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- JUN 1987

British Direct Marketing Association



Records of B.D.M.A. deposited on long loan with The History of Advertising Trust on 13 January 1984.

The Association was founded in 1927, as the British Direct Mail Advertising Association.

In 1975 the name was changed to the British Direct Mail Marketing Association. Subsequently the name was changed again, to the British Direct Marketing Association.

The Association has moved premises several times, and these records give evidence of the following addresses:

From 1931 : 101, Great Russell Street, London WC1

From 1934 : 113, Kingsway, London WC2

From 1936 : British Industries House,
Marble Arch,
London W1

From 1967 : 110, St. Martin's Lane, London WC2

From 1971 : 7, Vernon House,
Sicilian Avenue,
Southampton Row,
London WC1A 2QH

From 1976 : 1, New Burlington Street,
London W1X 1FD

There is a notable absence of records of committee meetings in the BDMA deposit.

AMOP = Association of Mail Order Publishers.

THE BRITISH DIRECT MARKETING ASSOCIATION : RECORDS

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BDMA 1 ADMINISTRATION

BDMA 1/1 Minute Books

- 1 Volume containing minutes of:
 Meetings of Council Sep 1927 - Nov 1933
 1st General Meeting 5 Dec 1927
 5th Annual General Meeting 28 June 1932

- 2 Volume containing minutes of:
 Meetings of Council Dec 1936 - Nov 1937
 " " Council of Management Nov 1937 - Sep 1939
 " " Management Committee Apr - May 1939
 Annual General Meeting 16 Nov 1937
 " " " 21 Nov 1938

- 3 Volume containing minutes of:
 Meetings of Council Aug 1946 - Nov 1950
 Meetings of Executive Committee Nov 1947 - Jan 1951
 Annual General Meetings July 1947 - July 1950

- 4 Volume containing minutes of:
 Meetings of Council Jan 1951 - July 1960
 Meetings of Executive Committee Feb 1951 - May 1952
 Annual General Meetings July 1951 - Sep 1957

- 5 Volume containing:
 Minutes of Council Meetings July 1960 - July 1967
 Report of Working Party on
 Membership 1966

BDMA 1/2/ Annual General Meetings

- | | | |
|---|---|---------------------|
| 1 | Minutes of AGM | 20 March 1941 |
| 2 | Notice for AGM, July 1952 | 11 June 1952 |
| 3 | Volume containing registers
of attendance at AGM's, and
at Extraordinary General
Meetings; Mar 1966, June 1967 | Nov 1964 - Nov 1966 |
| 4 | Minutes of AGM | 29 Nov 1966 |
| 5 | " " " | 20 Sep 1972 |
| 6 | Agenda for AGM | 14 Apr 1976 |

NB: see also BDMA 1/1/1-4

BDMA 1/3/ Council Papers

- | | | |
|------|---|---------------------|
| 1 | Minutes of meeting of Management Committee | 15 Dec 1939 |
| 2 | Minutes of meeting of Council | 12 Jan 1940 |
| 3 | " " " " " | 1 May 1940 |
| 4 | " " " " " | 30 May 1940 |
| 5 | " " " " " | 21 Aug 1940 |
| 6 | " " " " " | 30 Jan 1941 |
| 7a | Report to Council concerning
proposed new Secretary | 1 Mar 1940 |
| b | Copy of letter to Reginald Pugh
confirming his appointment as
General Secretary | 1 Apr 1940 |
| 8a-b | Correspondence concerning the
appointment of Sir Gerald
Nabarro as President | June 1968 |
| 9 | Notice for election of members
of Council | 28 July 1969 |
| 10 | Memorandum to BDMA Council from
Kurt Medina and Bob Smith
concerning proposed changes in
organisation of BDMAA | 6 June 1972 |
| 11 | Agenda and minutes of meetings
of Council | Oct 1975 - Oct 1976 |

BDMA 1/3/ cont.

- | | | |
|----|------------------------|---------------------|
| 12 | Council correspondence | Dec 1975 - Sep 1976 |
| 13 | Chairman's report | 1975 |

NB: see also BDMA 1/1/1-5

BDMA 1/3/1-6 are loose enclosures
in BDMA 1/1/2

BDMA 1/4/ Committees

- | | | |
|---|--|-----------------|
| 1 | Correspondence relating to the
Mail Order Sub-Committee | July - Sep 1977 |
|---|--|-----------------|

BDMA 2 CONSTITUTION

BDMA 2/1/ Constitution and Amendments

- | | | |
|---|--|-------------|
| 1 | Minutes of Extraordinary General Meeting | 17 Apr 1952 |
| 2 | Constitution | mid 1960's? |
| 3 | Notice of Amendments to Constitution | 1968 |

BDMA 2/2/ Amendments to Constitution 1975/76

- | | | |
|----|--|-------------|
| 1 | Memorandum from Peter Rosenwald | 4 Nov 1975 |
| 2 | Minutes of meeting of Working Party | 10 Dec 1975 |
| 3a | " " " " " " | 29 Dec 1975 |
| b | " " " " " | 31 Dec 1975 |
| 4a | Report to Council from Working Party | 30 Dec 1975 |
| b | Final draft of report, as in
BDMA 2/2/4a | Jan 1976 |
| 5a | Memorandum to Working Party from
Peter Rosenwald: draft to New
Member Prospectus | 7 Jan 1976 |
| b | Amended copy of BDMA 2/2/5a | 7 Jan 1976 |

BDMA 2/2/ cont.

- 6 Discussion document: summary of basic changes 1976 ?
- 7 Report of Council 3 Mar 1976
- 8 Diagram of BDMA structure accepted at AGM 14 Apr 1976
- 9 Constitution, with amendments 1976 ?

BDMA 2/3/ Proposed Merger with the Association of Mail
Order Publishers

- 1 Notes of a meeting held between
BDMMA and AMOP 25 May 1976
- 2 Draft letter of intent relating
to proposed merger undated
- 3 Photocopy of cutting from Direct Mail
reporting AMOP's withdrawal from
negotiations Jan/Feb 1985

BDMA 3 FINANCE

BDMA 3/1/ Ledgers

- 1a Volume containing:
Accounts of Income and Expenditure May 1931 - Apr 1940
Publicity Account Dec 1936 - Sep 1937
List of members, showing
subscriptions July 1943 - 1952
- b Note of Income and Balance
(loose enclosure in BDMA 3/1/1a) Oct 1936

BDMA 3/1/ cont.

2	Volume containing accounts of Income and Expenditure	Sep 1947 - July 1951
3	" " " "	Sep 1954 - Aug 1960
4	" " " "	May 1976 - Apr 1977

BDMA 3/2/ Accounts and Financial Reports

1	Financial Report	4 Jan 1940
2	" "	1 Mar 1940
3	" "	1 Apr 1940
4a	Statement of Annual Accounts	31 Aug 1954
b	Draft of BDMA 3/2/4a	31 Aug 1954
5	Statement of Annual Account	31 Aug 1956
6	" " " "	31 Aug 1957
7	" " " "	31 Aug 1958
8	" " " "	31 Aug 1959
9	" " " "	31 Aug 1960
10	" " " "	31 Aug 1961

11a	Statement of Annual Accounts	31 Aug 1968
b	Financial Report	1968
12	Statement of Annual Accounts	31 Aug 1969
13	Financial Report	3 Feb 1970
14	Statement of Annual Accounts	31 Aug 1970
15	Financial Report	May 1971
16	Statement of Annual Accounts	31 Dec 1972
17a	" " " "	31 Dec 1973
b	List of outstanding debtors and creditors	31 Dec 1973
18a	Opening Ledger balances	1 Jan 1974
b	Statement of Annual Accounts	31 Dec 1974
19	" " " "	31 Dec 1975
20a	Accounts Working Paper	30 Apr 1976
b	Draft Statement of Accounts	30 Apr 1976
21a	Accounts Working Papers	30 Apr 1977
b	Draft Statement of Accounts	30 Apr 1977

NB: BDMA 3/2/1-3 are loose enclosures
in BDMA 1/1/2

- see also BDMA 7/1/1-5

BDMA 3/3/ Correspondence

- 1 Correspondence concerning financial
dispute with June Champion Advertising
Ltd. (exhibition organisers for
BDMAA) Jan 1974 - Jan 1976
- 2 Correspondence concerning debts
by BDMAA Feb - Aug 1976

BDMA 3/4/ Banking and Investments

- 1 Correspondence relating to BDMAA's
request for personal guarantees
to cover a bank loan July 1958 - Oct 1959
- 2a-e Statements of BDMAA's Accounts
with London Trustee Savings Bank
Aug 1960 - Sep 1962
- 3a Correspondence relating to BDMAA's
Deposit Account with the Abbey
National Building Society Oct 1971 - May 1976
- b Abbey National Passbook Nov 1971 - Dec 1975
- 4 Statements of BDMAA/BDMMA's
Current Account with Lloyd's
Bank Jan 1973 - Aug 1977

BDMA 3/4/ cont.

- 5 Correspondence concerning BDMAA's
Current Account with Lloyd's
Bank Feb 1974 - May 1976

BDMA 3/5/ Taxation

- 1a-b Correspondence relating to
payments of Income Tax Aug - Sep 1963
- 2 " " " " June 1973 - Jan 1977
- 3a Papers relating to payments
of Value Added Tax Jan 1974 - Sep 1976
- b VAT Registration Certificate 21 Jan 1974
- c " " " 19 Feb 1975

BDMA 4 PROPERTY AND INSURANCE

BDMA 4/1/ Insurance

- 1 Correspondence and papers
relating to BDMAA's property
insurance Nov 1956 - Jan 1975
- 2a-1 BDMAA's All Risks Policy,
with Lloyd's, and Renewal
Policies Dec 1957 -
- 3a Certificate of Employers'
Liability Insurance,
Cornhill Insurance Company 9 Nov 1973
- b Certificate as in BDMA 4/1/3a 9 Nov 1973

BDMA 4/2/ Premises

- 1 Correspondence relating to
negotiations to occupy premises
at 1, New Burlington Street Jan 1976 - Oct 1977
- 2 Report on proposed purchase
of 1, New Burlington Street 18 Aug 1976
- 3 Copy of Lease for 1, New
Burlington Street 1976

BDMA 5 MEMBERSHIP

BDMA 5/1/ Membership

1	List of Members	1967
2	" " "	Undated
3	" " "	"
4	" " "	1976
5	Promotional leaflet	c.1969
6	Correspondence and papers relating to membership	Mar 1975 - May 1977
7	Invoices for membership subscriptions	June - Aug 1976
8a-f		
	Notes to members	Mar 1976 - Mar 1977
9	Promotional leaflet	1978
10	" "	1979

BDMA 5/2/ Membership Development

- 1 Analysis of BDMAA Membership Survey c.1975
- 2 BDMAA Membership Application forms c.1975
- 3 " " " " c.1975
- 4 BDMMA Membership Application forms 1976
- 5 Papers relating to revised
Membership Application forms 1976

BDMA 6 CONFERENCES AND SEMINARS

BDMA 6/1/ Direct Mail Awards and Related Functions

The Awards Presentation event was combined with an Annual Direct Mail Exhibition from 1968, later called the Mailex Exhibition. This exhibition was abandoned in 1974 for reasons of economy (see BDMA 6/1/10a). In 1973 a Direct Mail Seminar was included in the day's programme (see BDMA 6/1/9f). In 1977, the Awards Presentation was incorporated within the first Direct Marketing Day (BDMA 6/1/13); these two events were held separately in 1978 (BDMA 6/1/14).

See also BDMA 3/3/1.

1	Publicity leaflet	Feb 1960
2	" "	1966
3	Papers	May - Oct 1967
4a	Correspondence and papers	Oct 1967 - June 1968
b	Publicity leaflet	1968
c	" "	1968
d	Menu card	25 June 1968
e	Viewer for transparencies of BDMAA Award Winners	1968
f	Admission ticket for 1st Direct Mail Exhibition	25 June 1968

g	Script of speech (by Graham Dowson?)	1968
5a	Correspondence with Lord Mayor of Westminster	Jan 1969
b	Catalogue of 2nd Direct Mail Exhibition	1 July 1969
c-u	Photographs of Awards Presentation (b/w)	1 July 1969
aa-22	Photographs of exhibition stands (b/w)	1 July 1969
6a	Timetable for Awards presentation Nov 1969 - June 1970	
b	Correspondence regarding overseas entries	Sep 1970
7a	Comparison of entries 1970-71	6 Aug 1971
b	Entry form	1971
c	Admission card	26 Oct 1971
d	Catalogue of 4th Mailex	26 Oct 1971
e	Correspondence relating to the Readers Digest's winning entry	26 Nov 1971

BDMA 6/1/ cont.

8a	Papers	Jan - Oct 1972
b	Entry form	1972
c	Admission card (Awards luncheon)	24 Oct 1972
d	" " (Mailex)	24 Oct 1972
e	Catalogue of 5th Mailex	24 Oct 1972
9a	Correspondence and papers	Jan 1973 - Jan 1974
b	Entry form	1973
c	Admission card (Awards luncheon)	23 Oct 1973
d	Admission card (Mailex)	23 Oct 1973
e	Catalogue for Mailex	23 Oct 1973
f	Outline of Direct Mail Seminar	23 Oct 1973
10 a	Correspondence and papers	Nov 1973 - Dec 1974
b	Entry form	1974
c	Invitation	1974
d	Reservation card	1974
e	Supplement to <u>Adweek</u> , including feature on BDMAA's Awards	25 Oct 1974
f-x	Photographs of Award-winning entries and Awards Luncheon (including three contact sheets)	22 Oct 1974

BDMA 6/1/ cont.

11	Agenda for BDMAA Awards Committee	27 Jan 1975
12a	Correspondence and papers	Feb 1976 - Feb 1977
b	Guide for entry	1976
c	Envelope	1976
d	Information sheet	1976
e	Entry form	1976
f	Publicity leaflet	1976
g-j	Photographs (contact sheets) of Awards Presentation and Luncheon, including identification sheet	26 Oct 1976
13a	Correspondence and papers relating to Direct Marketing Day	Feb - Dec 1977
b	Correspondence and papers relating to BDMMA Awards	Dec 1976 - Dec 1977
c	Envelope (Awards)	1977
d	Information sheet (Awards)	1977
e	Entry form (Awards)	1977
f	Publicity leaflet (Awards)	1977
g	Menu card for Awards Luncheon	18 Oct 1977

BDMA 6/1/ cont.

13/ cont.

h Publicity leaflet 1977

i Script of speech by David Ogilvy
(Direct Marketing Day) Oct 1977

14a Correspondence and papers
relating to BDMMA Awards Feb 1978 - Jan 1979

b Draft mailing for Awards entrants 1978

c Draft Reservation form for Luncheon 1978

d Rules of Entry 1978

e List of Finalists 1978

f List of Attendees 1978

g-i

Correspondence relating to Direct
Marketing Day Mar 1978

j List of cassette recordings
of Direct Marketing Day Workshops Nov 1978

BDMA 6/2/ Conferences and Seminars

1	Publicity leaflet for Direct Mail Seminars	Apring 1969
2	" " " " "	Autumn 1969
3a	Programme for 1st National BDMAA Conference	26 Jan 1971
b-c	Proceedings of 1st National BDMAA Conference. 2 copies	26 Jan 1971
4	Programme for Seminar for Using the Computer in Direct Response Advertising	Oct 1971
5	Programme for Direct Mail Seminars	Autumn 1974
6a	Programme for Direct Mail Workshop	13 Jan 1976
b	" " " " " (revised date)	26 Feb 1976
c	Related letter to Dennis Jarrett	6 Jan 1976
7a	Programme for 1st Mail Order Congress	10 May 1978
b	Registration form for Congress	10 May 1978
c	Press release about Congress	10 May 1978
d	Summary of Congress resolutions	10 May 1978

BDMA 6/3/ Working Luncheons

1	List of attendees at Luncheon	8 June 1975
2	Correspondence and papers relating to luncheons in 1976	Nov 1975 - Jan 1977
3	" " " " " 1977	Dec 1976 - Nov 1977
4	" " " " " 1978	Jan - Sep 1978

BDMA 7 PUBLICATIONS

BDMA 7/1/ Annual Reports

1	Report of Council	1962/63
2	" " "	1963/64
3	" " "	1964/65
4	Report of Activities and Annual Accounts	1965/66
5	" " " " " "	1966/67

BDMA 7/2/ Yearbooks

- | | | |
|---|-----------------------------------|---------|
| 1 | Direct Mail Advertiser's Yearbook | 1968/69 |
| 2 | " " " " | 1969/70 |
| 3 | Outline of Contents of Yearbook | 1973 |

BDMA 7/3/ Newsletters

- | | | |
|-------|--------------------------|---------------------|
| 1 | <u>BDMAA News</u> | Nov 1973 |
| 2 | " " (damaged copy) | June 1975 |
| 3 a-b | - 15 : <u>BDMMA News</u> | May 1976 - Dec 1978 |

BDMA 7/4/ Miscellaneous Publications

- | | | |
|------|--|------|
| 1 | <u>Direct Mail as an Advertising Medium:</u>
BDMAA pamphlet no.1 for students | 1964 |
| 2a-b | Information sheet about BDMMA
2 copies | 1978 |
| 3a-b | "Mail Order Flexes its Muscles": article
by Len Ford (BDMMA Director). 2 copies | 1978 |

BDMA 8 MISCELLANEOUS ITEMS

BDMA 8/1/ Miscellaneous Correspondence

1 Miscellaneous Correspondence Jan 1974 - May 1977

BDMA 8/2/ Miscellaneous Reports

- 1 "Report on a Pilot Survey of Direct Mail Advertising", prepared for BDMAA by AGB Research Ltd. May 1965
- 2 "Research into Certain Aspects of Direct Mail", prepared for BDMAA by AGB Research Ltd. 1965?
- 3a-b
BDMMA Public Relations Programme,
prepared by Daniel J. Edelman Ltd.
2 copies Mar 1977

BDMA 8/3/ Post Office Affairs

- 1 Joint press statement by BDMAA
and Direct Mail Producers'
Association concerning proposed
postal charges 24 July 1970
- 2 Cutting from Financial Times
re new Freepost service 1 Dec 1970
- 3 Correspondence and papers
concerning after-effects
of postal strike Mar - Nov 1971
- 4 Cutting from Financial Times
re magazine postal costs 28 Mar 1972
- 5 Report on research by the
Direct Mail Analysis and
Development Committee
(including representatives
from the Post Office) May 1973
- 6 Press release following inaugural
meeting of Post Office Review
Committee 28 Jan 1976
- 7 Press release concerning Datapost
link with Australia 27 June 1976
- 8 Press release concerning postal
services 14 July 1976
- 9 Press release concerning
Post Office profit in 1975/76 28 July 1976

BDMA 8/3/ cont.

- | | | |
|----|---|----------------------|
| 10 | Cutting from <u>Times Europa</u>
<u>Supplement</u> concerning
postal services | 5 July 1977 |
| 11 | Papers relating to meetings
between representatives of
BDMMA and Post Office
concerning improvements in
postal services to major
customer groups | July 1977 - Feb 1979 |

BDMA 8/4/ Contacts with Other Organisations

- 1 Joint submission by BDMAA
and Direct Mail Producers'
Association to the Committee
on Privacy Feb 1971
- 2 Cutting from Campaign re
establishment of Direct
Response Advertising
Association 24 Nov 1972
- 3 Promotional literature for
Direct Mail Marketing
Exhibition, sponsored by
the Direct Mail Producers
Association July 1974
- 4 Letter concerning joint meeting
of BDMAA and DMPA Oct 1974
- 5 Correspondence concerning
liaison between BDMAA and
DMPA regarding entries in
European Direct Mail Databook Nov 1974
- 6 Letter concerning membership
of Mail Order Traders'
Association of Great Britain 4 Mar 1975
- 7 Direct Mail Marketing Check
List, published by IPA, and
produced by L.C. Ford July 1975
- 8 Papers concerning constitution
of the Mail Users' Association Nov 1975

BDMA 8/4/ cont.

- 9 Publicity leaflet for "Effective
 Direct Mail", a workshop organised
 by CAM and ISBA July 1976

- 10 Draft letter to Mail Users' Association
 from BDMMA, concerning prospects of
 liaison c.1977

BDMA 8/5/ Overseas Contacts

- 1 Standards of practice of the
Australian Direct Mail Association Dec 1970
- 2 Correspondence concerning contact
with the Canadian Direct Mail
Advertising Association Sep - Oct 1971
- 3 Europadress News, no.43 Oct 1972
- 4 " " no.51 Jan 1974
- 5 Direct Mail/Marketing Association
(USA) : President's Report 1975

BDMA 8/6/ Miscellaneous Publications

- 1 Adweekly Advertising Supplement,
including article by Charles
H. Johnson, Chairman of BDMAA,
and photographs of winning
entries in BDMAA Competition 29 Oct 1971