

Contents, Audiovisual Materials

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The materials in this collection were originally part of a larger collection of documents from Wawa, Inc., which was separated into two collections: Wawa, Inc. Audiovisual Materials (Pictorial, Accession 2008.212) and the Wawa, Inc. Public Relations Files (Manuscripts and Archives, Accession 2401). The Wawa, Inc. Public Relations Files contain information which complements the Audiovisual Materials.

Photos, Slides, and Transparencies

Notes on the Photos, Transparencies, and Slides:

A majority of these items are images of products used in various Wawa, Inc. advertisements. The images in **Boxes 1-3** (PR #32, #33, and #34) are all advertising shots of products, photos used for Point of Sale advertisements, and images of advertising shoots (both photo and film).

The images in **Box 4** (PR #35) include interior and exterior shots of Wawa, Inc. stores, the Wawa dairy and dairy equipment, the Wawa, Inc. restored antique delivery truck, and miscellaneous shots pertaining to Wawa, Inc. employees and corporate activities.

These items are in several formats: photos, transparencies, negatives, slides, postcards, and photo CDs. Inclusive dates are ca. 1950s to 2008; bulk dates are 1994 to 2003.

Box 1:

Wawa Milk Pour Transparencies [2001]

Wawa Bakery/Coffee Cup Transparencies [1997]

Wawa Boli Transparencies [1998]

Wawa Hotdogs Transparencies [n.d.]

Wawa Chicken Strips Transparencies [n.d.]

Wawa Bakery/Coffee Cup Outtakes Transparencies [1997]

Wawa Coffee Cup/Tastykake Transparencies [1995]

Wawa Hot Hoagies Transparencies [1999-2001]

Wawa Salads Transparencies [2001]

Wawa Toy Trucks Slides [1999]

Wawa/Connie's Pizza Transparencies [1996]

Wawa Milk / Iced Teas / Juices Product Photo Transparencies [1996]

Wawa Italian Shorti Sandwich Transparencies [1994]

Wawa Ham & Cheese, Turkey & Cheeses Shorti Transparencies [n.d.]

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Wawa Junior Hoagie Transparencies [n.d.]

Wawa Sizzli Bagel/Biscuits Transparencies [1996-2000]

Wawa Soups / Stews / Chili Transparencies [2000]

Wawa Salads-Assorted K.G.I. Sliced Transparencies [1998, 2000]

Wawa Cheese Steak Shorti Transparencies [n.d.]

Wawa Marlboro/Rope Cigarette Photo Transparencies [1998]

Wawa/Healthy Choice Transparencies [1992]

Wawa Summer Fruits/Apples Transparencies [n.d.]

Wawa Party Platters Transparencies [1996]

Wawa Squeeze Bottles Transparencies [n.d.]

Wawa-5.97 Branded Fountain Soda Cup Icee Transparencies [1994, 1997]

Wawa Hoagie Outtakes Transparencies [n.d.]

Wawa Pizza Transparencies [1995]

Chicken Sandwich/Pork Sandwich Transparencies [n.d.]

Wawa Pork Barbeque/.25 Lb. Hotdog Combo Transparencies [n.d.]

Wawa Sausage/Peppers Shorti Chicken Parmesan Sandwich Transparencies [1996]

Wawa Cold Sandwiches Transparencies [n.d.]

Wawa Pork/Chicken Sandwich POS Photos [n.d.]

Wawa Bagel Sandwiches Transparencies [n.d.]

Polaroids [n.d.]

Wawa Hoagies-Usable Outtakes Transparencies [n.d.]

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Box 2:

Wawa Polaroids of Milk and Coffee Pour Transparencies [2000]

Wawa Assorted Sandwiches Meatball/Steak BTO Transparencies [n.d.]

Hot and Cold Sandwiches Transparencies [n.d.]

Wawa Hoagies Transparencies [1996]

Wawa Hot Hoagies Transparencies [2002]

Wawa Steamers/New Coffee Cup Transparencies [2003]

Wawa Pocket Bread Tuna/Chicken Salad Transparencies [2001]

Wawa Willard Scott Promotion Transparencies [2001]

Wawa Website Photography Photos and Slides [2001]

Wawa BLT Hoagies Transparencies [2000]

Wawa Beverages-Half Gallon Transparencies [2002]

Wawa Beverages-16 oz. Transparencies [2002]

Wawa Wraps Transparencies [2000]

Wawa Grilled Caesar Barbeque Transparencies [2002]

Wawa Grilled Chicken Sandwich Transparencies [2000]

Wawa Chicken Parmesan Sandwich Transparencies [2000]

Wawa Bagel Melt Transparencies [2000]

Wawa Tuna BLT Smoked Turkey BLT Transparencies [2002]

Wawa Chipped Beef Biscuit/Sausage Biscuits Transparencies [2002]

Wawa Pizza: Pepperoni, Cheese Transparencies [2000]

Wawa Party Platters Transparencies [2001]

Wawa Breaded Chicken Sandwiches Transparencies [2002]

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Wawa Salads Transparencies [2003]
Wawa Stuffed Pretzels Transparencies [2003]
Wawa Bakery-Cookies Transparencies [2001]
Wawa Bakery-Donuts / Bagels / Muffins Transparencies [2001]
Wawa Bakery-Brownies/Muffins Transparencies [2001]
Wawa Bakery-Pretzels/Croissants Transparencies [2001]
Wawa Pork Barbeque Kaiser/Shorti Transparencies [2003]
Wawa Breakfast Flatbread Transparencies [2003]
Wawa Rice Bowls Transparencies [2002-03]
Wawa Rolls Transparencies [2002]
Wawa Specialty Wraps Transparencies [2002]
Wawa Specialty Sandwiches Transparencies [2002]
Wawa Grilled/Cappuccino Transparencies [2002]
Wawa Milk-Splash Transparencies [2002]
Wawa Chicken Sandwich-Parmesan/Regular Transparencies [1997]

Box 3:

Wawa Beverage Transparencies [folder, 2002]
Wawa Milk Pour/Coffee Pour [envelope, 2000]
Beverage Transparencies with CDs [folder, 2002-2003]
Coffee Pour Transparencies [folder, 2000]
Breaded Chicken Transparencies [folder, 2002]
Advertising Photos & Slides [folder, 1980s—1990s]
Photos of Wawa, Inc. products and from advertising film and photo shoots.

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Products and Logos [folder, n.d.]

Folder contains sheets of slides of Wawa, Inc. logos, sandwiches, and beverages.

Yogurt [n.d.]

Photos and transparency.

Coffee [n.d.]

Photos and transparencies of Wawa, Inc. coffee and bagels.

Sandwiches [n.d.]

Slides, photos, and transparencies.

Sandwiches, Coffee, Fountain Drinks [1995]

Photos and transparencies.

Trucks [n.d.]

Photos of Wawa transfer trucks.

Produce [n.d.]

Photos, slides, and transparencies.

Hoagies [n.d.]

Transparency, photo, and negative.

Hoagies [n.d.]

Transparencies and photos.

Hoagies [n.d.]

Photos, transparencies, negative, and POS photos.

Photos Sandwiches [n.d.]

Photos of sandwiches, pizza, and wraps.

Deli [n.d.]

Photos and transparencies of Wawa, Inc. deli items.

Hot Foods [1993, n.d.]

Photos and transparencies of Wawa, Inc. hot food items.

Party Platters [n.d.]

Photo and transparencies of Wawa, Inc. party platters.

Wawa Party Platters 2¼" Isolated Film [small box, n.d.]

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Photo CDs:

- 1, Webpage, Wawa Web & Full JPEGs [n.d.]
 - 2, Webpage, Wawa W&B, Wawa JPEGs [n.d.]
 - 3, Chix Walnut Salad Egg Flat Bread [n.d.]
 - 4, Spinach Salad Chix Walnut Salad [n.d.]
 - 5, Bacon Ranch Custom Chix [2003]
 - 6, Grilled Buffalo Extras [2003]
- Breaded Buffalo, Fruit/Yogurt, Grilled Chicken Caesar, Pineapple/Yogurt [2003]
- Wraps & Pretzels [n.d.]
- Wawa 1, Breaded Buffalo Chicken Sand., Buffalo Wrap [n.d.]
- Wawa 3, Chix Walnut, Egg Flat Bread [n.d.]
- Wawa 4, Spinach, Chix Walnut Salad [n.d.]
- Wawa 5, Bacon Ranch Chicken, Custom Chicken [n.d.]
- Wawa 6, Grilled Buffalo Extras [n.d.]

Box 4:

Photos & Slides [folder, 1950s—1990s]

Folder contains sheets of slides and photos of Wawa, Inc. store interiors, dairy, employee training materials, employee awards, employee awards ceremonies, and the Wawa, Inc. restored antique delivery truck.

Miscellaneous [1988, n.d.]

Includes photo of cat drinking Wawa milk, unidentified building, Christmas card photo of two girls, photos of the Wawa, Inc. restored dairy truck, postcards of a Tastykake truck, postcard of the Antique Automobile Club of America National Headquarters, and transparency of a Wawa, Inc. store interior.

Store Interior Photos [blue Wawa binder, 1980s]

Binder with slides of Wawa, Inc. store interiors.

Store Photo Slides [black binder, n.d.]

Binder contains exterior photos of Wawa, Inc. stores. Also includes a 33 page key with information such as store building and opening dates, renovation dates, closing dates, store addresses and phone numbers, and names of store managers.

Michael Porcella Flyers Experience photos, 3/6/08 [photo CD, 2008]

Audio Materials

Note on the Audio Materials:

A majority of the Audio Materials items are master copies of Wawa, Inc. radio advertisements or concept recordings for advertisements, jingles, and theme music.

One CD (Wawa TV Concepts) is the audio from television commercial concepts.

The contents of two cassettes (12/18/00 Reading, PA) are unknown.

One cassette is deformed from melting and seems to be someone personal mix of traveling music. This cassette most likely has little or nothing to do with Wawa, Inc. PR.

Inclusive dates are 1982 to 2003; bulk dates are 1990 to 2003.

All Audio Materials are housed in **Box 5**.

Cassettes:

Wawa Food Markets “Meatball Express”	1982
Wawa “Hot Numbers/Miata Promo”	1990
Wawa “Deli” 3 Cuts	1990
“Deli Days” Sales Meeting	1990
Hot! Hot! Hot!	1990
Wawa “Hot Hot Hot”	1990
“Hot Hot Hot”	1990 (2 copies)
Wawa “Breakfast”	1991
Wawa Deli Days Summer Thematic	1991
Summer Thematic—Hot!	1991
12/18/00 Reading, PA 5:30pm	2000
12/18/00 Reading, PA 8pm	2000
Deli Days Heat Relief	n.d.
Wawa Jingle	n.d.
Wawa Music 3 Cuts	n.d.
A Fresh New Success	n.d.
Wawa “Great Coffee Exchange”	n.d.
Melted cassette	n.d.

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CDs:

Q-6 :60 Radio Commercial Masters 1995-1996	1995-96
Q-6 :60 Radio Commercial Masters 1997	1997
Q-8 :60 Radio Commercial Masters 1998	1998
Q-6 :60 Radio Commercial Masters 1999	1999
Wawa TV Concepts	2000
Q-7 :60 Radio Commercial Masters 2000-2001 Core Market Spots	2000-01
:60 sec. Radio Rough Cuts for Coffee Campaign 2002	2001
Choices for a New Wawa Jingle	2001
October Coffee 2001—60 sec. Radio Spots	2001 (2 copies)
Q-18 Radio Commercial Masters 2001 New Market Spots Featuring Willard Scott	2001
Choices for New Wawa Jingle-2002	2002 (same as Choices... above)
Wawa 2002 BLT Hoagies Campaign	2002
Wawa 2003 Rice Bowl Campaign :60 Radio Concepts	2002
Q-10 :60 Radio Commercial Masters 2002 Core, New and VA Market Spots	2002
Wawa Theme Music for :60 Radio Commercials	2002-03
Q-20 Radio Commercial Masters 2003 Core and VA Markets	2003
2003 Wawa Barbecue Pork/Hot Sandwiches Campaign	2003
Wawa Specialty Wraps Campaign :60 Radio Commercials Demos	2003
Wawa 2003 Beverage/Pretzel Campaign :60 Radio Commercial Demos (Virginia Market)	2003
“Happy in a Hurry” (The Wawa Song)	2003 (with lyric sheet)

Videos

A Note on the Videos:

The Wawa, Inc. videos are divided into four categories: Internal Communications, WATV, External Media, and TV Commercials. These categories were assigned by those at Wawa, Inc. who boxed up the videos. Groupings within the categories were assigned at Hagley. The sub-groupings were assigned based on title or association with other videos, so they may be incorrect. As of 26 June 2008 these videos have not been viewed at Hagley. Viewing may help in assigning some of these items to proper groups and categories.

The Videos are in several formats: VHS, Betacam SP, other Beta cassette formats, and DVD. Inclusive dates are 1979 to 2008; bulk dates are 1995 to 2005.

Internal Communications:

The Internal Communications videos are mostly internally generated films for employee training, morale building, education, and communication of company policy. They are, for the most part, grouped by subject. There is a variety of subjects covered in the Miscellaneous Wawa Videos group (Internal Communications Boxes 4 and 5); copies of some of these items are located in other categories (i.e. TV Commercials and External Media). Of note are three videos in the Non Wawa Videos group (Box 5) which are films showing market research in Philadelphia regarding candy.

Box 6:

History/Legacy:

20th Anniversary [1984]

The Legacy of Grahame Wood [1994] (3 copies)

“We Are Family” Wawa 30th Anniversary [1994]

Wawa: 100 Years of Excellence [2002]

Wood Legacy Clips 9/8/04 [2004]

Wawa’s 40th Anniversary Celebration [2004] (VHS and Betacam SP versions)

Back Up Tape for Pennel House [n.d.]

Retirement/Employee Videos:

Ted Andrews 4-22-97 [1997]

Bob Adams 27 Years of Excellence [1997]

Jackie Downs Preview Copy [n.d.]

Virginia Militia Retirement [n.d.]

Wawa Ed Chambers Retirement [n.d.]

Marcy’s Skit/Retirement Dinner [n.d.]

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Service and Golden Wings Awards:

Wawa Incorporated “We Are Family” Service Awards Recipients 11/94 [1994] (2 copies)
The Golden Wings Award 1997 [1997]
Golden Wings 1997 Program Open “Making of Award” [1997]
Wawa “2002” Service Awards” [2002]
2003 Service Awards—“Fame” [2003]
Wawa 2004 Service Awards [2004] (2 copies)
Golden Wings Award Version 3, 2005 [2005]

Shareholder’s Meetings:

1989 Shareholder’s Meeting [1989]
1991 Shareholder’s Meeting [1991]
Wawa People Shareholder’s Meeting 4.23.08 [2008]
“Choices” Program for Shareholder’s Meeting [n.d.] (Betacam SP cassettes in unmarked gray cases)

1995 NACS and 1997 Trade Show:

1995 NACS Presentation [1995]
Dick Wood’s NACS Presentation/Window Burn [1995]
Pollock NACS Video Rolls [1995]
Wawa Trade Show Video—1997 [1997]

Box 7:

Wawa President’s Club:

The Right Choice + 1988 President’s Club [1988]
President’s Club master tape 1989 [1989]
Wawa President’s Club ’92 “Big Time” [1992]
President’s Club Introduction 1994 [1994]
Wawa Florida Meeting President’s Club April 24, 1994 [1994] (in black case, no label)
Wawa President’s Club 4/24—4/27/98 [1998] (2 copies)
Wawa 1998 Marco Island Master (original) copy [1998]
President’s Club “Moments to Remember” April 2003 [2003]
President’s Club 2004—Dick Wood Intro [2004]
President’s Club 2005: Lost in Space [2005]
2005 President’s Club “The Right Stuff” Clips [2005]
Wawa President’s Club—20th Year Lo-Res Preview 4/16/07 [2007]
Wawa President’s Club Compilation [n.d.]
Moments in Time President’s Club Intro [n.d.]

MIP:

Note: MIP stands for Management Incentive Participants
Wawa “Excellence By Design” 1991 MIP [1991]
MIP 1999 “My Brand...My Wawa” [1999]
Stoekle ’99 MIP Presentation Video Clips [1999]

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MIP 2000—The BHAG [2000]
MIP 2002 “This Brands for You” [2002]
MIP 2003 RUR (Are You Ready) [2003]
MIP 2003—Associate Interviews [2003]
MIP 2003 Interview Open [2003]
MIP 2004 ESOP & Xstream [2004]

DWD (Dairy, Warehouse, and Distribution):

DWD Expansion [1994]
DWD '98—“The Future’s So Bright” [1998]
DWD 1999—Superman [1999]

Charity and Relief Work:

Hurricane Andrew Relief Effort News Clips [1992]
“After Andrew” Hurricane Special [1992]
Wawa 1994 CMN [1994]
Wawa-CJ SIDS 1st Annual Walkathon September 21, 1997 [1997]
Race for the Cure Susan G. Komen Philadelphia Affiliate 2002-2003 Marketing Tape [2002]
American Red Cross Hurricane Season 2004 Donor Thank You Video [2004]
Katrina Relief [2005] (2 copies)
Flood Relief [n.d.] (VHS and Betacam SP versions)
Making a Difference SIDS Walk A Thon [n.d.]
Miracle Network Flea Market [date illegible]

Box 8:

Recruitment Videos:

Wawa Food Markets 1988/89 International Recruiting Program [1988]
Wawa Recruitment Video 1991 Testimonies [1991]
Recruitment Camp Wawa Commercials President’s Club [n.d.]

New Employee Videos:

Welcome to Wawa [1990]
Wawa New Associate Orientation Compilation Video June 1999 [1999]
Welcome Aboard [2002]
Welcome to Wawa 8/24/05 [2005] (VHS and DVD versions)
Welcome to Wawa [n.d.]
Wawa New Associate Orientation [n.d.]

Employee Training:

WATV—October 1994 Wawa University Update [1994]
Wawa Inc., Wawa University Update November 1994 [1994]
Wawa Inc., Wawa University Update December 1994 [1994]
CFQ—1, 2, 3 [1996]
Wawa Inc., Captain Safety [1998]

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We Card [2000]
Takin' Care of Safety Preview Copy [2002]
Breaded Chicken Sandwich Training [2003]
We Card [2004]
Fruit Flies [2005]
Takin' Care of Safety [2005]
Food Service Efficiency [2005]
Fire Extinguisher Training [2005]
Safety Leadership [2005]
Safety Awareness and Prevention [2005]
Gas Certification Level 2 [2006]
Wawa Safety Awareness and Prevention [n.d.]
Frozen Cappuccino—Associate Training Video [n.d.]
Hotsy Pressure Wash System [n.d.]
Employee Guide to Preventing Tobacco Sales to Minors [n.d.]
Wawa Slicer Safety [n.d.] (2 copies)
Sexual Harassment: Your Rights and Responsibilities [n.d.]
Cooking the Wawa Way—Wawa Wraps [n.d.]

Employee Benefits and Promotions:

“Hot Hot Hot” :90 Associates Video June 1990 [1990] (2 copies)
Supported Employment Preview Copy [1999]
Wawa Inc. Supported Employment [1999] (2 copies)
Prize Patrol Trailer [2000]
Prize Patrol Trailer 2 Hour Loop [2000]
Total Rewards Part-Time Benefits [2002]
Summer Blockbuster Associate Sales Contest Lo-Res Preview [2004]
Prize Patrol Review [n.d.]

Box 9:

Miscellaneous Wawa Videos:

“The Spirit of Commitment” [1988]
Football Follies 3rd Quarter Briefing [1988]
Making Waves at the Shore [1988] (2 copies)
Wawa Inc. “Dick Wood Flying” [1990]
Wawa “Star Search ‘90” (1990) (2 copies)
Wawa Associate Appreciation Day [1991]
Wawa Bagel Sandwich [1991]
“Team Wawa—Wood Steps up to Bat” [1994] (2 copies)
Wawa New Pathways An Educational Retreat [1994]
Wawa World Tour ‘95 [1995]
Think Big Millsboro, DE Store [1996]
96 Games [1996]
The Face of Wawa [1996]

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Peak Performances—Wawa Inc. [1997]
“My Choice” Video (new picture edit with Denise’s vocal) New Master 4/26/99 [1999]
(Betacam SP cassette in gray unmarked case; see cassette with same title below)
“My Choice” Video (new picture edit with Denise’s vocal) New Master 4/26/00 [2000]
(Betacam SP cassette in gray unmarked case; see cassette with same title above)
“My Choice” Program (new vocal during choices section) [n.d.] (Betacam SP cassette in gray
unmarked case)
Willard Scott Hoagie Day Messages [2000] (2 copies)
Wawa Brand Rollout—Intro. Video [2001]
New York Footage Edit w/ New Music [2001]
The Good News About Wawa Gasoline [2003]
“Going the Extra Mile” [2003]
Manager Interviews [2003]
Sign of the Times [2004]
Mission X Short Version [2004]
Xstream: NJDC Carney’s Point, NJ [2004]
Gottahava Wawa [2005]
Team Wawa 2005 [2005]
I’m A Believer [2005]
NZone Launch [2006]
NJDC Celebration [2006]

Box 10:

“My Wawa” Video Program [n.d.] (2 versions; Betacam SP cassette in gray unmarked case)
Wawa Inc. 1.Brand Cowboys 2.Woodstown 3.Koza Gas Comments [n.d.]
Wawa Inc. Brand Ranger [n.d.]
Beneficiaries Meeting Invitation [n.d.]
Wawa Inc. Wood Flying [n.d.]
X-Stream Manager Mike [n.d.]
Fresh Buffet [n.d.]
Tinicum 2 [n.d.]
The Legend of Wawa Coffee Short Version [n.d.]
Wawa Inc. Forging A Bright Future [n.d.] (2 copies)
“Wawa: Simply the Best” [n.d.]
“Simply the Best: Wawa” [n.d.]
“Wawa: The Right Choice” [n.d.]
Wawa Inc. “We are Family” [n.d.] (2 copies)
“We Are Different” [n.d.]
“Wrapping up the Rendelli” [n.d.]
Wawa Stock Store Footage [n.d.]

Non-Wawa Videos:

National Association of Convenience Stores, “Ideas to Go! ‘99” [1999]
Curt Crane Productions Demo 2000 Summer Edition [2000]

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Market Research Videos:

- Philadelphia, Group 1, Moms (9/6/05) [2005]
- Philadelphia, Group 3, Moms (9/6/05) [2005]
- Candy, Group 3, Moms & Boys Age 11 & 12 (9/8/05) [2005]

WATV:

WATV was an internal associate series intended to educate employees and build morale by communicating information about the company, associate incentive programs, and company products.

Box 11:

Compilations

WATV Highlights 1995-1997

2001

- February 2001
- April 2001
- May 2001
- June 2001

2003

- December 2003

2004

- January 2004

2005

- January 2005 (2 copies)
- March 2005
- June 2005 Lo-Res Preview
- June 2005
- July 2005
- August 2005 (2 copies)
- September 2005 (2 copies)
- October 2005 (3 copies)
- November 2005 (3 copies)

2006

- January 2006 (3 copies)
- February 2006 (2 copies)
- March 2006 (4 copies)

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External Media:

The External Media items are videos or clips about Wawa, Inc. or Wawa, Inc. employees from externally generated sources. Examples include footage from news broadcasts, clips from telethons and charity events, and news segments on celebrities who endorse Wawa, Inc. (i.e. Willard Scott). These items are on VHS or Beta cassettes.

Box 12:

1989

Channel 29 Interview Fresh Buffet October 1, 1989 (2 copies, in unlabeled black cases)

1990

PSA Flood Relief w/ Janet Zappala
1990 Customer Focused Quality Wawa Inc.

1991

“Big Brother/Big Sister Dinner”
WGBS-TV Philly 57 “Hondo 3-D” w/ Wawa Sponsorship/pickup point
“Kid’s Club” (10/91) Full Show Demo
M & M Syndications/Kid’s Club
'91 Children’s Miracle Network Check Presentation
“Wawa House—Autism Children” New Jersey Network News

1992

Hoagie Day Clips May, 1992
Wawa Hoagie Day 1992 & 1994
Hoagie Day News Clips 1992
Red Cross/NBC 10 Hurricane Relief Hurricane Andrew 1992
Wawa Children’s Miracle Network :60 Spot

1993

Telethon 1993 Mega Match

1995

“Moore College of Art/Giant Hoagie”
“Wawa Hoagie Day”
“Coffee Cam at Wawa”
Wawa 1995 CMN Telethon Appearances (Children’s Miracle Network)
Wawa World Tour ‘95
“Wawa/MAC Machine”
“Willard Scott/Wawa Stores”

1996

Hoagie Day '96 National Coverage Various Markets
“Hoagie Day—Welcome America” July 2-3, 1996

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“Wawa/Kid’s Day at City Hall”
“Wawa World Tour Contest Winner”
“Wawa World Tour Contest Winner”
Hoagie Day ’96 Local Coverage

1997

Hoagie Day—The Today Show June 26, 1997
“Good Day Philadelphia” February 24, 1997
Dairy—Grover Silcox Fox 29 February 1997
“Hoagie Day ’97 Coverage”

1998

“Willard Scott and Wawa Coffee”
Today Show—Willard and the Ferko String Band + Hoagie Day June 30, 1998

Box 13:

1999

Wawa Mile Long Hoagie 22 Segments 7/9/99

2000

Wawa Hoagie Day Local and National Television Coverage
Sheetz Store on 422 (10/30/00)
8/28/00 WRIC Richmond Wawa Stores News Clips

2001

Wawa Food Stores Long-time Wawa Employee Honored
1-Grandma Pat, 2, Koza
Grandma Pat 10/3/01
Brand Promise Grandma Pat
Grandma Pat
Tree in Millville to be Saved 2/9/01
Cheap Gas Attracts Customers 1/2/01
Wawa: Fattening Football Snacks 9/7/01
Wawa Celebrates Pat Saco’s Birthday 8/31/01
“Wawa Employee 88th Birthday”
“Willard Scott—Richmond Wawa”

2002

“Wawa/Greater Philadelphia Food Bank”
Wawa Food Markets “Today Show” Al Roker 1/24/02
Hoagie Day Highlights 5/17/02

2003

“Wawa Rendelli Wrap” (2 copies)

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Philadelphia Sports Fans Choice Awards 3/11/03

2004

Hoagie Day News Clip

“Wawa”

“Wawa Constitution Center”

2005

Wawa Katrina Relief 9/22/05

Next Generation Contactless Payments Ring Up Speed and Convenience 8/18/2005

Chase Contactless VNR Interview: Wawa CEO B-Roll: Contactless 9/14/2005

“Wawa Raising Disaster Relief Funds”

“Wawa Gas Stations”

2006

America’s Most Wanted 9/23/06 (about a Wawa employee who went into a coma after a car wreck)

Undated

Wawa Closing Early to Keep Teens from Loitering

11/27 Wilmington, DE Heavy Wawa Men Users (?)

Texaco: 2x spots (:30’s)

Wawa Story

Wawa-CMN (Children’s Miracle Network)

St. Francis Hoagie Day

Children’s Miracle Network

“Wawa Hoagie Day” Philadelphia Coverage

Ed Lane Wawa Milk Fox News 8/9 10:35pm

Wawa Hoagie Day (in black case with “Earle Palmer Brown” label)

Wawa TV Commercials:

These video cassettes are master tapes of Wawa TV commercials, concepts for TV commercials, rough edits of commercials, footage of competitors’ ads, and casting footage for Wawa ads. The cassettes are in VHW and Betacam SP formats.

Box 14:

1979—1980s

Wawa Ads 1979 thru 1985, Wawa Video Training Theatre

Wawa Institutional :60 Early 80’s

1988

Wawa, 15 cuts: Pete Rose, Rose and Bergey, Institutional, Souper Bonus, “Brelly,” Picnic, Meatball, Hot Dog, Deli, Hoagie, Indecisive, What the Heck, Lite Bite, Coffee, Dairy, Channel 12. 3/23/88 (2 copies)

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1989

Wawa Hours Night Owl, Coffee, Lite Bites 8/24/89 (3 copies)
Wawa FTV Pencil Test 10/27/89
Wawa PWAU-T-0916A, B, C 8/24/89

1990

Wawa Delicious, Scrumptious, Sweepstakes 4/27/90 (4 copies)
Wawa "Delicious" 4/25/90
Wawa Hot Hot Hot 5/8/90

1994

30th Anniv. Sweepstake, British Invasion (in black case with "Earle Palmer Brown" label)
EPB/Wawa 30th Anniversary Sweepstakes, British Invasion, Rocket, and 30th Anniversary Pepsi
(2 copies)
EPB/KYW Wawa Tune-In Weekday Version, Tune-In Weekend Version, Winner May 1st-29th,
Winner May 30th (in black case with "Earle Palmer Brown" label)

1995

1995 Shorti Hoagie Campaign Q-1 :30 TV Commercial Master

1996

Wawa, Inc./Wawa Sizzli ".99 Promo" (in box labeled Sizzli Awareness Version 1997)
1996 Sizzli Campaign Q-1 :30 TV Commercial Master
Wawa Junior Hoagie

1997

May 1997 Junior Hoagie Campaign Q-3 :30 TV Commercial Masters Versions A, B, and C
Sizzli 99¢ Sizzli Awareness 1997
Wawa Junior Hoagie :60 TV Commercials Versions A, B, C, and D

1999

Spring/Summer 1999 Hoagie Campaign Q-3 :30 TV Commercial Masters Versions A, B, and C
Wawa :30 Hoagie TV "My Choice, My Wawa!" (5 copies)

Box 15:

Multi-Year Videos

Wawa Hoagie Ads 1995-1999
Wawa TV Spots 1999-2000 (2 copies)
Wawa Commercial Spots 1999-2000
Wawa Wrap Ads 2000 + 2001

2000

January 2000 Hot Hoagie Campaign Q-1 :30 TV Commercial Master
January 2000 Sizzli Bagel Campaign Q-1 :30 TV Commercial Master

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May 2000 Wraps Campaign Q-1 :30 TV Commercial Master
June 2000 BLT Hoagie Campaign Q-1 :30 TV Commercial Master
Wawa Wraps/BLT Hoagie TV Campaign May-June 2000
Wawa Hot Choices/Sizzli Bagel TV Campaign January 2000

2001

March 2001 Grilled Chicken Caesar Hoagie Campaign Q-2 :30 TV Commercial Masters
Versions A and B
May 2001 Wraps Campaign Q-2 :30 TV Commercial Masters Versions A and B
August/September 2001 Sizzli Bagel Campaign (VA Cable Only) Q-2 :30 TV Commercial
Masters Versions A and B
BLT Hoagie New Voiceover-2001
Wawa Sizzli Breakfast Sandwiches with \$1.59 Sizzli Biscuit :30 TV Commercial for
Fredericksburg & Richmond, VA Cable TV Markets
Wawa TV Spots Spring-Summer 2001
Wawa Sizzli Biscuit Rough Cut Version A
Rough Cuts—Wawa TV 2001
New Pocket Sandwiches Campaign Q-2 :30 TV Commercial Masters Versions A and B
Completed 2001 (did not air)
Wawa New Markets TX Flight #2 (Coffee)
Wawa TV 2001—Fine Cuts

2002

January 2002 Coffee/Breakfast Campaign Q-3 :30 TV Commercial Masters Core, New, and VA
Markets Versions
April 2002 Hot Hoagie Campaign Q-2 :30 TV Commercial Masters Core and VA Markets
Versions
May 2002 Wraps Campaign Q-2 :30 TV Commercial Masters Core and VA Market Versions
June 2002 BLT Hoagies Campaign Q-2 :30 TV Commercial Masters Core and VA Markets
Versions
Wawa 2002 BLT Hoagie TV Campaign—Rough Cut
Wawa June 2002 TV Campaign—BLT Hoagie Rough Cut Re-edit (2 copies)
Wawa June 2002 TV Campaign—BLT Hoagies
Conceptuals for Wawa 2002 TV Campaigns

Box 16:

2003

Wawa Breaded Chicken Sandwiches :30 Rough Cut (Revised)
Specialty Wraps Demos
May 2003 Specialty Sandwiches Campaign Q-2 :30 TV Commercial Masters Male and Female
Voiceover Versions
June 2003 Specialty Wraps Campaign Q-2 :30 TV Commercial Masters Male and Female
Voiceover Versions

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November 2003 Breaded Chicken Sandwiches Campaign Q-2 :30 TV Commercial Masters Male
and Female Voiceover Versions

Undated (most are likely from late 1990s, early 2000s)

30 Second (Commercial)

Ritter, Inc. Wawa Commercials

Wawa Commercial Spot #3

New Fine Cuts Wawa Hot Roast Beef/Sizzli Bagel TV Spots

Wawa TV Commercial Sizzli 99¢

Wawa Breaded Chicken Sandwiches--:30 Finals

Hot/Cold Conceptual TV—Stills vs. Motion (2 copies)

Black Case, No Label: Commercial Cuts

Wawa Hot Hoagie—Virginia Stores

Competitor Ads

Advertising Strategy-Competitor Ads 7/12/01

Advertising Strategy-Competitor Ads (copy)

Competitor Spots with Wawa Spots placed throughout (no date)

Casting Videos

Actor Choices for Wawa TV 2001 1/29/01

Casting Tape Choices—Coffee 2002 12/4/01

Mike Lemon Casting for Wawa Coffee 2002 (unedited)