



History of Advertising Trust

Annual Report



Governance

President:

Keith Weed

Chairman (until 9th May 2017): Graham Hinton Chairman Splash Worldwide

Chairman (from 9th May 2017): Geoffrey Russell Hon. FIPA

Deputy Chairman (until 9th May 2017): Geoffrey Russell Hon. FIPA

Deputy Chairman (from 9th May 2017): James Best MA FIPA, Chairman of CAP, BCAP, Credos and BDA agency

Hon. Treasurer: Shirley Watson

Trustees:

Paul Bainsfair, Director General IPA

David Bernstein* MA FIPA FCAM FRSA (sadly passed away August 2017)

John Billett media & marketing effectiveness consultancy

Peter Buchanan FIPA, Partner NABS, marketing services consultant

Rupert Earle Partner, Bates Wells Braithwaite

Simon Goode FIPA

David J Hanger FCAM, Chairman of European Federation of Magazine Publishers

Sarah Hazell public relations and communications consultant

Sally McKechnie MBA MCIM, Associate Professor in Marketing, Nottingham University Business School

Graham Hinton Chairman Splash Worldwide

Phil Smith Director General ISBA

Ian Twinn FRSA MCIPR, Director of Public Affairs ISBA retired from board 9th May 2017

John Tylee Campaign and trade press journalist

Stephen Woodford CEO Advertising Association

*Denotes holder of the Mackintosh Medal for outstanding services to the advertising business

HAT Team:

Richard Powell OBE, FIEMA, FRSA Director

Sue Staunton, Operations Manager

Alistair Moir MARM, Archive Collections Manager

David Thomas, Research Manager

Eve Read MARM, Assistant Archivist/Butlin's Project Coordinator

Sophie Towne, Butlin's Collections Assistant

Louise Turner, Butlin's Collections Assistant

Jane Jarvis, B2B Project Coordinator to October 2017

Jane Jarvis, Oral History Project Manager from November 2017

Tim Day, Archive Technician

Les Hurn, Research Assistant

Pam Smith, Housekeeper

Volunteers:

Adam Baker

Janet Brewerton

Nathaniel Morris

Arthur Pulford

Russel Webb

Bankers:

HSBC

34 London Road North,

Lowestoft, Suffolk NR32 1EW

Intern:

Gabriele Rammairone

Registered Auditors:

Price Bailey Chartered Accountants

20, Central Avenue

St Andrews Business Park, Norwich

NR7 0HR



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James Best
John Billett
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RSA Films
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The Thirty Club*
Womens Advertising & Communications London (WACL)*
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Names marked with * contribute as a Corporate Friend

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Royal Warrant Holders
TfL
University of Cambridge Institute of Continuing Education
University of West London

Chairman's Report



Geoff Russell

As I sat down to write what is my first Annual Report as Chair of the History of Advertising Trust, I was reminded of the old saying about "standing on the shoulders of giants".

There have been many stalwarts who have given their time and talents to establishing this unique institution, but few can have matched the dedication and consistency of my predecessor in this role, Graham Hinton. Indeed, I think it is fair to say that without him, there may not have been a HAT for me to chair at all!

During his 20 years of service, Graham steered the Trust through some of its most difficult times to emerge in 2017 in probably better shape than ever in its entire history. We all owe him an enormous debt of gratitude.

The last 12 months have been both exciting and highly productive, laying the foundations for what we all hope will be sustained and predictable growth.

Following in the footsteps of his talented predecessors, Richard Powell has now established himself as an outstanding Director, while Keith Weed, our President, has brought to the Board and Executive an energy and enthusiasm that positively fizzles at formal Trustee Meetings – and extends far beyond these into practical business building.

I will leave Richard to report on the detail of the Archive's achievements and financial status for the full year, restricting myself to more general observations.

The first, I'm afraid, is to mark the sad passing of two of the Trust's greatest and most passionate supporters. It is impossible to over-estimate the contributions made by Archie Pitcher and David Bernstein to HAT. They were each unique in their skills, ever ready to get actively involved and unstinting in their help and advice. They will be massively missed, not only as brilliant individuals and giants of the Industry, but also as valued and much loved friends.

My second observation is much happier – and that is to welcome two new members to our team of Trustees: Paul Bainsfair and Phil Smith, respectively the Directors General of the IPA and ISBA. Together with long-time Trustee Stephen Woodford of the

Advertising Association, this means our Board now includes the heads of the Advertising Industry's three key trade bodies, providing an invaluable link into the creators of the work we collect and curate for posterity.

With Paul and Phil's arrival, the Board represents a formidable combination of individuals drawn from the advertising business, backed up by specialist legal and financial experts, to help guide us into the future.

Supporting these is our Business Development Group, now chaired by Peter Buchanan, whose regular meetings are a continuing source of business building ideas – most recently tapping into and assisting in the upcoming celebrations of 70 years of the National Health Service as well as developing longer-term strategies for encouraging more advertisers to use the Trust to house their archives both to store and, more importantly, to exploit for their own business growth.

In this context, I would just like to mention HAT's Accreditation by the National Archives which marks a significant public recognition of the organisation's expertise and professionalism. We have always known that the Trust and its staff operated to the highest standards, but this "stamp of approval" is a statement to the Industry and to potential users of our services that HAT ranks with the very finest in the land.

Finally, when Richard Powell joined as Director in February, he stated that one of his principal goals would be to attract more grant income to the organisation – and he has been busy to this end. The Trust has already been awarded a Heritage Lottery Grant to help fund our "Inspirational Lives" initiative, capturing on video for future generations the thoughts and views of the Industry's giants – and we are currently awaiting the outcome of a European Grant Application, which if we are successful, will put us in an excellent position to accept new brand clients in the future.

And this brings me to more general thanks.

An organisation can only be as good as the people who run it – and, in this, HAT is exceptionally lucky. From our outstanding President and dedicated Board of Trustees to our hardworking and highly professional team of staff and volunteers in Raveningham, the Trust benefits from exceptional talent.

As a newcomer to the Chair's role, they have made my job an easy one.

For this – and for all their continuing work to ensure a bright and glorious future for this unique and wonderful institution – I give my deepest thanks.



Director's Report

I joined HAT on 1st February 2017 amidst a busy time and a steep learning curve, a charity that was busy but needing some consolidation and direction. Huge and amazing assets, huge enthusiasm, huge skills in the staff, a fine group of brilliant trustees and some genuine supporters with genuine interest together with some Brand clients that really appreciated their archive their heritage and brand history.

I have to thank right from the start the Trustees who have been a wealth of knowledge and enthusiasm, and really excited and engaged in the business plan and what we can achieve. It's their connections vision and their drive that help us be what it is.

I joined at a time of budget finalisation; accreditation work and accreditation visit as well as the possibility of having a presence at D&AD so it was hit the ground running without doubt.

The first thing I did was to revisit the business plan and rewrite with the Trustees and focus us into 6 key areas of work see below.

HAT Strategic Plan 2017-2010

Education

Develop a clear and sustainable service to higher education and professional development providers, working towards becoming a nationally recognised education and CPD charity.

Digitisation

Develop, increase, document, digitise and safeguard the archive and ensure it remains accessible, relevant, concurrent and uniquely representative of the UK Advertising, Brands, Marketing and Communications Industry.

Archive

Building on full archive accreditation status, start strategic digitisation of the main archive and develop on line accessibility. Enhance access that can be used for research, businesses, education, and establishments alike.

Working with the sector

Further integration into the advertising, brand, marketing, media industry and community. To achieve reputation and recognition through development of marketing and professional archiving and brand promotional awareness. Using available networking opportunities to ensure the Trust is the logical archive offer to the industry and others.

Finances

Increase financial sustainability through diversification of income generation and identify opportunities to generate increased income. Commercialise in line with charitable purposes the Archive where possible and achieve a business sense in the Trust. Create a trading arm of the Trust with an online purchase portal for a robust sustainable future.

Operations

Ensure a secure Trust, fit for purpose for the future, sustainably resourced and staffed.

From that we refined the work programme for the year and set to work. Key priorities were:

	Education	Digitisation	Archive	Working with the sector	Finances	Operations
To achieve full accreditation status. Achieved March 2017	✓	✓				✓
To investigate grants especially for roller racking to increase the archive capacity by 30%. Achieved December 2017					✓	
Re engage with universities showing the tremendous resources we have here. Look to have at least 2 projects running with universities Achieved Increased connection and Summit held to look at closer working relationships	✓					
To re connect with the advertising agency world to drive "capturing the present" as much material was being lost. Ongoing . Established a test programme with one agency on capturing award winning materials and increased connectivity and awareness raising in the industry as a whole.		✓	✓	✓		
To increase our presence and PR looking at telling donors, sponsors and users more about what we are doing and how we are working. Ongoing . Increase articles and references to our increased networking and awareness raising through the year				✓		✓
To look to work with at least one new brand and continue the work with our existing brands giving high quality service and delivery. Ongoing . Several opportunities created and ongoing discussions for 2018 include commissioning by one agency to digitise their archive.			✓	✓		
Continue with digitisation of material in archive especially 'Washes Whiter'; draw up digitisation plan. Achieved . Another 2000 adverts from this collection digitised and added to the website by a student intern from UEA. Repeat for 2018. Plans for other collections to be digitised ongoing.		✓				
Start an Oral History Project, recording the experiences of the 'greats' to make sure they are in the archive. Achieved . HLF grant secured and project plan agreed for 8 interviews to be completed and first 2 organised and ready to go.	✓		✓			
Continue to offer good service to TV production companies and the like. Achieved . Raised awareness and continuing to offer good service to existing and new clients			✓		✓	

I'm pleased to say that we have achieved this and more. We received full accreditation status, which is top accolade in the archive world for professionalism, care, planning and delivery of a superb archive.



We received a much welcome grant from the Royal Warrant Holders. We gained an HLF grant to deliver the Oral History Project which started with great support in October with 2 great interviews filmed and recorded by the year end with more to come.

Stop press news at the end of the year was we were to be grant aided by a Leader + European Grant to deliver the roller racking and give us that 30% increase.

It has been great to work with agencies and to re-establish contact with them, to promote our work and to look at how we preserve todays digital work. It is so easy for an agency quite rightly to move onto the next job and the next that's what they do, but equally it is important for agencies to understand and work with us to help preserve their work for posterity and celebrate the creativity and sheer hard graft it takes to create this wonderful sector. I can't say it hasn't been hard to re assert that message of saving today for tomorrow and the work is far from universal, but I hope we have done a lot to re-engage.

We have had great support from people like TfL who have understood what we do and added to our archive and to adam&eve DDB who were kind enough to be Dropbox guinea pigs for ads to be sent straight to us for archiving.

In the coming year we will consolidate those objectives above and add some more.

	Education	Digitisation	Archive	Working with the sector	Finances	Operations
2 x new brands in place and establishment as the archive home of Great British Brands			✓	✓	✓	
Oral history online and project phase one completed	✓		✓			
Heritage i-Team Project completed with University of East Anglia and health and wellbeing product designed and costed	✓		✓		✓	
New education officer in post, increased connectivity with universities	✓					
Increased visibility via revised newsletter, stories, and social media.				✓		
European Grant implemented and new roller racking installed			✓			✓
Digitisation of archive projects with HLF, agencies and students to increase online content		✓	✓			
Increased understanding + connections with agencies 'Recapturing the Present'				✓		
Online shop up and running.					✓	

It's important we continue to advocate the importance of maintaining and using an archive to the industry. Much of what is done now is digital and can so easily be deleted. The old days of huge paper archives for agencies or brands might be coming to an end. Paper if it is kept well can last over 500 years and film over 200 years; digital platforms sometimes only last 5 years, an archive that is monitoring and managing archives is as an essential piece of kit to an agency or a brand as its finance officer or creative genius. We pride ourselves as the Archive of Brand Communications, so it is as essential now as it has ever been.

I have to thank people I have met from different organisations over the year for their support and for 'getting HAT' hopefully that awareness continues.

I have thanked the Trustees at the start of this report so now I must thank the staff at Raveningham for making me welcome, responding to my enthusiasm and to changes and options and making them and the work programme happen. Their knowledge of the archive and their professionalism in doing a good job is fantastic, the skills and knowledge sets us apart from just an archive.

GOVERNANCE

The Board of Trustees

The AGM was held on 9th May 2017 at which Graham Hinton announced that he was stepping down as Chairman but would continue to serve as a Trustee. Graham asked Geoff Russell if he would stand as Chairman to which he agreed, and the all the board voted in favour. With Geoff now the new Chairman James Best was voted by the board to be the new Deputy Chairman. Shirley Watson was voted in favour of the continuation of Hon. Treasurer.

During 2017 the board welcomed 2 new Trustees:



Phil Smith

Phil Smith is the Director General of ISBA, the voice of British advertisers. His broad marketing and general management career spans packaged goods, grocery retail, consultancy and marketing technology start ups.

He spent 10 years at Kraft, latterly as Vice President, Strategy for Western Europe. He was Marketing and Trade Director for KwikSave before joining the

board of Somerfield as Group Marketing Director. He joined Camelot, the National Lottery operator in 2002, becoming Commercial and Operations Director before being appointed Managing Director of Musgrove GB in 2007.

He was Commercial Director for the 1,000 boat Thames Diamond Jubilee Pageant in 2012.



Paul Bainsfair

Paul Bainsfair the Director General of the IPA where he was appointed in 2011 began his advertising career at Saatchi & Saatchi where after 10 years he was made CEO.

In 1991 he co-founded Bainsfair Starkey Trott (BST). In 1998 when BST was acquired by Omnicom and merged with TWBA Paul became Chairman of TBWAUK and President, TBWA Europe.

In 2009 Paul became Chairman of Iris Worldwide, the UK's largest independent integrated network. Paul sits on the boards of RAJAR/ASBOF/BASBOF/ BARB/PAMCO and Advertising Week (Europe).

Sadly in 2017 we lost past and present Trustees:

Archie Pitcher CBE (1928-2017) Former Trustee, Vice Chairman, Hon. Treasurer and Vice President Emeritus



Archie Pitcher CBE

In February we received the very sad news that Archie Pitcher CBE had passed away.

Archie who was the longest serving member of the IPA Council in its hundred year history and rose from being in the Traffic Department of Ogilvys (then Mather & Crowther) to becoming its

President.

Whilst working there Archie was part of the team that created an advert for Batchelors Peas which was shown on the first night of commercial TV.

Archie served the History of Advertising Trust from its inception as a Trust in 1976 and before that in 1974 when a group of ad men started to collect advertising material which grew in to the archive that we have today.

Although retiring from the board of Trustees in 2013 he maintained a close interest in the welfare of the Trust right to the end and could always be relied upon to support us with his wealth of experience and wise words.



David Bernstein (1928-2017) - Trustee



David Bernstein

The whole team were greatly saddened to learn that their long time Trustee David Bernstein had passed away in August.

David scripted many commercials during his career two of which were shown on the first night of commercial TV – Mary Baker Cake Mix and Esso.

After leaving McCann David worked for Garland Compton and S.H. Benson before founding his international product development consultancy The Creative Business in 1972.

David became one of our Trustees in 1993 and like Archie was an amazing man with amazing ability to get things done.

Both will be greatly missed.

STAFF NEWS

In January 2017 we saw the departure of Director James Steward who left to take up a development role with Colchester & Ipswich Museums.

Louise Turner joined the team in April 2017 as Collections Assistant on the Butlin's Heritage Collection Project.

Louise has an MA in Cultural Heritage and Museum Studies and before joining our team was a museum trainee at the Norfolk Museum Services where she was in the Costume & Textiles Department where she worked with collections as diverse as 15th-century church textiles to nylon sheets.

During 2017 we were able to offer UEA student Adam Baker a 10 week project to catalogue and digitise the tape in the Washes Whiter collection. Thanks to Adam we now have over 3,000 ads on our online catalogue that are available to the public for research.

We also welcomed student Gabriele Rammairone for a 6 month internship from the University of Pisa, Italy where he completed a degree in History. As part of the Erasmus Programme (European Region Action Scheme for the Mobility of University Students) Gabriele chose to come to us because of his interest in advertising heritage, his final year thesis having focused on an analysis of 1960s American advertising.

Sophie Towne who had been with us since the beginning of the Butlin's Heritage Collection Project which started in 2015 as Collections Assistant left

in October 2017 to take up the role of Arts and Heritage Outreach Manager at the Corn Hall in Diss, Norfolk.

Financial overview of 2017 accounts

We have continued to manage a disciplined budget with efficiencies sought across all areas of the operation with total revenue of £326,957 an increase on the previous year.

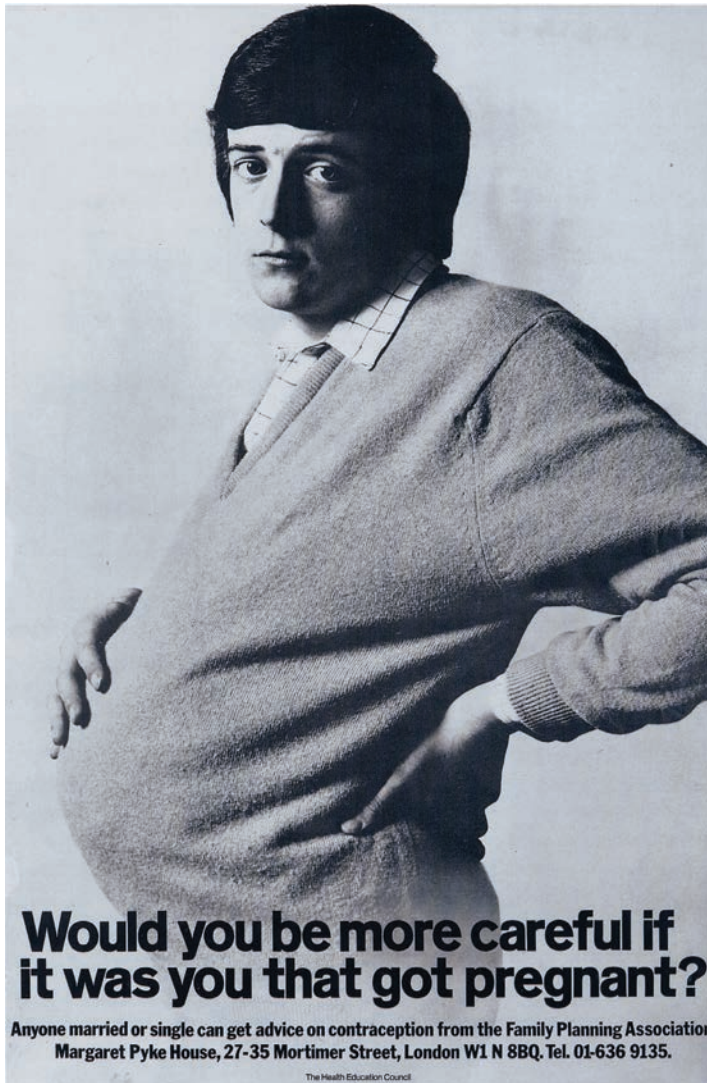
The trend towards generating increased earned income through research, coupled with a concerted effort to raise and recover donations, has enabled the balancing of income with expenditure. This, despite concerns towards the end of the year regarding lapsed corporate donation payments.

As at the end of the financial year 31st December 2017, annual income covered all expenditure and HAT made a total surplus of £27,461, an increase of 21% on the previous year. A focus on developing more low-risk income sources from generated funds remains a priority. Salaries remained frozen for a further year.



Public Health England 100 years Exhibition

In October we were contacted by the marketing department of Public Health England (PHE). They had been tasked with developing an exhibition which would illustrate the past 100 years of Public Health marketing. The team wanted to showcase the innovative and ground breaking government campaigns launched during this period and to highlight key historical events related to health. The final exhibition would be shown at a private launch, after which it would be made publically available online.



Pregnant Man by Cramer Saatchi (1969)

Trustee Peter Buchanan (former Deputy Chief Executive, COI) was able to offer the benefit of his vast experience of government campaigns in proof reading the draft exhibition. He was also able to draw the team's attention to several campaigns which they had not previously considered.

The exhibition comprised six chapters representing six time periods including a look ahead to the future: Fighting Fit 1900-1938, War to Welfare 1939-59, Age of Aspiration 1960-85, Age of Fear 1986-2005

PHE asked us for help with proof reading the text and advice on further development of their draft exhibition. They also asked us to supply specific commercials and print ads to include alongside the text. We were able to supply several PHE ads from the archive including: Lemmings (1970s), Bus (1970s), Walkies (1977), Old Wives Tales (1974), Smack (1987), Boy's Toilet (1991), Smoking Kids (2003) and of course the iconic Pregnant Man by Cramer Saatchi (1969).



COI anti smoking campaign - Lemmings (1970s)



Public information film warning of the dangers of heroin and AIDS (1987)



Ridley Scott Associates

R



A

S

Ridley Scott is best known for his direction of movies including *Alien*, *Blade Runner*, *Gladiator* and *The Martian*. However before he directed feature films he made adverts. In 1968 he set up Ridley Scott Associates (RSA) along with his brother Tony Scott and they began shooting adverts. The first job for the company was for Birds Eye Fish Fingers with a spot featuring the iconic Captain Birdseye. The company enjoyed meteoric success from then on producing hugely successful advertising and winning numerous awards around the world. Many of their early adverts are now listed as some of the most iconic of the 20th Century.

RSA is still a successful production company today and continues to produce highly awarded work alongside its sister companies Black Dog Films, Scott Free, 3AM and Hey Wonderful. 2018 will be the 50th

anniversary of the founding of RSA and the company has commissioned us to digitise and catalogue their fantastic archive of over 1000 adverts.



The archive includes iconic spots such as *Hovis: Bike Ride* (1974) and *Apple Computers: 1984* (1984). We have overseen the digitisation of the entire collection of film reels and archive staff have been working on cataloguing the collection since April. The material includes a hand written note book from the very early days of the company detailing the shoots being undertaken, the advertising agencies involved and the RSA director responsible. The RSA archive is extremely important both in terms of the company's own heritage and the heritage of the advertising industry as a whole. The material adds vital context to many other collections in our archive. We are therefore delighted to have the opportunity to preserve and manage this prestigious collection on behalf of RSA Films.

The Butlin's Heritage Collection Project in 2017



A striking 1950s railway poster from the Butlin's Heritage Collection

The Butlin's Heritage Collection at the History of Advertising Trust contains a wealth of material relating to over 80 years of providing fun-filled British seaside holidays for families. Bourne Leisure, owners of the Butlin's company, use their archives to support brand marketing and as inspiration for resort redesign and new product development. We provide a range of brand heritage management services to corporate clients including Butlin's, Hovis, Heinz and Vimto.

Butlin's, founded by Sir William E. (Billy) Butlin in 1936, have commissioned us to manage, catalogue and activate the Butlin's Heritage Collection, formerly held onsite at the Bognor resort. The Butlin's archive story is helping to inform the future development of Butlin's resorts in Bognor Regis, Minehead and Skegness and continues to lead the authentic creative development of the brand. Over the coming years the partnership will make available their historic PR and advertising campaigns, photography, postcards, posters, artefacts and branded memorabilia to be explored by the nation online. Kika Dabbs, Butlin's Brand and Creative Manager commented:

"We're delighted to have found an organisation that is as dedicated to preserving the history of our nation's brands as we are. We're confident that the passion, dedication and way of working of the team at HAT will fit seamlessly into our culture, and their facilities and expertise will help us uncover and preserve our rich heritage."

Since April 2015 we have repackaged and catalogued just over 32,000 individual items including 14,500 photographs, 3,500 slides, 2,500 pin badges, 3,000 postcards, 4,000 negatives and 1,300 entertainment programmes. Around 80% of the catalogued material has also been digitised to date. Cataloguing and digitisation priorities are determined in consultation with Butlin's marketing team in order to be able to most effectively deploy archive material to support forthcoming projects. This year the focus has been on the repackaging and cataloguing of: Butlin's costume/textiles collection including the iconic Redcoat uniforms as well as competition sashes, banners, pennants and bags; badges and rosettes; slide transparencies featuring stills from classic cinema and TV commercials; photographic negatives and postcard displays. The team have also produced guidance for Butlin's on contemporary collecting priorities and donations to the archive to help grow the collection.

In April the Butlin's team were delighted to welcome new Collections Assistant Louise Turner, formerly of Norfolk Museums Service, who has been recruited to preserve and catalogue a large collection of Butlin's photographic negatives from the Bognor Photographic Services department. This extremely rare resource records weeks throughout the holiday season in sets of images taken by Butlin's official press photographer from the 1960s-70s and illustrates the wide variety of resort activities and entertainments on offer. This material provides fascinating insights into holiday camp culture and operations and will be of great interest to social historians as well as holidaymakers from this period. The team were very sorry to lose Collections Assistant Sophie Towne in October, who had been with the project since the beginning but wish her well in an exciting new role as Diss Corn Hall's Arts & Heritage Outreach Manager. A replacement will be recruited in the New Year. Our regular band of volunteers have also provided sterling support for the project e.g. sewing labels onto textile items, helping to repackage uniforms, sorting badges & cleaning negatives.

Archive material is used to provide inspiration and guidance for Butlin's development plans and add authenticity to the company brand story. For example direct archive influence for a current resort development was provided this year by the adoption of a delightful 'leaping fish' mascot from a 1947 Skegness entertainment programme to



The HAT Butlin's team in May 2017: Richard Powell, Director; Eve Read, Assistant Archivist & Butlin's Project Co-ordinator; Sophie Towne and Louise Turner, Butlin's Collections Assistants

decorate Butlin's stunning new fairground inspired family apartments at Skegness, to create a Minehead timeline wall and a revamped reception area at Bognor.

Popular heritage themed blogs researched by our team in collaboration with Butlin's marketing team have appeared on Butlin's website including a feature on Billy Butlin's birthday and family entertainment through the years. We also provide a research service on behalf of Butlin's which enables a fast, accurate response to their many public and media enquiries. We have welcomed researchers to explore the Butlin's Heritage Collection for material relating to

the 1960 Butlin Marathon Walk and the marketing of holidays to children including the innovative Beaver Club.

brand Butlin's new traditional style fish and chip restaurants inside and out. The heritage theme is continued with a feature wall containing a montage of digitised copies of Butlin's own 1950s newspapers for holidaymakers (also used to wrap up the chips of course!), framed archive photos and fun historical facts about the company for guests to discover within the lampshades.

A landing page for the Butlin's Heritage Collection was created for our website and a selection of photos relating to legendary founder Billy Butlin were uploaded to the online catalogue in September. New accessions from members of the public and Butlin's marketing team have been added to the archive and an example of the iconic social cycle, formerly housed at the Bognor resort, was deposited with us in April. As an early Butlin's newsletter stated: 'The idea of riding side by side on a bicycle is a new one for Britain, but has been enjoyed on the Continent for some time...Here our free and easy open style is extremely popular and appreciated by everybody, in fact the byke hykes are one of the best attended events at the Camp'.



Cover from Butlin's 1947 Skegness entertainment programme (B/4/1/1/2)

We have provided archive support and inspiration for a wide range of Butlin's other research, marketing and resort development projects over the past twelve months including: a display of Butlin's car related imagery and stories for the Goodwood Vintage Revival; Butlin's dance heritage including National Veleta trophy winners and photos; Loyalty Club offer; history of Butlin's competitions and the children's

theatre experience; digitised resource of all maps for existing resorts; BBC Antiques Roadshow and Heir Hunters programmes; social media 'on this day' posts; original letterheads and logos; Butlin's circus related heritage. Archive imagery has been utilised on all resorts e.g. to



Butlin's Social Cycle at HAT (1940s)

The Hupton Collection

This autumn we were delighted to receive a donation of striking interwar posters with a local connection. Albert Edward, son of Albert and Olive Hupton, was born at Brooke near Norwich in June 1909 and studied at the renowned Norwich School of Art in about 1930. He was always known as Edward to distinguish him from his father. Edward Hupton became firm friends with fellow student Edward Seago, later a well-known painter in the Post-Impressionist style, who introduced him to a number of contemporary artists at his home in Brooke including the legendary Augustus John who donated some picture frames to Edward (Hupton).

London by Underground (featuring a Beefeater) and Australian Apples. The latter features a striking still life design of a bowl of apples shown against the outline of the Australian map and accompanied by the famous slogan 'British to the core'. The Pratt's motoring designs display elements of the Futurist style in the way, for example, the motion of the car is shown with its fashionable diagonal layout and indication of slipstream.

These posters also connect to other HAT collections e.g. the Visit Britain archive which records the advertising of tourist sites, the Shell Advertising



By the early 1930s Edward was assisting his father in the latter's role as estate manager for Brooke Hall in order to supplement his meagre income as an artist. However despite various commercial art commissions during this period he found he was unfortunately not able to make a satisfactory living and by 1935 had made the difficult decision to retrain in a new profession as a chiropodist and worked as one in Norwich and the surrounding area and later as a partner in Taylors Health Foods with his brother Donald until his retirement in 1966. He never painted again, although he maintained a keen interest in art and East Anglian artists and kept in touch with his old friend Edward Seago.

Edward Hupton lived to the grand old age of 88 and died on New Year's Day 1998. He is buried at St Peter's Church, Brooke just a short distance from the house where he had his art studio in the 1930s.

Our former Trustee David Bernstein noted in his introduction to 'The Shell Poster Book' the 1930s saw forward-thinking companies increasingly commissioning serious artists to convey advertising messages on walls, hoardings and vehicles, media which were henceforth referred to as the 'art gallery of the street'. The five modernist poster designs in the collection from this period feature Pratt's motoring spirit (Ethyl & High Test), The Tower of

Collection and advertising agency Mather & Crowther's commodity marketing campaigns for produce from the British Dominions in the '30s, including Australian apples. Some of the posters include their original exhibition labels and were displayed at the Advertising and Marketing Exhibition at Olympia (1933) and the Royal Society of Arts, Competition of Industrial Designs (1935). The posters have been carefully wrapped in acid-free tissue paper and stored in archive quality polyester sleeves in order to assist long-term preservation.

The Hupton posters were accompanied by biographical notes and a photograph of the 23 year old Edward with his beloved Austin Seven 'Chummy', taken by the river at Gorleston in the summer of 1931 (see accompanying image). This vehicle, one of the few motor cars in Brooke at the time, enabled Edward to travel around Norfolk to paint scenes of Broadland and other local landscapes in addition to his commercial commissions. We are delighted that this collection from the golden era of British commercial art will now be preserved and made available to researchers.

Based on biographical notes supplied by Edward's son Michael, the donor of the collection.



Year at Raveningham 2017

This year has seen some great strides in cataloguing and digitisation. Staff and volunteers have been working on several project areas as described below:

ARCHIVE & LIBRARY COLLECTIONS MANAGEMENT

2017 Archive Work Plan

The plan has been devised and worked through in consultation with staff and volunteers.

Environmental Controls

Our 7 TinyTag temperature and humidity data-logging monitors have been downloaded and reviewed on a regular basis, to ensure environmental conditions comply with defined standards (PD 5454:2012).

Volunteering and Work Experience Placements

Adam Baker, a history student at UEA began volunteering in April and was subsequently employed on a ten week project (July – September) to progress cataloguing and digitisation of the Washes Whiter Project (see Work on HAT Collections section below).

Nathaniel Morris a Natural Sciences Student at Leicester University joined as a volunteer in June for a short term summer placement. Over three months he worked on the keywording of our British Arrows Archive (HAT59) (see Work on HAT Collections section below).

Gabriele Rammairone a history student from Pisa, Italy started volunteering in September. Gabriele will be volunteering until February 2018 and has been helping to progress cataloguing on the Middlesex University Collection of Press Tearsheets (HAT20/2), The Advertising Association Archive (AA) and our Independent Deposits (HAT21), (see Work on HAT Collections and Work on Client Collections sections below).

E-Newsletters and Bulletins

In 2017 David Thomas designed and despatched 3 issues of our e-newsletter

Archive Service Accreditation

We were delighted to have been awarded accredited status by the UK National Archives in March (see Accreditation section of the report).

DOCUMENTATION, CATALOGUING & DIGITISATION

Accessions

28 new accessions have been processed and our annual return to The National Archives has been completed.

Online Catalogue Development

Additions to the catalogue over the past year have seen the number of ads available to the public rise by 2,500 to just over 26,000 (1920s-2012). The total number of records now available to search on our catalogue is 39,697

The catalogue has also had further functional development over the year, with the addition of functionality to allow .pdf documents to be attached to catalogue records.

Work on HAT Collections:

MEAL Press Tear Sheet Collections (HAT 20/3)

Volunteers Janet Brewerton, Russel Webb and Arthur Pulford have continued processing the MEAL tear sheet collection (1974-1989) into brand order within their product categories. To date 289 product albums have been created.

Collet Dickenson Pearce (CDP) Archive

Assistant Archivist Eve Read has box listed the new business and client account files in preparation for transfer into CALM.

Middlesex Composite Collection (HAT20/2/45)

Under the supervision of the Archive Collections Manager volunteer Gabriele Rammairone has catalogued over 4000 individual press advertisements. These will gradually be uploaded to our online catalogue

Library

Les Hurn has continued with stock checking, listing and repackaging trade journals (HAT 45) and consumer magazines (HAT 32). The John Hewitt Collection of reference books (HAT2016/14) has been processed and over 390 publications have been catalogued and added to our reference library.

Ghostsigns Archive

Tim Day has continued to administer the Ghostsigns archive with the help of David Thomas. There are now 1144 Ghostsigns records available to the public on our online catalogue.

BBC Washes Whiter Collection

Volunteer Adam Baker was employed for a ten week cataloguing and digitisation project to further develop access to the Washes Whiter Collection. Under the supervision of the Archive Collections Manager Adam catalogued and digitised just over 2,500 adverts. These were uploaded to our online catalogue and are now available for research by the public.

British Arrows Archive (HAT59)

Volunteers Nathaniel Morris and Arthur Pulford have significantly progressed keyword entry for the British Arrows Archive. During 2017 they managed to add keywords over 2,800 records, to allow more detailed searching via our online catalogue.

Work on Client Collections:

Butlin's Heritage Collection

See Butlin's Article

Institute of Practitioners in Advertising (IPA) Archive

Assistant Archivist, Eve Read has continued her arranging and cataloguing of the IPA archive. Eve has progressed cataloguing of several series including work on IPA12/12 Membership files.

Heinz UK Archive

The Heinz UK Archive received 1 new accession in 2017. Eve Read has continued cataloguing work on the archive, completing cataloguing of the consumer promotions series. Several research enquiries focussing on the Heinz archive have also been received from the public and completed. Subjects researched include Weightwatchers, Heinz soup thermos flask promotions and 1970s Lea & Perrins labels.

Hovis Marketing Archive

Alistair Moir has continued to progress cataloguing on several sections of the Hovis archive. Our enquiries team have worked in close cooperation with marketing staff at Hovis Ltd to provide material for PR and marketing purposes as well as research on public enquiries. Subjects researched have included Hovis Cycle Maps, 1960s Mothers Pride packaging and the history of the Granary brand.

The Advertising Association Archive (AA)

Under the supervision of the Archive Collections Manager, volunteer Gabriele Rammairone has de-framed and repackaged 32 portraits of former Presidents of the Advertising Association. The repackaged portraits have also been digitised by Archive Technician Tim Day. AA staff have made two trips to the archive in 2017, carrying out research on the AA archive for their website and marketing development.



Ogilvy & Mather

We were delighted to host 'The Pipe' Ogilvy & Mather's group of young creatives in January. The group enjoyed a presentation and tour of the archives, followed by in depth research into the fantastic O&M guard book collection. Assistant Archivist Eve Read has prepared a detailed admin history and timeline of the agency's development which has been added to the Ogilvy & Mather Archive catalogue.

RESEARCH & VISITS

We have recorded 53,294 users of www.hatads.org.uk during the year. Amongst the research enquiries we have helped with were numerous jobs for our archive clients. During 2017 over 1,200 email research enquiries have been answered, here are a selection of them:

Advertising Association – Research and digitisation of material from the AA archive
BBC – Supply of adverts featuring music by Moby
Betty TV – Supply of adverts
Big Shots – Supply of images for a documentary on advertising
Blast! Films - Supply of TV ad for Channel 4 project 'The Plague that Changed Britain'
Campaign – Supply of various photographic images
Creative Arts East – Supply of adverts for BFI/Creative Arts East community cinema 'Coast' project
Daisybeck Studios – Supply of advert
Hauser & Wirth Somerset – Supply of high res scanned advertisements for use as part of an exhibition
HJ Heinz Ltd – Supply of advertising for Heinz 50th
Hovis Ltd – Supply of Hovis TV ad
Interpublic - Research and scanning of items from the Royds Collection
IPA - Supply of images from the Campaign Photographic Archive for use as part of the IPA Hall of Fame for the Festival of British Advertising
JWT New York – Supply of Kit Kat advertising
M&C Saatchi – Supply of advert for internal presentation
RSA Films Ltd – Research into award winning work by RSA
Studio Sixty Billion – Supply of TV adverts for the IPA Centenary exhibition
Thames & Hudson - Supply of 1958-59 Graphis Annual cover image
The Times – Supply of images from the Campaign Photographic Archive
Shell – Supply of Rex Whistler Shell advertising
So TV - Supply of TV adverts for 'Possibly...The Best Adverts in The World'
Studio Voltaire – Supply of advert for an artist's short film to be shown in a London gallery exhibition
VICE Productions – Supply of adverts for documentary on advertising
Vivacity - Supply of TV adverts for Peterborough Museum exhibition on the history of toys
Voltage TV Productions – Research and supply of adverts for BBC 'Inside the Factory' series
Wall to Wall South – Supply of advert for BBC 'Back in Time for Tea' series
WARC Ltd – Research into advertising expenditure

Academic Researchers:

Emma Nightingale (*University of Nottingham*), *Emotional advertising in the interwar period with particular reference to courtship within chocolate advertisements*
Tamzie Hollands (*University of Buckingham*), *Attitudes of artists to advertising industry and vice versa between about 1890-1930*
Oliver Richardson (*Bristol University*), *Army Recruitment in 1980s*
Allie O'Hagan (*Ulster University*), *Industrialisation and Modernity in Northern Irish Printed Ephemera, 1850-1960*
Roopi Harrison (*University of West London*), *Fashion brands for Simon Carter project – also looking at David Harrison collection with husband Nick Harrison*
Ravi Vasudevan (*Centre for Study of Developing Societies, Delhi*), *Advertising film history*
Thomas Rowson (*University of Essex*), *How corporate heritage is used in brand communication strategies*
Sally McKechnie, Chloe Wright & Anastasios Pagiaslis (*University of Nottingham*), *Relationship between advertising values and beauty ideals in Boots No. 7 print campaigns*
Emily Pugh (*Royal Holloway College, University of London*), *Tower Bridge in travel advertising*



Jessica Jackson (*University of York*), *Rowntrees Advertising and Marketing techniques in the 1950s*
Peter Gurney (*University of Essex*), *History of 'Advertiser's Weekly'*
Regina Lee Blaszczyk (*University of Leeds*), *History of high street fashion*
Louise Quick (*Royal Holloway, University of London*), *Gin advertising and social history c.1890-1960*
Rachel Pennycook (*University of Exeter*), *Role of children in family holidays, 1950s-1970s*
David Clayton (*University of York*), *Advertising in Austerity Britain, 1946-50*
Bodil Mostad Olsen (*University of Reading*), *Labels and advertisements in Britain, 1850-1970*
Dennis Reader, *private researcher, Advertiser's Annuals*
Claire and Mark Dean, *private researchers, the artist Johan Polak*

Selected commercial researchers, project development visitors and clients:

Emma King and Kika Dabbs, Bourne Leisure, Butlin's Heritage Collection
Bruce Lindsay, author, Social history of the Gramophone
Robin Richards, author, Dr Bobs and the Great Billy Butlin Race
Paul Godfrey, seaside historian, Butlin's Photographic Services Ltd
Melinda Haunton, Pamela Birch and Owen Munday, National Archives, Accreditation assessment
Geoff Russell, Peter Buchanan (Trustees) and Alex Ritchie (National Archives), Archive Accreditation presentation
Chris Bailey, Mustard TV
Tony Aldous, ITV
Rupert Earle, Trustee
Kate Blincoe, freelance writer
Izzi Johnson, Farrows creative design agency
Jacqueline Reid Wachholz, Hartman Center, Duke University
Lenka Sucha, Intern, Film London
Mike Jelliffe, Ray Jelliffe collection
Jim Gazzard, Institute of Continuing Education, University of Cambridge
Julian Shreeve, JS Ltd
Mike Liggins, BBC Look East
Kathy Gill, Wild Days and BioSphere expeditions
Hannah Vasdekys & Matt Evans, Advertising Association
Tristan Quinn, BBC, Larkhall Marketing Archive
Rachael Gardner-Stephens and Joe Gilling, Adam Matthew Digital
Celia & Liz Jarrett, The Dennis Jarrett collection
Peter Bartram and Lorna Hudson, Archive of Market & Social Research (AMSR)
Rachel Kirk, Norfolk County Council
Shirley Watson, Trustee
Alastair Rhind, NFU Anglia
Paul Lewis and A. Croft from Gilded Splinters Cambridge Business analysts
Keith Moore Environment Agency
Stuart Turner STMG events management
Kay & Colin Ellerby
J. Powell Air Photo Services Archaeologist and LIDAR Analyst
Anna Martin Ground Work East Anglia
J. Cook, Cooks
Roy Cox & Angela Newport

Educational Group visits:

17 January: Ogilvy Pipe creative interns, Ogilvy Group history (led by Keith Aveling)
12 May: London College of Communications
12 July: Norfolk Record Office, volunteers and staff
14 July: UEA international summer school, staff and students



Inspiring Minds

In October 2017, we secured a National Lottery grant from the Heritage Lottery Fund for £8,000 for Inspiring Minds a living history project in which some of the industry's most influential figures of the last half century will be filmed talking about their lives. This exciting oral history project which aims to uncover the inspiration behind some of the most iconic adverts of the last 50 years, adding value and contextualising the archive and creating a permanent legacy for the industry's future generations.

The interviews filmed by us in 2015/16 with Jeremy Bullmore and Sir Ridley Scott, which brought some of the unique content in our archive to life, lead us to discussion with HLF to create the Inspiring Minds project.

We hold the most fascinating and unique archive of British advertising in the world – testimony to the equally fascinating and unique evolution of an industry which has produced campaigns and built brands over the decades which have, in some way or another, touched all of our lives. This project, to be delivered in 2018, will give an invaluable insight into the development and thinking behind household brands and campaigns and how the industry has changed over the years.

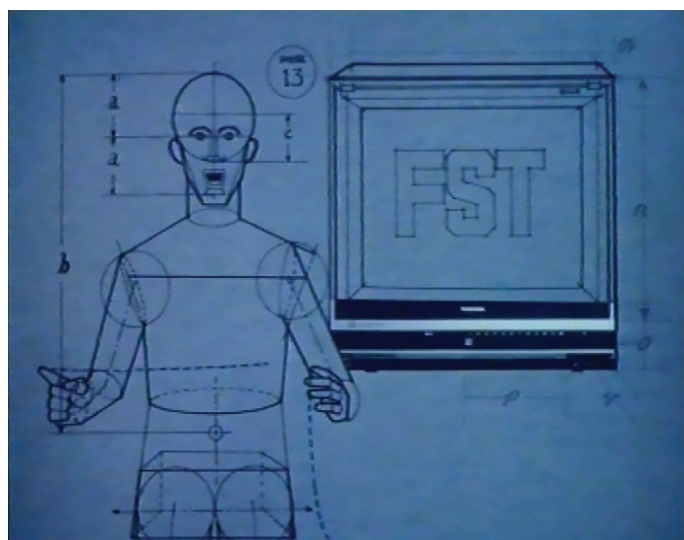
Inspiration from the Archive

The first TV commercial, broadcast in September 1955 for Gibbs SR and viewed that night in 105,000 British homes, heralded the start of a whole new approach to advertising on this exciting new platform (media) and the birth of new creative talents working together exploring a more artistic approach to selling on screen. By the 70's TV ads were often considered better than the programmes and produced some of the most unforgettable images and slogans of modern time – many of which have lived on in our memories for decades. Our archive holds all manner of content relative to so many of these iconic brands and campaigns and interviewing the legends behind them we aim to discover more about some of their original thinking, their take on their life in the industry, how they got to where they are today and their advice for those seeking to be part of the next generation of advertising gurus. Our B2B Project Co-ordinator, Jane Jarvis, a

former ITV producer who has worked with archive history projects for nearly 20 years has been appointed Project Manager. Work will involve research of relevant archive content, interview planning, filming and the final edit of these unique historical records to be shared on our website.



Above: Holsten Pils, 'Bogart' commercial - 1983
Below left: Toshiba, 'FST' commercial - 1984



Dave Trott, creator of some of the best advertising lines of the past 40 years and James Garrett, one of the greatest names in British TV production are among the first to be interviewed.

Dave Trott's ad slogans including "Ello Tosh, got a Toshiba?", "Ariston and on and on" and the Holsten Pils campaign are testament to his copywriting skills and creativity but as an author, speaker and blogger, he continues his work today to inspire generations of young creatives.

James Garrett, joined British Transport Films in 1948 and then on to Pearl & Dean as a commercial producer eventually founding the James Garrett & Partners production company in 1963. With a 40 year career, including the 'repackaging' of Edward to 'Ted' Heath ahead of the 1970 General Election and working with most of the top agencies, we are delighted to have him onboard.

D&AD Festival & Education



Exhibiting for the first time at the D&AD New Blood Festival 2017 in April we were enabled to raise awareness of the charity not only amongst young creatives and industry professionals but also academics from various institutions across the UK.

While this festival aims to “get everyone excited and inspired by the future of commercial creativity”, our display of visuals drawn from award-winning creative campaigns of the past attracted the attention of young and old visitors alike.

The ‘Advertising as Art’ exhibition which was developed by former Director, Chloe Veale working with Dr David Clampin, Historian and Lecturer at John Moore’s University, Liverpool, charts the artistic merit, as well as artistic references, of some of the best known British advertising campaigns throughout 60s to the 90s. It calls on viewers to evaluate their creativity and question the extent

what we can offer both online and as more in depth research and, importantly, make new connections across the industry to ensure we are used to our full potential to provide inspiration for the next generation of creative talent.

For many young visitors, this was their first discovery of us, and they left inspired at having made a valuable connection with a resource and organisation where they have access to a fascinating archive. They were all pleased to discover that they can explore such an important part of not only brand and agency heritage but a unique insight into Britain’s social history.

Our presence at the exhibition provided an opportunity to network with academics from various institutions teaching courses relating to graphic communication design, marketing, arts and creative industries. Most of them had never heard of us before and wanted to find out more about what the archive could offer them. As a follow up they were invited, along with other academics, to our first Education Summit, which took place on 12th July at the University of West London.



Deputy Chairman, James Best, with Patrick Collister, Head of Design at Google

to which advertising can be regarded as art. Our Trustees also joined the team on the stand meeting new and old faces including Patrick Collister, former Executive Creative Director at Ogilvy & Mather and now Head of Design at Google.

Sharing pretty much the same mission as D&AD, to inspire creative thinkers and connect with both students and academics of higher education and CPD, we were able to promote and showcase the extent of our unique content, highlight

The aim of the summit was to consult a focus group of academics in higher education and explore ways in which we can help to co-create and deliver educational materials relevant for teaching and research from our archive. The summit was attended by 11 academics representing social sciences, arts and humanities at 7 universities. It began with presentations about us and its mission by Richard Powell and Jane Jarvis, which were followed by discussions about the value of the archive to academics, types of teaching and research materials they would be interested in co-creating with us and courses they would have in mind for such a collaboration.

A number of good suggestions were proposed at the summit and volunteers were sought to join a Higher Education Working Group to help us to work more closely with higher education. A second Education Summit is planned for 2018.



Possibly the Best Adverts in the World



An ITV Studios company

The production company So Television Ltd contacted us earlier in the year to ask us to provide them with many classic adverts for their ITV programme 'Possibly..... The Best Adverts in the World' which was broadcast on 27th August by Hugh Dennis.

The programme was described as 'A two-hour celebration of the finest commercials ever made, including classics from days gone by to the best of modern British ads, some from across the world and others online'.

So Television were able to discover adverts from our online catalogue as well as working with our researcher who was able to assist with exactly what they wanted. This is a service we offer to a great deal of production companies and other broadcasters along with publishers and researchers.



During 2017 we also worked with Wall to Wall who were producing the Back in Time for Tea series for the BBC. They had used our online catalogue to source relevant 1980s food adverts and got in touch with us to request high res copies. This is another good example of the way in which companies such as Wall to Wall can use our resources to find the material they need.

If they can't find exactly what they want online we can often source what they need from the vast collection of material we have in the archive that is yet to make it to the online catalogue. However, we are constantly adding to the online catalogue to make it easier for everyone to find the ads they need.



wall to wall



A WARNER BROS. TELEVISION
PRODUCTION UK COMPANY

The Heinz UK Marketing Archive and HP Foods Collection

Heinz has been renowned for sales promotion and advertising flair ever since the early days of the company under the leadership of inspirational American founder, Henry J. Heinz – himself the originator of the iconic '57 Varieties' slogan. The ongoing partnership we have with Heinz is encapsulated in a testimonial from Nigel Dickie, the Kraft Heinz Company's Director of Corporate and Government Affairs Europe: 'The History of Advertising Trust shares our passion for the Heinz brand and with a dedicated and enthusiastic team, helps to maintain a vast catalogue of Heinz advertising, marketing, historical documents and archive ephemera. The Trust provides access to this unique record of the Heinz brand for historians, broadcasters and students'.



Heinz has supplied British food tables for over hundred years and most of their products manufactured in Britain are recorded in the Heinz UK Marketing Archive. As well as advertising and marketing material, it contains an extensive historical photographic collection, a product label library and material relating to its UK factories,

their operations, product development and packaging. There is a comprehensive library of TV adverts, historic film footage and colour transparencies and a selection of branded merchandise and advertising novelties. The collection also includes records from Heinz's sales department and more recent campaign planning files. When Heinz acquired HP Foods in May 2006 the latter's company archive containing material relating to iconic British brands such as Lea & Perrins Worcestershire sauce, Daddies and of course the eponymous brown sauce, which had already been deposited at HAT since 1996, was transferred to the Heinz section. In 2017 the cataloguing of the Heinz consumer promotions library was completed. This section comprises 230 files dating from 1977-1998 which contain a wealth of detail for most Heinz promotions and special offers during this period (e.g. labels, packaging, flyers, marketing information, vouchers, point-of-sale, press cuttings). Some files contain internal staff factsheets explaining the scope and terms of a particular promotion and range support as well as promotional briefs and reports. Heinz has been renowned for its blockbuster consumer promotions ever since the famous 57 Mini Minors soup competition from 1961 and in 1995 they celebrated the centenary of Baked Beans with a fabulous 'Golden Beananza'.

In 2017 we answered a wide range of public enquiries on behalf of Heinz from researchers interested in topics as diverse as: marketing of the Weight Watchers brand; history of Heinz Baked Beans and Sausages; 1931 Heinz Week in Weymouth; a soup thermos flask promotion from the '80s and also pinpointed the date for the launch of the toast toppers snack for Heinz. The HP Foods archive saw increased levels of interest this year with researchers enquiring about the origins of Lea & Perrins Worcestershire Sauce in the 1830s, the dating of a chaise longue containing an HP Sauce crate, Worcestershire Sauce labels from the 1970s and a possible family connection to the HP Sauce company.

Onsite researchers in 2017 have used the Heinz archive to explore: how brands utilise their corporate heritage in brand communication strategies; the place of Heinz and HP Foods in the history of food with particular reference to production and consumption; the typography of Heinz labels from the 19th century onwards in the context of a diachronic study of packaging with a particular focus on verbal and pictorial narratives relevant to health.

In 2017 we were delighted to help Heinz celebrate the anniversaries of two of their most memorable campaigns of all time.



The first was the 90th anniversary of the 'Joy of Living' advertising campaign where Heinz launched their iconic series of adverts.

Heinz Baked Beans were introduced to Britain in 1901. Initially the product was imported until the first British-made baked beans rolled off the production lines at their new Harlesden factory in 1928. During the Second World War baked beans were classified as an essential food according to the rationing system devised by the Ministry of Food.

The 'Joy of Living' campaign for the British market was designed to 'better acquaint consumers with the values and virtues of Heinz Baked Beans'. It emphasised nourishment, no preservatives or artificial flavourings as well as good taste and value for money. According to a special British edition of 'The 57 News' staff magazine (Sep. 1928) in the Heinz archive the new campaign was officially launched by Harlesden's American manager Charles E. Hellen at the Heinz Thirtieth Mid-Summer Convention held in London in July 1927 where: 'the inherent goodness of the slogan combined with Mr Hellen's delightful power of exploring and explaining the possibilities which such a campaign laid bare, were cause enough for that torrent of enthusiasm which swept those men from that convention to their territories, all out, every man Jack of them, to sell the "Joy of Living" to their customers'.

The genius of the new theme and marketing strategy was explained in the same article as follows: 'To know a happy phrase is something, but to capture and adapt it for an advertising slogan is another. Alone, the "Joy of Living" is something abstract, something visionary and too intangible to have any very definite effect upon the mass mind. But linked up with another slogan, "For a few pence" we suddenly bring the world of dreams right into the world of actuality, and that is the psychology behind the biggest advertising campaign that Heinz British organisation has ever launched'.

In addition to press ads and outdoor hoardings the slogan also appeared on bus sides and as part of promotions such as window displays, horse-drawn carts and special 'Joy of Living' weeks around the country. The campaign was directly credited with quickly increasing demand for the product with one branch general manager declaring that sales were up by a splendid 150% since a display based on the new theme and new uses for baked beans were discovered. For example, a Bolton manufacturer of meat pies was inspired to create baked bean pies which proved to be a big seller and a consumer wrote in: 'Through seeing all these 'Joy of Living' bills, I tried Heinz Baked Beans with fish last night. I would not have believed the combination could

have been so delicious'. As the uplifting conclusion to the article on Heinz's British operation in 'The 57 News' summed up: 'The "Joy of Living" is more than an advertisement for our Baked Beans.

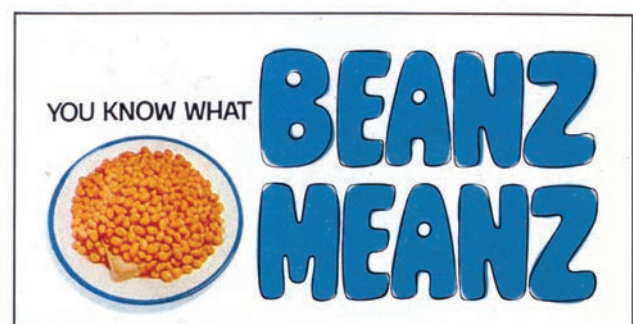


1937 Heinz 'Joy of Living' outdoor hoarding (HZ_4_11_2_F)

It epitomises the whole history of our organisation – a joyous march of progress, a joyous service to mankind'.

Many ads from the 'Joy of Living' campaign are featured in the Heinz UK archive which includes examples in the series of press advertising guard books and photos of eye-catching Heinz shop window displays from around the country.

Following the celebration of the 'Joy of Living' Heinz were also celebrating 50 years of the incomparable 'Beanz Meanz Heinz'. The campaign was created by the Young & Rubicam advertising agency whose head of copy Maurice ('Mo') Drake famously came up with the catchphrase over a pint in a pub and it has undoubtedly become one of the most memorable slogans of all time. It was launched via a series of six 30-second TV commercials and supported with striking posters, bus streamers and point-of-sale displays plus a bonus scheme for grocers. The measure of its success is demonstrated by the fact that the slogan had become so instantly associated with the brand that a later poster in the same series actually omitted the name Heinz altogether.



HAT awarded Archive Service Accreditation

In March we were delighted to be awarded Archive Service Accreditation by The National Archives. Accreditation is the UK quality standard which recognises good performance in all areas of archive service delivery. We have met clearly defined national standards relating to management and resourcing; the care of its unique collections and what the service offers to its entire range of users.



The achievement which has been a key ambition for us since the scheme launched in 2013, followed a detailed application process which required the submission of our archive management policies, procedures and practices for scrutiny. This was then followed up by a thorough physical inspection of our Raveningham facility by a team of three assessors, two from the National Archives and one independent assessor.

Archive Collections Manager Alistair Moir said:

"The Accreditation award is a real testament to the hard work and professionalism of the staff and volunteers at HAT. Thanks should go to everyone in the team, both past and present, who have worked tirelessly to achieve and maintain the excellent quality of service HAT provides."



L-R: Alex Ritchie (National Archives), Richard Powell OBE (Director), Geoff Russell (Chairman) and Peter Buchanan (Trustee)

Richard Powell OBE, Director, commented:

"The Archive Service Accreditation award is a gold standard and gives a national recognition to the quality of work we achieve at HAT. For our new and existing clients and research establishments it means they can be secure in the knowledge of how we conserve, preserve, and archive and that HAT delivers the service they would expect from us managing their archive"

In April, we welcomed Alex Ritchie, Sector Development Manager (London and Business) from The National Archives, who officially presented the award along with Geoff Russell (Chairman) and Peter Buchanan (Trustee).



CHILDREN'S SHOES HAVE FAR TO GO!



**- AND THEY'LL
WALK HAPPILY EVER AFTER**

JAMES SOUTHALL & CO. LTD., CROME ROAD, NORWICH

15

17

Start-Rite, 1951



Selected gifts to HAT Archive 2017

The Archive regularly benefits from the amazing donations of advertising material it receives as gifts to its permanent archive and library collections. We would like to thank the following donors:

Records of Thresher & Co 1896-2000s

Donated by Anthony Smith on behalf of The British Records Association and Sue Baxter

Originally founded in 1898 by Samuel Benett Burt Thresher, Thresher & Co became a limited company in 1917 and following 30 years of expansion was acquired by Flowers Breweries in 1957. Flowers was then itself bought by Whitbread in 1962. Under Whitbread, the Thresher brand went from strength to strength and became one of the largest specialist drinks retailers in the UK. In 1998 Whitbread set up First Quench to run its Thresher and Victoria Wine brands, but then sold First Quench in March 2000 to venture capitalists Nomura Holdings. After this First Quench was sold twice in 2002 and 2007, but eventually went into administration in 2009. The Thresher brand name was purchased by Midlands-based newsagent, off-

licence and convenience store operator Dave's Discount Group. The collection comprises minute books, wage books, marketing materials, stock purchase ledgers, photographs and negatives.



Posters Designed by Albert Edward Hupton 1930s

Donated by Michael Hupton

Albert Edward Hupton was born in Brooke near Norwich on 10 June 1909. He went on to study at the Norwich School of Art where and became a painter and commercial artist during the 1930s. The collection consists of original poster designs on board (with 'tracing paper' overlays) for: Pratts Ethyl, Pratts High Test, The Tower by Underground and Australian Apples. Some posters include their original exhibition labels and were displayed at the Advertising and Marketing Exhibition at Olympia (1933) and Royal Society of Arts, Competition of Industrial Designs (1935).

Thelma Marjory Lacey Collection 1950s

Donated by John Alston

Thelma Marjory Lacey (1929-1987) was born in 1929 in Chadwell Heath, East London.

On finishing her formal education, she went to the South East Essex Technical College and School of Art and became a commercial artist. Living with her widowed mother Marjory in Repton Gardens, Gidea Park, Thelma gained employment in London with C J Lytle (Advertising) Ltd. Here she had several client accounts including Bartex Sun Glasses and the London Co-Operative Society. The collection comprises advertising proofs, photographs and original artwork relating to Thelma's life and career. It includes proofs and layouts for brands including Bartex Sunglasses, Regent Benzole Mixture, London Co-Operative, K Shoes, Gresham Life Assurance Society Ltd, Raphael Tuck & Sons Ltd, Paynocil Aspirin and Godfrey Davis Main Ford Dealers/car hire.



**Leonard Whittaker Archive
1962-1985**

Donated by Kay Ellerby

Leonard Whittaker started his advertising career in Manchester with Osbourne Peacock, having previously been in printing and journalism. Following this he came to London and worked for Young & Rubicam, Greys, Vernons and S H Benson before going to Hobson Bates. The collection contains material covering a period of 23 years and includes radio and TV scripts and print material relating to newspaper ads, with associated copy. There are also film reels, video tapes and audio tapes containing TV and radio commercials. In all there are over 60 brands represented including Triumph & Renault cars, Timex, Burton suits, Gulf Oil, Potterton boilers, Remington shavers, Benson & Hedges, Leica cameras, Cadburys Marvel, Playtex bras, Pedigree Petfoods, Condor tobacco and Halls Indestructible Socks.

**Peter Levelle Film Collection
1970s**

Donated by Peter Levelle

Peter Levelle entered the advertising industry in 1964 as a trainee at Charles Hobson and Grey Advertising. He moved into film production, working his way up as a producer at Michael Law Associates, Gerry Poulson & Associates and eventually becoming Managing Director at Rose Magwood Productions in 1970. In 1972 he founded Picture Palace Productions with John Crome and Malcolm Craddock and also became Vice Chairman of the Advertising Film and Videotape Producers Association, a position which he held until 1977. In 1976 Peter founded the British Television Advertising Awards, now known as British Arrows with Tony Soloman. Shortly after this he joined the revered agency of Collett Dickenson Pearce (CDP) as Head of TV in 1977. He made his debut as a director while at CDP creating the first of several in-house

projects through Beechurst Film Productions a company he set up in 1978. After leaving CDP in 1982 he set up Beechurst Film Studios in Bloomsbury where his colleagues included Michael Apted and Joe Sedelmaier. The collection contains 71 prints containing commercials for brands including EMI, Texaco, Olympus, Pretty Polly and Fiat.

Books, journals, commercials and advertising ephemera have also been donated to HAT by the following:

Aviva Group Archives, Tony Baldwinson, Jane Cudlipp, John-Paul Clough, Simon Goode, Ronald Hall, Edward Hasted, Les Hurn, Celia Jarrett, Mike Jelliffe, Carina Martin, Ken Matthews, Fay McNeil, Norfolk Record Office, Olympus, Eve Read, Maria Sienkiewicz, Heon Stevenson, Transport for London, Chloe Veale and Robert Woodward.

Collections Overview 2017

Advertising Agencies

Note: Only the more substantial agency collections at HAT are listed below. Please contact HAT for information about smaller collections.

Allen Brady & Marsh; ABM 1960s-1980s,
The Peter Marsh Collection
Ammirati Puris Lintas; APL 1990s
Charles Barker 1900-1980
Bates UK 1960s – 1980s, incorporating the Dorland advertising archive.
Colman Prentis & Varley; CPV 1940s-1962
Collett Dickenson Pearce; CDP 1960s-2002
D'Arcy MacManus Masius 1930s-1980, includes Masius International; Benton & Bowles
Digby Wills Ltd 1951-1966
DDB UK Ltd (was BMP DDB) 1974-2005
Foote Cone & Belding; FCB 1940s-1980s
Frederick E Potter c.1916-1924
Greenly's Ltd/Lonsdale-Hands Organisation Ltd 1917-1986
J Walter Thompson; JWT 1920s-1980s
London Press Exchange; LPE 1929-1967
McCann Ericsson Video Collection 1970s-1980s
Ogilvy 1917-1990s, incorporating Mather & Crowther; S H Benson Ltd. and Ogilvy & Mather
R F White 1790-1967
Saatchi & Saatchi 1977-2002
Samson Clark Co Ltd 1915-1967
Sells Ltd 1880s-1960s
Spottiswoode Dixon & Hunting 1909-1965, incorporating Spottiswoode Advertising Ltd; Steele's Advertising Service
St Luke's 1980s-1990s
T B Browne, London 1889-1932
Young & Rubicam; Y & R 1950s-1990s
W S Crawford Ltd, 1930s-1950s

Advertising Controls (See also Professional Bodies)

Advertising Standards Authority (ASA)

1974 -present

Including: Advertising Standards Board of Finance; ASBOF
Broadcasting Advertising Standards Board of Finance; BASBOF

Committee of Advertising Practice; CAPS

Advertising Association, The 1926-present, includes the National Vigilance Committee; Advertising Investigation Department.

Broadcasting & Independent Television

1954-present

Including: ITA 1954-1972; IBA 1972-1990; The Cable Authority 1984-1990; ITC 1990-2004; Ofcom.

(Note: ASA assumed responsibility for broadcast advertising complaints from November 2004 and web advertising from 2010.)

Clubs, Associations & Organisations

Creative Circle, The 1945-1984
Croydon Advertising Association 1957-1995
Design & Art Direction; D&AD 1970s-1980s
Direct Marketing Association; DMA 1927-present
Incorporated Advertising Managers Association 1932-1998
International Building Press; IBP 1969-2001
International Media Buyers Association; IMBA 1927-1984
National Advertising Benevolent Society; NABS 1919-1997
Outdoor Advertising Association; OAA 1938-1984
Publicity Club of London, The 1913-1998
Radio Advertising Bureau; RAB 1973- present
Regent Advertising Club 1951-1970
Solus Club, The 1929-2002
Thirty Club, The 1905-present
Women in Advertising & Communications London; WACL 1923-present

Corporate Marketing Archives

Butlin's Heritage Collection 1910s-present
C & A Modes 1922-2000
Eagle Star Insurance 1950s-1980s
H J Heinz Co Ltd 1920s-present
Hovis (Rank Hovis/British Bakeries) 1870-present
HP Foods 1900-1990s, now part of H J Heinz Co Ltd
Larkhall Green Farm Health Care Products 1930s-1990s
Rowntree 1920-1989
SmithKline Beecham 1902-1960s
Sturmey Archer 1909-2000
Thresher & Co 1896-2000s
Vimto Nichols plc, 1908-present

Professional Bodies

Advertising Association 1926-present
Chartered Institute of Public Relations; CIPR 1946-present
Direct Marketing Association; DMA 1927-1987, including The Door to Door Council (previously AHD) 1991-1999
Institute of Practitioners in Advertising; IPA 1917 - present, previously the Association of British Advertising Agents; IIPA
Incorporated Society of British Advertisers; ISBA 1905-present, including the Advertiser's Protection Society Ltd.
International Advertising Association 1938- present
Periodical Publishers Association; PPA 1941-present, known as Professional Publishers Association from 2010



Special Collections

Advertising Ephemera Collection (1860s-1930s)

Allan, John J work, packaging designer, 1948-1952
Arden, Paul (1940-2008), creative director
Baxter, Stanley, commercial artist, 1905-1944
Blundell, Leonard W, art director, Charles Higham Ltd, 1930s-1950s
Brown, Michael, market research, media audience measurement and readership research
Bull, Dennis, art director, SH Benson, 1950s-2000s
Burdus, Ann, influential figure in advertising research and development 1973-1991
Butler, George (1904 -1999), art director, JWT, 1920s-1960s
Campaign Photographic Archive, advertising industry trade magazine, 1960s-2000s
Chambers, Derek, creative consultant, Burton Soar Chambers, 1960s-1990s
Clifford, John, art director, 1970s-1990s
Daffern, Anthony, influential teacher of industry's leading lights, 1980s-1990s
Darby Geoffrey (1927-2012), Managing Director, Schweppes 1970s-2000s
Donaldson, John Alexander, artist and illustrator 1950s-1970s
Douglas, Tony (1943-2010), Joint Chairman, DMB&B 1980s-1990s
Drake, Maurice (Mo), creative director, 1959-1982
Fisher, Carol, Marketing Director, Holsten Distributors & CEO of COI 1970s-2000s
Fryer, Wilfred (1891-1968), artist and illustrator
Gilroy, John (1898-1985), artist and illustrator
Harrison, David, art director
Henry, Harry (1916-2008), pioneer in readership market surveys and analysis
Hennessy, Charles (1926-2006), copywriter, SH Benson, 1956-1999
Holzer, Charles (or Karl) (1879-1943), chromo-lithographer
Hupton, Albert Edward, commercial artist, 1930s
Jaquest, Brian, free-lance photographer, 1970s-2004
Jarrett, Denis (fl 1974-1985), President, British Direct Marketing Association
Jelliffe, Ray (1925-2015), Creative Director, Newlands Knight & Round, 1950s-1980s
King, Stephen (1931-2006), "Father of Account Planning"
Lacey, Thelma Marjory (1929-1987), commercial artist
Lamb, David Collection Advertising Manager, Rowntree Mackintosh Ltd, 1960s-1990s
Lambie-Nairn, Branding Agency, TV station 'idents' and brand design, 1980s-1990s
Lang, R G (1903-1974), Dorlands designer 1920s-1950s
Le Bas, Sir Hedley Francis (1868-1926), publisher, cuttings books 1906-1919
Neidle, Andrea, copywriter and advertising lecturer, 1980s-2010s

Rosenberg, Egon, (1923-2001), point of sale and packaging designer
Paine, Colin, advertising executive, 1940s-1970s
Pratt, Lawrence, advertising creative, CDP, 1960s-2000s
Plum, Phillip, commercial artist, 1940s-1970s
Rott, Andrew, senior art director, Bates UK, 1980s-1990s
Spedding, Ken, collection of sales promotion 1959-2008
Treasure, John (1924-2004), advertising executive and academic
Turner, John, free lance photographer, 1970s-1980s
Waldie, Alan, art director, Royds, ABM, CDP & Lowe Howard-Spink 1970s-1980s
Webster, John (1934-2006), work 1970s-2005 creative director
Whittaker, Leonard, copywriter, 1965-1982
Wolfe, Alan, marketing services director, Ogilvy & Mather 1950s-2004

TV commercial collections

BBC "Washes Whiter" collection, 1955-1989
British Television Advertising Awards, The; BTAA 1977-present
Collett Dickenson Pearce & Partners (CDP) 1970s-1990s
Design & Art Direction; D&AD, annual submissions 1980s
Don White Collection Cinema & TV commercials collection from 1960s-1980s
Howell Henry Chaldecott Lury & Partners (HHCL) Video Archive 1988-2000s
John Perkins TV Commercial Collection specialising in animals and children, 1977-1996
"Lintas" TV commercials 1960s-1980s
McCann Erickson Video Archive, 1970s-1980s
Olympus Film Collection, 1990-2000s
Peter Levelle Commercials Collection, 1970s
Ridley Scott Associates (RSA), Production Company, 1968-1970s
Tellex Monitors Commercials from 1990s
TV and Cinema Commercials 1955-2000s
TV Register/Xtreme Commercials 1984-2000s
WCRS TV Commercials 1982-1992
WPP video collection 1993-2012

THE HISTORY OF ADVERTISING TRUST

(A Company Limited by Guarantee)
REGISTERED NUMBER: 01354445

BALANCE SHEET
AS AT 31 DECEMBER 2017

	Note	£	2017 £	As restated 2016 £
FIXED ASSETS				
Tangible assets	8		11,072	14,160
Heritage assets	9		<u>520,532</u>	<u>519,706</u>
			531,604	533,866
CURRENT ASSETS				
Stocks	10	1,580		1,778
Debtors	11	10,663		75,531
Cash at bank and in hand		<u>138,525</u>		<u>102,642</u>
		150,768		179,951
CREDITORS: amounts falling due within one year	12	<u>(66,567)</u>		<u>(120,090)</u>
NET CURRENT ASSETS			<u>84,201</u>	<u>59,861</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			615,805	593,727
CREDITORS: amounts falling due after more than one year	13		<u>(8,973)</u>	<u>(14,356)</u>
NET ASSETS			<u>606,832</u>	<u>579,371</u>
CHARITY FUNDS				
Restricted income funds	15		31,759	17,898
Unrestricted funds:				
General		54,541		41,767
Designated		<u>520,532</u>		<u>519,706</u>
Total unrestricted funds	15		<u>575,073</u>	<u>561,473</u>
TOTAL FUNDS			<u>606,832</u>	<u>579,371</u>

The charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Trustees consider that the charity is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the charity to obtain an audit for the year in question in accordance with section 476 of the Act. The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements were approved and authorised for issue by the Trustees on 9th May 2018 and signed on their behalf, by:



Mr G Russell, Chairman



Mr J Best, Deputy Chairman



Archive of Brand Communication

Preserving the past
Capturing the present
Inspiring the future

Our mission is to promote learning, creative excellence and accessibility by preserving and celebrating the advertising heritage of the UK.

We are an Accredited, professional archive service

We conserve brand histories and help bring them to life

We offer a professional research service to all

We supply footage and images to the publishing, broadcasting and advertising industries

We hold archives for several of the UK's big brands as well as many of the top 30 UK advertising agencies



If you are a brand or agency who would be interested in discussing the future of your archive, or maybe a production company or publisher looking for footage or creative inspiration then please get in touch with us.



A great example of a Vimto showcard from the early 1950s. This is part of the fantastic Vimto Archive we look after.

