

MR KIPL

History of Advertising Trust

ANNUAL REVIEW

2022

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Tom Knox Chair

The History of Advertising Trust is the largest advertising archive in the world - a unique resource preserving millions of precious advertising assets that reflect society through the ages. It is with great pride, therefore, that I accepted the invitation to become its Chair following the outstanding leadership of my predecessor, Geoffrey Russell.

A Trustee for nine years and Chair since 2016, Geoff brought good humour and a feeling of togetherness alongside the creation of resilience and financial stability, latterly guiding the Charity through the uncertainties of the pandemic. On behalf of the Trustees, staff and, indeed, the industry, I extend our gratitude and wish Geoff a long and happy retirement.

2022 posed both challenges and opportunities. While a cost-of-living crisis impacted the budgets and cash-flows of

brands and agencies, new connections arose out of those looking to downsize or refocus their heritage strategy.

I'd like to thank my fellow Trustees for their input, our President, Keith Weed for his support and all our staff at Raveningham for their professionalism and loyalty.

HAT is well set for the new year and focussed on promoting the legacies of agencies and preserving the heritage of leading brands.

At the time of writing, the sad death of Jeremy Bullmore is fresh in our minds, so it is only right that we dedicate this annual review to his life with a cover featuring his doodles and a tribute commemorating his legacy (page 10). Known as Adland's great philosopher, many of us will have personal stories of our dealings with Jeremy. For HAT, he was a loyal supporter, plugging our work at every opportunity and, of course, our archives preserve



many of his treasures. We were not only delighted to have recorded an interview with him for our Inspiring Minds series but, last year, proud to have collaborated with WPP on the creation of his legacy website www.bestofbullmore.com.

"We are focussed on promoting the legacies of agencies and preserving the heritage of leading brands."

Jeremy will be badly missed, but we undertake to celebrate and conserve his impact.



Undated— Jeremy Bullmore's doodles



Agency legacy

We can help build agency legacy or save you money through downsizing and reducing the cost of energy and space. We can protect your work against deletion or cyber-attack and, by supporting us with an annual donation, we can carry on our work promoting the advertising industry as a force for good whilst giving you the edge through brand archaeology research when pitching.

Brand heritage

By entrusting materials to our care, brand heritage is celebrated and protected for years with assets made to work harder through cataloguing, packaging, digitisation and curation, all evidenced by our on-going work for Butlin's, Hovis, KraftHeinz, Pladis and Vimto. You can support our dementia project Ad-Memoire (page 13) or license images for merchandising products.

Broadcast

Whether documentary or drama, the assets in our archive are increasingly used by broadcast production companies, creating an insight into social history. You can see a snapshot of the applications later in this review (page 11).

John Gordon-Saker Executive Director

Education

Academic researchers can deep dive into brands, campaigns and social history, whilst our Education Summit and HAT Collective offer perfect platforms to engage with students (page 9).

Friends

We'll soon be sharing details of a new Friends' Scheme (page 13) to enable anyone with an interest in supporting HAT to join. We're planning a launch event in London in June with our first annual dinner in the Autumn.

Sponsorship

There are many opportunities to support us through sponsoring a part of the building, a particular archive, collection, product or service.

I'd love to start a conversation about how you might be featured in the 2023 review and become part of advertising history - john@hatads.org.uk or 01508 548623.

"Jeremy's career encapsulates what HAT is all about"

The words "History" and "Trust" may not conjure up much excitement in creative circles, but Jeremy thought we were "exceedingly good" for him, so here are some ideas on how we might be relevant to you, with contemporary services to support your sustainability goals.

Alistair Moir Deputy Director

2022 was a busy year for the archive team, as some semblance of normality returned following the pandemic. There have been 38 additions of material to the collections (page 12) and the application process for our re-accreditation in 2023 has begun. New deposits to client archives have included important

material from McVities' Tollcross factory in Glasgow, which closed in September after nearly 100 years in operation.

Ad-Memoire (page 13), our digital reminiscence resource, has also gone from strength to strength, and continued to help carers to boost the wellbeing of hundreds of older people living with dementia across the country. This year we were delighted to deliver a presentation at the Dementia Congress in Birmingham and welcome new



community hospital users in Kent and our first users outside of the healthcare sector, Newcastle Library Service.

1979 Angel Delight

Stories from the archive

'A taste to tempt any palate'

Page 4

Mr Men and Little Miss in advertising

Page 5

Souvenirs from Butlin's

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Worth a thousand words

Page 7

'A taste to tempt any palate'

The Angel Delight story

Eve Read Archive Collections Manager

The famous powdered instant dessert mix was introduced by Bird's (then part of General Foods Ltd) in 1967 and came in several brightly coloured flavours. The sweet treat swiftly became a staple of household cupboards throughout the land and an undisputed icon of the Seventies.

A forerunner to Angel Delight was Bird's 'Instant Whip', an innovative dessert launched in 1955 and promoted as 'A whipped creamy delight WITHOUT COOKING!' Instant Whip began life as part of the Jell-O family within General Foods and was known as 'Jell-O Instant Pudding' in the USA. It was re-branded as 'Instant Whip' for the British market and originally came in two flavours – Strawberry and Vanilla (with Butterscotch and Raspberry being added shortly afterwards). The new product in the form of a powder added to milk was an immediate success, capitalising on the contemporary craze for convenience foods, which provided a quick and easy way of whipping up a sweet treat for pudding. The Instant Whip range was later extended to ten tempting flavours including pineapple and mint cream.



1966 Bird's Dream Topping

Dream Topping, another sweet convenience product, was introduced by Bird's in 1964.

This was a powdered whipped cream substitute which could be added to traditional desserts such as trifles and jellies and was marketed as 'a great standby to have in the cupboard'. It was also billed as the economy option - 'Dream Topping whips up just like fresh cream...but it costs a lot less!'

The advent of Angel Delight is described in a history of General Foods Ltd: 'Then in 1967, came a dessert product which, in its way, was almost as much a technological innovation as the original Instant Whip. It was called Angel Delight and it was entirely a product of the Banbury research capacity. To a certain extent it borrowed from the known technology both of Instant Whip and Dream Top-

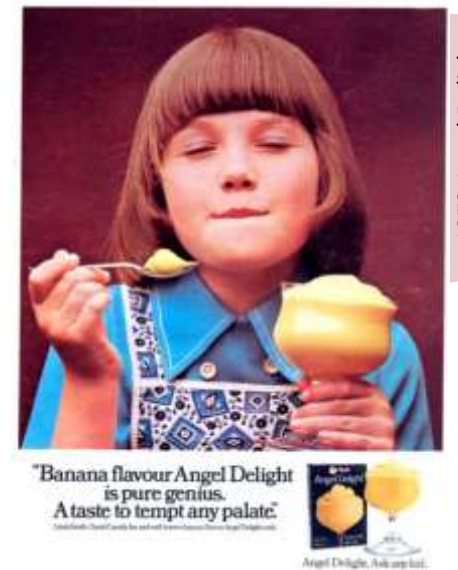
ping, but it was more than just a marriage of the two. If ever a product can be said to have been tailor-made to fit in with known consumer preferences it is Angel Delight.

Research showed that there was a ready market for a bland, quickly-made creamy textured dessert in certain clearly identified flavours, and Angel Delight was produced to satisfy this market. It was an immediate success, and straight away almost doubled the instant dessert market. The taste of Angel Delight was aptly compared to "strawberries and cream whirled up". This, with its implications of coolness under a hot summer sun, was taken by the company as a background theme to the heavy advertising campaign with which Angel Delight was promoted' (J. Foley, The Food Makers: A History of General Foods).

The new dessert product was so successful that it was soon possible to extend the flavour range from the original three – Strawberry, Raspberry and Mint Chocolate – to include Banana, Chocolate, Butterscotch, Lemon & Lime and Orange. Blackcurrant, Peach and Coffee & Walnut were added to the Angel Delight portfolio by the end of the '70s.

Angel Delight reigned supreme for two decades as Britain's most popular instant dessert. In 1986 a new sugar free version was launched containing NutraSweet: 'the sweetener that tastes like sugar'.

In more recent times Angel Delight has been reformulated to remove many of the artificial flavourings and sweeteners and the range has expanded to include Unicorn Dessert kits and ready-to-eat pots.



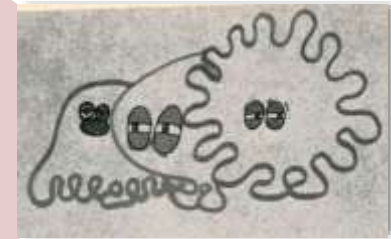
1973 Angel Delight

Mr Men and Little Miss in advertising

The 50-year-old ad stars who never grow old

Sam Savelli Development Executive

The bright round grins of characters such as Mr Happy, Little Miss Sunshine and Mr Bump have appeared on the front of so many children's books over the last five decades that most of us would recognise them in an instant. But their prevalence reaches far beyond just literature: from 'Mr Stupid' (British Rail, 1977) to 'Mr Beefeater' (Beefeater, 1980s-90s) to 'Little Miss Explorer' (Heathrow Airport, 2018) the Mr Men and Little Miss have long been a favourite in the world of advertising. In fact, it was in this world that the concept was born.



Roger Hargreaves was the creative director of ad agency David Macaulay in the early 1970s when he created a set of commercials for Askit powders featuring simple cartoon shaped characters called 'The Miseries'. These characters (with names such as 'Headache' and 'Sore Back') were destined to be the precursor to a series of (less miserable) counterparts starting with the long-armed 'Mr Tickle'.

Despite assuring Campaign magazine in 1973 that he "enjoyed [advertising] too much" to let this new venture take over, Hargreaves soon left his agency career to write children's books full time. Yet this would prove a far greater gift to the world of advertising.

The power of these colourful characters to sell to children was quickly understood, as they appeared on the likes of cereal boxes, ice lollies and sweets. On tins of Heinz Spaghetti, they promoted a special offer on Mr Men soft toys: "Aimed at our younger age group – our biggest consumers – these toys also make ideal Christmas presents."

It wasn't until 1985 that the characters entered into their first campaign pitched at adults.



2010 Specsavers – Happy

Olivetti ran a series of print and TV adverts for their range of personal computers featuring brand new characters including 'Mr Amazed', 'Mr Neat' and 'Mr Calm' (looking rather different to the character of the same name created last year for the series' 50th anniversary). "The youngsters who used to read my first books are now today's mums and dads", Hargreaves explained to Marketing Magazine.

The potential this brought led to an explosion of campaigns in the twenty-first century. One successful commercial for Specsavers in 2010 starred a less-happy-than-usual Mr Happy pacing 'Happyland' upset that he didn't get any free extras with his new pair of glasses: "Somebody should've gone to Specsavers..." The ad, animated and narrated in the style of the 1970s Mr Men TV show, was a direct appeal to the audience's early childhood memories.

That was just the beginning. The characters soon became icons of high fashion (chosen by the likes of Stella McCartney and Paris Hilton), members of royalty (celebrating the 2011 royal wedding with the creation of Little Miss Princess) and even Time Lords, with the release in 2017 of a Doctor Who crossover.

Since acquiring the series in 2011, Sanrio (owners of Hello Kitty) have spent the last decade expanding the popularity of the characters by keeping them fashionable, friendly and forever close to the ad industry. Mr First (World First, 2014), Mr Glug (Evian water, 2014) and Little Miss Spice Girls (The Spice Girls, 2017) are just some of the recent additions to the ever-growing cast. This simple concept - now over 50 years' old - still shows no sign of getting old anytime soon.



1978 Heinz Spaghetti

Souvenirs from Butlin's

The Manor Ware Collection

Clare Smith Collections Assistant

Our Butlin's Heritage Collection contains approximately 900 individual items of ceramic/stoneware souvenirs known as Manor Ware pottery which were mass produced during the 1950s and 60s. The collection ranges from small pin cushions and ornaments to playing card holders. Some of the items display specifically Butlin's related visuals of the holiday camps, however a large portion of the collection features generic scenes with just the addition of the Butlin's name. These items have a prominent social history value as a form of memento popular during Butlin's golden era and are considered very collectable today.

Manor Ware was produced by Truscott's, named after one of its three founders which was initially based in Bath. In 1949 the firm then moved to Newton Abbot where they initially manufactured children's toys. One of their earliest pieces was 'Dolly's Tea Set' which consisted of a set of plates and imitation food, laid out for presentation purposes on a card.

In 1952 the firm took up residence in the listed sixteenth century Manor House from where the name for their new range of souvenir pottery originated.

The firm produced small plaster cast models and grew into one of the largest manufacturers of this type of souvenir in the country. They were sold from souvenir shops in hundreds of British holiday resorts and exports have been found in places such as Ireland, Canada and Australia.

Production was running at around 125,000 pieces a year. Individual pieces were embossed or hand painted, then dipped into a tank of lacquer, put on a spike to drain, taken off one by one, wiped, transferred onto a metal wire tray and put in a large oven. This process was repeated twice to get a good finish.

When the firm moved to a purpose-built factory in 1960 they began to employ transfer printing technologies moving away from labour intensive processes, which enabled them to vastly increase production to 1,000,000 pieces a year.

Manor Ware continued to sell well until the late 1970s when cheap imports and a change in holiday habits began to impact the business which went into decline. By 1987 after several ineffective cutbacks the factory closed.



Worth a thousand words

Behind the lens of two newly catalogued photographic archives

Mark Pitchforth Assistant Archivist

The John Turner Archive

John Turner became an independent commercial photographer at the age of 22 and continued as such for four decades. During this long and distinguished career he worked with many advertising greats and his imagery enhanced numerous well-known campaigns for countless famous brands. A selection of his work was donated to HAT and a project to catalogue and digitise the material was completed in 2022. The collection can now be searched via our online catalogue. Surveying it in detail you realise just how many areas of life are touched by the advertising Turner contributed to. The things we wear, food and drink we consume, the way we travel and activities we enjoy.

Favourites include a VW Golf Convertible ad showing the car, top down, supporting the weight of multiple crates of Heineken. In a spoof of the lager's famous slogan it proclaims *Only Volkswagen can do this*. Turner also contributed to numerous iconic food and drink ads helping many prominent brands to endure and thrive such as Heinz Ketchup and Mr Kipling's exceedingly good cakes. On the beverage side his work adorned soft drink ads for *schhhhhhweppes!* and C-Vit juice, using images of purple vegetables with straws in them to illustrate the drink's healthy benefits and blackcurrant flavour. Ads for stronger tipples were just as evocative whether championing a pint of *Pure genius, probably the best beer in the world* or Cossack Vodka, the images for which are particularly striking but not recommended for anyone with a fear of snakes.

Volkswagen Golf - Heineken (Turner)



Only Volkswagen can do this.



Cossack Vodka - Corrupt (Turner)

Clare Smith Collections Assistant

The David Morse Archive

HAT was delighted when photographer David Morse donated his archive of approximately 15,000 rolls of film to our collections. These unique images were taken between 1969 and 1998 behind the scenes of the production of some of the most iconic British television advertisements of the time.

Morse began work in the mid-1960s as a stills photographer at ABC Television, and was keen to be a part of the relatively new and exciting medium of television advertising.

He was commissioned by agencies to record the storyboards and productions of advertisements, using two 35mm cameras and recalls that everyday brought new challenges with different crews and locations.

The David Morse collection has now been catalogued and contains numerous highlights, including:

This 1971 still is of an advertisement directed by Alan Parker for Bird's Eye Mousse which capitalised on the recent success

Bird's Eye (Morse) of the 1968 film musical *Oliver!* Morse



worked with many of the successful film directors who began their careers in TV advertising, such as Parker and Ridley Scott.

And in this 1978 image Eric Morecombe and Ernie Wise appear to be enjoying their time working on an advertisement for Tennant's Lager.



Tennant's Lager (Morse)

Brands have traditionally capitalised on the popularity of celebrities to advertise their products so it's hard to imagine anybody more appealing to advertisers during the 1970s than the comedians Morecombe and Wise.

This year at HAT

Education

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Selected gifts and new arrivals

Page 12



1973 Lotus 25 130 (MDDX)

Education



Sally Chan, Lecturer in Marketing at the University of Leeds, was appointed as a HAT Trustee in March. She reflects on education initiatives over the last year

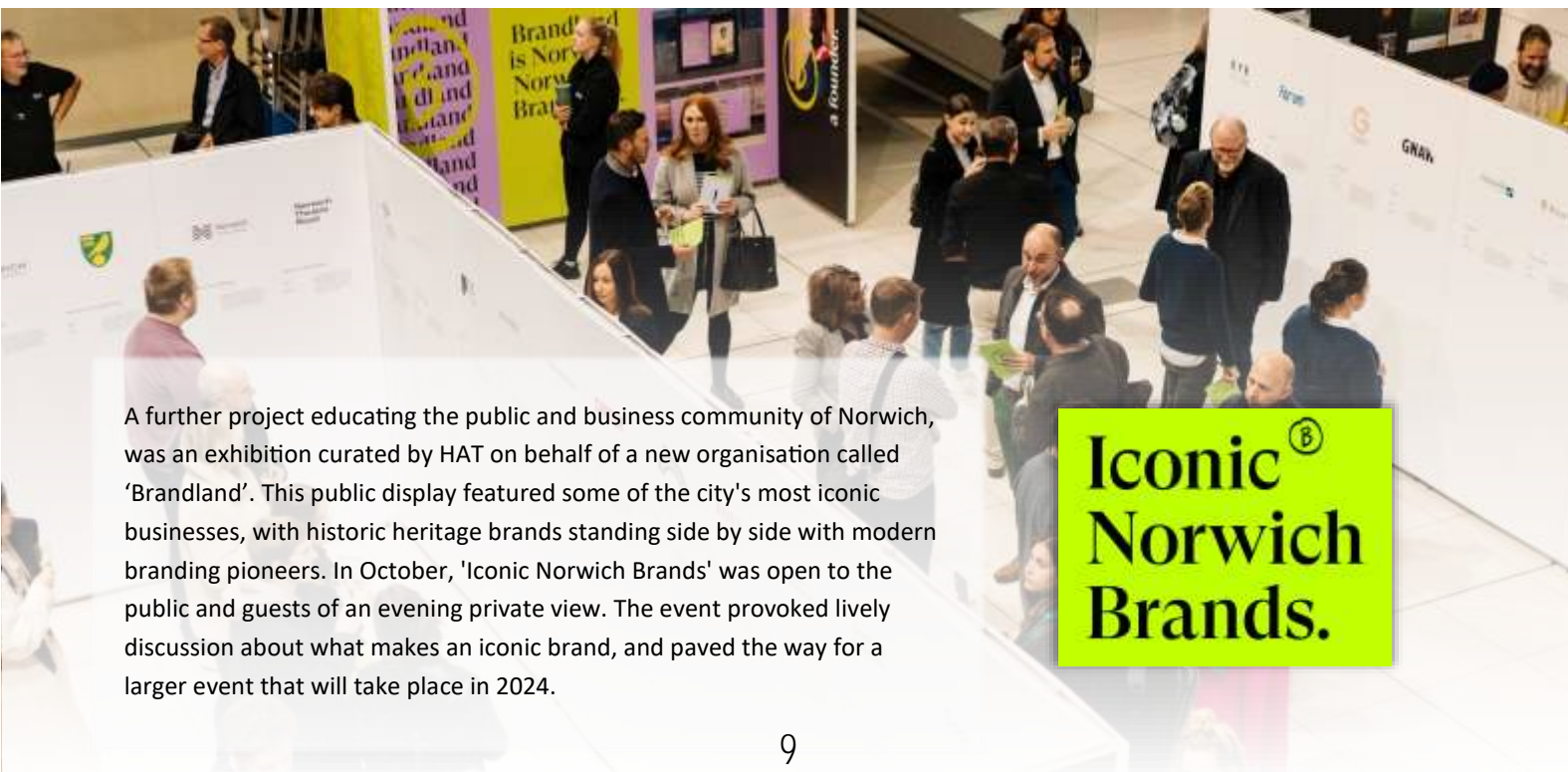
As an educational charity, HAT's approach to engaging with colleges and universities is crucial. We have continued to support HAT Collective, now housed at the University of Greenwich under the stewardship of Dr. Hyunsun Yoon, Programme Leader for BA Advertising and Digital Marketing Communications. The HAT team was invited to a virtual handover event on 23rd November 2022 where we thanked Dr. Dennis Olsen and his students at the University of West London for passing the mantle to Greenwich. We also met Advertising Module Leader, Helen Kofler, whose students have begun working on a live brief for HAT this semester based around student engagement. I later presented some context about HAT to students and could not resist asking what was the first thing that sprung to mind with the word 'archive'. The following word cloud provided some insights to how Gen Z viewed archives:



We are also seeking avenues to raise awareness of HAT's invaluable resources for teaching and learning to a wider mix of institutions as we wish to grow membership in the Education Summit. To do this, we need partners, and the more the merrier! Thanks to Dr David Rowe (Lecturer in Marketing at York University), we are closer to achieving our goal. This July we will be running a workshop at the Academy of Marketing conference to demonstrate how advertising archives have played an instrumental role in our respective research projects (both David and I have used HAT resources extensively for our PhDs). There will be another opportunity to raise awareness of HAT amongst academics AND agencies at the Two+Two event on 15th March in Manchester.

We're also continuing our strategy of facilitating collaboration across different disciplines to identify archival projects that may lead to further funding opportunities. Prof James Stark and I will be presenting 'Histories of Advertising' as part of Leeds Arts and Humanities Research Institute's Speculative Conversations on 7th June. We hope to gauge interest in the value of archival resources amongst researchers from different faculties and disciplines to share research, and identify research themes, and more.

Finally, HAT has an important role to play in bringing the advertising industry and academia closer together. From regionalisation and tapping into networks through initiatives such as Two+Two in the North of England, to tackling decolonisation in the curriculum and driving conversations about equality, diversity and inclusion. HAT can also lead in the area of sustainable brand heritage. More topics to get our teeth into at the next gathering of the Ed Summit perhaps.



A further project educating the public and business community of Norwich, was an exhibition curated by HAT on behalf of a new organisation called 'Brandland'. This public display featured some of the city's most iconic businesses, with historic heritage brands standing side by side with modern branding pioneers. In October, 'Iconic Norwich Brands' was open to the public and guests of an evening private view. The event provoked lively discussion about what makes an iconic brand, and paved the way for a larger event that will take place in 2024.

Tribute to Jeremy Bullmore



At HAT, we are fortunate to hold a vast array of records which capture Jeremy Bullmore's incredible contribution to advertising. From his 1967 handwritten notes on a new brand called 'Mr Kipling' right up to material saved from his desk on retiring from WPP. This year, we have been involved in two projects celebrating his life and work:

Inspiring Minds

Our *Inspiring Minds* series of interviews is an oral history project capturing the stories of the creative masters and gamechangers of the ad industry. As a respected and truly inspirational gentleman, much admired by generations across the world of advertising, it was an absolute must to include Jeremy Bullmore in the project

Contributions from Bullmore featured on episodes of the History of Advertising Podcast released in 2020 and 2021, and in 2022 we released the full video resource of our Jeremy Bullmore interview as an *Inspiring Minds* feature.

In the videos, Bullmore traces his early days and aspirations, his entry into the industry at the dawn of commercial television, his over 30 year career at JWT and his thoughts on the dawn of the digital age:

"I don't think those creating ads that appear on the internet have yet understood how to maximise that medium for brand use, brand nourishment and brand building."

You can find the full feature at:

hatads.org.uk/education/inspiring-minds/jeremy-bullmore.aspx



Jeremy Bullmore being interviewed by HAT (2018)

Best of Bullmore



Image: www.bestofbullmore.com

In November 2022 WPP launched an online archive celebrating the career of 'Adland's greatest philosopher' Jeremy Bullmore. The HAT team were delighted to be able to supply material and insights for its creation.

Work on *Best of Bullmore* started in 2021 and was designed to make freely available the work of the celebrated advertising man as he retired from the global marketing services company, WPP. *Best of Bullmore* is for advertising and marketing people, as well as students, researchers, historians and indeed anybody who values wit, wisdom and incisive intelligence. The site includes advertisements, journalism, speeches and presentations.

HAT worked with the project Consultant Caroline Marshall, a former editor of *Campaign* magazine, to discover and digitise gems from the collection relating to Jeremy's long and illustrious career. Archive material provided for the project included his original notes for a presentation on Mr. Kipling to British Bakeries, screenshots from celebrated commercials, images from the *Campaign* photographic archive, market research related publications, ads from a JWT press advertising guard book for Guinness plus samples of Jeremy's classic creative doodles found scattered across his office papers in the JWT client account files collection at HAT (a sample of which feature on the front cover of this Review). Jeremy was also keen to highlight his work at the JWT agency with marketing experts Stephen King and Judie Lannon.

Jeremy saw and was very happy with the resulting online archive and it will serve as a fitting tribute to his life and work.



Ads for broadcast

We have a vast collection of TV commercials that we draw upon when asked by production companies and TV/film studios for archival commercials. These ads have a wide variety of uses and help to give authentic historical and social context in any number of productions and settings.

The collections are always growing and we are continually digitising the commercials and making them available to view

on our online catalogue for free. This is an invaluable resource for researchers, students and anyone interested in a bit of a nostalgia hit.

All enquiries sent to enquiries@hatads.org.uk will be replied to as quickly as possible.

Some examples of projects we worked on during 2022 include:

My Dad the Doctor

Produced by Ten Acre Films for BBC.

A 1970s Bisto commercial featuring the Pertwee family was used in a short film about John Pertwee.

Scouting for Toys

Produced by BBC Studios Documentary Unit for UKTV.

We provided Lego commercials for this behind the scenes documentary filmed at internationally renowned Vectis Toys Auctioneers in Teesside, where buyers and sellers from all over the world come to trade every toy imaginable.

Miriam Margolyes: Up for Grabs

Produced by Alan Yentob for BBC.

The BBC asked for TV ads to help illustrate this documentary in the 'imagine...' series.

All Creatures Great and Small

Produced by Playground Entertainment for Channel 5.

Playground TV asked for a 1933 Dunlop print advertisement as set dressing for the series 'All Creatures Great and Small'.

The Secret World of...

Produced by 72 films for Channel 4.

We helped 72 Films by providing several commercials for their 'Secret World of...' series, which covered a range of products and brands.

Best Year Ever

Produced by ITN Productions for Channel 4.

Several TV ads were supplied for this series in which experts and comedians discuss the key cultural moments of a specific year.

Hornby: A Model World

Produced by Rare TV for UKTV.

Rare TV asked for examples of Hornby commercials for series 2 of 'Hornby: A Model World'.



1970s Bisto – Mrs John Pertwee



1989 Lego - Pirates



1980s Cadbury's Caramel - Busy Bee



1970 Cadbury's Roses - Thank You



1960 Hornby - Train Clockwork

Selected gifts and new arrivals

HAT Archive regularly benefits from the wonderful donations of material it receives as gifts to its permanent archive and library collections in addition to archive client deposits. We would like to thank the following donors and depositors:

David Thorpe Photographic Collection

c.1967-1987

Donated by Thorpe family

David Thorpe (1934-1986) was one of the leading advertising photographers of the 1970s. He later moved into directing commercials and co-founded the Thorpe Lieberman production company. The collection comprises job bags, transparencies, proofs (mainly laminates) and original colour prints.

1980 David Thorpe



1981 John Salmon



John Salmon Collection

1960s-2010s

Donated by Bob Tomlinson

John Salmon (1931-2017) was Creative Director at the CDP (Collett Dickenson and Pearce) advertising agency having previously worked for Young & Rubicam in the US and Canada. He is widely regarded as one of the finest copywriters of his generation and presided over the CDP agency's golden age of creativity. Comprises: publications, laminated proofs, contact sheets, articles/press cuttings, storyboards, artwork, awards and correspondence.

Allardyce Palmer Advertising Agency

1930s-2022

Donated by Juliet Bailey

The Allardyce Palmer agency was established in 1933 and became one of the largest advertising agencies in the UK. Initially many of their clients were in the industrial (mining and construction) business. The business was dissolved in 1985. Comprises: digital files, photos, documents, ephemera, biographies and company history.



2010 Hugo Dunn-Meynell

Hugo Dunn-Meynell Collection

C.1943-2017

Donated by Alice Wooledge Salmon Dunn-Meynell

Hugo Dunn-Meynell (1926-2013) was an adman, businessman and writer. In 1957 he joined the advertising agency Osborne-Peacock as manager of their London TV department. In 1965 he started his own agency Dunn-Meynell, Keefe which later became part of Osborne Advertising. Dunn-Meynell worked in the industry until 1978, the year he became Chairman of The International Wine & Food Society, and later its CEO. Comprises: publications, press cuttings, articles, correspondence, biographical information, business papers, photographs and other material.

Pladis United Biscuits: Glasgow Tollcross factory

c.1900-2020

Client deposit

Comprises: trophies/awards, photographs, product catalogues/price lists, in-house newsletters, marketing material, AV material, product development files, recipe specifications, packaging, technical reference library, architects' plans, staff information, factory signage and artefacts.

We would also like to thank the following who have generously donated archive material, books, journals, commercials and advertising ephemera to HAT in 2022: Michael Parker, Patricia Fox, John Ayling, N. Hatcher, Adrian Moore, David Holt, Nick Harrison, David Farbey, Erika Rappaport, Elizabeth Minkin, Mike Stephenson, Edward Hasted, Mike Everett, Sam Savelli, Jo Lloyd, D. Knox, Alan Palmer, Graham Thomas, John Halsey, Susan Clark, Mike Leeson, Rupert Holmes, Olivia Andrews, Tim Bell, Louise Wright, Maureen & Robin Applewhaite, Bob Freeman, Chloe Veale, Ryan Epps, Catherine Bailey, Mark Oldham, Bodil Mostad Olsen, PAMCo Ltd

1947 Allardyce Palmer
Company outing on Thames



Glasgow Tollcross factory

Other news

Friends' scheme

This year, we have been working on developing a 'Friends of HAT' scheme for those who wish to support HAT's work in preserving and celebrating the industry's heritage. The scheme is set to launch in 2023.

If you would be interested in becoming a Friend of HAT, please contact: john@hatads.org.uk

Ad-Memoire

During the last year Ad-Memoire has reached many new users including hospitals, day centres and public libraries.

We also released a new Ad-Memoire website (ad-memoire.co.uk) and spoke about the power of vintage ads at the UK Dementia Congress and NAPA's 'Year of Creativity' Conference.

Celebrating Her Majesty

We at HAT joined the nation in paying tribute to Her Majesty Queen Elizabeth II at the news of her passing this September.

A few months earlier, we explored a number of royal gems from the archive, from 1953's Hovis 'Coronation Day Periscopes' to 2012's 'Ma'amite' promotion - in celebration of the Platinum Jubilee.



1953 The Hovis Magazine—Coronation Number



1929 Bovril



2022 Lidl



2022 Brandland

About us

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John Tylee Campaign and trade press journalist

Stephen Woodford CEO Advertising Association, FIPA

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Kim Frances, Finance and Office Administrator

John Gordon-Saker, Director

Les Hurn, Research Assistant

Alistair Moir MARM, Deputy Director

Mark Pitchforth MARM, Assistant Archivist

Eve Read MARM, Archive Collections manager

Sam Savelli, Development Executive

Clare Smith, Collections Assistant

Pam Smith, Housekeeper

David Thomas, Research Manager

Volunteers:

Janet Brewerton

John Renton

History of
Advertising
Trust



@Hatads

Be the next HAT story



Archive



Sponsor



Donate

"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

KraftHeinz

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

"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

• FOUNDED IN 1923 •



"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

pladis

"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



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?



History of Advertising Trust

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