

An underwater scene with a diver in the upper right corner, surrounded by a large school of fish. The background is a deep blue gradient with some darker, textured areas on the left side.

WIN BUSINESS

through

BRAND

ARCHAEOLOGY

BRAND

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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

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HOW IT WORKS

For £2,400 (+VAT) you receive one 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 to 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

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JOIN THE MOVEMENT

Help us promote advertising as a **FORCE FOR GOOD**

Support our **CHARITABLE AIMS** of educational reach and dementia care

Enhance your own **CSR** credentials

ADD VALUE through cultural enrichment and brand immersion

With CPD seminars/heritage inductions/virtual tours to **INSPIRE** staff

“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

DEEP DIVE

into the world's largest
collection of advertising.

History *of*
Advertising
Trust

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