

History *of* Advertising Trust

EDUCATIONAL CHARITY reflecting social history
- contemporary, relevant, sustainable

UNIQUE RESOURCE - the largest accredited
advertising archive in the world

CONSERVING brands' precious assets

CONTENT is king from a single source, whatever
the tech platform

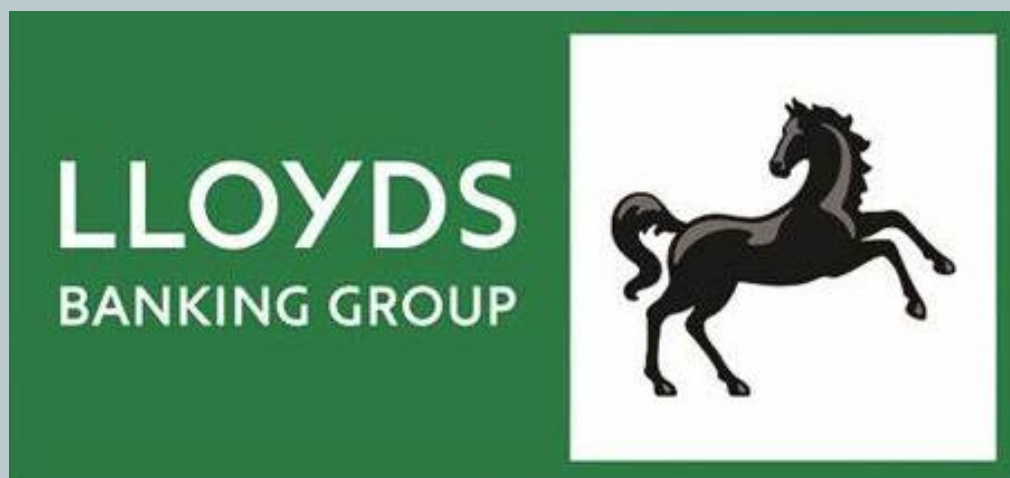
DIGITAL is secure but changes faster than
paper degrades



REFLECTING MODERN BRITAIN

Lloyds commissioned HAT as part of its study into inclusion and diversity in advertising.

If we don't understand the past, or review the present, how can we change the future for the better?



WORK THE ASSETS

RESEARCH
social history

PUBLISH
reports and books

BROADCAST
documentaries

BUILD TRUST
in heritage

LEARN
from successful campaigns

LICENSE
vintage imagery

CREATE
brand legacy





“HAT has not only painlessly re-housed our entire United Biscuits collections, but has brought order through its cataloguing and preservation techniques, whilst adding value through expert curation of projects.”

Phil Wright
Brand Protection Manager



ADD VALUE



BUILD
an archive,
save money

SAVE
research and
project time/costs

CELEBRATE
product or brand
anniversaries

CURATE
exhibitions
and showcases

“HAT shares our passion for the Heinz brand, maintaining a vast catalogue of advertising, marketing, historical documents and archive ephemera, providing access to this unique record of the brand for historians, broadcasters and students.”



Samir Nanji
Communications Manager – Northern Europe

Kraft *Heinz*

BE SUSTAINABLE

REDUCE COSTS through hybrid working, downsizing, sub-letting space, digitisation and outsourcing creative archives

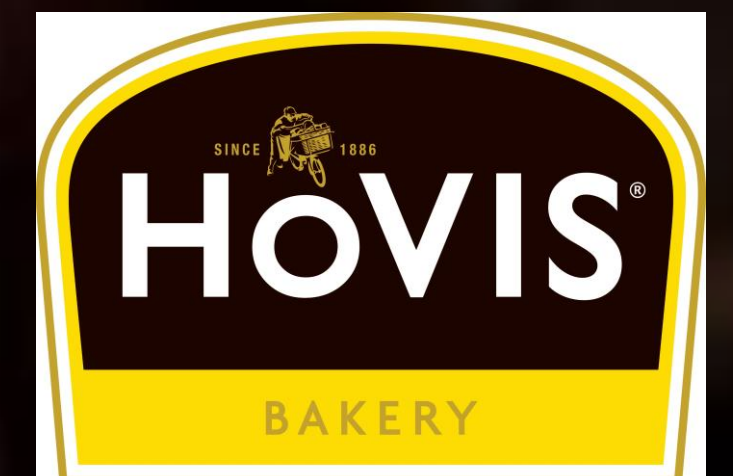
PRESERVE brand heritage with corporate tax relief on donations



“Caring for and nurturing our rich, historic and unique advertising archive is of utmost importance to us.

HAT’s passion and love for Hovis reflects the trust in our brand and our heritage couldn’t be in safer hands.”

Myles Mersh, Brand Manager



PROTECT YOUR WORK

PRESERVE assets in a secure, environmentally controlled, accredited repository

MANAGE projects, original documents and artefacts - catalogue, protect, package, digitise

AVOID digital deletion and build-in cyber protection



Butlin's

#ReadyToButlins

“Our collection is a window into how UK social history has developed since Sir Billy Butlin founded the brand in 1936. Knowing the level of care HAT takes to preserve such a glorious and eclectic mix of materials and artefacts is a huge source of reassurance, knowing that our brand assets are protected, leaving us to focus on developing the future.”

Kika Dabbs

Senior Product Manager, Butlin's

MAKE SOME NOISE



JCDecaux

13°C

SPONSOR an exhibition

REACH students (*HAT Collective*)

SUPPORT dementia care (*Ad-Memoire*)

“The HAT archive doesn’t just represent history, it can be used to create authentic campaigns that are connected to original brand voice. It’s a constant source of inspiration that is helping WACL shape its centenary celebrations. Brand heritage is in safe hands and it would be worth finding out how HAT can work for you.”



Kate Waters
President, WACL

History *of* Advertising Trust

Preserving the past | Capturing the present | Inspiring the future

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John Gordon-Saker (Exec Director)