

History of Advertising Trust

Building a brand - **Hovis**

Advertising provides a unique barometer and record of social, cultural and economic change and offers countless insights into the processes and creativity involved in the construction of advertising.

HAT Archive is the memory bank of UK brands and advertising industry expertise. We aim to inspire young people by giving them access to the largest collection of British advertising in the world and presenting specialist advertising industry knowledge to support your teaching and learning programmes. In collaboration with current media teachers in Norfolk and Suffolk, and supported by the Heritage Lottery Fund, we have designed and tested a series of resources that bring a rich seam of authentic material into the classroom. By matching our unique advertising archives to your specific teaching needs we can provide:

- insider knowledge
- specialist support
- expert guidance
- tried and tested classroom materials.

Students will benefit from access to original source materials and information from experts, with opportunities to hear directly from industry practitioners. The resources contain advertising themed content, suitable for any area of the curriculum and are ideal for teachers who want contextual material for lesson plans and ideas for assignments, homework, activities or comparisons.

These invaluable learning tools will enable you to deliver engaging, relevant and meaningful content to your students and save you valuable time in research and development of lesson plans.

All materials contained in these resources have been copyright cleared for use in the classroom.

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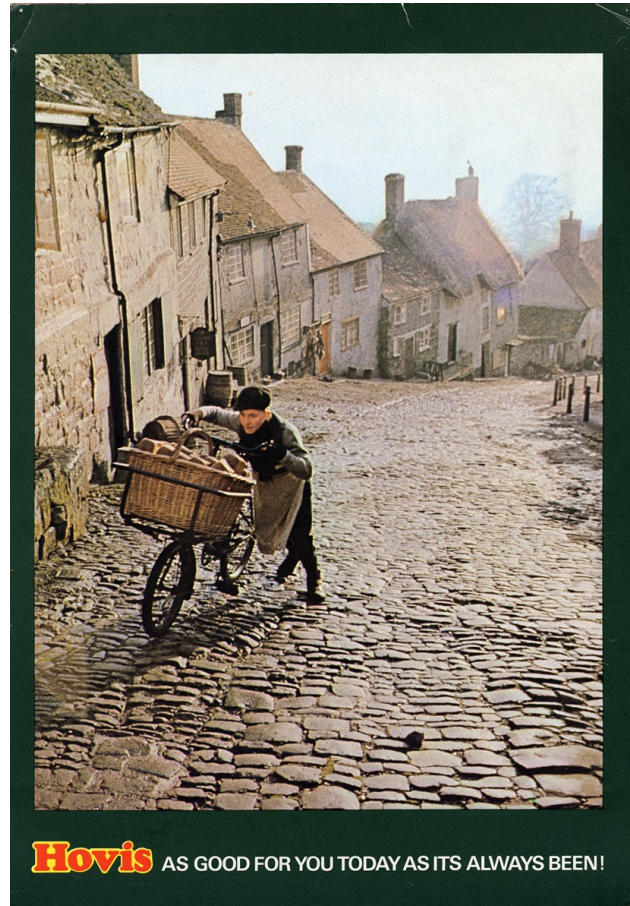
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Hovis is truly a household name; in fact it is difficult to think about bread without thinking about the brand. So how has this been achieved? How has the Hovis brand worked its way into daily public thought to become synonymous with bread and baking; especially considering that for a long time Hovis were millers, producing flour and not the bread itself?

The answer is that Hovis have been building their brand since the 1890s using various marketing methods to engage with and inform the consumer. Initially, press adverts, posters and bus sides provided the perfect platform to launch the brand. This was followed by the organisation of local and national baking competitions, simultaneously promoting the brand and increasing the quality of products. Branding of products produced with Hovis flour led to greater customer confidence; while installation and maintenance of Hovis signs for bakeries and cafes continued to put the brand in the public eye.

The creation of catchy slogans such as 'Don't say brown say Hovis' and 'As good today as its always been' also enhanced the brand's ability to be at the forefront of the consumer's memory. Finally the extremely effective use of commercial television captured the nation's love of nostalgia with award winning commercials including 'Bike ride' (1973) directed by Ridley Scott; and more recently 'Go on lad' (2008).



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History

The Hovis story began in 1886 with Richard 'Stoney' Smith, a miller who believed unwaveringly in the nutritional value of wheat germ, which was normally rejected by millers because it fermented too quickly. Smith developed a method of separating the wheat germ from the flour, lightly cooking it and then returning it to the flour without losing any of the nutritional value.

After refining the process, Smith teamed up with Thomas Fitton, the owner of a large milling firm in Macclesfield, and together in 1887 they registered 'Smith's Patent Process Germ Flour'. However, 'Smith's Patent Process Germ Flour' was too cumbersome as a brand name. So in 1890 Smith and Fitton engaged with consumers by organising a national competition to find a brand name. This was won by a London student, Herbert Grime, with a contraction of the Latin, hominis vis which means 'strength of man'.

The Hovis brand was born.

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Building the brand

Hovis has been building its brand since the 1890s using various marketing methods including:

- Placing press adverts in leading national magazines and newspapers and using posters and bus sides to engage with and inform the public.
- Organising local and national baking competitions at public fairs and exhibitions which not only promoted the brand and brought prestige to winning bakers, but also increased the quality of the bread produced from Hovis flour.
- Insisting on the use of Hovis baking tins which branded every loaf; thus augmenting customer confidence while simultaneously promoting the brand name.
- Aligning the brand with public enthusiasm for health and exercise by advertising the healthy qualities of Hovis flour and undertaking projects like the printing of cycle maps highlighting the locations of cafes and shops selling Hovis products.
- Spreading the use of signs for any business that sold Hovis products, therefore keeping the brand name constantly in the public eye.
- Creation of slogans such as "Don't say brown say Hovis" and "As good today as it's always been", helping the brand to be at the forefront of the consumer memory.

Hovis was also one of the first brands to use the powerful medium of television in the 1950s. This led to an array of successful and award winning commercials including:

- A series of nostalgic commercials in the 1970s directed by Ridley Scott; the most famous being 'Bike ride' (1973) filmed in Shaftesbury, Dorset.
- 'Go on lad' (2008), an award winning commercial, voted best advert of the decade by ITV in 2009 and which was the result of extensive research of the Hovis marketing archive at HAT.

The expert use of all of these marketing methods was undoubtedly key in developing the Hovis brand into the household name it is today.



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Ideas for your classroom

- Ask students what bread brand names they know. Explore what each brand name suggests and why/how these associations are made?
- In the spirit of Hovis' own competition to find a brand name (won by a student!), ask students to create their own bread brand name, logo, catchy slogan, print advert and commercial that encapsulates their brand
- The Hovis campaign could also be used to get students thinking about themselves as a brand. Inspiring them to create a name, logo and advertising campaign that has to appeal to a specific audience and encourage them to make preferred associations.
- View the two TV commercials by following the links. Ask your students why these are considered to use 'nostalgia'. What other 'nostalgia' adverts can they think of? Why do advertisers choose to use this technique?

