



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Federal Express Advertising History Collection

NMAH.AC.0306

Stacy Flaherty and Allison Lee

1989

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	The Federal Express Advertising History Collection
Identifier:	NMAH.AC.0306
Date:	1972-1989
Extent:	6.6 Cubic feet (20 boxes)
Creator:	Ellsworth, Scott, Dr. Smithsonian Institution
Language:	English Collection is in English.
Summary:	Created in 1971, the Federal Express Corporation, an overnight air freight delivery system was an innovative company known for its memorable advertising campaigns. The core of the Federal Express Advertising History Collection is a series of interviews conducted in 1988 by Dr. Scott Ellsworth. Twenty-five individuals associated with Federal Express advertising were interviewed about the company and its award-winning advertising.

Administrative Information

Acquisition Information

Made by the Smithsonian Institution and donated by the Federal Express Corporation, 1988.

Related Materials

Ally and Gargano, Inc. Print Advertisements (AC0938)

Processing Information

Processed by Stacy Flaherty and Allison Lee, 1989.

Preferred Citation

The Federal Express Advertising History Collection, 1972-1989, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

In 1971, Fred Smith of Memphis, Tennessee created the Federal Express Corporation, an overnight air freight delivery system. He based his idea for a new approach to the air freight delivery service on the "hub and spoke system." According to Smith's innovative model, a fleet of airplanes would fly packages from cities across the nation each evening to a central "hub" in Memphis, where the parcels would be unloaded, sorted, and re-loaded onto other planes for travel to their final destinations. Smith's objective was two-fold: to expedite delivery of the parcels and to ensure their security in the process.

In 1977, Congress passed the Air Cargo Deregulation Act. This enabled Federal Express to fly much larger planes and to expand its business without substantial capital investment. During its first decade of existence, the corporation achieved remarkable success, enjoying its first billion-dollar revenue in 1981.

Federal Express originally employed two advertising agencies: Ally & Gargano, Inc. of New York City (1974-1987) and Fallon McElligott of Minneapolis (1987 - 1994). In its early years, Federal Express was attracted to Ally & Gargano due to the agency's small size and its entrepreneurial spirit. Fred Smith believed these traits would foster the creativity necessary for original and effective advertising to introduce Federal Express. It was the responsibility of the agency to convince customers not only to abandon such incumbents in the industry as Emery, United Parcel Service and the U.S. Postal Service, but also to trust Federal Express, a newcomer.

Ally & Gargano targeted the professional community and the general public through print advertisements and television commercials. Especially in the latter medium, the agency used humor as its primary marketing technique, emphasizing competitors' "slowness" and "unreliability." In 1981, the agency launched a series of widely acclaimed ads with John Moschitta as the "Fast Talking Man." The slogan "When it absolutely, positively has to be there overnight" seen at the close of most commercials served as a practical reminder of Federal Express' function.

Federal Express moved its account from Ally & Gargano to Fallon McElligott in 1987. Fallon McElligott's first television campaign used the phrase "It's more than just a package -- it's your business" and depicted scenes of different work environments. The campaign stressed the seriousness with which Federal Express handled its customers' parcels. In 1988, Federal Express was a sponsor of the Winter Olympics.

Scope and Contents

The Federal Express Advertising Collection documents the development of the overnight air freight delivery company with particular emphasis on the innovative advertising campaigns used to introduce and promote the company's services. The oral histories with individuals associated with both Federal Express Corporation and the advertising agencies form the core of the collection. Abstracts that provide biographical information and summaries of the interviews supplement the oral histories. Research files and company publications provide background information. Television commercials and print advertising contain examples, particularly illustrating the campaigns discussed in the interviews.

Arrangement

The collection is arranged into eight series.

Series 1, Research Files, 1972-1988

Subseries 1.1, Federal Express Clippings Files

Subseries 1.2, Federal Express Research Reports

Subseries 1.3, Research Files

Series 2, Interviewee Files, 1988

Series 3, Oral History Interviews, 1988

Subseries 3.1, Original Interviews

Subseries 3.2, Researcher Copies

Subseries 3.3, Masters

Series 4, Television Advertising, 1973-1989

Subseries 4.1, Television Commercials

Subseries 4.2, Storyboards

Subseries 4.3, Slides and Photographs

Series 5, Print Advertising, 1972-1988

Subseries 5.1, Federal Express Print Advertising

Subseries 5.2, Federal Express Mechanicals

Subseries 5.3, Slides of Mechanicals and International Marketing

Subseries 5.4, Federal Express Posters

Subseries 5.5, Print Reference Materials

Series 6, Public Relations Materials, 1973-1988

Series 7, Company Publications, 1973-1988

Series 8, Miscellaneous, Undated

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Advertising campaigns

Aeronautics, Commercial -- Freight
Broadcast advertising
Business -- History
Overnight delivery service
Service industries
Television advertising
advertising -- History

Types of Materials:

Abstracts
Advertisements
Audiocassettes
Audiotapes
Clippings
Commercials
Interviews -- 1970-1990
Oral history
Posters
Storyboards
Videotapes

Names:

Ally & Gargano, Inc. (advertising agency)
Ally, Carl
Altenburg, Nancy
Archives Center, NMAH, SI.
Burnham, Patrick
Frazier, Sharon
Gargano, Amil
Kelly, Patrick
Miller, William B.
Moschitta, John (actor)
Oliver, Tom
Presley, Carol
Sedelmaier, Joe (filmmaker)
Smith, Fred
Tesch, Mike
Williams, Carl

Geographic Names:

Chicago (Ill.)
Hollywood (Los Angeles, Calif.)
Memphis (Tenn.)
Minneapolis (Minn.)

Names:

Fallon McElligott Advertising Agency
Federal Express Corporation

Container Listing

Series 1: Research Files, 1972-1988

Subseries 1.1: Federal Express Clippings Files

Box 1	Advertising
Box 2	Advertising
Box 2	Barksdale, James
Box 2	Basch, Mike
Box 2	Bass, Art
Box 2	Courier PAK
Box 2	Fagan, Vince
Box 2	Federal Express
Box 2	Federal Express General Information
Box 2	International Service
Box 2	Memorabilia
Box 2	NAACP
Box 2	Presely, Carol
Box 2	Overnight Letter
Box 3	Priority I-Marketing
Box 3	Saturday Service
Box 3	Shipments
Box 3	Sigafoos, Robert A.

Box 3	Slogan
Box 3	Smith, Fred
Box 3	Sponsorship
Box 3	Taylor, Tucker
Box 3	10:30 Delivery
Box 3	Television Coverage
Box 3	Video
Box 3	Video Bank
Box 3	Wall Street Journal
Box 3	Williams, Carl
Box 3	Willmott, Peter
Box 3	World's Fair Exhibit-Picnic Palace
Box 3	Zap Mail
Box 3	Zap Mail-Statistics

1.2: Federal Express Research Reports

Box 4	Interoffice Memos
Box 4	Proposal for Focus Group Sessions Among Users of Air Freight Services
Box 4	Focus Group Sessions Among Users of Air Freight Services
Box 4	A Performance Appraisal of Five Air Freight Services
Box 4	FedEx Advertising Effectiveness Study
Box 4	FedEx Corporation Market Investigation
Box 4	Focus Group Discussions Exploring the Courier PAK Concept
Box 4	Developing a Greater Potential for FedEx
Box 4	FedEx Advertising Tracking Study Wave I and Wave II
Box 4	FedEx Research Plan Background and Objectives
Box 4	Toward the Growth and Development of FedEx Corporation
Box 4	FedEx Study (Air Freight Services)
Box 4	The Future Expansion of Fed Ex
Box 4	The Future Expansion of Fed Ex Vol.II
Box 4	A Study of Customer Reactions to Federal Express Production and Service
Box 4	MARC Tracking Study
Box 4	FedEx Market Segmentation Re-Analysis Presentation
Box 4	Copy Test Results
Box 4	Courier PAK Market Development Research Presentation
Box 4	FedEx Advertising Concept Research Presentation
Box 4	FedEx FY 1980 Advertising Proposed Creative Strategy

Box 4 A Positioning Strategy Development Survey Among Non-Users of Air Freight

Box 4 FedEx New User Research

Box 5 Overnight Executive Letter Concept Evaluation Research

Box 5 Fortune Adverbatim Report

Box 5 "Waiting" Campaign Advertising Tracking Study

Box 5 Exploration of "Planned Usage" Issue Preliminary Group Sessions

Box 5 FedEx and Telecommunications: An Overview of Potential Growth Strategy

Box 5 A Qualitative Study on the Overnight Letter

Box 5 Media Target Audience Definition

Box 5 A Qualitative Assessment of Consumer Attitudes and Perceptions Regarding Issues Relating to: FedEx Value and UPS Entry

Box 5 A Quantitative Study on Overnight Delivery Advertising

Box 5 Federal Express Advertising Strategy Assessment

Box 5 A Qualitative Study on Customer Loyalty

Box 5 Overnight Delivery Services/FedEx Verbatims

Box 5 A Qualitative Study on FedEx Situations

Box 5 ASI Topline Results from Commercial Tests

Box 5 A Qualitative Study on a Non-Humorous Executional Style and a Money Back Guarantee

Advertising Strategy Research: A Report of Focus Group Results

Box 5 FedEx Account Review

Box 5 FedEx Advertising Tracking Study

Subseries 1.3: Research Files

Box 6	Advertising
Box 6	Ally & Gargano, Inc.
Box 6	Bibliography
Box 6	Fallon McElligott
Box 6	Olympic Sponsorship
Box 7	Ally and Gargano/MCA Creative Presentation, 1987 March 19
Box 7	AAPG Preliminary Research Project, 1972 March 22
Box 7	A.T. Kearney and Co. Preliminary Research Project, 1972 June 13

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Series 2: Interviewee Files, 1988

Box 8, Folder 1	Carl Ally Former chairman of Carl Ally, Inc.
Box 8, Folder 2	Nancy Altenburg Manager, Corporate Advertising/Sports Marketing for Federal Express.
Box 8, Folder 3	Bill Arthur Former vice president of marketing, Federal Express.
Box 8, Folder 4	Art Bass Former president of Federal Express Corporation.
Box 8, Folder 5	Paula Bass Former marketing director.
Box 8, Folder 6	Patrick Burnham Art Director, Fallon and McElligott
Box 8, Folder 7	Mark Coppos Director, Coppos Films
Box 8, Folder 8	Alyce Craddock Senior Manager, Research and Analysis, Corporate Marketing.
Box 8, Folder 9	George Euringer Art Director, Ally and Gargano.
Box 8, Folder 10	Sharon Frazier Service System Administrator, Federal Express Corporation.
Box 8, Folder 11	Amil Gargano Chairman, Ally and Gargano, Inc.
Box 8, Folder 12	Kathryn Kabel Former senior marketing specialist and Vince Fagan's secretary, Federal Express Corporation.
Box 8, Folder 13	Maureen Kearns Vice President, Senior Producer, Ally and Gargano, Inc.
Box 8, Folder 14	Patrick Kelly Director, Kelly Pictures, Inc.
Box 8, Folder 15	Charlyn Loving

	Producer, Fallon and McElligott.
Box 8, Folder 16	William B. Miller Copywriter, Fallon and McElligott.
Box 8, Folder 17	John Moschitta The "Fast Talking Man" of Mighty Mouth Productions, Inc.
Box 8, Folder 18	Tom Oliver Senior Vice President, Sales and Customer Service, Federal Express Corporation.
Box 8, Folder 19	Mark Pinney
Box 8, Folder 20	Carole Presley Senior Vice President, Marketing, Federal Express Corporation
Box 8, Folder 21	Joe Sedelmaier President, Sedelmaier Film Productions, Inc.
Box 8, Folder 22	Fred Smith Founder and chief executive officer, Federal Express Corporation.
Box 8, Folder 23	Tucker Taylor Formerly of Federal Express Corporation.
Box 8, Folder 24	Mike Tesch Art Director, Ally and Gargano, Inc.
Box 8, Folder 25	Carl Williams Managing Director, Corporate Marketing, Federal Express Corporation.

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Series 3: Oral History Interviews, 1988

Subseries 3.1: Original Interviews

Box 9	Amil Gargano, 1988 May 2
Box 9	Patrick Kelly, 1988 May 2
Box 9	Maureen Kearns, 1988 May 3
Box 9	Carole Presley, 1988 May 9
Box 9	Nancy Altenburg, 1988 May 10
Box 9	Carl Williams, 1988 May 10
Box 9	Tom Oliver, 1988 May 11
Box 9	Alyce Craddock, 1988 May 11
Box 9	Sharon Frazier, 1988 May 12
Box 9	Kathryn Kabel, 1988 May 12
Box 10	Joe Sedelmaier, 1988 May 19
Box 10	John Moshitta, 1988 June 27
Box 10	William B. Miller, 1988 June 28
Box 10	Patrick Burnham, 1988 June 29
Box 10	Mark Coppos, 1988 June 29
Box 10	Charlyne Loving, 1988 June 30
Box 10	Carl Ally, 1988 July 19
Box 10	Mike Tesch, 1988 July 20
Box 10	George Euringer, 1988 July 20
Box 10	Tucker Taylor, 1988 July 21

Box 10	Bill Arthur, 1988 July 26
Box 10	Art Bass, 1988 July 26
Box 10	Fred Smith, 1988 July 26
Box 10	Paula Bass, 1988 July 27
Box 10	Mark Pinney, 1988 October 12

3.2: Researcher Copies

Box 11	Carl Ally
Box 11	Nancy Altenburg
Box 11	Bill Arthur
Box 11	Art Bass
Box 11	Paula Bass
Box 11	Patrick Burnham
Box 11	Mark Coppos
Box 11	Alyce Craddock
Box 11	George Euringer
Box 11	Sharon Frazier
Box 11	Amil Gargano
Box 11	Kathryn Kabel
Box 11	Maureen Kearns
Box 12	Patrick Kelly
Box 12	Charlyne Loving

Box 12	William B. Miller
Box 12	John Moshitta
Box 12	Tom Oliver
Box 12	Mark Pinney
Box 12	Carole Presley
Box 12	Joe Sedelmaier
Box 12	Fred Smith
Box 12	Tucker Taylor
Box 12	Mike Tesch
Box 12	Carl Williams

Subseries 3.3: Masters

Box 15	Carl Ally
Box 15	Nancy Altenburg
Box 15	Bill Arthur
Box 15	Art Bass
Box 15	Paula Bass
Box 16	Patrick Burnham
Box 16	Mark Coppos
Box 16	Alyce Craddock
Box 16	George Euringer
Box 16	Sharon Frazier
Box 17	Amil Gargano

Box 17	Kathryn Kabel
Box 17	Maureen Kearns
Box 17	Patrick Kelly
Box 17	Charlyne Loving
Box 18	William B. Miller
Box 18	John Moshitta
Box 18	Tom Oliver
Box 18	Mark Pinney
Box 19	Carole Presley
Box 19	Joe Sedelmaier
Box 19	Fred Smith
Box 19	Tucker Taylor
Box 20	Mike Tesch
Box 20	Carl Williams

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Series 4: Television Advertising, 1973-1989

Subseries 4.1: Television Commercials

Box 21a (Reference); Selected Federal Express Corporation Commercials, 1973-1987
Box 21 *1 videocassettes (u-matic)*

(1975) A Whole New Airline, Wings of Package (1976) Piles (1977) Reliable, Overnight, Fleet (1978) Tossing and Turning, More and More, Pass It On (1979) Party of the First Part, Promise Them Anything, Pacing the Floor (1980) Out of Business, Easy to Use, Expensive, Paper Explosion, Solution (1981) Easy to Bed, Secretary, The Paper Blob, Along Came Federal Express, Door to Door, Waiting, There's Always Federal (1982) Sure, Sure, Forever, Paper Blob, Steps Rev., Buried, The Shakes, Destinations, Never Hear the End of It, Pick Up the Phone, Pick Up, You Can't Count on Anything, Fast Paced World (1983) More Time, Ambidextrous, At Your Best, Huge Package, Camel Back, You've Got It (1984) I'm Covered, Crying, Saves Money, Tug of War, The Fast Lane, Ledge, Deserted, Phone Book, Everywhere Rev.2 (1985) Disbelief, 10 Years Ago, Reception Arena, Electronic Mail, Stall to New York, All You Have to Say, Construction, Trucky, Thank You, Big Package, Atlas Barbells Rev., Mailroom Boy (1986) Everywhere Rev.2, Zamboanga, Rely On, Boom, Package? What Package?, Don't Have to Think of It, Excuses Class, Bon Voyage Party Rev. (1987) Tracking, Reliability

Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)

Box 21a (Reference); Federal Express Commercials, 1989
Box 21 *3 videocassettes (u-matic) (Multiple copies)*

Box 23 Sedelmaier's Classic Commercials
1 videocassettes (u-matic)

Automation (Alaska Airlines) Hasslefree (GMAC) Airport Please (Alaska Airlines) Edna (Fiberglass) Pool Party (Fiberglass) Winter (Alaska Airlines) Executive Washroom (Check-Up) Ladies (Nike) TV Viewer (Alaska Airlines) Salesman (Kay Jewelers) What's Next (Alaska Airlines) Ed (Tank'n'Bowl) Cutting Corners (Alaska Airlines) Auto-Teller (GMAC) Moustache (Wendy's) History of Gas (Happy Cooker) Funeral (Valvoline) Box (Obstgarten) Car (Europassistance) Plumber (Europassistance) Tango (Tang) Invest (Nationwide Bank) Department Store (Independent Life) Fashion Show (Wendy's)

Subseries 4.2: Storyboards

Box 24

Zomboanga, Fast Paced World, The Paper Blob, The Shakes, Pick Up the Phone, Putting It Off, Worry Beads

Subseries 4.3: Slides and Photographs

Box 25

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Series 5: Print Advertising, 1972-1988

Subseries 5.1: Federal Express Print Advertising

Box 24

Ally and Gargano, Inc.

Hula Dance, Twin Falls, Next Time They Tell You You'll Have to Wait, Are You Paying People to Wait, The Cost of Waiting for Something, Sand Juan (Spanish), Waiting is Frustrating, Ashville, You've Got a New Airline, If You're Working Saturday, So Are We, What Does It Cost to Keep a Customer Waiting, Fault.
Ace

Fallon McElligott

Typo/Letter Perfect, A Job, a Job Well Done, Win the Battle, Win the War, Negotiate/Demand, Dressed/Dressed for Success, Legalese/Legalease, Liability/Asset, Dollars and Cents/Dollars and Sense, Install a Shipping..., Express and We'll Connect You to Our Main Terminal, Look Where Federal Express is Going, The Official Carrier, Par. Birdie, If You Don't..., Send Your Customers..., We Deliver..., Japan, Avoid an International Incident, We're On a First Name Basis, U.S.Mail/U.S. Business, Daily Flights, A.M./P.M., Good Morning/Good Afternoon, To Your Mom/To Your Customer, RIP/VIP, Keep Your Customers Waiting/Satisfied

Subseries 5.2: Federal Express Mechanicals

Box 27

Courier Pack (Spanish), Overnight Letter, Montreal (French), Why Fool Around With Anyone Else?, Wouldn't It Be Nice If..., We Give You Two Money-Back Guarantees, When You Say 999..., A Lot of People Think This is the Last Resort, St. Cloud, Money-Back Guarantee, After Practicing on 13,500 Cities, Absolutely, Positively Overnight, Which Letter Would You Open First, San Juan, You've Got a New Airline,

Subseries 5.3: Slides of Mechanicals and International Marketing

Box 25

Subseries 5.4: Federal Express Posters

Washington Post Magazine cover, St' Jude Classic Golf, Celebrating 15 Years of Ads, Olympics: Winter Games, 1988, Olympics: Summer Games, 1988, St. Jude Golf Classic, Federal Express: The Orient Express-Let's Fill the Plane, Multiply

Subseries 5.5: Print Reference Materials

Federal Express Historical Reference Report-Print (Contains all print advertising campaigns FY 1974 - FY 1987, created by Ally & Gargano).

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Series 6: Public Relations Materials, 1973-1988

- Box 29 Passion for Customers, 1987
1 videocassettes (vhs)
- Box 29 Creativity, 1981 November 4
1 videocassettes (vhs)
Bill Moyers
- Box 29 Setting the Pace for the 1990s, 1988
1 videocassettes (vhs)
Federal Express corporate film.
- Box 29 Federal Express: A Tenth Anniversary Perspective, 1973-1983
1 videocassettes (vhs)
- Box 29 Manager's Meeting: Barksdale and Smith Speeches
1 videocassettes (vhs)

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Series 7: Company Publications, 1972-1988

Box 30 Form 10-K, Securities and Exchange Commission

Box 30 Federal Express Service Guide

Box 30 Federal Express International Service Guide

Box 30 Federal Express First Quarter Report, 1987

Box 30 1986 Annual Report

Federal Express Magazine

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Series 8: Miscellaneous, undated

Box 31 John "Mightymouth" Moschitta Audio Cassettes
10 Classics 10 Minutes

10 Minute University

Box 31 Radio Smithsonian #902
1 Sound cassette
Two segments: *Via Air Express* details the history of overnight delivery services
and *Training the Top Guns* describes thte training of Navy pilots.

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