



# Guide to the Saatchi & Saatchi records,

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This collection guide was produced in **2024 March**.  
This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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## Summary

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**Collection Title:**

Saatchi & Saatchi records, 1946-1992

**Creator:**

Saatchi & Saatchi

**Source:**

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

**Abstract:**

Saatchi & Saatchi is a British advertising agency founded in 1970 in London. Collection includes audiovisual materials; correspondence; presentations; promotional booklets; reports; transcripts of interviews and other materials. Companies and individuals represented include the British Conservative Party; Compton Advertising; Dancer Fitzgerald Sample; O. Milton Gossett; Procter & Gamble; Saatchi & Saatchi Compton; Saatchi & Saatchi Worldwide. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

2.0 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.13070

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1hf25>

**Preferred Citation**

[Identification of item], Saatchi & Saatchi records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection includes audiovisual materials; correspondence; presentations; promotional booklets; reports; transcripts of interviews and other materials. Companies and individuals represented include the British Conservative Party; Compton Advertising; Dancer Fitzgerald Sample; O. Milton Gossett; Procter & Gamble; Saatchi & Saatchi Compton; Saatchi & Saatchi Worldwide.

### Biographical/Historical

Saatchi & Saatchi is a British advertising agency founded in 1970 in London.

Saatchi & Saatchi was formed by brothers Maurice and Charles Saatchi in 1970. Over the next two decades it grew to be one of Britain's largest advertising agencies, largely through an aggressive acquisition of other agencies and consultancies, including Garland Compton (1975); Compton Advertising (1982); McCaffrey & McCall (1983); Dancer Fitzgerald Sample (1986); Backer & Spielvogel (1986); Ted Bates (1986); Campbell Mithun (1986). In 1994 internal conflicts led Maurice and a group of executives to leave Saatchi & Saatchi to form M&C Saatchi. In 1995 Saatchi & Saatchi renamed as Cordiant Communications with Saatchi & Saatchi Advertising as its advertising branch (it dropped the "Advertising" in 1997 to revert to Saatchi & Saatchi). The agency joined the Publicis Group in 2000.

Source: Wikipedia "Saatchi & Saatchi" viewed March 7, 2024.

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## Arrangement

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Organized into the following Series: General Files; Compton; Dancer Fitzgerald Sample; O. Milton Gossett.

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## Administrative Information

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### Publication Statement

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

### Access Restrictions

Access restricted. 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 Rubenstein Library's Citations, Permissions, and Copyright guide.

### Acquisition Information

The Saatchi & Saatchi records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1994.

### Processing Information

Processed by Richard Collier, Mar. 2024;

Accessions described in this collection guide: 1994-0098.

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## Related Materials

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### Related Material

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

Arthur Einstein papers;

Bates Worldwide, Inc. records;

Bob Berenson papers;

Carl Spielvogel papers;

J. Walter Thompson Company. Advertising vertical files;

J. Walter Thompson Company. Denis Lanigan papers;

J. Walter Thompson Company. London Office. Jack Cronin papers;

J. Walter Thompson Company. London Office. Knowledge Centre subject files;

Jim Kobs papers;

O. Milton Gossett papers;

Ralph Rydholm papers.

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## **Names and Subjects**

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- Advertising agencies -- United States -- History
- Advertising agencies -- Great Britain -- History
- Advertising -- United States -- History
- Advertising -- Great Britain -- History
- Advertising executives -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Saatchi & Saatchi Advertising Worldwide
- Saatchi & Saatchi Compton Worldwide
- Gossett, O. Milton (Oscar Milton), 1926-2006
- Procter & Gamble Company
- Compton Advertising, Inc.

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## **Collection Inventory**

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### **General Files, 1979-1992**

**Access Restrictions:**

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

Agency history, 1987 Box 1

Best from the summer of '92, 1992 Box 3 > Audio-cassette  
RL13070-CS-0001

**Scope and Contents**

Includes: British Airways; Hanes; Salon Selectives; NYNEX; Mexico tourism; Playtex; General Mills; Cheerios; Ad Council

Bill Muirhead, Jeremy Sinclair--Conservative campaign CEOs conference edit, 1992 Box 3 > Video-cassette  
RL13070-Umatic-0001

Conference presentations, 1989 Box 1

Cosmopolitan launch, 1980s Box 3 > Video-cassette  
RL13070-Umatic-0003

Funding sources, 1979 Box 1

Harvard Business School case study, 1987 Box 1

Perspectives newsletter, 1990-1991 Box 1

Presentation to Procter & Gamble, 1986 Box 1

Saatchi & Saatchi agency reel, 1989 Box 3 > Video-cassette  
RL13070-Umatic-0006

Saatchi & Saatchi Annual General Meeting global video, 1988 Box 3 > Video-cassette  
RL13070-Umatic-0008

Saatchi & Saatchi Commercials, 1989 Box 3 > Video-cassette  
RL13070-VHS-0001

Saatchi & Saatchi Compton definitive agency reel, 1985 Box 3 > Video-cassette  
RL13070-Umatic-0009

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**Scope and Contents**

Includes: BP; Schweppes; Typhoo; Procter & Gamble; Castlemaine XXXX; British Rail; Motorcycle Institute; UB Penguin; UB Mini Cheddars; Elastoplast; Ordnance Survey; 5British Airways

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Saatchi & Saatchi definitive agency reel, 1988

Box 3 > Video-cassette  
RL13070-Umatic-0007

**Scope and Contents**

Includes: Castlemaine XXXX; Anchor; Flymo; Pilkington; Samaritans; British Rail; Dettox; Ariel Rapide; Lanson; Abbey National; YTS; Johnson & Johnson; British Airways

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Saatchi & Saatchi DFS Compton, approximately 1988

Box 3 > Video-cassette  
RL13070-Umatic-0010

**Scope and Contents**

Includes: Crisco; Ivory; Shimmer; VW; Burlington; Cracker Jacks; Alka Seltzer; Tylenol; Jeep; Manhattan Landing; Ambi-pur; Cosmopolitan; John Smith; Castlemaine; Tide; Wendy's; Philips; Drug Free

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Saatchi & Saatchi DFS Compton international tape, approximately 1988

Box 3 > Video-cassette  
RL13070-Umatic-0011

**Scope and Contents**

Contents in tape case

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Saatchi & Saatchi Communications: Managing the division (AJJ Simonds-Gooding), 1986

Box 1

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Saatchi & Saatchi Compton Insights newsletter, 1985-1986

Box 1

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Saatchi Collection, 1987

Box 1

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Salomon Brothers report, 1987

Box 1

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The Hay Group, 1985

Box 1

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Tylenol report, 1982

Box 1

United Kingdom Conservative Party campaign,  
approximately 1979

Box 3 > Video-cassette  
RL13070-Umatic-0012

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## Compton, 1946-1987

### Access Restrictions:

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

75 anniversary--Certificate of appreciation from  
N.Y. Governor Mario Cuomo, 1983 Oversize-folder 1

75 anniversary--Telegram from President  
Ronald Reagan, 1983 Oversize-folder 1

Compton Digest, 1977-1984 Box 1

**Physical Description:** 2 folders

Compton Digest soecial China issue, 1979 Box 1

Compton Europe facts, 1978 Box 2

Compton has a ball at Roseland, 1979 Box 2

Compton history, 1970, 1982 Box 2

D-U-Z does everything, musical score by  
Marjorie Souder, 1946 Oversize-folder 1

Historical agency reel 1908-1987, 1987 Box 3 > Video-cassette  
RL13070-Umatic-0002

### Scope and Contents

Includes: Ivory; PaineWebber; Posture; BVD; Tide; Tylenol; Jeep; National Enquirer; Krystal; Dunlop; British Airways; Castlemaine Beer

Ivory Bar, 1987 Box 3 > Video-cassette  
RL13070-Umatic-0004

### Scope and Contents

Includes: Marlboro; Anne interview; Beverly Place; Firemen; Ivory face; Barefaced

Saatchi & Saatchi/Compton merger, 1981	Box 2
Special souvenir issue: Sailing on the S.S. Compton, 1983	Box 2
"Targeting your career" recruitment booklet, 1982	Box 2

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### **Dancer Fitzgerald Sample, 1953-1985**

DFS News, 1953-1961	Box 2
DFS World, 1980-1985	Box 2
Introduction to Dancer Fitzgerald Sample, 1954	Box 2
Promotional booklet, 1985	Box 2

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### **O. Milton Gossett, 1979-1986**

#### **Access Restrictions:**

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

Cincinnati meeting, 1986	Box 2
Compton Advertising: A personal view, 1980	Oversize-folder 1
European CEO meeting, 1985	Box 2
Interview, 1985	Box 2
Journal of China trip, 1979	Box 2
OMG/Saatchi reel, 1982	Box 3 > Video-cassette RL13070-Umatic-0005

#### **Scope and Contents**

Includes: Marlboro; Anne interview; Beverly Place; Firemen; Ivory face; Barefaced

Photograph, 1985

Box 2

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