



## idea creation for teachers

a series of online professional development courses that match our unique advertising archives to your specific media teaching needs

find us at:  
[www.ad-mission.org](http://www.ad-mission.org)

## why teachers need AD:mission



- easy access to a wealth of inspirational resources
- structured support and ideas for classroom delivery
- industry knowledge and expert guidance
- an invaluable, flexible learning tool



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AD:Mission's parent charity, The History of Advertising Trust (HAT), collects and preserves the UK advertising industry's heritage for the purposes of public research and study. Its archive collections embrace all forms of brand communication, both old and new, including direct marketing, public relations and retail marketing. HAT is recognised as the heritage home of the UK advertising industry and maintains the largest and most comprehensive archive of its kind in the world.

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