



Mark Schupp Papers (S0839)

Collection Number: S0839

Collection Title: Mark Schupp Papers

Dates: 1987-1990

Creator: Schupp, Mark

Abstract: The Mark Schupp papers contain correspondence, memos, marketing plans, photographs, and videotapes regarding Schupp's work on the Spuds Mackenzie advertising campaign for Anheuser-Busch in the late 1980s and early 1990s.

Collection Size: 2 cubic feet
(23 folders, 154 photographs, 4 video tapes, and 1 LP)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research but may be stored offsite. This collection is available at [The State Historical Society of Missouri Research Center-St. Louis](#). If you would like more information, please contact us at stlouis@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: The Donor has given and assigned to the Society all rights of copyright, which the Donor has in the Materials and in such of the Donor's works as may be found among any collections of Materials received by the University from others.

Preferred Citation: [Specific item; box number; folder number] *Mark Schupp Papers* (S0839); The State Historical Society of Missouri Research Center-St. Louis [after first mention may be abbreviated to SHSMO-St. Louis].

Donor Information: The papers were donated to the State Historical Society of Missouri by Mark Schupp on June 10, 2026 (Accession No. SA4900).

Processed by: Processed by AJ Medlock, September 2026.

Biographical Note:

Mark Schupp was born in 1956 in Kansas City, Missouri, to Arthur and Norma Schupp. After graduating from the University of Central Missouri in 1978, Schupp pursued a career in advertising, working for such prominent firms as D'Arcy, McManus, Masius, Benton, and Bowles (DMBB), a renowned St. Louis-based advertising agency. In 1987, Anheuser-Busch hired Schupp to serve as brand manager for its low-calorie alcoholic beverage, Bud Light. Over the next several years, Schupp contributed to several prominent Bud Light advertising campaigns, most notably its mascot, an English bull terrier named Spuds Mackenzie. Branded as 'the original party animal,' Spuds Mackenzie appeared in Bud Light TV commercials and other promotional products geared towards younger drinkers throughout the late 1980s. Schupp left Anheuser-Busch in 1993 to form his own firm, the Schupp Company; some of his most prestigious clients included Sara Lee and Enterprise Rent-A-Car. Upon retiring in 2014, Schupp established Missouri Golf Tour, which reviews Missouri's golf courses.

Arrangement:

The collection has been arranged into the following three series:

Manuscripts
Audio-visual
Oversize

Scope and Content Note:

Manuscripts

This series contains correspondence, contracts, photographs, and marketing plans pertaining to Bud Light's Spuds MacKenzie marketing campaign. Materials of interest include a marketing proposal titled "Draft Spuds," which envisioned an advertising campaign focused on Spuds Mackenzie running for president during the 1988 presidential election. The campaign's primary elements would have included "Draft Spuds for President" buttons and t-shirts, as well as presidential primary petitions for MacKenzie. Also included are photographs of Spuds MacKenzie that appeared in Bud Light's 1988 and 1989 Spuds MacKenzie calendars. The materials in this series are arranged alphabetically and date from 1987 to 1989.

Audio-visual

This series consists of VHS, Umatic, and audiocassette tapes featuring commercial starring Spuds MacKenzie and highlights from their appearances on national television programs, such as Good Morning America. The items in this series are arranged alphabetically and date from 1987 to 1989.

Oversize

This series contains calendars and an LP titled *Spuds Party Favs* featuring rock 'n roll songs selected by the character. Also included is a sales kit Anheuser-Busch created for Bud Light's wholesalers and distributors titled *Agent Spuds MacKenzie: Her Majesty's Secret Service*. The sales kit resembles a suitcase presumably used by someone like James Bond; its contents feature

photographs of Spuds MacKenzie dressed as a Bond-type character and include a marketing/advertising/promotional instructional guide, a VHS tape of Spuds MacKenzie's upcoming commercials, and a guide for using the Spuds MacKenzie brand according to Anheuser-Busch's specifications. The materials in this series are arranged alphabetically and date from 1987 to 1989.

Container List:

Manuscripts

Box 1	f. 1	<i>Bud Light: Spuds MacKenzie Publicity Program Overview</i> , September 1987
	f. 2	Contracts, 1988
	f. 3-6	Correspondence, 1987-1989
	f. 7	"Draft Spuds," 1987
	f. 8	<i>The Legend of Spuds MacKenzie: The Making of a Superstar</i> , speech given by Robert Scarpelli, November 11, 1987
Box 2	f. 9-11	Magazines, 1987-1988
	f. 12-16	Newspaper clippings, 1987-1988
	f. 17-19	Photographs, 1987-1989 (3 folders)
	f. 20	Public relations and marketing plans, 1987-1989
	f. 21	Sales and marketing research, 1987-1989
	f. 22-23	Spuds look-a-like contest, 1987-1990

Audio-Visual

Box 3	v. t. 1	<i>Bud Light: The Legend of Spuds MacKenzie</i> , 1988
	v. t. 2	Bud Light: Spuds MacKenzie TV Newsclip highlights, 1987
	a.c. 1	Spuds, Florida State, no date
	v.t. 3	Spuds, David Letterman, no date
	v. t. 4-5	Spuds media spots, 1987

Oversize

Box 4	Item 1	Bud Light: Agent Spuds Mackenzie, Her Majesty's Secret Service (Sales kit), 1988
	Item 2	Bud Light box featuring Spuds Mackenzie, 1987
	Item 3	Bud Light 1988 Spuds Mackenzie Calendar, 1988
	Item 4	Bud Light 1989 Spuds Mackenzie Calendar, 1989
Box 5	Item 5-6	<i>Spuds Mackenzie's Party Favs</i> , 1987

Index:

Index Terms	Folder	Image
Advertising campaigns	1-23	
Advertising characters	1-23	
Advertising--Beer	1-23	

Alcoholic beverage industry	1-23	
Anheuser-Busch InBev (Firm)	1-23	
Bull terrier	1-23	
Leach, Robin	6	
Spuds Mackenzie (Advertising character)	1-23	Yes