



A roadshow to  
universities  
in regional  
media hubs

brought to you by

**History of  
Advertising  
Trust**

# FINDING THE TEENAGE CONSUMER

The History of Advertising Trust (HAT) is the largest advertising archive in the world with the charitable aims of engaging with education, whilst promoting advertising as a force for good.

We happen to be celebrating our 50<sup>th</sup> anniversary in 2026, so we're looking back to move forwards by creating a roadshow, featuring a public exhibition, corporate and civic previews and seminars. We'll be spending a week in each of the following locations during October and November 2026:



Walls Ice Cream - 1957

Birmingham | Bristol | Cardiff | Glasgow | Leeds | London | Manchester | Nottingham

*Teenage Kicks* responds to widespread interest in the adolescent life stage and particularly how outside influences impinge on it. This exhibition places it in broad historical context by considering the implications of the teenager as a market segment.

We hope you'll want to be part of the story by engaging with academics, brands, agencies and the public in vibrant cities renowned for their creativity, whilst reaching out to students over career choices and consumer marketing targets.



# FACTFILE 1

## REACH

Excluding the public and corporate/civic visitors, student numbers are based on subject areas engaging with the topic: social sciences; business and management, including advertising, marketing and brand leadership; historical, philosophical and religious studies; media, journalism and communications; design, creative and performing arts. On the basis that each city has more than one HEI, even with only 20-30% engagement, we estimate footfall of **91,798** across 8 cities.

Source: Higher Education Statistics Agency



Tango - 1992

## PREVIEWS

Throughout the period of activity (Oct-Nov 26) there will be a corporate/civic reception every Monday evening to which sponsors and partners may invite guests. The exhibition opens to the public on Tuesday, Wednesday and Thursday with seminars held during the week before the exhibition is transported to the next city on Friday.

## VENUES

These have been chosen for the number of Higher Education Institutions in the host city and for being located in the UK's leading media hubs. The exhibition will be staged in a campus or city library with seminars held as part of the set curriculum.

## CONTENT

Topics in the public exhibition and seminars will include postwar Britain, adolescence, liminality, youth culture, market segmentation, consumerism, pop culture and fashion.

## EXHIBITION

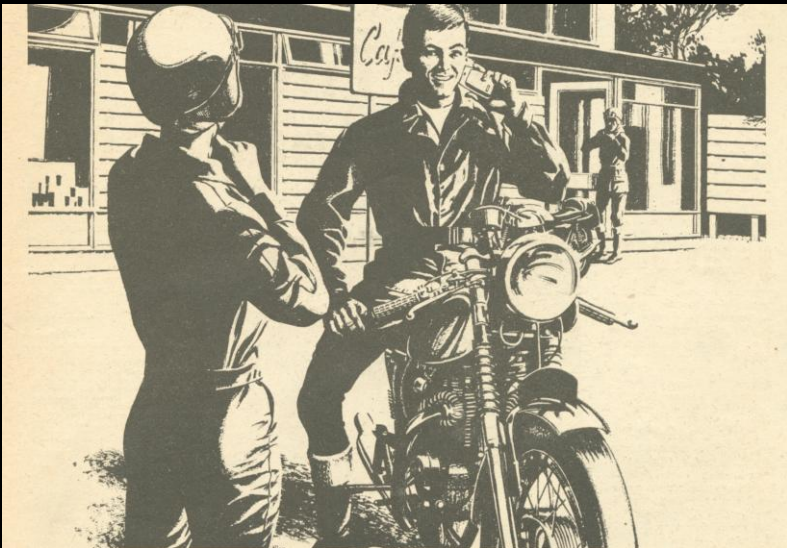
Set against the backdrop of the “Baby Boom”, rising wages, educational reform and shifting social expectations, the display panels will examine the emergence of the teenager as a distinct social and commercial category and the pivotal role played by advertising in shaping that identity from the 1950s.



# SPONSORSHIP BENEFITS 1

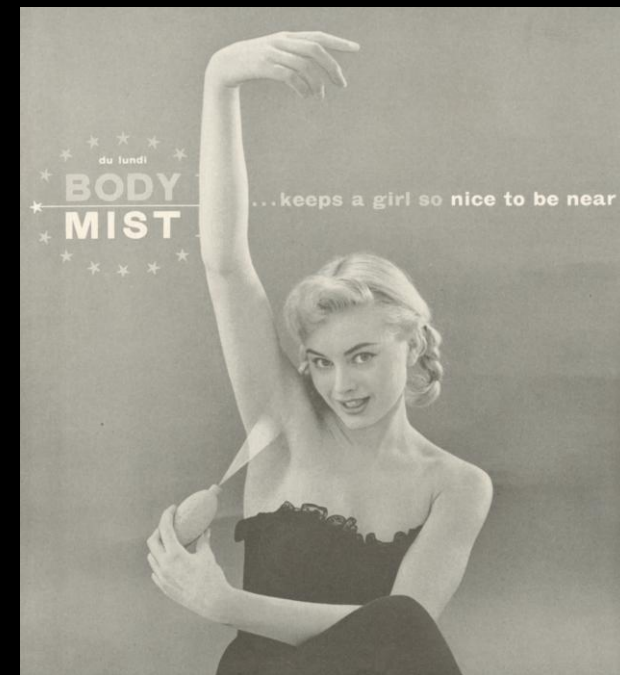
**LEAD THE CONVERSATION:** as a sponsor, you'll position your organisation or product within the story of teenage consumerism - one of the most creatively challenging and critical markets over the decades and one which will continue to demand careful strategic management.

**BE A CHANGEMAKER:** visibly support and help educate the development of young career professionals and students on the challenges facing the modern communication industry.



Philips Philishave - 1966

**ASSOCIATION:** align your brand with the expertise and integrity of the History of Advertising Trust, help rebuild trust and join our movement to promote advertising as a force for good.



Body Mist- 1958



The Undertones - 1978

# SPONSORSHIP BENEFITS 2

**EXPAND YOUR REACH:** access a wide audience across UK regions, including up to 100,000 students plus agency and brand leaders, opinion formers, civic dignitaries, educational bodies and general public.

**DEEPEN ENGAGEMENT:** this is a unique opportunity to get involved with HAT, curators of major archives, preserving the heritage assets of Butlin's, Ginsters, Hovis, KraftHeinz, pladis (McVitie's, Carr's, Jacob's) and Vimto. We have also helped some of our supporters celebrate recent birthdays – Advertising Association (100), British Arrows (50), ISBA (125), ITV (70), Women in Advertising and Communication Leadership (100).

**ADVERTISING  
ASSOCIATION**



**I S B A**



**WACL**

History of  
Advertising  
Trust

[Click here for a commercial  
break featuring teen ads  
from our archive](#)

## Archive clients

*Butlin's*



SINCE 1888  
**HOVIS**

**KraftHeinz**

**pladis**

**Vimto**

# NATIONAL SPONSORS - £5,000

We are seeking non-competing headline sponsors to bring the topic to life.

The tour will enable national brands, communication groups or industry bodies to demonstrate how they are engendering trust in the industry and promoting advertising as a force for good.

Whilst the roadshow will visit eight major media cities on mainland Britain, communication will be rolled out to all Higher Education Institutions in the UK.

Sponsorship will strengthen ties with academics and students for research, joint ventures or projects and focus groups.

The exhibition will position your organisation as a key influencer and recruiter in this critical target group.

Promote your services or products to young consumers nationally.

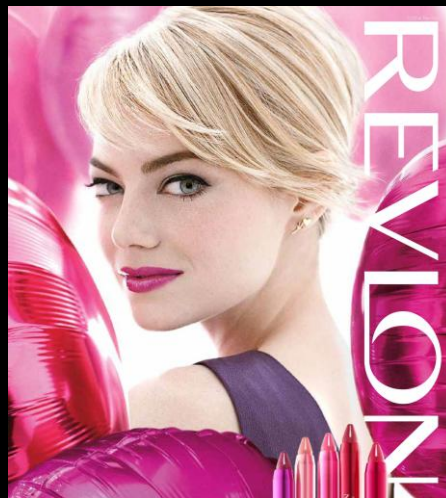
You'll enjoy five months' publicity from May 2026 with the ability to comment on stories and campaigns in national and regional media.

Your branding will appear on all exhibition material, leading up to the event and during the tour throughout October and November 2026.

You'll be able to bring ten guests (staff and/or clients) to any (or all) of the corporate/civic previews to be held in the 8 city venues on Monday evenings.



Sport England - 2018



Revlon - 2014

# REGIONAL PARTNERS - £3,000

The tour will enable regional agencies and brands to come together to network and strengthen ties with local academics and students for research, joint ventures or projects and focus groups.

Ensure that you are top of the list for recruitment from local graduates.

Promote your services or products to young consumers on your doorstep.

You'll enjoy five months' publicity from May 2026 by association with the event.

Your branding will appear on all exhibition material, before, during and after the week in residence.

You'll be able to bring ten guests (staff and/or clients) to the corporate/civic preview to be held in your city venue at the start of the week.

Sponsorship of the preview catering is included in the regional partner package.



Birmingham



Bristol



Cardiff



Glasgow



Leeds



London



Manchester



Nottingham



To talk further, email  
[enquiries@hatads.org.uk](mailto:enquiries@hatads.org.uk)

To find out more about HAT, visit  
[www.hatads.org.uk](http://www.hatads.org.uk)

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