

Agency legacy. Brand heritage.

WHO CARES?

We do. We can help.

www.hatads.org.uk



History of
Advertising
Trust



CAGES SAVE LIVES.

...and archives save legacies.

Digital technology changes faster than paper degrades, leaving valuable assets open to deletion, corruption and obsolescence.

Protect your digital and physical assets in a secure, accredited archive facility and keep your legacy safe.

Pictured: 1992 Volvo - Cages save lives

WHO ARE WE?

We are the archive of brand communication. As the largest accredited advertising archive in the world, we capture, preserve and celebrate agency legacy and brand heritage in collections that offer a unique reflection of social history.

BENEFITS OF WORKING WITH US

Expert archivists will protect your assets leaving you to focus on the present

Cataloguing, digitisation and research will help you understand the past so you can change the future for the better

Make history and contribute your material to educational research, broadcast productions, licensing and publishing

By archiving, donating or sponsoring you will aid our charitable project supporting dementia care, 'Ad-Memoire'

Lots more benefits specific to your needs (see the following pages for agencies and brands)

AGENCY LEGACY

"I think our neglect of the history of advertising relates to an industry wide crisis of confidence and a lack of self-respect."

Tom Knox, Executive Partner at MullenLowe and Chair of HAT

Innovate your pitch.

Our Brand Archaeology service helps you stand out in the pitch process and win business whilst saving research and business development costs

Inspire the next generation.

Reach a growing student community via HAT Collective and influence the next generation of creatives through recruitment and engagement

Join the movement.

Promote advertising as a force for good by supporting our education and social projects through sponsorship, with donations attracting corporate tax relief



Pictured: 2013 Marmite

BRAND HERITAGE

"HAT has not only re-housed and catalogued our entire United Biscuits collections, but has also added value through expert curation of projects."

Phil Wright, Brand Protection Manager at Pladis

Secure your archive.

Preserve your heritage assets (projects, documents, artefacts, ephemera) in a secure, environmentally controlled, accredited repository

Celebrate your heritage.

Enhance your story with expert curation by brand archivists for exhibitions, shows, promotions, publications and the celebration of forthcoming anniversaries

Work the assets.

Use your records to engender trust in your marketing strategy, for image licensing and merchandise, or as evidence in brand protection litigation

Be sustainable.

In a world of hybrid working, downsizing and sub-letting space, outsource your archive to save energy and office costs

Pictured: 1973 Hovis - Boy on bike

History *of* Advertising Trust

Preserving the past | Capturing the present | Inspiring the future

"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."

WACL

• FOUNDED IN 1923 •



Kate Waters, President

Get involved. Get in touch.



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