March Shoppo; Mobius
Category: 10; Mobius Identifier: XR65-10-89-I;
undated

Box 220
Audio-reel RL00902-RR-0266

Parker Brothers; Life Before TV; Della Femina
McNamee WCRS, Inc.; Mobius Category: 7;
Mobius Identifier: XT498-7-O-90-U; 1990 Sept.
24, 1990 Sept. 24

Box 159
Video-cassette RL00902-
UM-0455

Partners; Ross Roy, Inc.; Mobius Category:
54; Mobius Identifier: XT912-54-O-90-U; 1990
Sept. 27, 1990 Sept. 27

Box 150
Video-cassette RL00902-
UM-0313

Pasta House Latina Fresh; Lonely Waiter New;
Luscombe & Partners; Mobius Category: 23;
Mobius Identifier: XT485-23-O-90-I; 1990
Sept. 25, 1990 Sept. 25

Box 201
Video-cassette RL00902-
UM-1106

Pasta Pigs; Mobius Category: 23; Mobius
Identifier: XT1169-23-U-90-C; 1990 Oct., 1990
Oct.

Box 165
Video-cassette RL00902-
UM-0569

Paul Renhard, Newcastle Business Park;
Is Harry There?; Metro Radio Group PLC;
Mobius Category: 60; Mobius Identifier:
XR470-60-89-I; 1989 Sept. 20, 1989 Sept. 20

Box 220
Audio-reel RL00902-RR-0339

Peanuts; Mobius Category: 62; Mobius
Identifier: XT772-62-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0070

Pedigree Dolls and Toys Limited; Beauty
Salon; Collett, Dickenson, Pearce Partners
Limited; Mobius Category: 7; Mobius
Identifier: XT1257-7-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0607

Pedigree Pet Foods, Sheba Cat Food; Lean
on Me; Grey Limited; Mobius Category: 45;
Mobius Identifier: XT1084-45-O-87-I; 1987,
1987

Box 185
Video-cassette RL00902-
UM-0844

Pentax News TV Campaign; Climber; Foreign
Intrigue; Farmer; The Bloom Agency, Inc.;
Mobius Category: 44; Mobius Identifier:
XT1462ABC-44-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0356

People's Tires; Nice Letter; After Hours;
Mobius Category: 5; Mobius Identifier:
XT1446AB-5-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-
UM-0537

Pepe Clothing; Raindance; McCormick-
Publicis; Mobius Category: 10; Mobius
Identifier: XT667-10-O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-
UM-0920

Pepper's Power Party; Mobius Category: 83;
Mobius Identifier: XR163-83-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0127

Perrier; Mime; Henderson Foord Advertising;
Mobius Category: 67; Mobius Identifier:
XT524-67-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-
UM-1206

Petroleum Corporation of New Zealand
Ltd; Announcement; Application Date; Last
Chance; Mackay King; Mobius Category: 66;
Mobius Identifier: XT62ABC-66-O-87-I; 1987,
1987

Box 183
Video-cassette RL00902-
UM-0825

Peugeot Talbot Motor Company; Peugeot
309 Summer Special Royds McCann Mobius
Category: 1; Mobius Identifier: XT186-1-O-87-
I; 1987, 1987

Box 180
Video-cassette RL00902-
UM-0767

Phantom of the Opera Competition;
Mobius Category: 73; Mobius Identifier:
XR325ABC-73-89-I; undated

Box 220
Audio-reel RL00902-RR-0335

Philips CEA Interference; Ogilvy & Mather
Ltd; Mobius Category: 51; Mobius Identifier:
XT465-51-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-
UM-0737

Philips CEA Sensation in the Tunnel; Ogilvy
& Mather Ltd; Mobius Category: 51; Mobius
Identifier: XT485-51-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0689

Philips; Pooltable; Cliff Freeman and Partners;
Mobius Category: 72; Mobius Identifier:
XR196-72-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0185

Philips; Pooltable; Cliff Freeman and Partners;
Mobius Category: 81; Mobius Identifier:
XR197-81-89-u; 1989 Aug. 29, 1989 Aug. 29

Box 218
Audio-reel RL00902-RR-0124

Philips; Train; Ogilvy & Mather; Mobius
Category: 51; Mobius Identifier: XT169-51-
O-89-I; 1989, 1989

Box 199
Video-cassette RL00902-
UM-1079

Phillips Explorer Camcorder; A Horse Sale
- A Winner; Mobius Category: 44; Mobius
Identifier: XT113-44-O-89-I; 1989 Sept. 14,
1989 Sept. 14

Box 196
Video-cassette RL00902-
UM-1028

Phillips Moving Sound; Mobius Category: 50;
Mobius Identifier: XT992-50-O-87-I; 1987 July
31, 1987 July 31

Box 183
Video-cassette RL00902-
UM-0823

Phillips, CD1; J.W. Thompson; Mobius
Category: 51; Mobius Identifier: XT1424-51-
O-89-I; 1989 Sept. 19, 1989 Sept. 19

Box 199
Video-cassette RL00902-
UM-1072

Pilot 1 Opening; Shane Lunny Productions;
Mobius Category: 73; Mobius Identifier:
XT1313-73-U-89-C; 1989, 1989

Box 143
Video-cassette RL00902-
UM-0210

Pimlico Race Course; Chase; Rescue; W.B.
Doner Company; Mobius Category: 49; Mobius
Identifier: XT1774AB-49-U-85-U; 1985, 1985

Box 63
Video-cassette RL00902-
UM-0008

Pinball - Michigan; Ross Roy; Mobius
Identifier: 1985 Sept. 06, 1985 Sept. 6

Box 213
Video-cassette RL00902-
UM-1293

Pinkerton; CJAD 800 Stereo Mobius Category:
44; Mobius Identifier: XR192ABC-44-89-C;
undated

Box 221A
Audio-reel RL00902-RR-0354

Pinnacle; Mobius Category: 85; Mobius Identifier: XT1473-85-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-UM-0035

Pioneer (Europe), Compact Disc; City Lights; Grey Limited; Mobius Category: 51; Mobius Identifier: XT824-51-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-UM-0687

Pioneer Electronics; West End Story; Bill Hudson + Associates; Mobius Identifier: undated

Box 213
Video-cassette RL00902-UM-1285

Pirelli Scandinavia; Parashute; Mobius Category: 5; Mobius Identifier: XT49-5-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-UM-1156

Pirelli; Cardeal; Mobius Category: 5; Mobius Identifier: XT724-5-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-UM-1204

Pizzalands, Wholemeal; Small Screen; Jenner Keating Becker Reay; Mobius Category: 21; Mobius Identifier: XT1567-21-O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-UM-0959

Placer's Oil Well; Mobius Category: 63; Mobius Identifier: XR150-63-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0177

Planters; Shadow Lambada; Levitating Peanut; Balloon Man; Lintas New York; Mobius Category: 24; Mobius Identifier: XT665ABC-24--O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-UM-0280

Planters; Shadow Lambada; Lintas New York;
Mobius Category: 24; Mobius Identifier:
XT709-24-O-90-U; 1990, 1990

Box 148
Video-cassette RL00902-
UM-0281

Plessey Corporate; Endurance; Ptamirgan;
Disguise; Collett, Dickenson, Pearce Partners
Limited; Mobius Category: 67; Mobius
Identifier: XT1165ABC-67-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-
UM-0755

Polar Trading Co., Polar Beer; Dressin' Up;
Gold Coast Advertising; Mobius Category: 82;
Mobius Identifier: XT1562-82-0-89-U; 1989,
1989

Box 136
Video-cassette RL00902-
UM-0109

Polaroid; Miniportrait; Ogilvy & Mather;
Mobius Category: 44; Mobius Identifier:
XT142-44-O-89-I; 1989 Sept. 16, 1989 Sept. 16

Box 196
Video-cassette RL00902-
UM-1034

Police Story Spot; Mobius Category: 73;
Mobius Identifier: XT818-73-U-89-U; 1989
Sept. 28, 1989 Sept. 28

Box 140
Video-cassette RL00902-
UM-0152

Police Story Spot; Mobius Category: 80;
Mobius Identifier: XT823-80-U-89-U; 1989
Sept. 28, 1989 Sept. 28

Box 138
Video-cassette RL00902-
UM-0118

Polycell Products Limited; Crack Squad;
Collett, Dickenson, Pearce Partners Limited;
Mobius Category: 79; Mobius Identifier:
XT1174-79-O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0652

Pon-Audi; Singing in the Rain; Noodervliet & Winninghof, Leo Burnett; Mobius Category: 1; Mobius Identifier: XT983-1-O-90-I; 1990, 1990

Box 207
Video-cassette RL00902-UM-1197

Pond Rice Ogilvy & Mather, Equal Opportunities; Street Remley Studios; Mobius Category: 71; Mobius Identifier: XR11ABC-71-89-I; undated

Box 220
Audio-reel RL00902-RR-0282

Pond Rice Ogilvy & Mather, Equal Opportunities; Street Remley Studios; Mobius Category: 71; Mobius Identifier: XR12ABC-71-89-I; undated

Box 220
Audio-reel RL00902-RR-0283

Pontiac; Excitement; DMM; Mobius Category: 1; Mobius Identifier: XR439-1-85-u; 1985 Sept. 30, 1985 Sept. 30

Box 216
Audio-reel RL00902-RR-0047

Pontiac; Motion; DMM; Mobius Category: 1; Mobius Identifier: XR440-1-85-u; 1985 Sept. 30, 1985 Sept. 30

Box 216
Audio-reel RL00902-RR-0046

Pool; Saxophone; Young & Rubicam; Mobius Category: 16; Mobius Identifier: XT1622AB-16-O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-UM-0964

Pop Rocks Explosion; Healy-Schutte & co.; Mobius Category: 24; Mobius Identifier: XT902-24-O-90-U; 1990 Feb. 06, 1990 Feb. 6

Box 161
Video-cassette RL00902-UM-0492

Porsche; Museum - A Good Beginning; Mobius Identifier: 1985 Aug. 27, 1985 Aug. 27

Box 213
Video-cassette RL00902-UM-1294

Portmans, Warehouse Clearance; Harvie Advertising; Mobius Category: 72; Mobius

Identifier: XR44-72-89-I; 1989 Sept. 18, 1989
Sept. 18

Box 220
Audio-reel RL00902-RR-0310

Portuguese Heart Foundation; Forks; McCann-
Erickson; Mobius Category: 48; Mobius
Identifier: XT1158-48-U-89-I; 1989 Sept. 20,
1989 Sept. 20

Box 205
Video-cassette RL00902-
UM-1168

Post Bank Restrictions; PBQ; 060; 017;
HKM/Rialto; Mobius Category: 54; Mobius
Identifier: XR570-54-89-I; 1989 Oct. 04, 1989
Oct. 4

Box 220
Audio-reel RL00902-RR-0277

Post Box; Mobius Category: 76; Mobius
Identifier: XT1129-76-O-89-I; 1989, 1989

Box 195
Video-cassette RL00902-
UM-1010

Postbank; Swiss Army Knife; HKM, Rialto;
Mobius Category: 54; Mobius Identifier:
XT382-54-U-90-I; 1990, 1990

Box 211
Video-cassette RL00902-
UM-1267

Poudre Valley Hospital; Diner; Difficult
Decisions; Ed & Aggie; Mobius Category:
58; Mobius Identifier: XT353ABC-58-O-90-U;
1990, 1990

Box 154
Video-cassette RL00902-
UM-0378

Power & The Glory; DBK & O; Mobius
Category: 15; Mobius Identifier: XR525-15-85-
u; 1985 Oct. 04, 1985 Oct. 4

Box 216
Audio-reel RL00902-RR-0038

Pre-adopt Mother; John J. Prescott &
Associates; Mobius Category: 71; Mobius
Identifier: XT327-71-U-90-U; 1989 Dec. 18,
1989 Dec. 18

Box 144
Video-cassette RL00902-
UM-0219

Premier Health Plan; Father's Time; Mother's Nature; Child's Play; Mobius Category: 55; Mobius Identifier: XT1429ABC-55-U-89-U; 1989 Oct., 1989 Oct.

Box 141
Video-cassette RL00902-UM-0169
Box 142
Box 143
Box 144

Prepare to be Impressed; Safety; Chassis Ver. 1; Lintas Campbell-Ewald; Mobius Category: 89; Mobius Identifier: XT1485ABC-89-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0574

Preps Plus: The Game; Griffin & Boyle; Mobius Category: 57; Mobius Identifier: XT464-57-O-90-U; 1990 Sept. 27, 1990 Sept. 27

Box 145
Video-cassette RL00902-UM-0236

Pride of the Pacific; HDM Mattingly; Mobius Category: 86; Mobius Identifier: XT238-86-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-UM-1238

Principal Financial Group; Pencils II; E.H. Brown Advertising; Mobius Category: 54; Mobius Identifier: XT794-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-UM-0328

Procter & Gamble, Bold 3; Huggins & Delivery Boy; Newly Weds; Italians; Grey Limited; Mobius Category: 29; Mobius Identifier: XT826ABC-29-O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-UM-0719

Procter & Gamble, Crest; Pump; Mobius Category: 39; Mobius Identifier: XT459-39-U-86-C; 1986, 1986

Box 63

Video-cassette RL00902-UM-0014

Procter & Gamble, Inc, Pepto Bismol; Wrestling; Torrero; Circus; Mobius Category: 47; Mobius Identifier: XT1351ABC-47-O-88-I; 1988, 1988

Box 189
Video-cassette RL00902-UM-0914

Program Promotion, Arch Tambakis Show; 2UE Newsradio 954; Mobius Category: 73; Mobius Identifier: XR326ABC-73-89-I; undated

Box 220
Audio-reel RL00902-RR-0299

Prudential; He Wants to Be; She Wants to Be; WCRS Mathews Marcantonio; Mobius Category: 67; Mobius Identifier: XT1426AB-67-O-89-I; 1989 Sept. 14, 1989 Sept. 14

Box 202
Video-cassette RL00902-UM-1123

Public Service Announcement; Greatest High of All; Bonneville Media Communications; Mobius Category: 71; Mobius Identifier: XT581-71-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-UM-0738

Public Service Announcement; Hit and Run Paranoia; Mobius Category: 71; Mobius Identifier: XR115-71-89-C; 1989, 1989

Box 219
Audio-reel RL00902-RR-0190

Public Service Co. of New Mexico; Another Day; Katsin/Loeb; Mobius Category: 59; Mobius Identifier: XT1081-59-O-90-U; 1990 Oct. 08, 1990 Oct. 8

Box 147
Video-cassette RL00902-UM-0274

Public Service Co. of New Mexico; Bucks; Birds; Katsin/Loeb; Mobius Category: 59; Mobius Identifier: XT1080AB-59-O-90-U; 1990 Oct. 08, 1990 Oct. 8

Box 147

Video-cassette RL00902-
UM-0265

Public Service Co. of New Mexico; Iceberg
Rev.; Katsin/Loeb; Mobius Category: 59;
Mobius Identifier: XT1079-59-O-90-U; 1990
Aug. 24, 1990 Aug. 24

Box 147
Video-cassette RL00902-
UM-0264

Publix Supermarket; Date; Mobius Category:
22; Mobius Identifier: XT959-22-O-90-U; 1990,
1990

Box 154
Video-cassette RL00902-
UM-0386

Pura Foods, Vegetable Oil; Lard; Egg; Chip;
Pastry; Grey Limited; Mobius Category: 19;
Mobius Identifier: XT1402ABC-19-O-88-I;
1988, 1988

Box 189
Video-cassette RL00902-
UM-0910

Quaker/Cycle; The Dock; J. Walter Thompson
Chicago; Mobius Category: 45; Mobius
Identifier: XT1207-45-O-90-U; 1990, 1990

Box 145
Video-cassette RL00902-
UM-0241

Quaker/Kibbles'n Bits; Race Track; Fox Hunt;
J. Walter Thompson Chicago; Mobius Category:
45; Mobius Identifier: XT1196AB-45-O-90-U;
1990, 1990

Box 145
Video-cassette RL00902-
UM-0245

Quaker/Pepperoni; Gondolier; J. Walter
Thompson Chicago; Mobius Category: 45;
Mobius Identifier: XT1204-45-O-90-U; 1990,
1990

Box 150
Video-cassette RL00902-
UM-0326

Quaker/Pet Treats; Carrolling Pets; J. Walter
Thompson Chicago; Mobius Category: 45;
Mobius Identifier: XT1208-45-O-90-U; 1990,
1990

Box 145

Video-cassette RL00902-
UM-0243

Quaker/Pounce; Pushover; J. Walter Thompson
Chicago; Mobius Category: 45; Mobius
Identifier: XT1205-45-O-90-U; 1990, 1990

Box 150
Video-cassette RL00902-
UM-0325

Quality Chekd Dairy Association, Ice Cream;
Almost Hear It Moo; Bert, Barz, & Kirby.
Inc.; Mobius Category: 20; Mobius Identifier:
XR147ABC-20-85-u; 1985 Sept. 27, 1985 Sept.
27

Box 216
Audio-reel RL00902-RR-0057

Queen's Cabinet; Secretary's Week; Five Star
Advertising; Mobius Category: 44; Mobius
Identifier: XR130-44-85-U; 1985, 1985

Box 216
Audio-reel RL00902-RR-0005

Queensland Railways; Launch; Freight Train;
Travel Train; Ken Campbell & Associates;
Mobius Category: 62; Mobius Identifier:
XT1166ABC-62-O-89-I; 1989 Sept. 27, 1989
Sept. 27

Box 195
Video-cassette RL00902-
UM-1004

Quick Broom; Hallmark Advertising; Mobius
Category: 33; Mobius Identifier: XT301-33-
O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0363

Quotes, War & Remembrance; Mobius
Category: 73; Mobius Identifier: XT824-73-
U-89-U; 1989 Sept. 29, 1989 Sept. 29

Box 140
Video-cassette RL00902-
UM-0151

Radio 2GB; Waves & Squares; USP Needham;
Mobius Category: 73; Mobius Identifier:
XT274AB-73-U-85-I; 1985, 1985

Box 171
Video-cassette RL00902-
UM-0632

Radio Rentals Limited; Dodgy Duo; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 51; Mobius Identifier: XT1199-51-O-86-I; 1986, 1986

Box 180
Video-cassette RL00902-UM-0779

Radio Rentals Limited; Dodgy Duo; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1198-79-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-UM-0672

Radio Rentals Limited; Don't Buy Smaller Nasty; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 51; Mobius Identifier: XT1137ABC-51-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-UM-0740

Radio Rentals Limited; Don't Buy; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1186-79-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-UM-0760

Radio Rentals Limited; Smaller; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1194-79-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-UM-0759

Radio Rentals; Blah Blah; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1201-79-O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-UM-0701

Radio/Campaign; Hiking Guide, Inflatable Car; BBDO Atlanta; Mobius Category: 62; Mobius Identifier: XR217AC-62-89-U; undated

Box 221A
Audio-reel RL00902-RR-0355

Radiola TV; La vie, l'aventure; Mobius
Category: 51; Mobius Identifier: XT255-51-
O-89-I; 1989 Sept. 25, 1989 Sept. 25

Box 199
Video-cassette RL00902-
UM-1067

Ragu; Old World Images; J. Walter Thompson
USA; Mobius Category: 23; Mobius Identifier:
XT736-23-O-90-u; 1990, 1990

Box 155
Video-cassette RL00902-
UM-0395

Rainbow Toys, Muppet Babies; Storks; Rushes;
Mobius Category: 7; Mobius Identifier:
XT198-7-U-86-I; 1986 Aug. 22, 1986 Aug. 22

Box 181
Video-cassette RL00902-
UM-0792

Rainbow; Design Award; Chainsaw; USP
Needham; Mobius Category: 5; Mobius
Identifier: XT453ABC-5-O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0649

Raveis; Island; Samon; Mobius Category: 60;
Mobius Identifier: XT1207-60-U-85-U; 1985
Aug. 22, 1985 Aug. 22

Box 171
Video-cassette RL00902-
UM-0636

Ray Powell, Woolworths Superstore; Easter
Promotion; Radio New Zealand; Mobius
Category: 72; Mobius Identifier: XR504-72-89-
I; 1989 Mar., 1989 Mar.

Box 220
Audio-reel RL00902-RR-0278

Reach Out!; Mobius Category: 73; Mobius
Identifier: XT683-73-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-
UM-0184

Reading PSA; Net A&P; Mobius Category: 71;
Mobius Identifier: XT517-71-U-87-U; 1987
Aug. 26, 1987 Aug. 26

Box 87
Video-cassette RL00902-
UM-0040

Real Life; Mobius Category: 73; Mobius
Identifier: XT809ABC-73-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-
UM-0183

Realty Brokers; HKM AKLD; Mobius Category:
60; Mobius Identifier: XT1008-60-U-87-I; 1987,
1987

Box 181
Video-cassette RL00902-
UM-0786

Red Nose Day Campaign; Buck; Illona;
Brigette; Ogilvy & Mather; Mobius Category:
66; Mobius Identifier: XT969ABC-66-U-89-I;
1989, 1989

Box 194
Video-cassette RL00902-
UM-0991

Red Sticker Sale - Teaser; Red Sticker Sale
- Woman; Mobius Category: 2; Mobius
Identifier: XT547AB-2-0-86-U; 1986 Sept. 25,
1986 Sept. 25

Box 64
Video-cassette RL00902-
UM-0025

Reebok, ERS Sports Conditioning; Mobius
Category: 12; Mobius Identifier: XT1011-12-
U-89-U; 1989 Sept. 28, 1989 Sept. 28

Box 139
Video-cassette RL00902-
UM-0126

Reininghaus L; Schwarzes Ross; G. Phillip; E.
Konstantin; DMB&B; Mobius Category: 16;
Mobius Identifier: XT619ABC-16-O-87-I; 1987,
1987

Box 182
Video-cassette RL00902-
UM-0805

Remco/STP/Robker; Paragon Co.; Mobius
Category: 72; Mobius Identifier: XT523-72-
U-85-U; 1985 Sept. 23, 1985 Sept. 23

Box 63
Video-cassette RL00902-
UM-0009

Renault 11; Ricardo De Luca Publicidad;
Mobius Identifier: undated

Box 215

Video-cassette RL00902-
UM-1299

Rent-A-Ute; Truck Rentals; Radio 5AD; Mobius
Category: 61; Mobius Identifier: XR2-61-89-I;
1989 Aug. 14, 1989 Aug. 14

Box 220
Audio-reel RL00902-RR-0292

Renton Honda Automobiles; The Elevator;
The Salesperson; The Teacher; Executive
Marketing Consultants; Mobius Category: 2;
Mobius Identifier: XT44ABC-2-U-90-U; 1990
June, 1990 June

Box 163
Video-cassette RL00902-
UM-0536

Rexona, AIM; Bills; SSC & B Lintas Worldwide;
Mobius Category: 39; Mobius Identifier:
XT288-39-O-87-I; 1987, 1987

Box 184
Video-cassette RL00902-
UM-0834

Rexona; Lintas New Zealand; Mobius
Category: 40; Mobius Identifier: XT68-40-
O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-
UM-1139

Reynolds; Chops; J. Walter Thompson USA;
Mobius Category: 31; Mobius Identifier:
XT739-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0295

Reynolds; Chops; Lightning; J. Walter
Thompson USA; Mobius Category: 31; Mobius
Identifier: XT733AB-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0296

Reynolds; Lightning; J. Walter Thompson
USA; Mobius Category: 31; Mobius Identifier:
XT740-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0308

Reynolds; Seals Party; J. Walter Thompson
USA; Mobius Category: 31; Mobius Identifier:
XT738-31-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-
UM-0309

RHM Foods; Turkey Blues; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 19;
Mobius Identifier: XT1195-19-O-86-I; 1986,
1986

Box 177
Video-cassette RL00902-
UM-0729

Richard Ellis Corporate; Lips; Saatchi &
Saatchi Compton Pty Ltd; Mobius Category:
60; Mobius Identifier: XT656-60-O-88-I; 1988
Sept. 26, 1988 Sept. 26

Box 190
Video-cassette RL00902-
UM-0928

Richardson Vicks, Sinex; Strangers on a Train
D'Arcy Masius Benton NSW; Mobius Category:
47; Mobius Identifier: XT407-47-O-88-I; 1988
June 17, 1988 June 17

Box 189
Video-cassette RL00902-
UM-0916

Richardson Vicks, Throat Drops; Rooster;
Leo Burnett Company; Mobius Category: 47;
Mobius Identifier: XT543-47-O-88-I; 1988,
1988

Box 189
Video-cassette RL00902-
UM-0911

Ricky McMountain; Rebecca, Marsha;
Mobius Category: 78; Mobius Identifier:
XR90AB-78-89-C; 1989 Oct. 01, 1989 Oct. 1

Box 218
Audio-reel RL00902-RR-0108

Robin Hood Flour; Pittsburgh; Rise; DDB
Needham Worldwide; Mobius Category: 23;
Mobius Identifier: XT657AB-23-U-90-U; 1990
Oct. 01, 1990 Oct. 1

Box 165
Video-cassette RL00902-
UM-0561

Rochester City Schools Brainpower Program;
In Jail; Herb Gross & Company; Mobius
Category: 63; Mobius Identifier: XR285-63-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0119

Ron Palo Viejo; Orgullo; Paloma; Gallo;
Serralles; Mobius Category: 84; Mobius
Identifier: XT783ABC-84-0-86-U; 1986, 1986

Box 87
Video-cassette RL00902-
UM-0042

Ronseal; Bull + Barn; Mobius Category: 30;
Mobius Identifier: XT858-30-O-87-I; 1987 July
09, 1987 July 9

Box 185
Video-cassette RL00902-
UM-0849

Room All Out Rev.; Brakes; Aerodynamics;
Campbell-Mithun-Esty; Mobius Category: 1;
Mobius Identifier: XT750ABC-1-U-89-U; 1989
Sept. 20, 1989 Sept. 20

Box 138
Video-cassette RL00902-
UM-0116

Room All Out Rev.; Brakes; Euro Quotes;
Campbell-Mithun-Esty; Mobius Category: 1;
Mobius Identifier: XT762ABC-1-U-89-U; 1989
Sept. 20, 1989 Sept. 20

Box 138
Video-cassette RL00902-
UM-0114

Rosarita Refried Beans; Cactus Cafe REV.;
Ketchum Advertising Mobius Category: 23;
Mobius Identifier: XT1106-23-O-90-U; 1990
Oct. 01, 1990 Oct. 1

Box 155
Video-cassette RL00902-
UM-0397

Ross Roy, Inc.; Partners; Sprinklers; Sunset;
Mobius Awards; Mobius Category: 54; Mobius
Identifier: XT910ABC-54-O-90-U; 1990 Sept.
27, 1990 Sept. 27

Box 151
Video-cassette RL00902-
UM-0329

Rowntree Mackintosh Sun-Pat, Pan Yan; Pick the Best; Ogilvy & Mather Partners; Mobius Category: 19; Mobius Identifier: XT254-19-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0624

Royal Australian Air Force; Connaghan & May Ayer; Mobius Category: 63; Mobius Identifier: XT116-63-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-UM-0589

Royal Automobile Club of WA; Breakdown Service; D'Arcy MacManus Masius; Mobius Category: 4; Mobius Identifier: XT445-4-U-85-I; 1985, 1985

Box 171
Video-cassette RL00902-UM-0633

Royal Bank of Scotland; Business Animal; BMP Davidson Pearce; Mobius Category: 54; Mobius Identifier: XT1126-54-O-88-I; 1988 Sept. 27, 1988 Sept. 27

Box 192
Video-cassette RL00902-UM-0967

Royal New Zealand Navy; Matte Box Films AKLD; Mobius Category: 63; Mobius Identifier: XT100-63-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-UM-0824

Royal north Shore Hospital, Quit For Life; John Bevins Advertising; Mobius Category: 71; Mobius Identifier: XR183-71-89-I; 1989 Sept. 22, 1989 Sept. 22

Box 220
Audio-reel RL00902-RR-0314

Royal North Shore Hospital, Stay In Control; John Bevins Advertising; Mobius Category: 71; Mobius Identifier: XR182-71-89-I; 1989 Sept. 22, 1989 Sept. 22

Box 220
Audio-reel RL00902-RR-0312

Royce Homes; Warm Kneecaps; Mobius
Category: 60; Mobius Identifier: XR366-60-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0113

Rules; The Ball Partnership; Mobius Category:
67; Mobius Identifier: XT637-67-U-90-I; 1990
Sept. 22, 1990 Sept. 22

Box 210
Video-cassette RL00902-
UM-1242

Russell Bartlett, Telecomm; Fathers Day;
Radio New Zealand; Mobius Category: 59;
Mobius Identifier: XR503-59-89-I; 1989 Aug.
31, 1989 Aug. 31

Box 220
Audio-reel RL00902-RR-0297

S.P.A., A.B.; Basket Ball Dome; Redwood
Recording Studios; Mobius Category: 62;
Mobius Identifier: XR342-62-89-I; 1989 Sept.
25, 1989 Sept. 25

Box 220
Audio-reel RL00902-RR-0309

Sabadin Petroleum; Fuel Distributor; Mobius
Category: 3; Mobius Identifier: XT147-3-U-90-
I; 1990, 1990

Box 210
Video-cassette RL00902-
UM-1243

San Francisco Rag Shop; Avenue Attitudes;
Mobius Category: 10A; Mobius Identifier:
XT449-10A-U-85-U; 1985, 1985

Box 63
Video-cassette RL00902-
UM-0019

Save the Children Fund; Appeal; Ogilvy
& Mather; Mobius Category: 66; Mobius
Identifier: XT970-66-U-89-I; 1989, 1989

Box 194
Video-cassette RL00902-
UM-1001

Save the Children Fund; Maze; Wipe; Mobius
Category: 66; Mobius Identifier: XT36AB-66-
U-89-I; 1989 Aug. 15, 1989 Aug. 15

Box 194
Video-cassette RL00902-
UM-0995

Schizophrenia; Mobius Category: 66; Mobius Identifier: XT44-66-U-89-I; 1989, 1989

Box 194
Video-cassette RL00902-UM-0994

Schoep's Ice Cream; Man on the Street; Man on the Street; Man on the Street; Carl Ames Communications; Mobius Category: 20; Mobius Identifier: XR405ABC-20-85-u; 1985 Sept. 30, 1985 Sept. 30

Box 216
Audio-reel RL00902-RR-0023

Scholl Plough Correctol; Hallelujah; Palmer Bonner BCP; Mobius Category: 47, 48; Mobius Identifier: XT139-48-U-89-C, XT140-47-U-89-C; 1989 Sept. 21, 1989 Sept. 21

Box 138
Video-cassette RL00902-UM-0119

Scope; Convenience; Ayer New Zealand; Mobius Category: 62; Mobius Identifier: XT413-62-O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-UM-1131

Scope; Convenience; Ayer New Zealand; Mobius Category: 87; Mobius Identifier: XT411-87-O-89-I; 1989, 1989

Box 198
Video-cassette RL00902-UM-1062

Scottish & Newcastle Breweries PLC; Fan Club; Double Glazing; 5 out of 5; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 16; Mobius Identifier: XT1166ABC-16-O-86-I; 1986, 1986

Box 180
Video-cassette RL00902-UM-0774

Scottish & Newcastle Breweries PLC; Lubrication; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 16; Mobius Identifier: XT1176-16-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-UM-0754

Scottish and Newcastle Breweries PLC;
Spellbound; Collett, Dickenson, Pearce
Partners Limited; Mobius Category: 16;
Mobius Identifier: XT1193-16-O-86-I; 1986,
1986

Box 176
Video-cassette RL00902-
UM-0713

Scottish and Newcastle Breweries; Madame
Rosa; Collett, Dickenson, Pearce Partners
Limited; Mobius Category: 79; Mobius
Identifier: XT1173-79-O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0667

Scottish and Newcastle Breweries; Rocket;
Collett, Dickenson, Pearce Partners Limited;
Mobius Category: 16; Mobius Identifier:
XT1250-16-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-
UM-0625

Scratch N Match; Coca Cola/Indy 500; Lotto
Logo; Mobius Category: 68; Mobius Identifier:
XT1070ABC-68-U-90-U; 1990 Oct. 09, 1990
Oct. 9

Box 163
Video-cassette RL00902-
UM-0531

Searle - Equal; Coffee Shop; DDB Needham
Worldwide; Mobius Category: 48; Mobius
Identifier: XT406-48-O-89-I; 1989, 1989

Box 197
Video-cassette RL00902-
UM-1038

Searle Consumer Products, Canderel; Scales;
Tool Box; Plates; Jenner Keating Becker Reay;
Mobius Category: 19; Mobius Identifier:
XT914-19-O-89-I; 1989 Sept. 26, 1989 Sept. 26

Box 198
Video-cassette RL00902-
UM-1066

Sears Discover Card; Dawn General; Dawn
Savings; Dawn Dividends; J. Walter Thompson;
Mobius Identifier: unnumbered; undated

Box 32

Video-cassette RL00902-UM-0005

Secure Horizons Senior Health Plan; How We Met Suissa & Associates, Inc.; Mobius Category: 55; Mobius Identifier: XT929-55-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0564

Security Pacific Bank Campaign; Forest; Birds; Sunset; D'Arcy Masius Benton & Bowles, Inc.; Mobius Category: 54; Mobius Identifier: XT613ABC-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-UM-0337

Security Pacific Bank; Birds on a Wire; D'Arcy Masius Benton & Bowles, Inc.; Mobius Category: 54; Mobius Identifier: XT615-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-UM-0335

Security Pacific Bank; Birds on a Wire; Mobius Awards; Mobius Category: 54; Mobius Identifier: XT1147-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-UM-0338

Security Pacific Bank; Forest; D'Arcy Masius Benton & Bowles, Inc.; Mobius Category: 54; Mobius Identifier: XT614-54-O-90-U; 1990, 1990

Box 151
Video-cassette RL00902-UM-0336

See 'N Say W/Lever (Muppet); Mobius Category: 7; Mobius Identifier: XT330-7-O-90-U; 1990 July 18, 1990 July 18

Box 159
Video-cassette RL00902-UM-0465

Selectrix 1st Birthday; Mobius Category: 72; Mobius Identifier: XT37ABC-72-U-88-I; 1988 Aug. 16, 1988 Aug. 16

Box 193

Video-cassette RL00902-
UM-0984

Self Made; Man (Revised); Central Office of
Information; Mobius Category: 87; Mobius
Identifier: XT1469-87-O-89-I; 1989, 1989

Box 197
Video-cassette RL00902-
UM-1039

Seoul Man; Mobius Category: 84; Mobius
Identifier: XT1501-84-0-88-U; 1988, 1988

Box 108
Video-cassette RL00902-
UM-0083

Series; The Bloom Agency, Inc.; Mobius
Category: 47; Mobius Identifier: XT1463-47-
O-90-U; 1990, 1990

Box 156
Video-cassette RL00902-
UM-0411

Servistar Lumber; Tone Loc Rap; Mobius
Category: 82; Mobius Identifier: XR478-82-89-
u; 1989 Oct. 03, 1989 Oct. 3

Box 218
Audio-reel RL00902-RR-0082

Seveso Yeti Compact; Mobius Category: 33;
Mobius Identifier: XT155-33-O-90-I; 1990
Sept. 17, 1990 Sept. 17

Box 208
Video-cassette RL00902-
UM-1219

Shakey's; Happy Mouth; Robert Elen & Assoc.;
Mobius Category: 21; Mobius Identifier:
XR258-21-85-u; 1985 Sept. 27, 1985 Sept. 27

Box 216
Audio-reel RL00902-RR-0054

Sharp Business Equipment; Future Shock;
Advertising Partners Australia Pty. Limited;
Mobius Category: 15; Mobius Identifier:
XT642-15-O-88-I; 1988 Sept. 27, 1988 Sept. 27

Box 190
Video-cassette RL00902-
UM-0939

Shaw Festival; Generic; Nietzsche; Orson
Welles; Mobius Category: 70; Mobius
Identifier: XR92ABC-70-89-C; 1989, 1989

Box 218
Audio-reel RL00902-RR-0147

Shawmut Bank; College; Mortgage; Brothers;
Ketchum Advertising Mobius Category: 54;
Mobius Identifier: XT824ABC-54-O-90-U; 1990
Aug. 24, 1990 Aug. 24

Box 151
Video-cassette RL00902-
UM-0342

Shawmut Bank; Partners; Ketchum Advertising
Mobius Category: 54; Mobius Identifier:
XT822-54-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0351

Shell 100 Years; Noodervliet & Winninghof,
Leo Burnett; Mobius Category: 3; Mobius
Identifier: XT978-3-O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-
UM-1237

Shell Animals Campaign; Elephant; Pig; Owl;
Ogilvy & Mather; Mobius Category: 4; Mobius
Identifier: XT600ABC-4-O-90-U; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0548

Shell Canada; Scotford; Different Frontiers;
Sociotech; Survival; Peace River; Carder Gray
Advertising Inc; Mobius Identifier: 1985 Feb.
01, 1985 Feb. 1

Box 215
Video-cassette RL00902-
UM-1301

Shell Canada; Stallion; Ogilvy & Mather
West; Mobius Category: 3; Mobius Identifier:
XT43-3-O-90-C; 1990, 1990

Box 164
Video-cassette RL00902-
UM-0547

Shell Gemini Oil; Grand Prix; McCormick-
Publicis; Mobius Category: 3; Mobius
Identifier: XT665-3-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0896

Shell Piggybank; Noodervliet & Winninghof,
Leo Burnett; Mobius Category: 3; Mobius
Identifier: XT976-3-O-90-I; 1990, 1990

Box 209

Video-cassette RL00902-
UM-1236

Shell UK Ltd; Brands Hatch; Ogilvy & Mather
Ltd; Mobius Category: 67; Mobius Identifier:
XT471-67-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0685

Shell UK Ltd; Chains; Ogilvy & Mather Ltd;
Mobius Category: 3; Mobius Identifier:
XT464-3-O-86-I; 1986, 1986

Box 172
Video-cassette RL00902-
UM-0653

Shell; Truck Guard Breakthrough; Ogilvy
& Mather; Mobius Category: 3; Mobius
Identifier: XT597-3-O-90-U; 1990, 1990

Box 159
Video-cassette RL00902-
UM-0467

Shopping Cart; GSD&M Advertising; Mobius
Category: 67; Mobius Identifier: XT780-67-
U-89-U; 1989, 1989

Box 144
Video-cassette RL00902-
UM-0224

Showerings Unlimited; Beak; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 16; Mobius Identifier: XT1175-16-
O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0680

Showerings Unlimited; Beak; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 79; Mobius Identifier: XT1191-79-
O-86-I; 1986, 1986

Box 180
Video-cassette RL00902-
UM-0776

Showerings Unlimited; Poseurs; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 16; Mobius Identifier: XT1261-16-
O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-
UM-0626

Showerings Unlimited; Shrink; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 16; Mobius Identifier: XT1177-16-
O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0669

Showerings Unlimited; Striking; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 16; Mobius Identifier: XT1172-16-
O-86-I; 1986, 1986

Box 177
Video-cassette RL00902-
UM-0723

Singapore Airlines, Megatop 747; Clouds;
Mobius Category: 62; Mobius Identifier:
XT675-62-O-89-I; 1989 Sept. 22, 1989 Sept. 22

Box 197
Video-cassette RL00902-
UM-1041

Singapore Army; Master Planner; Mobius
Category: 63; Mobius Identifier: XT1142-63-
O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0609

Singapore Army; Tank; Mobius Category: 63;
Mobius Identifier: XT1141-63-O-85-I; 1985,
1985

Box 169
Video-cassette RL00902-
UM-0598

Singapore Tourist Promotion Board; Mysteries
of the East; People of the East; Traveller's
Tale; Batey Ads Pte Ltd; Mobius Category: 52;
Mobius Identifier: RT144ABC-52-O-85-I; 1985,
1985

Box 170
Video-cassette RL00902-
UM-0613

Sip 'N' Save; Winna Exa; Leo Burnett; Mobius
Category: 72; Mobius Identifier: XT130-72-
U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0983

Sitia Yomo; Yomi - Alleluya; Mobius Category:
20; Mobius Identifier: XT1240AB-20-O-09-I;
1989, 1989

Box 199
Video-cassette RL00902-
UM-1078

Skil Corporation; Cut Circles; Cramer
Krasselt; Mobius Category: 32; Mobius
Identifier: XT990-32-O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0362

Smiths; Smith's Bigs; Mobius Category: 24;
Mobius Identifier: XT33-24-O-86-I; 1986 Aug.
14, 1986 Aug. 14

Box 172
Video-cassette RL00902-
UM-0650

Smiths; Smith's Bigs; Mobius Category: 24;
Mobius Identifier: XT37ABC-24-O-86-I; 1986
Aug. 14, 1986 Aug. 14

Box 172
Video-cassette RL00902-
UM-0654

Smyth; Malled; Malled Again; Mobius
Category: 44; Mobius Identifier:
XTR104AB-44-85-U; 1985 Sept. 18, 1985 Sept.
18

Box 216
Audio-reel RL00902-RR-0004

Snapper Mower; Power Tools; Mobius
Category: 32; Mobius Identifier: XT362-32-
O-90-U; 1990, 1990

Box 153
Video-cassette RL00902-
UM-0361

Snapper; Lawn Toy; J. Walter Thompson USA;
Mobius Category: 30; Mobius Identifier:
XT514-30-O-90-U; 1990 Sept. 27, 1990 Sept.
27

Box 149
Video-cassette RL00902-
UM-0300

Snapper; Power Tools; J. Walter Thompson
USA; Mobius Category: 30; Mobius Identifier:
XT517-30-O-90-U; 1990 Sept. 27, 1990 Sept.
27

Box 149

Video-cassette RL00902-
UM-0301

Snells Shoe Centres, Slatters Shoes; Mobius
Category: 12; Mobius Identifier: XT108-12-
U-89-I; 1989 Aug. 31, 1989 Aug. 31

Box 205
Video-cassette RL00902-
UM-1173

SNET Yellow Pages; Canary; Mustard; Butter;
TBWA Advertising; Mobius Category: 59;
Mobius Identifier: XT366ABC-59-O-90-U; 1990
Sept. 27, 1990 Sept. 27

Box 145
Video-cassette RL00902-
UM-0233

Snowbird; Octoberfest; Mobius Category: 49;
Mobius Identifier: XT357-49-U-90-U; 1990
Sept. 27, 1990 Sept. 27

Box 165
Video-cassette RL00902-
UM-0560

Snowbird; The Swallows Return; Mobius
Category: 49; Mobius Identifier: XT657-49-
U-89-U; 1989 Sept. 22, 1989 Sept. 22

Box 143
Video-cassette RL00902-
UM-0206

Solid Fuel Advisory Service; The Kirkwood
Partnership; Mobius Identifier: 1985 Feb. 04,
1985 Feb. 4

Box 213
Video-cassette RL00902-
UM-1296

Solihull School Meals; Mobius Category: 8;
Mobius Identifier: XR82-8-89-I; undated

Box 220
Audio-reel RL00902-RR-0265

Some Like It Hot; Eastern Airlines;
Mobius Category: 84; Mobius Identifier:
XT603-84-0-89-U; 1990, 1990

Box 32
Video-cassette RL00902-
UM-0004

Somerfield Group, Harshbarger Campaign;
Mobius Category: 69; Mobius Identifier:
XT564ABC-69-O-90-U; 1990, 1990

Box 162

Video-cassette RL00902-
UM-0509

Something Different; Lumina; Mobius
Category: 79; Mobius Identifier:
XT1248-79-0-89-U; 1989 Oct. 02, 1989 Oct. 2

Box 136
Video-cassette RL00902-
UM-0107

Something is Out There main title; Mobius
Category: 77; Mobius Identifier: XT554-77-
U-89-U; 1989 Sept. 22, 1989 Sept. 22

Box 143
Video-cassette RL00902-
UM-0199

Sony Australia Pty Ltd, Camcorder; The
Golden Years of Villawood; McCann-Erickson;
Mobius Category: 51; Mobius Identifier:
XT151-51-O-89-I; 1989 Sept. 18, 1989 Sept. 18

Box 199
Video-cassette RL00902-
UM-1082

Sony Australia, Sony Trinitron TV; Wind Up
Chick; McCann-Erickson; Mobius Category:
51; Mobius Identifier: XT152-51-O-89-I; 1989
Sept. 18, 1989 Sept. 18

Box 199
Video-cassette RL00902-
UM-1071

Sony Australia, Trinitron, Camcorder, Compact
Disc Player; Wind Up Chick; The Golden
Years of Villawood; Aria; McCann-Erickson;
Mobius Category: 51; Mobius Identifier:
XT155ABC-51-O-89-I; 1989 Sept. 18, 1989
Sept. 18

Box 199
Video-cassette RL00902-
UM-1069

Sony; Canary; Boase Massimi Pollitt
Advertising; Mobius Category: 33; Mobius
Identifier: XT1389-33-O-87-I; 1987, 1987

Box 183
Video-cassette RL00902-
UM-0815

South Australian Brewing Company, West
End Export; Oasis; Young & Rubicam PTY

Ltd.; Mobius Category: 16; Mobius Identifier:
XT679-16-O-85-I; 1985 Sept. 26, 1985 Sept. 26

Box 169
Video-cassette RL00902-
UM-0600

South of Scotland Electricity Board;
Struthers Advertising & Marketing Ltd;
Mobius Category: 59; Mobius Identifier:
XT250ABC-59-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-
UM-0750

Southeastern Conference; The Foundation;
Potter's Wheel; RET Advertising; Mobius
Category: 67; Mobius Identifier: XT808AB-67-
U-89-U; 1989 Sept. 01, 1989 Sept. 1

Box 141
Video-cassette RL00902-
UM-0166
Box 142
Box 143
Box 144

Southern Water; Sponge; Jenner Keating
Becker Reay; Mobius Category: 67; Mobius
Identifier: XT915-67-O-89-I; 1989 Sept. 26,
1989 Sept. 26

Box 202
Video-cassette RL00902-
UM-1124

Southerwestern Bell Telephone Corporate;
Together; Wedding; D'Arcy MacManus Masius;
Mobius Category: 28; Mobius Identifier:
XT461-28-O-87-I; 1987, 1987

Box 182
Video-cassette RL00902-
UM-0802

Southland 7-Eleven; Easy Start/Easy Day;
Ultimate Thirst; Fill In; J. Walter Thompson
Chicago; Mobius Category: 22; Mobius
Identifier: XT1197ABC-22-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-
UM-0385

Southwestern Bell Telephone, Telehelp; Three
Little Pigs; D'Arcy MacManus Masius; Mobius
Category: 71; Mobius Identifier: XT918-71-
O-85-U; 1985, 1985

Box 171

Video-cassette RL00902-
UM-0628

Southwestern Bell; Busy; The Call Vanishes;
Noise Pollution; DMB&B; Mobius Category:
59; Mobius Identifier: XR112ABC-59-89-u;
1989, 1989

Box 218
Audio-reel RL00902-RR-0094

Southwestern Bell; Leak; Run Through;
DMB&B; Mobius Category: 59; Mobius
Identifier: XR106AB-59-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0090

Southwestern Bell; Noise Pollution; DMB&B;
Mobius Category: 59; Mobius Identifier:
XR107-59-89-u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0093

Spa Lady Campaign; Mobius Category: 50;
Mobius Identifier: XT266ABC-50-O-90-C;
1990, 1990

Box 156
Video-cassette RL00902-
UM-0414

Speedskater; Mobius Category: 37; Mobius
Identifier: XT1500-37-0-88-U; 1988, 1988

Box 108
Video-cassette RL00902-
UM-0082

Speedy Muffler King; Respect; J. Walter
Thompson; Mobius Category: 4; Mobius
Identifier: XT1057-4-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0520

Splash of Colour; Ayer New Zealand; Mobius
Category: 11; Mobius Identifier: XT414-11-
O-89-I; 1989, 1989

Box 200
Video-cassette RL00902-
UM-1098

Split Table; USP Needham; Mobius Category:
23; Mobius Identifier: XT448-23-O-86-I; 1986,
1986

Box 172
Video-cassette RL00902-
UM-0645

Sprinklers; Ross Roy, Inc.; Mobius Category:
54; Mobius Identifier: XT913-54-O-90-U; 1990
Sept. 27, 1990 Sept. 27

Box 150
Video-cassette RL00902-
UM-0314

Square Peg; Central Office of Information;
Mobius Category: 87; Mobius Identifier:
XT1471-87-O-89-I; 1989, 1989

Box 197
Video-cassette RL00902-
UM-1042

St. George; PJ Walsh; Mobius Category: 67;
Mobius Identifier: XT34-67-O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-
UM-0695

St. Joseph Hospital; Bridges; McDonald Davis
& Associates; Mobius Category: 58; Mobius
Identifier: XT1130-58-O-90-U; 1990, 1990

Box 154
Video-cassette RL00902-
UM-0380

St. Joseph Hospital; Bridges; McDonald Davis
& Associates; Mobius Category: 67; Mobius
Identifier: XT1131-67-O-90-U; 1990, 1990

Box 147
Video-cassette RL00902-
UM-0270

Stan and Eileen; Concepts & Communications
Mobius Category: 33; Mobius Identifier:
XR266-33-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0032

Stanley Steemer; Whirl Away; Mobius
Category: 36; Mobius Identifier: XT740-36-
U-85-U; 1985, 1985

Box 63
Video-cassette RL00902-
UM-0012

Stanley Tools; Waterbeatle; Samuelson &
Talbot; Mobius Category: 5; Mobius Identifier:
XT997-5-O-90-I; 1990 Oct. 01, 1990 Oct. 1

Box 207
Video-cassette RL00902-
UM-1203

State Building Society; Mobius Category: 54;
Mobius Identifier: XT1474ABC-54-O-87-I; 1987
June 10, 1987 June 10

Box 186
Video-cassette RL00902-
UM-0861

State Building Society; Money Wise, Family;
Money Maker, Robyn & Tracey; Money Maker,
Wendy & Colleen; Mobius Category: 54;
Mobius Identifier: XT1476ABC-54-O-87-I; 1987
June 10, 1987 June 10

Box 184
Video-cassette RL00902-
UM-0842

State Pollution Control Commission;
Anti-Litter Campaign; USP Needham;
Mobius Category: 71; Mobius Identifier:
XT278ABCD-71-U-85-I; 1985, 1985

Box 171
Video-cassette RL00902-
UM-0631

State Rail, Trackfast Depot to Door; IHJ
Advertising; Mobius Category: 59; Mobius
Identifier: XR6-59-89-I; 1989 Aug. 23, 1989
Aug. 23

Box 220
Audio-reel RL00902-RR-0319

Station ID animated logo; Mobius Category:
73; Mobius Identifier: XT680-73-U-89-U; 1989,
1989

Box 143
Video-cassette RL00902-
UM-0204

Station ID animated logo; Mobius Category:
76; Mobius Identifier: XT679-76-U-89-U; 1989,
1989

Box 143
Video-cassette RL00902-
UM-0194

Stop in Your Tracks; GSD&M Advertising;
Mobius Category: 62; Mobius Identifier:
XT777-62-0-89-U; 1989, 1989

Box 107
Video-cassette RL00902-
UM-0057

Stouffer's Entrees; Who Knows You Better?;
HBM Creamer Inc. Mobius Category: 50;

Mobius Identifier: XT131ABC-50-U-87-I; 1987,
1987

Box 181
Video-cassette RL00902-
UM-0782

Stouffer's French Bread Pizza; Brothers; HBM
Creamer Inc. Mobius Category: 57; Mobius
Identifier: XT133-57-U-87-I; 1987, 1987

Box 181
Video-cassette RL00902-
UM-0783

Stouffer's Pizza Cutter, French; Cutter
Round; Della Femina McNamee, Inc.; Mobius
Category: 23; Mobius Identifier: XT591AB-23-
O-90-U; 1990 Sept. 28, 1990 Sept. 28

Box 155
Video-cassette RL00902-
UM-0398

Strategic Defense Initiative; Peace Shield;
Mobius Category: 69; Mobius Identifier:
XT382-69-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-
UM-0037

Streets Dizzy Ice Cream; The Party; SSC&B
Lintas Worldwide; Mobius Category: 24;
Mobius Identifier: XT643-24-O-85-I; 1985,
1985

Box 168
Video-cassette RL00902-
UM-0593

Streets Ice Cream; OJ; SSC&B Lintas
Worldwide; Mobius Category: 75; Mobius
Identifier: XT641-75-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-
UM-0605

Stretchline Limos; Mobius Category: 61;
Mobius Identifier: XR64-61-89-I; undated

Box 220
Audio-reel RL00902-RR-0293

Subaru; Schminson; Sedelmaier; Mobius
Category: 1; Mobius Identifier: XT1360-1-0-85-
U; 1984 Dec. 23, 1984 Dec. 23

Box 221
Film-reel RL00902-F16-0016

Subaru; Schminson; Sedelmaier;
Mobius Category: 79; Mobius Identifier:
XT1356-79-0-85-U; 1984 Dec. 23, 1984 Dec. 23
Box 221
Film-reel RL00902-F16-0013

Summer Celebration Campaign;
Mobius Category: 81; Mobius Identifier:
XT712ABC-81-0-86-U; 1986, 1986
Box 87
Video-cassette RL00902-UM-0049

Sun Maid Growers of California; Like 'em
So Much; Piece of Cake; Grey Advertising/
L.A.; Mobius Category: 24; Mobius Identifier:
XT413AB-24-O-90-U; 1990, 1990
Box 148
Video-cassette RL00902-UM-0282

Sunday Sunday; Saatchi & Saatchi
Advertising; Mobius Category: 67; Mobius
Identifier: XT188-67-U-89-I; 1989, 1989
Box 194
Video-cassette RL00902-UM-0993

Sunicrust Golden Oat Bread; Toast & Jam;
Mobius Category: 76; Mobius Identifier:
XT837-76-O-89-I; 1989 Sept. 27, 1989 Sept. 27
Box 199
Video-cassette RL00902-UM-1080

Sunkist; Squeeze Me; FCB/LA; Mobius
Category: 23; Mobius Identifier: XT1047-23-
O-90-U; 1990, 1990
Box 155
Video-cassette RL00902-UM-0403

Sunoco; Amateur; Employee; Challenge; F.H.
Hayhurst Advertising; Mobius Category: 3;
Mobius Identifier: XR460ABC-3-85-C; 1985,
1985
Box 216
Audio-reel RL00902-RR-0063

Sunoco; I Love That; F.H. Hayhurst
Advertising; Mobius Category: 3; Mobius
Identifier: XR461-3-85-C; 1985, 1985
Box 216
Audio-reel RL00902-RR-0062

Sunoco; I Love That; Lonesome Pick-Up;
Tomorrow; F.H. Hayhurst Advertising;
Mobius Category: 3; Mobius Identifier:
XR462ABC-3-85-c; 1985, 1985

Box 216
Audio-reel RL00902-RR-0061

Swimming Pool; Ducks; Declaration Of Love;
Wake Up; Benton & Bowles; Mobius Category:
56; Mobius Identifier: XT116AB-56-O-86-I;
1986 Mar. 19, 1986 Mar. 19

Box 179
Video-cassette RL00902-
UM-0751

Syntex Agribusiness, Synovex S; EEC; John
Bevins Pty. Limited; Mobius Category: 13;
Mobius Identifier: XT764-13-O-85-I; 1985,
1985

Box 169
Video-cassette RL00902-
UM-0596

T.V. Room; Mobius Category: 85; Mobius
Identifier: XT1470-85-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-
UM-0030

Taco; Compile; Mobius Category: 23; Mobius
Identifier: XT36ABC-23-O-86-I; 1986 Aug. 14,
1986 Aug. 14

Box 173
Video-cassette RL00902-
UM-0666

Taco; Tacoburgers; Mobius Category: 23;
Mobius Identifier: XT35-23-O-86-I; 1986 Aug.
14, 1986 Aug. 14

Box 177
Video-cassette RL00902-
UM-0734

TAFT; Lack + Schaum; Mobius Category: 43;
Mobius Identifier: XT1486AB-43-O-89-I; 1989
Oct. 04, 1989 Oct. 4

Box 196
Video-cassette RL00902-
UM-1033

Tampax; Metamorphosis; CME; Mobius
Category: 43; Mobius Identifier:
XT1146-43-0-89-U; 1989 Sept. 29, 1989 Sept.
29

Box 108

Video-cassette RL00902-
UM-0086

Tampax; Metamorphosis; CME; Mobius
Category: 87; Mobius Identifier:
XT1145-87-0-89-U; 1989 Sept. 29, 1989 Sept.
29

Box 108
Video-cassette RL00902-
UM-0087

Taunton Cider; A Night at the Local; Wight
Collins Rutherford Scott PLC; Mobius
Category: 16; Mobius Identifier: XT132-16-
O-86-I; 1986, 1986

Box 177
Video-cassette RL00902-
UM-0731

Ted Lyon; Pounds; Mandate: Campaign Media;
Mobius Category: 69; Mobius Identifier:
XT581-69-U-89-U; 1989 Sept. 10, 1989 Sept.
10

Box 139
Video-cassette RL00902-
UM-0133

Tefal, Kettle; Holmes Knight Ritche Ltd;
Mobius Category: 33; Mobius Identifier:
XT609-33-O-85-I; 1985 Sept. 24, 1985 Sept. 24

Box 171
Video-cassette RL00902-
UM-0643

Tefal; Compact Cooker; Holmes Knight Ritche
Ltd; Mobius Category: 33; Mobius Identifier:
XT563-33-O-86-I; 1986 Sept. 25, 1986 Sept. 25

Box 174
Video-cassette RL00902-
UM-0679

Teisseire; Pressi; Oasis; Prism
Communications Ltd; Mobius Identifier:
undated

Box 215
Video-cassette RL00902-
UM-1304

Telecom Cellular; Car; Saatchi & Saatchi
Advertising; Mobius Category: 59; Mobius
Identifier: XT210-59-O-89-I; 1989, 1989

Box 195
Video-cassette RL00902-
UM-1013

Telecom Corporation of NZ Ltd; Boring;
Rugby; Didgeridoo; Saatchi & Saatchi
Advertising; Mobius Category: 59; Mobius
Identifier: XT202ABC-59-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1179

Telecom Corporation of NZ Ltd; Fibre Optics;
Saatchi & Saatchi; Mobius Category: 59;
Mobius Identifier: XT228-59-O-90-I; 1990,
1990

Box 209
Video-cassette RL00902-
UM-1233

Telecom Corporation of NZ Ltd; Jingle; A
Bit Longer; Operator; Saatchi & Saatchi
Advertising; Mobius Category: 59; Mobius
Identifier: XT204ABC-59-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1178

Telecom Corporation of NZ Ltd; Joy; Older
Woman; Business Executive; Saatchi & Saatchi
Advertising; Mobius Category: 59; Mobius
Identifier: XT180ABC-59-O-89-I; 1989, 1989

Box 203
Video-cassette RL00902-
UM-1142

Telecom Corporation of NZ Ltd; Me and Mrs
Jones; Saatchi & Saatchi; Mobius Category:
59; Mobius Identifier: XT221-59-U-90-I; 1990,
1990

Box 210
Video-cassette RL00902-
UM-1244

Telecom Corporation of NZ Ltd; Meercat;
Stand By Your Man; Me and Mrs Jones;
Saatchi & Saatchi; Mobius Category: 59;
Mobius Identifier: XT218ABC-59-U-90-I; 1990,
1990

Box 210
Video-cassette RL00902-
UM-1247

Telecom Corporation of NZ Ltd; Mits; Saatchi
& Saatchi Advertising; Mobius Category: 59;
Mobius Identifier: XT205-59-O-90-I; 1990,
1990

Box 201

Video-cassette RL00902-
UM-1105

Telecom Corporation of NZ Ltd; Names;
Friendly Aussies; Before 8 am; Saatchi &
Saatchi Advertising; Mobius Category: 59;
Mobius Identifier: XT198ABC-59-U-89-I; 1989,
1989

Box 205
Video-cassette RL00902-
UM-1172

Telecom Corporation of NZ Ltd; Stand By Your
Man; Saatchi & Saatchi; Mobius Category:
59; Mobius Identifier: XT220-59-U-90-I; 1990,
1990

Box 210
Video-cassette RL00902-
UM-1245

Telecom Corporation of NZ Ltd; Turtle;
Saatchi & Saatchi; Mobius Category: 59;
Mobius Identifier: XT227-59-U-90-I; 1990,
1990

Box 210
Video-cassette RL00902-
UM-1246

Telecom Corporation of NZ Ltd; Upside Down;
Bigger; Art Direction; Saatchi & Saatchi
Advertising; Mobius Category: 59; Mobius
Identifier: XT199ABC-59-U-89-I; 1989, 1989

Box 205
Video-cassette RL00902-
UM-1177

Telecom Directory Services Ltd; Book Launch;
Leak; Bank Job; Saatchi & Saatchi Advertising;
Mobius Category: 59; Mobius Identifier:
XT184ABC-59-O-89-I; 1989, 1989

Box 204
Video-cassette RL00902-
UM-1150

Telecom Directoryies; Favourite Things; DDB
Needham Worldwide; Mobius Category: 59;
Mobius Identifier: XR176-59-89-I; undated

Box 220
Audio-reel RL00902-RR-0296

Telecom, Mobile Cellular Phones; Debbie; DDB
Needham Worldwide; Mobius Category: 59;
Mobius Identifier: XR180-59-89-I; undated

Box 220

Audio-reel RL00902-RR-0337

Telecom; Telepager - Grandfather; DDB
Needham Mobius Category: 59; Mobius
Identifier: XT1183-59-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1125

Telecom; Xmas Memories; 91 Sterio ZM;
Mobius Category: 59; Mobius Identifier:
XR375ABC-59-89-I; 1989 Sept. 26, 1989 Sept.
26

Box 220
Audio-reel RL00902-RR-0298

Teledyne; Sounds Good; J. Walter Thompson;
Mobius Category: 42; Mobius Identifier:
XT1549-42-U-85-C; 1985, 1985

Box 63
Video-cassette RL00902-
UM-0006

Telefonica; Telephone booth; Kid; Mother,
Grandmother; Mobius Identifier: undated

Box 213
Video-cassette RL00902-
UM-1290

Telemedia Ltd. Israel; Birds; Flowers;
Kids; Mobius Category: 71; 56; 71; Mobius
Identifier: XT118-71-u-89-I; XT119-56-u-89-I;
XT120-71-u-89-I; 1989, 1989

Box 212
Video-cassette RL00902-
UM-1269

Teletext; New TV; Stockmarket; Travel
Shop; Wood & Mitchell Advertising Limited;
Mobius Category: 73; Mobius Identifier:
XT1240ABC-73-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0974

Television Coalition; Skaters; Front Porch; Fly;
Mobius Awards; Mobius Category: 67; Mobius
Identifier: XT649ABC-67-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0507

Tenneco Gas Stations; Texas Full Vocal;
Mobius Category: 3; Mobius Identifier:
XR11-3-85-u; 1985, 1985

Box 216

Audio-reel RL00902-RR-0064

Tesco Healthy Eating; Oh Gosh; Grandfield Rork Collins; Mobius Category: 22; Mobius Identifier: XT559-22-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-UM-0591

Tesco Little Italy; Je T'aime; Oh Gosh; Grandfield Rork Collins; Mobius Category: 85; Mobius Identifier: XT1567ABC-22-O-85-I; 1985, 1985

Box 168
Video-cassette RL00902-UM-0585

Texaco Limited; Glases; Collett, Dickenson, Pearce Partners Limited; Mobius Category: 79; Mobius Identifier: XT1203-79-O-86-I; 1986, 1986

Box 175
Video-cassette RL00902-UM-0703

The American Lung Association, Unified Media Campaign; Someone's Trying; Cough; Certificate; Mobius Category: 71; Mobius Identifier: XT21ABC-71-O-90-U; 1990, 1990

Box 157
Video-cassette RL00902-UM-0438

The Birthday J. Walter Thompson Italia; Mobius Category: 59; Mobius Identifier: XT1236-59-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-UM-1126

The Bull & Barn; McCann-Erickson; Mobius Category: 30; Mobius Identifier: XT1527-30-O-87-I; 1987, 1987

Box 187
Video-cassette RL00902-UM-0885

The Channel 10 News Promo; One Small Step; Mobius Category: 73; Mobius Identifier: XT887-73-U-87-I; 1987, 1987

Box 186
Video-cassette RL00902-UM-0866

The Chelsea Group; Head in Our Direction;
Schnurr & Jackson; Mobius Category: 85;
Mobius Identifier: XT1039-85-O-90-U; 1990,
1990

Box 165
Video-cassette RL00902-
UM-0559

The Clean Look; Mobius Category: 85; Mobius
Identifier: XT1468-85-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-
UM-0029

The Clorox Company; Clean, Fresh &
Wonderful; Foote, Cone & Belding / Pacific;
Mobius Category: 67; Mobius Identifier:
XT1371ABC-67-O-90-U; 1990 Oct. 10, 1990
Oct. 10

Box 146
Video-cassette RL00902-
UM-0251

The Clorox Company; Clean, Fresh &
Wonderful; Foote, Cone & Belding / Pacific;
Mobius Category: 67; Mobius Identifier:
XT1401-67-O-90-U; 1990 Oct. 10, 1990 Oct. 10

Box 146
Video-cassette RL00902-
UM-0252

The Dentist's Chair; Lintas; Mobius Category:
47; Mobius Identifier: XT1011A-47-u-88-I;
1988 Sept. 21, 1988 Sept. 21

Box 212
Video-cassette RL00902-
UM-1273

The Domain; Gerry; Kate; Brand Management;
Mobius Category: 60; Mobius Identifier:
XT246ABC-60-U-87-I; 1987 Sept. 10, 1987
Sept. 10

Box 181
Video-cassette RL00902-
UM-0785

The First National Bank of Maryland; Action;
Hottman Edwards Advertising; Mobius
Category: 54; Mobius Identifier: XR351-54-89-
u; 1989, 1989

Box 218
Audio-reel RL00902-RR-0087

The First National Bank of Maryland; Bonnie Edwards; Hottman Edwards Advertising; Mobius Category: 54; Mobius Identifier: XT973-54-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-UM-0172
Box 142
Box 143
Box 144

The First National Bank of Maryland; Quality; Hottman Edwards Advertising; Mobius Category: 54; Mobius Identifier: XT975ABC-54-U-89-U; 1989, 1989

Box 141
Video-cassette RL00902-UM-0173
Box 142
Box 143
Box 144

The Future Now; Santa; Shelby & Shane Marketing; Mobius Category: 51; Mobius Identifier: XR371-51-89-U; undated

Box 221A
Audio-reel RL00902-RR-0361

The Gillette Company, Materman Pens; Poor Little Rich Boy; McCann-Erickson; Mobius Category: 44; Mobius Identifier: XT1363-44-O-90-U; 1990, 1990

Box 150
Video-cassette RL00902-UM-0324

The Great Rocky Mountain Pow Wow; Concepts & Communications Mobius Category: 3; Mobius Identifier: XR267-3-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0072

The Iowa Lottery Cash Cows; Schreurs & Associates; Mobius Category: 68; Mobius Identifier: XT1216-68-U-90-U; 1990, 1990

Box 163
Video-cassette RL00902-UM-0540

The Macallan, Whisky; The Long Sleep; Holmes Knight Ritche Ltd; Mobius Category:

77; Mobius Identifier: XT690-77-O-89-I; 1989
Sept. 26, 1989 Sept. 26

Box 197
Video-cassette RL00902-
UM-1043

The Mall in Columbia; Lost Guy; Magic 8
Ball; Center of the Universe; Siquis Ltd.;
Mobius Category: 72; Mobius Identifier:
XR160ABC-72-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0167

The Mall in Columbia; Magic 8 Ball; Siquis
Ltd.; Mobius Category: 72; Mobius Identifier:
XR161-72-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0168

The Marion Bank; Take A Number;
Big; Mammoth Bank; Badertscher
Communicaitons; Mobius Category: 54;
Mobius Identifier: XR331ABC-54-89-u; 1989,
1989

Box 218
Audio-reel RL00902-RR-0086

The New York Times; Explanation Clinic;
Mobius Category: 78; Mobius Identifier:
XR167-78-89-u; 1989 Sept. 27, 1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0117

The New York Times; Grampa; Bozell; Mobius
Category: 81; Mobius Identifier: XR169-81-89-
u; 1989 Sept. 27, 1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0135

The News - Sentinel; Short bed; Mobius
Category: 57; Mobius Identifier: XR58A-57-89-
u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0160

The One Game 1; The One Game 2; The
One Game 3; Mobius Category: 73; Mobius
Identifier: XT445ABC-73-U-88-I; 1988, 1988

Box 193
Video-cassette RL00902-
UM-0982

The Seventh Sense - SAFM; Mobius Category:
73; Mobius Identifier: XT793-73-O-86-I; 1986
Sept. 14, 1986 Sept. 14

Box 179

Video-cassette RL00902-
UM-0757

The Sherry Institute of Spain, Sherry; Caballo;
Jenner Keating Becker Reay; Mobius Category:
86; Mobius Identifier: XT54-86-O-90-I; 1990
Sept. 04, 1990 Sept. 4

Box 209
Video-cassette RL00902-
UM-1239

The Sunday Gazette; Library, Woman; Canoe,
Man; Mountain, Man; Schnurr & Jackson;
Mobius Category: 57; Mobius Identifier:
XT1036ABC-57-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0563

The Things We Teach Our Kids, Hard Lesson,
Who's Teaching The Kids; Bonneville Media
Communications; Mobius Category: 71;
Mobius Identifier: XR309ABC-71-89-U;
undated

Box 221A
Audio-reel RL00902-RR-0359

The Travel Channel; Smooth Talker; Martin
Marshall Jaccoma Mitchel; Mobius Category:
73; Mobius Identifier: XR132-73-89-u; 1989
Sept. 15, 1989 Sept. 15

Box 218
Audio-reel RL00902-RR-0143

The Travel Channel; The Answering Machine;
Martin Marshall Jaccoma Mitchel; Mobius
Category: 73; Mobius Identifier: XR135-73-89-
u; 1989 Sept. 15, 1989 Sept. 15

Box 218
Audio-reel RL00902-RR-0142

The Wichita Business Journal; Mobius
Category: 57; Mobius Identifier: XR24-57-89-u;
1989, 1989

Box 219
Audio-reel RL00902-RR-0159

Thomas Bates & Son, Housing Development;
Teeny Bit Jealous; Mobius Category: 60;
Mobius Identifier: XR121-60-89-I; undated

Box 220
Audio-reel RL00902-RR-0336

Thomas Schmackos; A Moment Full of Dogs
Joy; DMB&B; Mobius Category: 45; Mobius
Identifier: XT1030-45-O-88-I; 1988, 1988

Box 191
Video-cassette RL00902-
UM-0946

Thud - Bicycle Helmets; Lintas: Sydney;
Mobius Category: 71; Mobius Identifier:
XR172-71-89-I; undated

Box 220
Audio-reel RL00902-RR-0285

Thulhiriya Textile Mills; Thultex Fabrics;
Thompson Lanka (Private) Ltd; Mobius
Category: 77;84;80; Mobius Identifier:
XT1520-77-u-87-I; XT1521-84-u-87-I;
XT1522-80-u-87-I; 1987, 1987

Box 212
Video-cassette RL00902-
UM-1280

Timex Atlantis 100; Atlantis; Grey Limited;
Mobius Category: 77; Mobius Identifier:
XT1639-77-O-86-I; 1986, 1986

Box 179
Video-cassette RL00902-
UM-0763

Timid Cars, Birdgestone Steelcat Radials;
Lintas Sydney; Mobius Category: 5; Mobius
Identifier: XT381-5-O-89-I; 1989, 1989

Box 196
Video-cassette RL00902-
UM-1021

TNT Air Couriers; Outback Pub; Pemberton
Australia; Mobius Category: 62; Mobius
Identifier: XR103-62-89-I; undated

Box 220
Audio-reel RL00902-RR-0288

Today's Way Furniture; Del Mar Window
Coverings; Five Star Advertising; Mobius
Category: 35; Mobius Identifier: XR131-35-85-
U; 1985, 1985

Box 216
Audio-reel RL00902-RR-0002

Toilet Duck Air Freshener; Ogilvy & Mather;
Mobius Category: 26; Mobius Identifier:
XT168-26-O-89-I; 1989, 1989

Box 202
Video-cassette RL00902-
UM-1117

Tokuko ler VOL; Tokuko Intro; TKK Associates, Inc.; Mobius Category: 11; Mobius Identifier: XT79-11-O-89-I; 1989, 1989

Box 195
Video-cassette RL00902-UM-1014

Tomorrow Show/West Coast; Lange/Nelsons; The Post Group; Mobius Identifier: 1981 Sept. 28, 1981 Sept. 28

Box 221B
Video-reel RL00902-Vid1-0001

Top Man; One On You; Yellowhammer; Mobius Category: 10; Mobius Identifier: XT233-10-O-88-I; 1988 Sept. 14, 1988 Sept. 14

Box 189
Video-cassette RL00902-UM-0921

Torro Spot; Werbeagentur Robert Putz GmbH; Mobius Category: 23; Mobius Identifier: XT437-23-O-88-I; 1987, 1987

Box 187
Video-cassette RL00902-UM-0876

Toshiba (Australia) Pty Ltd; Field Power; Legal Power; Design Power; The Silver Partnership; Mobius Category: 15; Mobius Identifier: XT1433ABC-15-O-88-I; 1988, 1988

Box 192
Video-cassette RL00902-UM-0962

Totem Lake Honda; Kawasaki; Mobius Category: 1; Mobius Identifier: XR363-1-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0066

Toyota Canada Inc., 4-Runner; Real Tough; English; SSCH; Mobius Category: 1; Mobius Identifier: XT312-1-U-89-C; 1989 Sept. 25, 1989 Sept. 25

Box 142
Video-cassette RL00902-UM-0181

Toyota Corolla; Hot Chillies; Mobius Category: 1; Mobius Identifier: XT986-1-O-90-I; 1990, 1990

Box 208

Video-cassette RL00902-
UM-1214

Toyota Landcruiser; Testimonial; Mobius
Category: 2; Mobius Identifier: XT1553-2-
O-90-I; 1990, 1990

Box 209
Video-cassette RL00902-
UM-1231

Toyota of Orange; Truck Stop; Robert Elen &
Assoc.; Mobius Category: 1; Mobius Identifier:
XR268-1-85-u; 1985 Sept. 27, 1985 Sept. 27

Box 216
Audio-reel RL00902-RR-0067

Toyota Prado; Mobius Category: 1; Mobius
Identifier: T75-1-98-I; 1998, 1998

Box 206
Video-cassette RL00902-
UM-1192

Toys R Us; Kids; Adults; J. Walter Thompson
USA; Mobius Category: 7; Mobius Identifier:
XT777AB-7-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-
UM-0573

Toys R Us; Kids; J. Walter Thompson USA;
Mobius Category: 7; Mobius Identifier:
XT775-7-O-90-U; 1990, 1990

Box 162
Video-cassette RL00902-
UM-0525

Transalpino, Bige Campaign; Ticket; Rails;
Guitar; Mobius Category: 79; Mobius
Identifier: XT842ABC-79-O-86-I; 1986, 1986

Box 176
Video-cassette RL00902-
UM-0717

Travel More; McKinney & Silver;
Mobius Category: 62; Mobius Identifier:
XT1352-62-0-89-U; 1989 Sept. 29, 1989 Sept.
29

Box 107
Video-cassette RL00902-
UM-0064

Tread Lightly; J. Walter Thompson USA;
Mobius Category: 5; Mobius Identifier:
XT170-5-O-90-U; 1990, 1990

Box 162

Video-cassette RL00902-
UM-0519

Tres Estrelles; Mobius Category: 73; Mobius
Identifier: XT339AB-73-O-88-I; 1988, 1988

Box 188
Video-cassette RL00902-
UM-0903

Tri County Mitsubishi; Blazing the Trail;
Shelby & Shane Marketing; Mobius Category:
78; Mobius Identifier: XR370-78-89-U; undated

Box 221A
Audio-reel RL00902-RR-0360

Tridel; Watson; Babe; Nicklaus; Mobius
Category: 60; Mobius Identifier:
XR116ABC-60-89-C; 1989 Sept. 14, 1989 Sept.
14

Box 218
Audio-reel RL00902-RR-0115

Trident Tyre Centres, Car and truck tyres and
accessories; Cars + 4WD's; Trucks; Mobius
Category: 5; Mobius Identifier: XT146AB-5-
U-90-I; 1990, 1990

Box 210
Video-cassette RL00902-
UM-1251

Trident; Walking; Chewing; J. Walter
Thompson USA; Mobius Category: 6; Mobius
Identifier: XT741-6-O-90-U; 1990, 1990

Box 157
Video-cassette RL00902-
UM-0428

Triumph; Sloggi 100; Mobius Category: 11;
Mobius Identifier: XT1488-11-U-89-I; 1989
Oct. 04, 1989 Oct. 4

Box 205
Video-cassette RL00902-
UM-1175

Tropical Spring; Carmen Miranda; Mobius
Category: 25; Mobius Identifier: XT902-25-
O-86-I; 1986, 1986

Box 173
Video-cassette RL00902-
UM-0668

Truscott's Toyota, Dodgem Cars; Mobius
Category: 2; Mobius Identifier: XT1168-2-
U-85-I; 1985, 1985

Box 171

Video-cassette RL00902-
UM-0629

Trust Bank; The Big Trip; First Bank Together;
First Set of Wheels; Saatchi & Saatchi
Advertising; Mobius Category: 54; Mobius
Identifier: XT217ABC-54-O-90-I; 1990, 1990

Box 206
Video-cassette RL00902-
UM-1189

Try Not To...; The Ball Partnership; Mobius
Category: 67; Mobius Identifier: XT638-67-
U-90-I; 1990 Sept. 22, 1990 Sept. 22

Box 210
Video-cassette RL00902-
UM-1252

Tuborg Lager; Human Train; McCann-
Erickson; Mobius Category: 16; Mobius
Identifier: XT307-16-O-86-I; 1986, 1986

Box 174
Video-cassette RL00902-
UM-0684

Tuborg Lager; Human Train; McCann-
Erickson; Mobius Category: 77; Mobius
Identifier: XT309-77-O-86-I; 1986, 1986

Box 178
Video-cassette RL00902-
UM-0739

Tuborg Lager; Human Train; McCann-
Erickson; Mobius Category: 80; Mobius
Identifier: XT310-80-86-I; 1986, 1986

Box 177
Video-cassette RL00902-
UM-0732

Tuborg Lager; Human Train; McCann-
Erickson; Mobius Category: 85; Mobius
Identifier: XT311-85-O-86-I; 1986, 1986

Box 180
Video-cassette RL00902-
UM-0780

Turner Broadcasting System, CNN Anchor
Testimonials; Libya; Mobius Category: 73;
Mobius Identifier: XT1064-73-U-86-U; 1986
Sept. 17, 1986 Sept. 17

Box 63
Video-cassette RL00902-
UM-0021

TV's Greatest Bloopers; Direct Response
Spot; Mobius Category: 75; Mobius Identifier:
XT1153-75-U-89-U; 1989, 1989

Box 139
Video-cassette RL00902-
UM-0137

U.S. Trust; Team; Personal Service;
Entrepreneur; Martin Marshall Jaccoma
Mitchel; Mobius Category: 54; Mobius
Identifier: XR134ABC-54-89-u; 1989 Sept. 15,
1989 Sept. 15

Box 219
Audio-reel RL00902-RR-0173

U-Haul; Only 14 Trips, So Far; Don't
Worry, Fred; Gotta Find A Truck; Saved
A Lot of Money; Bert Barz & Company;
Mobius Category: 61; Mobius Identifier:
XR14ABC-61-89-u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0191

Ulster TV; Black Eye; Ted Roose & Partners;
Mobius Category: 73; Mobius Identifier:
XT360-73-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-
UM-0793

Ultramar; Cocotte; Histoire d'Amour; Love
Story; Palm Publicite; Mobius Category: 3;
Mobius Identifier: XT1316ABC-3-O-90-U; 1990
Oct. 09, 1990 Oct. 9

Box 162
Video-cassette RL00902-
UM-0521

Uncle Ben Aust.; Man and His Cat; Mobius
Category: 86; Mobius Identifier: XT9-86-O-90-
I; 1990 Mar. 09, 1990 Mar. 9

Box 211
Video-cassette RL00902-
UM-1258

Uncle Tobys, Wrapps; Trans Am; Clemenger
Melbourne; Mobius Category: 24; Mobius
Identifier: XT46-24-O-90-I; 1989 Sept. 03,
1989 Sept. 3

Box 201
Video-cassette RL00902-
UM-1099

Union Carbide; Energizer; Mobius Category:
50; Mobius Identifier: XT30-50-O-86-I; 1986
Aug. 14, 1986 Aug. 14

Box 175
Video-cassette RL00902-
UM-0694

Uniroyal Rain Tyres; Natural Selection; KHBB;
Mobius Category: 81; 5; Mobius Identifier:
XT48-81-O-89-I; XT1641-5-O-89-I; 1989 Aug.
23, 1989 Aug. 23

Box 195
Video-cassette RL00902-
UM-1011

Uniroyal Tire Division; Gufloppa; Loud;
Pretend; Young & Rubicam Detroit;
Mobius Category: 5; Mobius Identifier:
XR352ABC-5-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0050

United Dairy Farmers; Wrinkles; Old Days;
Sive Associates, Inc. Mobius Category: 20;
Mobius Identifier: XR339AB-20-85-u; 1985,
1985

Box 216
Audio-reel RL00902-RR-0056

United Methodist Church, Public Service
Announcement; TEACHING Children; Mobius
Category: 71; Mobius Identifier: XR276-71-89-
u; 1989, 1989

Box 219
Audio-reel RL00902-RR-0181

United Way of the Midlands; I Believe In You;
Bozell, Jacobs, Kenyon & Eckhardt; Mobius
Category: 66; Mobius Identifier: XT639-66-
U-89-U; 1989, 1989

Box 144
Video-cassette RL00902-
UM-0225

University Bookshop; Sunday; 91 Stereo
ZM; Mobius Category: 72; Mobius Identifier:
XR374-72-89-I; 1989 Sept. 22, 1989 Sept. 22

Box 220
Audio-reel RL00902-RR-0279

Uno Nunca Sabe (One Never Knows); Mobius
Category: 73; Mobius Identifier: XT1051-73-
U-89-U; 1989, 1989

Box 142

Video-cassette RL00902-UM-0185

Utah Opera; Tales of Hoffman; Evans
Advertising; Mobius Category: 49; Mobius
Identifier: XT1006-49-U-89-U; 1989, 1989

Box 142
Video-cassette RL00902-UM-0178

VAIL VALLEY, Summer Events; General
Activities; Mobius Category: 67; Mobius
Identifier: XR53-67-89-u; 1989 Sept. 18, 1989
Sept. 18

Box 218
Audio-reel RL00902-RR-0097

Valley Toyota Dealers; Quality Clearance Sale;
Cramer Krasselt; Mobius Category: 2; Mobius
Identifier: XT363-2-U-89-U; 1989, 1989

Box 139
Video-cassette RL00902-UM-0129

Vanderstynne Ford; General Image '90; Farrell
Dornbirer Associaties; Mobius Category: 2;
Mobius Identifier: XT423-2-U-90-U; 1990 Jan.,
1990 Jan.

Box 163
Video-cassette RL00902-UM-0534

Vasotec; Sea of Tranquility; Merck Sharp
& Dohme; Mobius Category: 47; Mobius
Identifier: XT1560-47-O-90-U; 1990 Apr. 26,
1990 Apr. 26

Box 150
Video-cassette RL00902-UM-0311

Vecinos en Conflicto Graphics; Mobius
Category: 77; Mobius Identifier: XT1052-77-
U-89-U; 1989, 1989

Box 144
Video-cassette RL00902-UM-0226

Venture Inn; Auctioneer; MacLaren, Lintas
Advertising; Mobius Category: 52; Mobius
Identifier: XR440-52-89-C; 1989 Sept. 27,
1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0080

Venture Inn; Farm Couple; MacLaren, Lintas Advertising; Mobius Category: 52; Mobius Identifier: XR441-52-89-C; 1989 Sept. 27, 1989 Sept. 27

Box 218
Audio-reel RL00902-RR-0081

Verkehrssicherheit; Psst; Meter; Katalysator; Mobius Category: 71; Mobius Identifier: XT1273ABC-71-U-86-I; 1986, 1986

Box 181
Video-cassette RL00902-UM-0789

Very New Catalog; Stern Walters, Earle Ludgin, Sears Roebuck & Company; Mobius Identifier: 1985 Oct. 24, 1985 Oct. 24

Box 215
Video-cassette RL00902-UM-1308

Veyangoda Textile Mill; Veytext Fabrics; The Travel Bag Advertising Ltd; Mobius Category: 77; 80; 84; Mobius Identifier: XT1523-77-u-87-I; Xt1524-80-u-87-I; XT1525-84-u-87-I; 1987, 1987

Box 212
Video-cassette RL00902-UM-1281

Victors; Dolce Natura; Mobius Category: 24; Mobius Identifier: XT1188-24-O-90-I; 1990, 1990

Box 201
Video-cassette RL00902-UM-1110

Virginia Lottery; Interviewer; Mobius Category: 68; Mobius Identifier: XR553-68-89-u; 1989 Jan. 09, 1989 Jan. 9

Box 218
Audio-reel RL00902-RR-0122

Visa Brand; Cities; BBDO New York; Mobius Category: 54; Mobius Identifier: XT1119-54-O-90-U; 1990, 1990

Box 149
Video-cassette RL00902-UM-0303

Visa Brand; FAO Schwarz; BBDO New York; Mobius Category: 54; Mobius Identifier: XT1118-54-O-90-U; 1990, 1990

Box 150

Video-cassette RL00902-
UM-0318

Visa Brand; Fog City Diner; BBDO New York;
Mobius Category: 54; Mobius Identifier:
XT1120-54-O-90-U; 1990, 1990

Box 152
Video-cassette RL00902-
UM-0355

Visa International; Todos Los Caminos...
Venezuela; BBDO Miami; Mobius Category:
54; Mobius Identifier: XT1448-54-O-90-U;
1990, 1990

Box 150
Video-cassette RL00902-
UM-0316

Visa International; Visa Tourism; BBDO Miami;
Mobius Category: 54; Mobius Identifier:
XT1447-54-O-90-U; 1990, 1990

Box 150
Video-cassette RL00902-
UM-0315

Visine; Everywhere You Look; The Artists
Company; Mobius Category: 48; Mobius
Identifier: XT503-48-O-90-U; 1990, 1990

Box 155
Video-cassette RL00902-
UM-0405

Vlasic; Store; Mobius Category: 19; Mobius
Identifier: XT1238-19-0-86-U; 1986, 1986

Box 64
Video-cassette RL00902-
UM-0026

Vol. Ambulance & Firefighters; Recruitment
Drive; Farrell Dornbirer Associates; Mobius
Category: 71; Mobius Identifier: XT424-71-
U-90-U; 1990, 1990

Box 144
Video-cassette RL00902-
UM-0221

Volkswagen, Opera; Mobius Category: 1;
Mobius Identifier: XT1108-1-O-97-I; 1987,
1987

Box 182
Video-cassette RL00902-
UM-0801

Volkswagen; Casino; Mobius Category: 1;
Mobius Identifier: XT121-1-O-86-I; 1986, 1986

Box 173

Video-cassette RL00902-UM-0663

Volvo 460; Mobius Category: 1; Mobius Identifier: XT1193-1-O-90-I; 1990, 1990

Box 208
Video-cassette RL00902-UM-1223

Voyageur Bus; Loon River; Kitching Advertising; Mobius Category: 62; Mobius Identifier: XT457-62-0-89-C; 1989 Sept. 12, 1989 Sept. 12

Box 107
Video-cassette RL00902-UM-0058

W. B. Doner; Cycling; Mobius; Mobius Category: 23; Mobius Identifier: XT629-23-O-90-U; 1990 Sept. 26, 1990 Sept. 26

Box 155
Video-cassette RL00902-UM-0399

Wagner Spray Tech; Flying Colors; Cummins & Hokanson; Mobius Category: 87; Mobius Identifier: XT342-87-O-90-U; 1990, 1990

Box 160
Video-cassette RL00902-UM-0485

Waiting Room; Mobius Category: 85; Mobius Identifier: XT88-85-O-90-U; 1990, 1990

Box 165
Video-cassette RL00902-UM-0575

Wander - Ovaltine; Olvatina & The Stranded Steamtrain; Lowe Howard-Spink Campbell-Ewald; Mobius Category: 75; Mobius Identifier: XT111-75-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-UM-0608

Wardair; London; Paris; Amsterdam; Mobius Category: 62; Mobius Identifier: XT903ABC-62-0-89-C; 1989 Sept. 29, 1989 Sept. 29

Box 107
Video-cassette RL00902-UM-0055

Warner Lambert - Jr. Caramels; The Visit; Dear Teacher; J. Walter Thompson; Mobius

Category: 6; Mobius Identifier: XT1321AB-6-O-90-U; 1990 Oct. 11, 1990 Oct. 11

Box 153
Video-cassette RL00902-UM-0374

Warner Lambert, Charleston Chew; Long on Fun; Hull & Signorile; Mobius Category: 24; Mobius Identifier: XT57-24-O-90-U; 1990 Aug. 23, 1990 Aug. 23

Box 148
Video-cassette RL00902-UM-0285

Warner Lambert, Sugarless Clorets; B.P.O.V.; J. Walter Thompson; Mobius Category: 24; Mobius Identifier: XT1328-24-O-90-U; 1990 Oct. 11, 1990 Oct. 11

Box 148
Video-cassette RL00902-UM-0284

Warner Lambert; Metamorphosis; McCann-Erickson; Mobius Category: 43; Mobius Identifier: XT746-43-O-85-I; 1985, 1985

Box 170
Video-cassette RL00902-UM-0623

WASA; Body Builder; Mobius Category: 23; Mobius Identifier: XT1835-23-O-85-I; 1985, 1985

Box 169
Video-cassette RL00902-UM-0597

Washington Area Ford Dealers; Riggo's Ranger; Success; Brains; W.B. Doner & Company; Mobius Category: 2; Mobius Identifier: XR564ABC-2-85-u; 1985, 1985

Box 216
Audio-reel RL00902-RR-0042

Washington Gas; Countdown; The Bomstein Agency; Mobius Category: 59; Mobius Identifier: XT334-59-O-90-U; 1990 Sept. 24, 1990 Sept. 24

Box 147
Video-cassette RL00902-UM-0271

Washington Gas; Man and His Dog; Countdown; The Bomstein Agency; Mobius

Category: 59; Mobius Identifier: XT332AB-59-O-90-U; 1990 Sept. 24, 1990 Sept. 24

Box 147
Video-cassette RL00902-UM-0272

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Video-cassette RL00902-
UM-1340

ETA Foods Ltd., Cheeseballs (Snackfood);
Holmes & Watson; Lintas New Zealand;
Mobius Category: 24; Mobius Identifier:
XT88-24-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1332

Europa; Travelling On; Silverscreen; Mobius
Category: 3; Mobius Identifier: XT101-3-O-86-
I, undated

Box 255
Video-cassette RL00902-
UM-1421

Europe Strength Food Co., Europe Summer
Roll and Honey Log; Pig Out; Young &
Rubicam Melbourne; Mobius Category: 24;
Mobius Identifier: XT50-24-O-88-I, 1988 Aug.
31

Box 226
Video-cassette RL00902-
UM-1333

Facts Awards; Australia Post Valentines Day;
John Clemenger; Mobius Category: 44; Mobius
Identifier: XT496-44-O-84-I, 1984 Mar. 13

Box 229
Video-cassette RL00902-
UM-1355

First City Bank; Sprinkler; Admarc
Advertising; Mobius Category: 54; Mobius
Identifier: XT290-54-U-85-U, undated

Box 62
Video-cassette RL00902-
UM-1310

Fleming Companies, Inc./ I.G.A.; Hip Chick,
Grandpa; Mid-A-Media, Inc.; Mobius Category:
22; Mobius Identifier: XT686AB-22-U-86-U,
1986 Jan. 9

Box 62
Video-cassette RL00902-
UM-1315

FLODOR, Chips; L'impasse; Intermarco;
Mobius Category: 24; Mobius Identifier:
XT438-24-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1329

FLODOR, Top D'Or; L'indesirable; Intermarco;
Mobius Category: 24; Mobius Identifier:
XT441-24-O-88-I, undated

Box 62
Video-cassette RL00902-
UM-1323

Fofinia; Stefi Film; Mobius Category: 24;
Mobius Identifier: XT1111-24-O-87-I, undated

Box 245
Video-cassette RL00902-
UM-1409

Fosters; Tripe; Boase Massimi Pollitt
Advertising; Mobius Category: 16; Mobius
Identifier: XT1391-16-O-87-I, undated

Box 255
Video-cassette RL00902-
UM-1424

Frito-Lay, O'Grady's Potato Chips; Hearty
Seasonings; Foote, Coone, Belding; Mobius
Category: 24; Mobius Identifier: XT1857-24-
O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1455

GACBANI; Mobius Category: 20; Mobius
Identifier: XT717-20-O-90-I, undated

Box 227
Video-cassette RL00902-
UM-1351

Gallaher Limited; Car; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 79;
Mobius Identifier: XT1247-79-O-85-I, undated

Box 245
Video-cassette RL00902-
UM-1418

Genesee Brewing Company, Genesee Cream Ale; Ladies; Levine, Huntley, Schmidt and Beaver Inc.; Mobius Category: 16; Mobius Identifier: XT1355-16-O-87-U, 1987 Oct. 6

Box 259
Video-cassette RL00902-UM-1470

GGT, Red Rock Cider; Pub; SVC Television; Mobius Category: 81; Mobius Identifier: XT197-81-O-90-I, 1990 Sept. 18

Box 234
Video-cassette RL00902-UM-1380

GGT, Red Rock Cider; Pub; SVC Television; Mobius Category: 81; Mobius Identifier: XT198-81-O-90-I, 1990 Sept. 18

Box 234
Video-cassette RL00902-UM-1381

Godfather's, Pizza; Studney Twins/ Same Taste; J. Walter Thompson Chicago; Mobius Category: 21; Mobius Identifier: XT572-21-O-87-U, undated

Box 259
Video-cassette RL00902-UM-1475

Grant Kenyon Eckhardt; SPIN; Filmwest PTE. Ltd.; Mobius Category: 29; Mobius Identifier: RT784-29-U-84-I, undated

Box 229
Video-cassette RL00902-UM-1370

Greater London Council; Simulator; ; Mobius Category: 55; Mobius Identifier: XT899-55-O-86-I, undated

Box 256
Video-cassette RL00902-UM-1440

Griffin & Sons Ltd.; Chocolate Wheaten; Mackay King; Mobius Category: 24; Mobius Identifier: XT175-24-O-88-I, undated

Box 226
Video-cassette RL00902-UM-1326

Griffin & Sons Ltd.; Chocolate Wheaten; Mackay King; Mobius Category: 24; Mobius Identifier: XT177-24-O-88-I, undated

Box 226

Video-cassette RL00902-
UM-1327

Griffin & Sons Ltd.; Mallowpuffs; Mackay
King; Mobius Category: 24; Mobius Identifier:
XT179-24-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1328

Griffin & Sons Ltd.; Snax; Mackay King;
Mobius Category: 24; Mobius Identifier:
XT167-24-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1325

H P Bulmer LTD, Woodpecker Cider;
Hedgehog; Jenner Keating Becker Reay;
Mobius Category: 16; Mobius Identifier:
XT50-16-O-90-I, 1990 Sept. 4

Box 227
Video-cassette RL00902-
UM-1345

H P Bulmer LTD, Woodpecker Cider; Lampost;
Jenner Keating Becker Reay; Mobius Category:
16; Mobius Identifier: XT53-16-O-90-I, 1990
Sept. 4

Box 234
Video-cassette RL00902-
UM-1375

Highland Appliance; Ricky Dee; W.B. Doner
& Company; Mobius Category: 34; Mobius
Identifier: XT1642-34-O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1452

J&J, Baby Shampoo; Take Good Care of my
Baby; Lintas New York; Mobius Category: 83;
Mobius Identifier: XT713-83-O-90-I, undated

Box 234
Video-cassette RL00902-
UM-1377

K.P. Peanuts; Train ; McCormick-Publicis;
Mobius Category: 24; Mobius Identifier:
XT670-24-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1330

King Gee; Egyptian Urn; Challenges Accepted;
Mobius Category: 10; Mobius Identifier:
XT182-10-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1359

KLM; Betrouwbaar; Henk Van Mierlo
Kreatieve Kommunikatie; Mobius Category:
62; Mobius Identifier: XT994-62-O-87-I, 1987
Feb. 19

Box 255
Video-cassette RL00902-
UM-1428

Koppers, Womanized; Find the Diamond;
Robert L. Stevenson; Mobius Category: 35;
Mobius Identifier: XT138-35-O-87-U, 1987
Sept. 9

Box 259
Video-cassette RL00902-
UM-1474

Kraft Singles; Growing Up (Jimmy); The Air
Company; Mobius Category: 20; Mobius
Identifier: XT991-20-O-87-C, 1987 Sept. 25

Box 259
Video-cassette RL00902-
UM-1476

Kraft, Cheez Whiz; Never A Disappointment; J.
Walter Thompson Chicago; Mobius Category:
20; Mobius Identifier: XT801-20-O-85-U,
undated

Box 257
Video-cassette RL00902-
UM-1458

Land Rover Limited; Dam Rover; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 1; Mobius Identifier: XT1152-1-
O-86-I, undated

Box 255
Video-cassette RL00902-
UM-1423

Listerine Mouthwash; Clifford; Richard
Williams Animation Limited; Mobius Category:
42; Mobius Identifier: RT6-42-O-86-I, undated

Box 256
Video-cassette RL00902-
UM-1447

Long Life; 9 Lives; Richard Williams Animation Limited; Mobius Category: 16; Mobius Identifier: RT5-16-O-86-I, undated

Box 256
Video-cassette RL00902-UM-1445

Maier's Bread; Maier's Bread, Italian Bread; Arnold Advertising; Mobius Category: 23; Mobius Identifier: XT72AB-23-O-85-U, 1985 Aug. 19

Box 257
Video-cassette RL00902-UM-1465

Mainland Products; Galaxy by Brian Culy; Saatchi & Saatchi Advertising; Mobius Category: 20; Mobius Identifier: XT226-20-O-90-I, 1990 Sept. 20

Box 227
Video-cassette RL00902-UM-1338

Mainland Products; Galaxy by Gregor Nicholas, Galaxy by Brian Culy, Galaxy by Denis Piel; Saatchi & Saatchi Advertising; Mobius Category: 20; Mobius Identifier: XT216ABC-20-O-90-I, undated

Box 227
Video-cassette RL00902-UM-1341

Mainland Products; Galaxy by Gregor Nicholas; Saatchi & Saatchi Advertising; Mobius Category: 20; Mobius Identifier: XT204-20-O-90-I, 1990 Sept. 20

Box 227
Video-cassette RL00902-UM-1337

Mainstay; ; Schulz; Mobius Category: 82; Mobius Identifier: XT1532-82-O-86-I, undated

Box 256
Video-cassette RL00902-UM-1435

Maybelline; Train ; Tarrant, Haysom & Manzie Advertising Pty. Ltd.; Mobius Category: 43; Mobius Identifier: XT72-43-O-87-I, 1987 Aug. 12

Box 243
Video-cassette RL00902-UM-1400

McCann-Erickson, Coopers Campaign;
Squirt, Hammer, Ray Gun; McCann-Erickson;
Mobius Category: 13; Mobius Identifier:
XT191ABC-13-O-90-I, 1990 Sept. 20

Box 234
Video-cassette RL00902-
UM-1372

McVities Hob-Nob Bars; Shambles, Scaffold;
McCormick-Publicis; Mobius Category:
24; Mobius Identifier: XT669AB-24-O-88-I,
undated

Box 226
Video-cassette RL00902-
UM-1324

Metropolitan Permanent Building Society;
Bank Manager, Car, Party; Fontana Films;
Mobius Category: 54; Mobius Identifier:
XT118ABC-54-O-87-I, undated

Box 243
Video-cassette RL00902-
UM-1393

Miden Computers; Inside Out; Clemenger
Melbourne; Mobius Category: 15; Mobius
Identifier: XT45-15-O-90-I, 1990 Sept. 13

Box 227
Video-cassette RL00902-
UM-1347

Miller Lite; Home; Boase Massimi Pollitt
Advertising; Mobius Category: 16; Mobius
Identifier: XT1387-16-O-87-I, undated

Box 255
Video-cassette RL00902-
UM-1434

Minimjolk; Mekano Film & Television; Mobius
Category: 20; Mobius Identifier: XT882-20-
O-90-I, undated

Box 227
Video-cassette RL00902-
UM-1352

Minn kota Motors; Quiet Power Catches Fish;
Baxter Advertising ; Mobius Category: 50;
Mobius Identifier: XT249-50-O-85-U, undated

Box 259
Video-cassette RL00902-
UM-1467

Mintz & Hoke, Anderson House / Redcan
Cuprinol; ; Darworth; Mobius Category: 35;

Mobius Identifier: XT477-35-O-87-U, 1987
Sept. 17

Box 259
Video-cassette RL00902-
UM-1473

Mintz & Hoke, Cuprinol-Deck Stain; Side
of House; Darworth; Mobius Category: 35;
Mobius Identifier: XT478-35-O-87-U, 1987
Sept. 17

Box 259
Video-cassette RL00902-
UM-1468

Mitsubishi Corporate; What Is It? It Is
Mitsubishi; The Ball Partnership; Mobius
Category: 1; Mobius Identifier: XT639-1-O-90-
I, 1990 Sept. 22

Box 234
Video-cassette RL00902-
UM-1386

Mitsubishi, Canter; Real Truck; Young &
Rubicam Pty. Ltd. ; Mobius Category: 1;
Mobius Identifier: XT409-1-O-86-I, undated

Box 256
Video-cassette RL00902-
UM-1448

Moretin Homestead Tall Stories; ; Ross Wood
Productions Pty. Ltd.; Mobius Category: 28;
Mobius Identifier: XT99-28-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1363

N.2 Spots Volkswagen Polo; Dog, Garden;
Verba; Mobius Category: 1; Mobius Identifier:
XT1241AB-1-O-90-I, undated

Box 234
Video-cassette RL00902-
UM-1384

National Bank of Detroit; Rhythm; DMM;
Mobius Category: 54; Mobius Identifier:
XT815-54-O-85-U, 1985 Sept. 27

Box 257
Video-cassette RL00902-
UM-1457

National Garden Festival; Orchid Productions
Limited; Mobius Category: 83; Mobius
Identifier: XT83-83-O-90-I, undated

Box 234

	Video-cassette RL00902-UM-1379
National Mutual Royal Bank; Pigs; Clemenger Melbourne; Mobius Category: 54; Mobius Identifier: XT966-54-O-89-I, 1989 Sept. 27	Box 260 Video-cassette RL00902-UM-1485
National Mutual Royal Bank; Steam Train; J. Clemenger; Mobius Category: 54; Mobius Identifier: RT172-54-O-86-I, 1986 Sept. 17	Box 256 Video-cassette RL00902-UM-1441
NEC Home Electronics; Soccer; USP Needham; Mobius Category: 51; Mobius Identifier: XT1069-51-O-87-I, undated	Box 245 Video-cassette RL00902-UM-1404
Nescafe; Classic Blues; Mattebox Films AKLD; Mobius Category: 18; Mobius Identifier: XT99-18-O-87-I, undated	Box 243 Video-cassette RL00902-UM-1399
New Zealand Government; Access; Mackay King; Mobius Category: 63; Mobius Identifier: XT69-63-O-87-I, undated	Box 243 Video-cassette RL00902-UM-1392
Nike International, Women Fitness; Kill Yourself. Softly; Grey; Mobius Category: 50; Mobius Identifier: XT829-50-O-86-I, undated	Box 256 Video-cassette RL00902-UM-1450
NOMA; Laughable; Bowen & Binstock; Mobius Category: 30; Mobius Identifier: XT1112-30-O-87-C, undated	Box 259 Video-cassette RL00902-UM-1482
Norseland Foods, Jarlsberg Cheese; Feasting, Special; CDHM Advertising; Mobius Category:	

20; Mobius Identifier: XT1069AB-20-O-90-I,
undated

Box 234
Video-cassette RL00902-
UM-1373

North Carolina Commission on Child
Victimization; Physical Abuse; Ringe Media,
Inc.; Mobius Category: 71; Mobius Identifier:
XT2380-71-U-86-U, undated

Box 62
Video-cassette RL00902-
UM-1319

Northwestern Genreal Hospital ; Stats; Echo
Advertising; Mobius Category: 66; Mobius
Identifier: XT89-66-U-87-C, 1987 Aug. 1

Box 259
Video-cassette RL00902-
UM-1478

Nynex; Kids Seat NY Ver; Chiat/Day; Mobius
Category: 59; Mobius Identifier: XT361-509-
O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1464

On Cor Lite; No Imitations, Fat Closet,
Talking Scale, Exercycle; Sedelmaier;
Mobius Category: 23; Mobius Identifier:
XT1414ABCD-23-O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1459

Pacific Bell; Best of Friends Rev., Brother/
Sister Rev., Mommy; FCB/San Francisco;
Mobius Category: 59; Mobius Identifier:
XT1681ABC-59-O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1451

Prins Meyer Stamenkouits & U. Walbeak/
Young & Rubicam, Wehkamp; Luie Stoelen
(Lazy Chairs); Connection Films; Mobius
Category: 72; Mobius Identifier: XT194-72-
O-87-I, 1987 Apr. 1

Box 243
Video-cassette RL00902-
UM-1388

Pripps Bla; Mekano Film & Television; Mobius
Category: 16; Mobius Identifier: XT880-16-
O-90-I, undated

Box 227
Video-cassette RL00902-
UM-1346

Proctor & Gamble; Imagine; DFS Dorland;
Mobius Category: 29; Mobius Identifier:
XT1324-29-O-87-U, undated

Box 259
Video-cassette RL00902-
UM-1472

Public Information and Education Services;
Don't Invite a Fire to Your Party; Underwriters
Laboratories Inc.; Mobius Category: 71;
Mobius Identifier: XT595-71-U-85-U, undated

Box 62
Video-cassette RL00902-
UM-1311

Quality Chekd Dairy Association, Ice Cream;
Almost Hear It Moo; Keller Crescent;
Mobius Category: 20; Mobius Identifier:
XT474ABC-20-O-85-U, 1985 Sept. 27

Box 257
Video-cassette RL00902-
UM-1462

Quality Street; Sweet Magic; Lintas Overseas;
Mobius Category: 24; Mobius Identifier:
XT1032-24-O-88-I, 1988 Aug. 24

Box 62
Video-cassette RL00902-
UM-1322

Radio Rentals Limited; Sound Barrier; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 51; Mobius Identifier: XT1200-51-
O-86-I, undated

Box 256
Video-cassette RL00902-
UM-1436

Reebok; Get Away; Henderson Foord
Advertising; Mobius Category: 12; Mobius
Identifier: XT523-12-O-90-I, 1990 Sept. 26

Box 234
Video-cassette RL00902-
UM-1376

Rhilips Nederland, batteries; Lighthouse;
Publicis-Intermarco; Mobius Category: 5;

Mobius Identifier: XT294-5-O-86-I, 1986 Sept.

15

Box 256
Video-cassette RL00902-
UM-1437

RHM Foods Limited; Any fool; Collett,
Dickenson, Pearce Partners Limited; Mobius
Category: 22; Mobius Identifier: XT1263-22-
O-85-I, undated

Box 255
Video-cassette RL00902-
UM-1420

Richard Dean, Yoplait; Showreel Versions;
Digital Pictures; Mobius Category: 20,
75; Mobius Identifier: RT1048-20-O-87-I,
RT1049-75-0-87-I, 1987 Sept. 24

Box 255
Video-cassette RL00902-
UM-1426

RNZ Navy; Recruiting; Mackay King; Mobius
Category: 63; Mobius Identifier: XT68-63-
O-87-I, undated

Box 243
Video-cassette RL00902-
UM-1389

Rowntrees Jelly; Shakin All Over; Ogilvy &
Mather Ltd.; Mobius Category: 23; Mobius
Identifier: XT321-23-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1368

Royal Australian Navy; Missile, Torpedo; The
Silver Partnership; Mobius Category: 63;
Mobius Identifier: XT79ABC-63-O-87-I, 1987
Sept. 2

Box 243
Video-cassette RL00902-
UM-1391

S.A. Brewing Company; The Call; Young &
Rubicam Adelaide; Mobius Category: 16;
Mobius Identifier: XT1213-16-O-90-I, 1990
Oct. 3

Box 234
Video-cassette RL00902-
UM-1371

Salinas Valley Memorial Hospital; Dr. Abbott;
Media medicine; Mobius Category: 58; Mobius
Identifier: XT507-58-U-85-U, undated

Box 62
Video-cassette RL00902-
UM-1312

Scholl, Sneaker Treater; ; Tarrant, Haysom
& Manzie Advertising Pty. Ltd.; Mobius
Category: 48; Mobius Identifier: XT558-48-
O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1353

SEARS; Happy Man; Ogilvy & Mather Ltd.;
Mobius Category: 67; Mobius Identifier:
XT412-67-O-87-U, undated

Box 259
Video-cassette RL00902-
UM-1479

Seppelts Great Western; The Club; ; Mobius
Category: 16; Mobius Identifier: XT5-16-O-84-
I, undated

Box 229
Video-cassette RL00902-
UM-1356

Shell International, Helix; Oscilloscope; Ogilvy
& Mather Ltd.; Mobius Category: 3; Mobius
Identifier: XT479-3-O-86-I, undated

Box 255
Video-cassette RL00902-
UM-1422

Sinalco 87; Clips; Condor Productions; Mobius
Category: 25; Mobius Identifier: XT376-25-
O-87-I, undated

Box 245
Video-cassette RL00902-
UM-1405

Singapore Airlines; Hostess Europe Strategic
Comercial; Batey Ads (PTE) Ltd. ; Mobius
Category: 87; Mobius Identifier: RT636C-87-
O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1369

Singapore Airlines; Hostess S.E.A. Strategic
Commercial Hostess S E Asia; Batey Ads (PTE)

Ltd. ; Mobius Category: 87; Mobius Identifier:
RT636B-87-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1366

Singapore Airlines; Hostess USA Strategic
Commercial; Batey Ads (PTE) Ltd. ; Mobius
Category: 87; Mobius Identifier: RT636A-87-
O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1365

Sleepeeze Beds; Stunt Rider, Opera
Singer, Caber Tossler; Holly Productions;
Mobius Category: 36; Mobius Identifier:
XT946ABC-36-O-89-I, undated

Box 260
Video-cassette RL00902-
UM-1483

Smiths; Potato Field; Abott Mead Vickers/SMS
Ltd. ; Mobius Category: 24; Mobius Identifier:
RT734-24-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1361

Southern Cross T.V.; ; The Video Paint Brush
Co.; Mobius Category: 73; Mobius Identifier:
XT835-73-O-89-I, 1989 Sept. 27

Box 260
Video-cassette RL00902-
UM-1484

Southern Farmers, Iced Coffee; The Ledge;
DDB Adelaide; Mobius Category: 25; Mobius
Identifier: RT201-25-O-87-I, undated

Box 245
Video-cassette RL00902-
UM-1403

State Pollution Control Commission; Whole
Load of Rubbish; DDB Needham Worldwide;
Mobius Category: 71; Mobius Identifier:
XT1065ABC-71-O-88-I, undated

Box 226
Video-cassette RL00902-
UM-1331

State Rail; Stampede; Omnicon; Mobius
Category: 62; Mobius Identifier: XT1481-62-
O-87-I, 1987 Oct. 6

Box 255

Video-cassette RL00902-
UM-1427

State Rail; Sydney System/Save Money,
Chauffeur, Sydney System/Kids; Omnicon;
Mobius Category: 62; Mobius Identifier:
XT1475ABC-62-O-87-I, 1987 Oct. 6

Box 255
Video-cassette RL00902-
UM-1419

Straighten Up and Enjoy Life; Clayton-Davis &
Associates, Inc.; Mobius Category: 71; Mobius
Identifier: XT867-71-U-86-U, undated

Box 62
Video-cassette RL00902-
UM-1320

Telecom; Changing Shapes, Global Shapes;
Collett, Dickenson, Pearce Partners Limited;
Mobius Category: 59; Mobius Identifier:
XT207AB-59-O-87-I, 1987 Aug. 27

Box 255
Video-cassette RL00902-
UM-1432

Tennents Lager; One Great Thing; Harry
Films; Mobius Category: 16; Mobius Identifier:
XT388-16-O-87-I, undated

Box 245
Video-cassette RL00902-
UM-1410

Texaco Limited; Glasses; Collett, Dickenson,
Pearce Partners Limited; Mobius Category: 2;
Mobius Identifier: XT1202-2-O-86-I, undated

Box 256
Video-cassette RL00902-
UM-1443

The 1985 U.S. Television & Radio Commericals
Festival; NFL on NBC Radio; NBC Special
Presentations; Mobius Category: 73; Mobius
Identifier: XT1057-73-U-85-U, 1985 Sept. 25

Box 62
Video-cassette RL00902-
UM-1317

The All American Gourmet Co., The Budget
Gourmet; Peas a Cus; DiIorio Wergeles;
Mobius Category: 75; Mobius Identifier:
XT105-75-O-87-U, 1987 Sept. 9

Box 259

	Video-cassette RL00902-UM-1481
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The Ink Tank, Budget Gourmet; No Meatballs; DiIorio Wergeles; Mobius Category: 75; Mobius Identifier: XT107-75-O-87-U, 1987 Sept. 9	Box 259 Video-cassette RL00902-UM-1480
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The Sherry Institute of Spain, Sherry; Caballo; Jenner Keating Becker Reay; Mobius Category: 16; Mobius Identifier: XT51-16-O-90-I, 1990 Sept. 4	Box 227 Video-cassette RL00902-UM-1342
<hr/>	
Timex Atlantis 100; Atlantis; Grey; Mobius Category: 81; Mobius Identifier: XT1640-81-O-86-I, undated	Box 256 Video-cassette RL00902-UM-1444
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TMP/Denver; Ultra Shield/Kwal Centers Version; Telemation; Mobius Category: 35; Mobius Identifier: XT73-35-U-85-U, 1985 Aug. 7	Box 62 Video-cassette RL00902-UM-1313
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Toblerone; Rummelplatz; Videopix; Mobius Category: 24; Mobius Identifier: XT227-24-O-87-I, 1987 Sept. 9	Box 243 Video-cassette RL00902-UM-1394
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Toyota Motor Corporation, Toyota Lexcen; Original, Country Oomph, Holiday Wagon; Chiat/Day/Mojo; Mobius Category: 1; Mobius Identifier: XT813ABC-1-O-90-I, undated	Box 234 Video-cassette RL00902-UM-1382
<hr/>	
Toyota, Corolla SX; Chillies; Chiat/Day/Mojo; Mobius Category: 1; Mobius Identifier: XT949-1-O-90-I, 1990 Sept. 26	Box 234

Video-cassette RL00902-
UM-1385

Toyota; Carmy Wagon ... Storm; Omnicon;
Mobius Category: 85; Mobius Identifier:
XT554-85-O-87-I, 1987 Aug. 14

Box 245
Video-cassette RL00902-
UM-1406

Traditional Jewelers; Look At Me; Ketchum
Advertising; Mobius Category: 44; Mobius
Identifier: XT690-44-O-85-U, undated

Box 257
Video-cassette RL00902-
UM-1453

Trebor Half Pounders, Sweets; Arthur; Harry
Films; Mobius Category: 24; Mobius Identifier:
XT376-24-O-86-I, 1986 Sept. 23

Box 256
Video-cassette RL00902-
UM-1449

Twinnings Tea; Reflections; Newlands Knight &
Round Limited; Mobius Category: 18; Mobius
Identifier: XT984-18-O-87-I, undated

Box 243
Video-cassette RL00902-
UM-1398

Twinnings Tea; Specialty Teas; Newlands
Knight & Round Limited; Mobius Category:
18; Mobius Identifier: XT985AB-18-O-87-I,
undated

Box 245
Video-cassette RL00902-
UM-1412

UFMP-3505; Soft Shoe Generic; Dawson,
Johns & Black; Mobius Category: 23; Mobius
Identifier: XT720-23-O-85-U, 1985 Sept. 25

Box 257
Video-cassette RL00902-
UM-1454

United Distillers Aust. Rebel Yell; Give Us A
Yell; Luscombe & Partners; Mobius Category:
16; Mobius Identifier: XT488-16A-O-90-I, 1990
Sept. 25

Box 227
Video-cassette RL00902-
UM-1343

US TV Commercials Festival of Illinois; Baby
Plant; Collett, Dickenson, Pearce Partners
Limited; Mobius Category: 12; Mobius
Identifier: XT373-12-O-84-I, undated

Box 229
Video-cassette RL00902-
UM-1364

Video Cassette Reproductions; Mobius
Category: 51; Mobius Identifier: XT408-51-
O-86-I, 1986 Sept. 23

Box 256
Video-cassette RL00902-
UM-1442

White Wings Food, Confectionary; Funny
Face; The Film Business; Mobius Category:
24; Mobius Identifier: XT909-24-O-88-I, 1988
Sept. 26

Box 62
Video-cassette RL00902-
UM-1321

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