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## Campbell-Ewald [Encyclopedia Entry]

James Pokrywczynski

*Marquette University*, james.pokro@marquette.edu

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brightly as the Campaign Palace Sydney. . . . If we had to choose just one agency of the decade, the Palace would be it.”

The Campaign Palace has not always been as popular within the ad industry, however. The agency has long had a tradition of rocking the boat. In 1999 the agency’s chief executive, Reg Bryson, published a giant foldout ad in Australia’s major daily newspapers that challenged the country’s business leaders:

Thinking of advertising? Don’t waste your money. . . . The advertising industry has been low on many of the vital signs over the past decade [and] too many of today’s advertisers seem content to simply follow the crowd. Too many businesses are simply going from A to B following the well-trodden conventional path.

However pugnacious its attitude, the Campaign Palace has continued to dominate Australia’s advertising awards. During the 1970s the agency won 11 Australian Writer’s and Art Director’s Awards (more than any other agency), Australia’s most prestigious industry accolade. It was the top award-winner in the 1980s with 22 trophies and again in the 1990s with 17.

ANDREW HORNER

#### Further Reading

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## Campbell-Ewald

Founded by Henry T. Ewald and Frank Campbell in 1911; Campbell sold his interest and left, 1917; hired by General Motors Corporation, 1919; Ewald died, 1953; acquired by Interpublic Group of Companies, 1972; following a series of name changes starting in 1976, returned to Campbell-Ewald Company, 1996.

#### Major Clients

AC Delco (auto replacement parts)  
Chevrolet  
Delta Faucet  
General Motors Acceptance Corporation

Campbell-Ewald (C-E) Advertising was created in 1911 by Henry T. Ewald and Frank J. Campbell; the newly formed agency opened its doors on 7 February 1911 with six employees (by 2000 it would employ 685). The early agency slogan was, “We care not who makes the nation’s cars, if we may write and place the nation’s ads.” The agency’s slogan immediately suggested the area of advertising the agency would focus on—the automobile business. Its first client was Hyatt Roller Bearing Company. Campbell sold his interest and left the company in 1917, and Ewald became president. In 1919 a fledgling auto company called General Motors (GM) asked C-E to help place newspaper ads for its Chevrolet line of cars. Three years later GM officially assigned the account to C-E, which included advertising work not only for Chevrolet but also for other lines at the time—Cadillac, Buick, Oldsmobile, Oakland (which later became Pontiac), and GMC Trucks. This focus has continued, with C-E still handling Chevrolet advertising as well as work for GM’s parts (AC-Delco) and finance (General Motors Acceptance Corporation, or GMAC) divisions.

Campbell and Ewald were already deeply involved in the automobile business when they met at a gathering to organize an

advertising club in Detroit. Both had worked for various car companies before Campbell started Campbell Advertising Service in 1907 to handle newspaper advertising for several auto manufacturers. After successfully launching the Adcraft Club of Detroit, a still thriving organization, Campbell convinced Ewald to join him to create Campbell-Ewald Company in 1911. Although the agency’s success would come with GM, it also handled other advertising categories, including presidential politics. In 1924 Ewald, by then president of the agency, coined the famous political slogan, “Keep cool with Coolidge.”

By 1929 billings were estimated at \$26 million, but the Depression hit car sales hard, and spending on advertising was sharply reduced. Billings at Campbell-Ewald dropped to a reported \$8 million by 1938. In 1942, when all civilian auto production ceased until the end of World War II, Campbell-Ewald saw its billings drop to \$5 million.

In addition to reducing its spending, General Motors had long since split its various divisions among several agencies, with MacManus, John & Adams handling Cadillac and Pontiac; Arthur Kudner, Inc., Buick; and D.P. Brother, Inc., Oldsmobile. But it was Campbell-Ewald that would handle Chevrolet, which was the GM division competing with Ford and Plymouth for the largest part of the automobile mass market. At the time a Chevy sold for between \$400 and \$700, and together these makes constituted the so-called low-priced three. In the early 1930s C-E made Chevy a sponsor of Jack Benny’s radio program, although the association ended after 1934. Magazines carried the main weight of the advertising for Chevrolet, and wartime prosperity propelled growth as institutional advertising more than offset the cessation of car production. C-E also served other clients, including U.S. Rubber and Eastern Airlines, both handled out of the agency’s strong New York office. By 1945 combined billings were estimated at \$13 million.



*Body by Fisher*

*P*ossession . . . **Makes the Heart Beat Faster** ♦ ♦ ♦



BUICK this year is widening the tremendous favor it holds with people who live in the modern manner. Its beauty, its luxury,

its air of quiet sophistication, are in their language and their mode, as its sturdy dependability and mighty performance are in the universal language of motoring.

In today's Buicks, engineering creates a different and finer kind of motoring—the Buick kind. It adapts Knee-Action wheels to Buick's own requirements for the gliding ride.

But it doesn't stop there. It goes all the way to

the gliding ride as only Buick gives it. It builds in a new balance of weight and springing, and a new ride stabilizer; it equips with new air-cushion tires.

Then it provides center-point steering for your greater surety of control; vacuum-power brakes for your greater safety; automatic starting and other operations for your greater convenience and ease, and your car's increased efficiency.

In less than an hour you can learn why Buick is cresting the flood of popularity—and discover that just the thought of possessing it for your own makes your heart beat faster.

• **BUICK** •

WHEN • BETTER • AUTOMOBILES • ARE • BUILT — BUICK • WILL • BUILD • THEM

The slogan featured in this 1920s ad for Buick from Campbell-Ewald—"When better automobiles are built—Buick will build them"—continued to be used by the automaker for decades. 1988 GM Corp. Used with permission of GM Media Archives.

Then in 1946 cars began rolling off the lines again, and C-E soared to new prosperity, thanks in part to the arrival of television. Campbell-Ewald became a pioneer in television as it created commercials for Chevrolet and developed Chevy-sponsored programs. In 1946 Chevrolet became the first auto company to sponsor television programs, an effort that helped boost C-E billings to \$25 million by 1950. By the late 1950s the agency was generating about 2,000 broadcast commercials per year, as well as producing variety programs such as *The Dinah Shore Chevy Show* and *Pat Boone's Chevy Showroom*. By 1960, thanks largely to Dinah Shore, "See the USA in your Chevrolet" was among the most famous ad slogans in the country.

In addition to the pioneering work done in television and radio for Chevy, C-E was innovative in other media, for example, creating the first 3-D billboard for Chevy in 1955 after an earlier failed experiment with talking billboards that gave passersby updates on new Chevy products. In 1959 C-E won the first of four gold Lions in five years at the International Advertising Festival in Cannes, France.

The 1950s were a period of major changes in management at C-E, as well as a time in which the agency overhauled its business. Agency cofounder Ewald died at age 67 in 1953. Henry Little, known as "Ted" to friends and "Big Daddy" to employees, became chairman after Ewald and put a renewed emphasis on developing additional accounts. Although his pursuit of new business was slow, Little was successful during this time in hiring many of the people who would succeed him in management, including Tom Adams, who would become chairman after Little's immediate successor, Lawrence R. Nelson (chairman 1966–68). He also gave opportunities to young creative people who later developed well-known agency names on their own, specifically Carl Ally and Amil Gargano. Increases in ad spending by Chevrolet lifted C-E billings to \$58 million by 1955 and nearly \$100 million by 1960.

Adams took over the leadership of the agency in 1968. After a rocky start (billings at C-E for 1970 were \$20 million below those for 1960) he managed to propel Campbell-Ewald into the kind of growth that Little had sought. Rockwell Standard (later Rockwell International) added substantial new business billings, and there was further expansion of the agency's traditional Chevy business. By the end of 1972 billings had edged up to nearly \$113 million, making Campbell-Ewald the 19th-largest U.S. agency. In November of that year C-E was acquired by the Interpublic Group of Companies, a holding company whose agency businesses also included second-ranked McCann-Erickson. It was at the time the largest merger of ad agencies. C-E would continue to operate autonomously but as a wholly owned operating company within Interpublic. Adams's plans for the future management of the company were upset when his president and heir apparent, Hugh Redhead, was killed in a plane crash in 1975. By the early 1980s, however, he had begun to groom Richard O'Connor, the ranking executive vice president on the Chevrolet account, for the chairmanship.

John DeLorean's arrival as head of the Chevrolet division in 1970 required adjustments at Campbell-Ewald in how the



Campbell-Ewald's "Heartbeat of America" campaign for Chevrolet ran through the 1980s and early 1990s.

Used with permission of GM Media Archives.

account was managed and financed. For example, DeLorean demanded that agency compensation be linked to product sales, a previously unheard-of philosophy. DeLorean's impassioned desire for new advertising emphasizing brand reliability drove C-E down a creative path that ultimately led to the highly successful "Baseball, hot dogs, apple pie and Chevrolet" campaign, which debuted in 1975.

Interpublic reshaped Campbell-Ewald in several different forms in the first dozen years after it acquired the shop. In 1975 Campbell-Ewald International, set up by Interpublic, linked C-E to the parent's overseas holdings. The next year, C-E was renamed Campbell-Ewald Worldwide, as the Detroit and London offices were merged with two smaller Interpublic properties—Tinker, Dodge & Delano and Clinton E. Frank Advertising. In 1978 the agency followed its chief client, Chevy, and moved its headquarters to Warren, Michigan, a suburb of Detroit, where it erected its own building 100 yards from the automaker's new offices. Then in 1980 Interpublic again rechristened the shop, now Marschalk Campbell-Ewald, which itself was again renamed Campbell-Ewald in December 1984, at which time Richard O'Connor was named chairman.

The synergy between C-E and Chevy extended the shop's run of creative successes, culminating in the 1986 "Heartbeat of America" effort for Chevy. By 1989 the campaign had won more than 400 awards. But at the same time it was being lauded for its work, C-E suffered financially when GM, the parent of its major client, began to renegotiate compensation with all its suppliers, including its agencies. Commissions in some cases fell to almost half of what the automotive giant had previously paid. This added financial pressure, combined with the announcement that Chevrolet was decreasing its advertising budget by \$80 million, ushered in the 1990s with one of the largest layoffs in the agency's history.

In 1991 the agency, by now renamed Lintas: Campbell-Ewald in a move by Interpublic that made the shop a unit of Lintas, produced the first ads in the "Like a rock" campaign for Chevy truck. That year the company was named *Adweek* magazine's "Midwest Agency of the Year." In 1994 O'Connor was elected chairman of the largest trade association in advertising, the American Adver-

tising Federation, providing evidence of national recognition for C-E and its advertising work.

History shows that C-E has gone the extra mile for Chevrolet—restructuring, moving, even going to jail over a paperwork mishap involving a commercial shoot in North Carolina. But it is also clear that C-E has grown to be far more than "the Chevy agency." At the outset of the 21st century the agency was ranked 15th in billings in the United States. Campbell-Ewald Company reported gross income of \$209.4 million in 2000, up 12.6 percent over 1999, on billings of \$1.9 billion, an increase of 16.7 percent over the previous year.

JAMES V. POKRYWCZYNSKI

### Further Reading

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## Campbell Mithun

### (Campbell Mithun Esty)

Started by Ralph Campbell and Ray Mithun, who left Batten Barton Durstine & Osborn to set up the new agency in Minneapolis, Minnesota, 1933; sold to Ted Bates & Company, New York City, 1979, which was subsumed by London, England's Saatchi & Saatchi in 1986; combined under Saatchi with William Esty Company to create Campbell Mithun Esty, 1988; bought itself back from Saatchi with help of Interpublic Group of Companies, 1995; renamed Campbell Mithun in 2000.

### Major Clients

American Dairy Association  
Andersen Corporation  
G. Heileman Brewing Company  
General Mills  
Land O'Lakes, Inc.  
Northwest Orient Airlines  
Theo. Hamm Brewing Company

Ray Mithun used to recall that he and partner Ralph Campbell opened their ad agency on the 12th day of March 1933 when President Franklin Roosevelt closed the banks. Although the exact opening date is not firmly established, the two did set up shop in Minneapolis, Minnesota, in the depths of the Great Depression, with \$3,000 in borrowed money. Both left the Twin Cities office of Batten Barton Durstine & Osborn (BBDO) to strike out on

their own, apparently after Campbell, who was manager of the BBDO outpost, had a disagreement with Roy Durstine, who wanted Campbell to move to New York City. Campbell, for reasons Mithun later said were unknown to him, decided to leave BBDO and chose Mithun to join him as his partner.

Campbell was the agency president; he died of a heart attack in 1949. Mithun, named president in 1943, was to stay on until his retirement in 1983, when the agency was billing \$250 million. But for him retirement meant entering another business, since he had earlier sold his own stock to the other agency employee stockholders; Mithun became a banker. He died in 1998, at the age of 89.

Following Campbell's death, Mithun recruited Albert Whitman to be agency vice president. Whitman became president in 1960, when Mithun moved to the post of chairman. The agency had grown steadily and had \$43 million in billings at the time and additional offices in Chicago, Illinois, Los Angeles, California, and New York City. A key account in Chicago was the American Dairy Association, which the agency had taken over in 1943 from the Lord & Thomas agency. Whitman had overseen the Pillsbury Company and Theo. Hamm Brewing Company accounts since joining C-M in 1950.

In an unusual claim to fame, Campbell Mithun in 1962 acquired outdoor advertising businesses in St. Louis, Missouri. This was said to be the first time an ad agency had purchased an ad medium. Mithun vowed to keep this investment separate from