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History of
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WIN BUSINESS

through

BRAND

ARCHAEOLOGY

ENHANCE YOUR PITCH
enquiries@hatads.org.uk

Image: Alain Margreve

BRAND

ARCHAEOLOGY

A DEEP DIVE into clients and their previous campaigns

A unique research service to help you WIN BUSINESS

A selection of hi-res brand assets to ENHANCE YOUR PITCH



DAME CILLA SNOWBALL

"When you're starting to work with a business, looking at brand heritage is very important. Anything you find in the archive is better than anything you've even thought of."

Non-Exec Director at Whitbread PLC, Governor at Wellcome Trust and ex-CEO of AMVBBDO



NISHMA ROBB

"The HAT archive doesn't just represent history, it can be used to create authentic campaigns connected to original brand voice. It's a constant source of inspiration."

Senior Director, Brand & Reputation Marketing at Google and President of WACL



TOM KNOX

"If you want to win more business, next time you're pitching ask HAT to research brand heritage and deliver an entire catalogue of assets from the original launch to the present day."

Executive Partner at MullenLowe

JOIN THE MOVEMENT

When you donate to HAT, you help promote advertising as a force for good by supporting our archive work, education outreach and dementia care.

FREE and UNLIMITED USE

for agencies supporting HAT with an annual donation of **£2,400**

or

£65 + VAT per hour

Initial scoping and additional research hours with delivery of hi-res images

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