

NABISCO COOKIE JAR

By Chiquita Prestwood



The Nabisco Cookie Jar was released to the market by Nabisco in 1978. This Jar was not in the McCoy Pottery Company catalog for that year. It was strictly a contract item for McCoy made for Nabisco. However, as you can see by the letter below and the examples of advertising used, it was a big promotional campaign for Nabisco.

To the left is a photo of an actual Jar.

The letter below is an internal document from the Sales and Marketing Group of their Biscuit Division to other disciplines in their Company.

Where do you go for the good times?



March 7, 1978

Hi Family!

Enclosed is a sample of our first official NABISCO Cookie Jar!

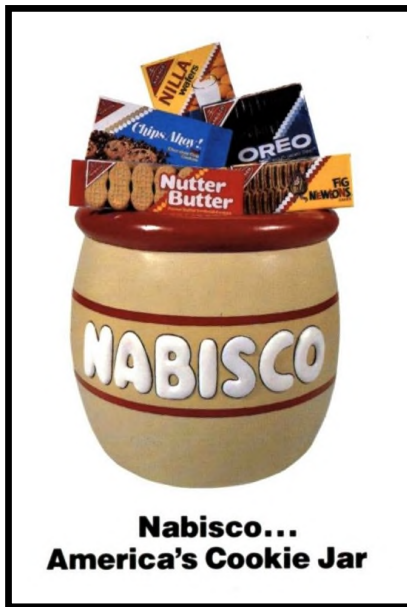
It's solid ceramic -- made in the good old fashioned way by the Nelson McCoy Company of Roseville, Ohio. Featuring raised embossed lettering and a rubber-lined lid, this quality made item will tell the world that Nabisco is indeed "America's Cookie Jar".

We'll be using this Cookie Jar as the centerpiece of a huge advertising and promotional campaign for Nabisco Sweet Goods. It starts in late May 1978. Television, print and display support will be truly massive -- the biggest program of its type ever seen in our industry.

We hope you enjoy using this colorful Cookie Jar throughout the year!

BISCUIT DIVISION

Here we have three examples of promotional materials by Nabisco highlighting the Cookie Jar with their products.



NEW!
SAVE 10¢
Fudge Fudge
CREME SANDWICH COOKIES

Look what's in America's Cookie Jar now!
Real fudge creme between two crunchy fudge cookie
outsides—mm—double fudgy!

AMERICA'S COOKIE JAR

10¢ SAVE 10¢ 10¢

On Fudge Fudge Creme Sandwich Cookies

TO THE RETAILER: Coupon will be redeemed for 10¢ plus 5¢ for handling when you comply with offer terms. Any other applicable substitutes, fraud, invoices proving subsequent purchase of this product to cover coupons presented must be available on request. Consumer: No cash value. Good only in U.S.A. Cash value 1/10¢. Mail to Nabisco, Inc., P.O. Box 1754, Edison, New Jersey 07034. Only one coupon redeemable per purchase. ©1998 Nabisco. EXPIRES SEPTEMBER 30, 1998.

10¢ STORE COUPON 10¢

Save \$1.10
And fill your cookie jar.

Start with this 10¢ coupon for OREO then get details at your store on how to save \$1.10. Go for the good times—just send Nabisco three different proofs of purchase from any of these five cookies: CHIPS AHOY! Cookies with real chocolate chips, OREO Cookies, FIG NEWTONS Cookies, NUTTER BUTTER Peanut Butter Cookies, and NILLA Wafers. Then Nabisco will send you a dollar! Look for special \$1.00 Refund Form and details at your store's Nabisco display today. Fill your cookie jar full of good times and get a total \$1.10 savings.

Start off with OREO Cookies

SAVE 10¢
GALVAN SIZE PACKAGE
OF OREO COOKIES

America's Cookie Jar

NO CASH VALUE. GOOD ONLY IN U.S.A. MAIL TO NABISCO, INC., P.O. BOX 1754, EDISON, NJ 07034. ONLY ONE COUPON REDEEMABLE PER PURCHASE. ©1998 NABISCO. EXPIRES SEPTEMBER 30, 1998.

10¢ 10¢



To the left is a pin Nabisco created again promoting the Cookie Jar!

Below we have two examples of the same physical Cookie Jar but with no red paint accent and with a white lid on one pictured to the right. The bottom is the same on both with the McCoy mark like the high volume red trimmed examples. This may have been a couple of paint color decoration options for Nabisco to consider. Or Nabisco may have ordered a smaller quantity of these other variation. But examples with this coloring trim are not as commonly found and given it was an exclusive piece of Nabisco, they might be a nice consideration for addition to any Cookie Jar collection.

