



Archival Collection Finding Aid

TITLE: Ford Motor Company Advertising Research Records

ACCESSION NUMBER: 2007.1.1896

CREATOR: Ford Motor Company. Marketing Research Office

INCLUSIVE DATES: 1974-1977

QUANTITY: 1 cubic ft. (1 box)

LANGUAGE: English

ABSTRACT: The records are comprised of advertising and marketing studies of Ford Motor Company automobiles and the automobile industry in the mid-1970s. Most of the studies were conducted by the Research Information Center, Inc. (Phoenix, Arizona) and contain questionnaires, tables, surveys, summaries, and printed verbatim responses from customers and potential customers. The studies were designed to determine the effectiveness of Ford Motor Company commercials and other advertising. Among the vehicles represented are the 1977 Mustang, 1977 Thunderbird, 1977 Zephyr, and the 1976 Mercury Monarch. Two folders contain research regarding the launch of Ford Motor Company's full line of vehicles for 1977.

ACCESS RESTRICTIONS: The collection is open for research.

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