

An underwater scene with a diver in the upper right corner and a large school of fish swimming towards the left. The background is a deep blue gradient.

WIN BUSINESS

through

BRAND

ARCHAEOLOGY

BRAND

ARCHAEOLOGY

BENEFITS

DEEP DIVE into a brand's historic campaigns

Unique research service helping you **WIN BUSINESS**

Hi-res brand assets to **ENHANCE YOUR PITCH**

EVIDENCE that you understand your potential client's heritage

Feature as a **PARTNER** on all our marketing materials

“Working with HAT was an eye opener to what assets they hold in the archive. Their research into our potential client's heritage kick started our pitch process, giving us an understanding of the brand's past which informed our creative and strategic approach, whilst getting us closer to the client and winning the business.”

Lucy Cowpe, New Business Manager, Ogilvy UK

BRAND

ARCHAEOLOGY

HOW IT WORKS

You **DONATE** £2,400 (VAT exempt) for a year's **UNLIMITED** use

When **PITCHING** contact enquiries@hatads.org.uk

We **SEARCH** our archive for your target UK brand or product

And send you links to commercials and ads for **REVIEW**

We **TRANSFER** your choice hi-res material for use in your pitch

"The packages of assets provided by HAT have proved excellent value for money as shown by our recent new business wins. For a fraction of your pitch budget, Brand Archaeology works."

Tom Knox, Executive Chairman, MullenLowe

BRAND

ARCHAEOLOGY

JOIN THE MOVEMENT

Your Brand Archaeology **DONATION** helps promote advertising as a force for good through our archive work but also assists our **CHARITABLE AIMS** of educational engagement and dementia care support, whilst enhancing your own **CSR** credentials.

“Being able to talk about the long advertising history of a brand is an advantage any agency would love to have when pitching for a new client.”

Paul Bainsfair, Director-General, IPA

Find out more about our charitable aims:

[Education Resources | History of Advertising Trust \(hatads.org.uk\)](#)

[Ad-Memoire \(hatads.org.uk\)](#)

DEEP DIVE

into the world's largest
collection of advertising.

History *of*
Advertising
Trust

enquiries@hatads.org.uk
www.hatads.org.uk
01508 548623