

*Some of the most successful
companies have a secret
commercial weapon.*

You can't buy it.

But you may already have it...

"We've got a goldmine in our archives"

Brand director, Burtons

*"We've revisited our rich archive
and revived some beauty classics"*

Brand manager, Boots The Chemists



Business archives:

- > *are unique to every individual company*
- > *capture knowledge and experience of working for your company*
- > *can be documents, films, photographs, oral testimonies, adverts, electronic records*
- > *are created as part of everyday work – they are integral to your company and exist at no extra cost*

Why do companies manage their archives?

:: Growth

Archives have direct commercial value.

They are used to promote brand identity and as a source for new product development and innovation.

:: Differentiation

Every company is unique.

Telling your story, whether on product packaging or through corporate communications, creates real competitive advantage.

:: Protection

Archives are the memory of your business.

They hold knowledge and experience often forgotten when people move on.

They provide evidence against hostile litigation, trademark infringement, or assault on reputation.

Exposure to the corporate memory can show today's employees that your company has already weathered political and economic uncertainties, technological and organisational change, growth and recession. Whatever your business, whatever your sector, your archives capture today's experience, knowledge and company know-how for tomorrow's management team. It's a powerful tool, it's company-generated ... don't throw it away!

Brand development at Diageo

“The impact of having the archive materials in market to support the launch was huge.”

Sarah Castillo, Johnnie Walker Blue Label Brand Manager, 2008

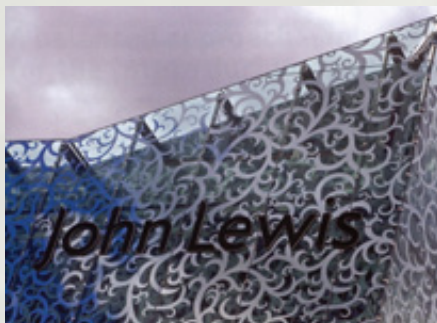
When **Diageo** launched a limited edition premium blend whisky, the marketing campaign focused on the product’s exclusivity and the Walker family’s unrivalled history and skill in blending. Documents, images and artefacts from the company’s archive were used to enhance internal stakeholders’ knowledge and awareness of the new brand. Archives were



Archive materials on display at media product launch, October 2008

presented at customer and PR launch events to illustrate and underpin the provenance, heritage and “luxury” status of the new brand. Media interest was exceptional and the strategy to position the Johnnie Walker blend as a luxury brand was successfully delivered.

Corporate identity at John Lewis Partnership



John Lewis Partnership appointed architects to build a flagship store in Leicester as part of a major development project to regenerate the city centre. The brief was to design a unique and dramatic frontage reflecting the city’s long and significant heritage in the production of textiles. The architects adapted an original sample design from the John Lewis textile archive and reproduced it on the glass cladding of the building, communicating an innovative and modern company identity.

Corporate responsibility at BT

BT has a published Heritage Policy, a commitment to safeguard the heritage of the world’s oldest communications company. Its heritage programme encompasses BT Archives, which manages the company’s historical records, and the Connected Earth museum initiative, a museum partnership to showcase BT’s dispersed collection of historical artefacts linked to a website that draws exclusively on BT’s archives. This leadership in corporate responsibility also engages customers positively with the BT brand, differentiating BT from its competitors.



Telephone publicity poster, 1925

Innovation at Boots The Chemists



Boots Original Beauty Formula product range, 2009

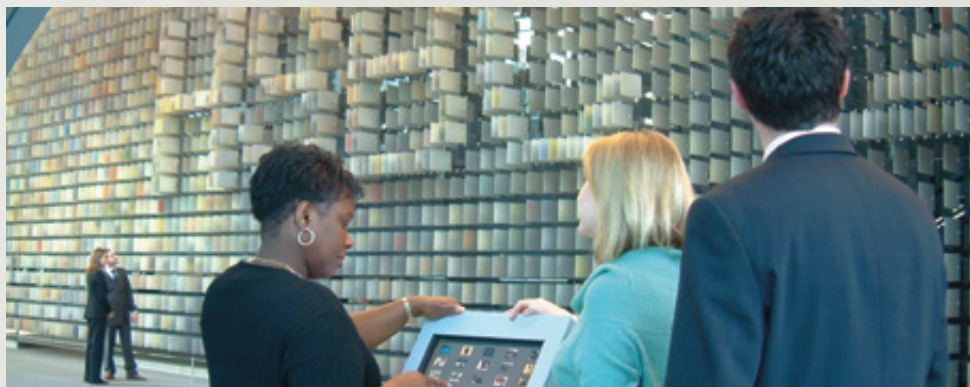
“This range brings back to life the best of our amazing formulation and packaging archive, celebrating the tradition and history which makes Boots the great brand it is today.”

Annel Franks,
Head of Boots Beauty Brands, 2009

Boots The Chemists product development team was tasked with creating a new global beauty brand, with an authentic 1920s look and feel. Working in collaboration with the company archivist, they were able to identify and adapt original 1920s product formulations and merchandising to create an attractive new customer offer. This innovative use of Boots design and packaging archive delivered a global brand to market, quickly and cost-effectively.

Employee engagement at HSBC

“...the single most important source of competitive advantage for a commercial organisation is its corporate character. The HSBC History Wall is the visual representation of our character.” Sir John Bond, Chairman, 2003



The History Wall installation in the foyer of HSBC's Canary Wharf headquarters, London

HSBC commissioned an art installation for the foyer of their head office in London. The installation - created by reproducing historical images from the HSBC archive onto nearly 4000 aluminium flags - captures the values and character of the company. The History Wall, as it is known, is used as part of company induction programmes. New head office employees are given a guided tour of it, while those at international locations can access an accompanying publication and DVD. In this way, the company history is used to engage new generations of employees, communicating and “bringing to life” long-established corporate values.

Evidence at BP

“We regularly need to provide our legal team with historical sales and marketing information, when trademarks are being infringed”

Peter Housego, Global Archive Manager, 2009

Castrol GTX is one of the best-known engine oil brands in the world, but with commercial success comes the threat of counterfeit. Where trademarks are infringed, the **BP** legal team is regularly called upon to prove that Castrol GTX has been continuously advertised and sold in particular territories. They do this by exploiting Castrol’s comprehensive archive of historical packaging, pricing and advertising material. Although the intellectual property in the archive is historical, material perceived as out-of-date is used as evidence of commercial development over time, and is invaluable for protecting current brands, and ultimately BP’s business.



Castrol GTX advert, 1983

National strategy for business archives

Launched in 2009 by The National Archives and the Business Archives Council, the first national strategy for business archives aims to help businesses realise the commercial potential of their archives and show them how to manage this “secret asset” professionally.

What does this mean for your business?

We are offering free professional advice and support at a national and regional level.

:: England & Wales	email	asd@nationalarchives.gsi.gov.uk
	telephone	+44 20 8392 5330
:: Scotland	email	bacs@archives.gla.ac.uk
	telephone	+44 141 330 4159

For online support our **managing business archives website** offers a step-by-step best practice guide to managing archives. It’s targeted at company employees who have no prior knowledge or experience of archive management.

www.managingbusinessarchives.co.uk

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- :: **Setting up a business archive**
- :: **Funding, legal issues, access, preservation and storage**
- :: **Key records to keep**
- :: **Learn how today's record-keeping practice determines the quality of tomorrow's archive**
- :: **Case studies – see how other companies use and exploit their archives**
- :: **Depositing business archives with a university, city or county archive service**
- :: **Setting up a charitable trust to manage your archives**
- :: **Outsourcing records storage and retrieval**
- :: **Commissioning a company history or research project**

Useful contacts:

The Business Archives Council
www.businessarchivescouncil.org.uk

Business Archives Council of Scotland
www.gla.ac.uk/services/archives/bacs

The National Archives
www.nationalarchives.gov.uk

Archives and Records Association UK and Ireland
www.archives.org.uk

Archives and Records Council Wales
www.archiveswales.org.uk