

### **Advertising Redbooks (3 volumes)**

**Important: You are required to present your ICard to use the Redbooks**

Location: Communications Library main desk

Call number: Q.659.1 St2423 (Advertisers/Indexes volume)

Call number: Q.659.1 St2421 (Advertisers/Business Class volume)

Call number: Q.659.1 St24a1 (Agencies volume)

**To find information on a brand** and identify the parent company: Use *Advertising Redbooks: Advertisers/Indexes* volume.

- Look up the brand (listed alphabetically)
- The listing will give you the name of the parent company and 2 page numbers. The first page is in the *Advertisers/Business Class Edition*. The second page is in the *Geographic Edition* (we do not have this edition).

Then use the *Advertisers/Business Class* volume **to find information about the parent company and identify its ad agency**

- The listing in the *Advertisers/Business Class Edition* will include lots of information on the parent company for your brand. It will also include the advertising agencies for the brands owned by your parent company.

Then use the *Agencies* volume **to find information about the advertising agency for your brand**

- The agencies are listed alphabetically, but you have to be patient when looking for your agency since all worldwide agencies are included!