
(At the Merchandising Committee Meeting on September 19, 1949, an Institutional Advertising Campaign in newspapers and LIFE Magazine was approved for development: "Cloak and Dagger Car in Arizona"; "Ford's Big Friend-Small Business"; "Men Working to Keep Men Working"; "The V-8 Engine-Dynamometer Building"; "Workers Turn Ideas Into Cash"; "The Retirement Plan"; "Quality Control"; "University in Overalls" Unscheduled: "Success Story -- 1950 Style" (2 copies).

Report on Ford Theater in Television. 2-8-50.

(Detailed review of the Ford Theater, its reception from radio to television and its premier position in the industry in terms of listeners and cost).


(A presentation underscoring the successful penetration and impact of the Ford Theater on radio audiences in 1948-49 and projecting its success in the burgeoning medium of television for the next half decade).

"Toast of the Town" -- July-December, 1952. Kenyon and Eckhardt, Inc.
Analysis and Recommendation. (A detailed and revealing resume of the trials of a television advertising agency dealing with an authoritarian manipulator of talent.)


Kenyon Research Company (Division of Kenyon & Eckhardt, Inc.) Charts showing readership estimates of various advertisements in Ford current institutional advertising campaign. Studies were made by Daniel Starch & Staff by personal interviews. Examples of ads plus statistics.


(Excellent example of massive "creative" effort to instill image of a "family" concept (breadth and depth of car line) with quality. The device is a Sunday supplement insert replete with a contest which involved close reading of the copy. A textbook example.)

Basic objectives: to obtain basic information on consumer attitudes and beliefs about FMC and its major competitors ... to assess the potential effectiveness of advertising and selling appeals ... to appraise the effectiveness of FMC consumer advertising for 1957. (Typical research project utilized by the advertising agencies of the 1950's.)


(The study was designed to obtain information from FMC dealers about their readership of four typical Ford institutional advertisements in A.N. campaign; their opinions as to how much they benefit from these advertisements; their opinions as to how informative the advertisements are; and their readership of A.N.) (1957). (Several pages of quoted reactions, favorable and unfavorable, from dealers form the best section of this presentation.)


(A corporate advertising plan designed to strengthen FMC's consumer safety image. The need for such a plan is verified by a recent market research study which indicated that Chevrolet has taken over leadership as the safest low priced car.)


(Full-blown presentation (and justification) of an on-going advertising campaign complete with media analysis, media recommendations, TV-radio plan, survey concept, statistical appendix and a history of competitive advertising.)

Corporate Advertising -- 1961-1962.

(A valuable in-depth presentation and analysis of the various component parts of 1961-62 campaign including the quality, college, Automotive News NADA campaigns and the prestigious Bernstein TV programs. July 26, 1961.)


(Objectives: To appraise the validity of the 'You' concept as a marketing, merchandising, and advertising theme; to appraise the ability of the current
Ford Family of Fine Cars advertising to interpret this theme and meet the other objectives of institutional advertising; to compare the relative value of Ford, General Motors, and Chrysler institutional advertising as to theme, believability, and ability to communicate ideas.)


(Full dress research analysis of the K & E with a comparative section and valuable appendices containing working data and the advertisements.)


(Notebook of clippings from newspaper television columns noting the program with Leonard Bernstein and Marian Anderson. The notices are largely favorable, especially mentioning FMC's forebearance of commercials. Includes letter to C. F. Moore, Jr. from Robert Saudek.)


(A presentation including media recommendations and appendices containing market data. Includes covering letter from A. J. Shepard to J. B. McMechan.)


(In depth analysis including ratings, audience share, characteristics and sponsor identification. Includes a section on the 1958 Edsel.)


(Press clippings of filmed Mozart program 11/22/59 of New York Philharmonics stop in Venice during European tour. Includes Robert Saudek letter to Charles Moore.)


(Press clippings of widely acclaimed program filmed on N.Y. Philharmonic Tour of Russia. Includes letter from Saudek to C. F. Moore, Jr.)
Miscellaneous - Statement by Theodore O. Yntema, Vice President - Finance, FMC before the Subcommittee on Antitrust and Monopoly of the Committee on the Judiciary, US Senate, Washington, D. C., February 4-5, 1958; FMC approved accessories pamphlet for 1934; The Story of Copper, Zinc, and Brass as displayed at Ford Exposition, "A Century of Progress", Chicago, 1933 (pamphlet published by Anaconda Copper Mining Company and the American Brass Company); Free Chevrolet drawing ticket at Century of Progress; "Visit to the General Motors Research Laboratories at a Century of Progress, 1934" (giveaway pamphlet); "The Car as you Would Build it" (General Motors opinion research booklet); "The Automobile Buyer's Guide, 1934 edition" (results of a GM consumer research survey).

SCRAMBLE!