

THE IPA ARCHIVE

The Institute of Practitioners in Advertising

History:

The Association of British Advertising Agents (ABAA) was founded in 1917. It enabled advertising agents to join other trade and professional bodies in advising the Government during the national emergency of WWI.

The Institute of Incorporated Practitioners in Advertising (IIPA) formally succeeded the AABA in 1927 to further secure professional status and recognition for its members. This included the improvement of qualification standards and the creation of a governing body with powers to test qualifications and enforce observance of professional standards of conduct.

The change of name to the IPA was made in 1954 mainly for convenience but it also facilitated the membership of individuals as well as corporate bodies.

Today the IPA is the representative voice of over 250 leading agencies in the UK's advertising, media and marketing communications industry, covering the Creative, Digital, Direct Marketing, Healthcare, Media, Outdoor, Sales Promotion and Sponsorship sectors.

The collection was first deposited at HAT Archive in 2003 and additions are made on an annual basis.

Web site link: www.ipa.co.uk

Archive Content:

Date range: 1916 - 2005

Scope/formats:

History, constitution, incorporation; bye-laws; annual reports; IPA council and sub-committee reports, meeting minutes and correspondence; membership; training and examinations; conferences; press releases and news cuttings; photographs of presidents and members; IPA Advertising Effectiveness Award submissions (1981- present); IPA press circulation and readership surveys; agency employment information and statistics; IPA exhibitions in PDF format (1997- present); video and audio cassette presentations; IPA publications library.

Extent: 14 cubic metres

IPA Archive Contents

- Section 1:** IPA History, Constitution, Incorporation etc.
- Section 2:** IPA Reports: Annual Reports & Council Reports
- Section 3:** IPA Conferences
- Section 4:** IPA Council correspondence and memoranda
- Section 5:** European Management Group & Overseas Agency Correspondence
- Section 6:** IPA Periodicals
- Section 7:** IPA Membership
- Section 8:** IPA Training, Education & Exams
- Section 9:** IPA Press Releases and Cuttings
- Section 10:** Equity
- Section 11:** IPA Marketing Appraisals
IPA Media Appraisal Bulletins
- Section 12:** Cash books and Membership
- Section 13:** IPA Road Safety Campaigns 1960s
- Section 14:** Albums, compilations, cuttings books, special publications (includes IPA readership Surveys)
- Section 15:** Material associated with
Banquet to Overseas Advertising Agents at the Guildhall, London Tuesday 15th July, 1924
- Section 16:** Committee Minutes 1920s - 1950s
(Bound Volumes)
- Section 17:** Committee Minutes 1950s - 1990s
- Section 18:** National Directors of Agency Associations Reports 1990s
- Section 19:** IPA Awards
- Section 20:** Photographs
 1. Portraits of IPA Presidents
 2. Members
- Section 21:** Other portraits, caricatures, cartoons etc
- Section 22:** IPA Artefacts
- Section 23:** Bye-Laws (1950s)
- Section 24:** Shared Beliefs Project
- Section 25:** Annual Analysis of Agency Costs
- Section 26:** Agency employment information and statistics
- Section 27:** Advertising Film & Video Tape
Producers Association(AFVTPA)
- Section 28:** Media Appraisals Group papers
(see also Section 11)
- Section 29:** TV Audience Measurement Ltd. (TAP) agreements
- Section 30:** Broadcasting Audience Research Board papers (BARB). For minutes see section 17/29/1-3)

Section 31: IPA Publications

The IPA Archive IPA 1 - 31

Section 1: IPA History, Constitution, Incorporation etc.

- 1/1 CAM (Communication Advertising & Marketing Education Foundation) certificate of IPA status as a Constituent Body, November 1969.
- 1/2 Collection of historical material including publications on the founding and history of the IPA, original documents and photographs of old IPA offices etc.
(To be listed.)

Section 2: IPA REPORTS: Annual Reports & Council Reports

1. ABAA Monthly Reports and AGMs 1924-1927
(3 volumes)
(Association of British Advertising Agents was a forerunner of
IPA)
2. IIPA monthly and quarterly Reports and AGMs 1927-1939
(loose and bound copies)
3. Reports to Fellows & Associates 1929-1939
4. IPA Annual Reports & Council Reports 1929 – 1961
(2 copies of each)
5. IPA Annual Reports
1962 – 2002 (1964 missing)
6. IPA Annual Reports 1962-2002
Duplicates, not a complete set

Section 3: IPA Conferences To be listed

Section 4: Council correspondence and memos, 1975-2001

See Sections 16 & 17 for council minutes collection

Section 5: European Management Group & Overseas Agency Correspondence

Section 6: IPA Periodicals

IPA Bulletins & Appraisals:

National Readership Surveys 1965-68

Marketing Appraisals 1995-96 (Also see Section 11)

Appraisals Bulletins 1966-68

Directors Newsletter 1984 & 1986

Media Appraisal Bulletins 1957 - 1990 (indexed) - see Section 11

IPA News (also titled Institute Information & IPA Newsfile)

Aug 1953-Aug 1957; Sept 1957 - Aug 1960; Oct 1961 - Sept 1962;

Oct 1962 - Sept 1963; March 1959 - Spring 1998

IPA Forum:

Nov 1964 - April 1971

Loose copies. Bound copies located in HAT Library.

IIPA Research Bulletin 1937-1939

Quarterly Bulletin 1946 - 1953

Section 7: IPA Membership

7/1 Membership lists

7/2 Services, social events, agency statistics, Membership Committee 1995

7/3 Members files 1930-1950s

7/4 Members files 1930- c.1962

7/5 Members files 1962-1974

7/6 members files 1970s-1990s

7/7 Members files 2002-2004

7/8/1&2 2 boxes of members files – unidentified, to be sorted.

Section 8: IPA Training, Education & Exams

To be listed

Section 9: IPA Press Releases and Cuttings

Some of these are indexed but because they are randomly done, photocopies have not been made for the catalogue.

IPA 9/1	1963 - 1983
IPA 9/2	1982
IPA 9/3	1983, 1985, 1986 & 1987
IPA 9/4	1984
IPA 9/5	1988 - 1989
IPA 9/6	1989
IPA 9/7	1990
IPA 9/8	1991 - 1992
IPA 9/9	1992 - 1993
IPA 9/10	1994 - 1995
IPA 9/11	1996
IPA 9/12	1997 - 1998
IPA 9/13	1998
IPA 9/14	1999 - 2000

Section 10: Equity

Note: See also section 27

Includes information on:

- Child artists and models
- Musicians
- Related TV Production costs
- Disputes (green box files)

Section 11: IPA Marketing Appraisals

1966 - 1968

1979 - 1990s

"These appraisals are intended to draw attention to published material which makes an important contribution to marketing or marketing practice or articles of serious criticism which need to be countered."

IPA 11/1-15

15 A4 ring binders, each fully indexed. Photocopies of the index lists can be viewed in this folder.

Section 11: IPA Media Appraisal Bulletins

1957 - 1990

4 A4 ring binders, each fully indexed. Photocopies of the index lists can be viewed in this folder

IPA 11/16-19

Section 12: Cash books and Membership:

- Box 1 Old Fellows & Associates 1926
Sub-cashbooks 1957-61, 62-64, 64-66, 66-68, 69-71, 71-73, 74, 75-77, 78-80 & 93-94.
Council Meeting Attendance Book 1957 – 1982
- Box 2 Leather-bound subscription registers
1917, 1927 –1954, 1930s.
4 volumes ABAA Inc.
- Box 3 1954-56, 1958-61, 1961-1962, 1962-1965, 1966-1967,
& 1967-1968, 1969-1970, 1970-1972, 1972-1974, 1975-1977, 1977-
1980, 1980-1983, 1985-1992, 1990-1993.
- Box 4 (leather bound No 1 cash books)
Note: Cash book for 1956-1958 is too big for these boxes and is stored in IPA Section 14.

Section 13: IPA Road Safety Campaigns, 1960s

Section 14: Albums, compilations, cuttings books, special publications:
(Includes Readership Surveys)

- *The Face of the Institute*. IPA logos and house-style produced by Stuarts
- *Advertisers Weekly* Cuttings Book 1925
- Album of cuttings of advertising agency ads. for the Professional Purposes Committee c. 1960s.
- Press Cuttings books 1962 & 1963
- Press Cuttings for *Advertisers Weekly*, *World's Press News & Commercial Television News* Sept 1955-June 1956
- Survey of Provincial Weeklies Newspaper Coverage 1938-1939
- Analysis of Press Circulations for 1928, 1930, 1931 & 1934
- IPA Readership Surveys 1939-1967 (not complete. HAT Archive has a more comprehensive collection, including surveys by other publishers.)
- Investigated Press Circulations 1931-1932 (book, hard cover)
- IIPA Survey of Press Readership Advertising Vols I, II & III, 1939.

Section 15:

Material associated with

Banquet to Overseas Advertising Agents at the Guildhall, London

Tuesday 15th July, 1924

1. Embossed programme of event dated July 15th 1924
2. Signed proof proforma for a limited edition
3. 2 pages from Punch magazine reporting the event 23/7/1924
4. Original pen and ink cartoon for Punch article of the Lord Mayor of London raising a toast.
5. Original pen and ink cartoon for Punch article of a group of advertising agents at the event.
6. Etching of the interior of the Guildhall, London. Signed by Philip (Pimloth/Pinlott?)

Section 16: Committee Minutes 1920s - 1950s (Bound Volumes)

IPA 16/1/1 1920s – 1930s

Committees:

Audit Bureau; Audit Bureau Propaganda; Bye-laws

Institute Charter; New members;

Professional Purposes 1927-30;

ALSO contains

Legal documents and petitions

ABAA Minute Books 1 – 5

ABAA No 1 21/3/1916 – 3/12/1918

ABAA No 2 Jan 1919 – Oct 1922

ABAA No 3 3/10/1922 – 17/6/1925

ABAA No 4 1/7/1925 – 3/1/1927

ABAA No 5 4/1/1927 – 16/5/1927

IIPA 16/5/1927 – 21/11/1930 (Note: first AGM of IIPA)

IPA 16/1/2 1930s – 1950s

Council Minutes

Vol 1 1931- 1936

Vol 2 1936 - 1943

Vol 3 1943 - 1951

Vol 4 1951 - 1955

IPA 16/1/3 1955 –1964 (1961 and 1963 missing)

Council Minutes

IPA 16/1/4 1965-1974

Council Minutes

IPA 16/1/5 1975-1985

Council Minutes

IPA 16/1/6 1985-1997

Council Minutes

IPA 16/2 1930s

Committees:

Finance; Midland;
Professional Purposes;
Radio

IPA 16/3 1930 - 1950s

Committees:

President's Committee 1936-1955;
Examination Committee 1936-1954
Trade Relations 1936-55

IPA 16/4 1930s- 1950s

Committees:

Development 1936-55;
Research 1936-53 & 1954-55

IPA 16/5 1940s

Committees:

Education;
Institute of Incorporated Practitioners in Advertising;
Overseas Advertising; Professional Purposes;
Trade Papers

IPA 16/6 1950s

Committees:

Development Sub Committee (Creative Staffs);
Film Advisory Panel;
TV Negotiating Panel; TV Technical Panel;

IPA 16/7 1950s

Committees:

Finance Sub-Committee;

IIPA & Federation of Master Process Engravers;
National Readership Survey Controlling Committee;
New Members

IPA 16/8 1950s

Committees:

House; IIPA Discussion Group; Interview;
Outdoor Advertising Advisory Panel;
Outdoor Advertising Consultative Committee;
Outdoor Advertising Sub-Committee

IPA 16/9 1950s

Committees:

Agenda Book 1949-1953;
Conference;
Library

Section 17: Committee Minutes 1950s – 2000s

(In maroon lockable ring files.)

IPA 17/1 1950s

Development 1955-59 & 1959-61;
Education 1955-60; House 1955-59; Membership 1956-60;
Negotiation 1955-61; Outdoor Advertising 1955-1961;
Recruitment 1956-61;

IPA 17/2 1950s

Research 1955-58, 1958-59 & 1959-60;
Trade Relations 1955-57; 1957-1959
TV, Cinema & Radio 1955-1958 & 1958-62

IPA 17/3 1960s

Research Committee 1960-1967 (10 vols.)

IPA 17/4 1960s

Development (4 vols.);
Professional Purposes (3 vols.)

IPA 17/5 1960s

International (2 vols.)
Poster Audience Surveys (x 4 vols.);

IPA 17/6 1960s-1970s

President's Committee

IPA 17/7 1960s
Education (3 vols.); Examination (4 vols.);
44 Club (2 vols.)

IPA 17/8 1960s
Media & Trade Relations

IPA 17/9 1960s
Finance; Membership (4 vols.);
Training (2 vols.)

IPA 17/10 1960s
Ad Hoc committee; Agencies Research Consortium (2 vols.);
Director's Media Research Advisory Sub-Committee;
Marketing; National Conferences; TV Technical Panel;
Recruitment Advertising Committee 1965 -1979

IPA 17/11 1970s
Professional Standards Committee (8 vols)

IPA 17/12A 1970s
Development (7 vols)

IPA 17/12B 1970s
Education (4 vols)

IPA 17/13 1970s
Director's Media Research Advisory
Sub-Committee
(6 vols)

IPA 17/14 1970s
Marketing (6 vols.);
Marketing Publications Working Group;
Marketing/Media Data Sub-Committee of
Joint Industry Committee for National Readership Surveys (JICNARS)

IPA 17/15 1970s
Media Appraisals; Press Research Group;
Press Working Group;
Working Party on Royal Commission on the Press

IPA 17/16 1950s - 1970s
AA/IPA Below the Line & Own Brand Working Group;
British Code of Advertising Practice;
Finance; Outdoor Working Group;

International Advertising Sub-Committee 1958-1961;
Industrial Committee 1964-1969

IPA 17/17 1970s
Integrated Media & Product Research Working Group;
Joint Industry Committee for Poster Advertising Research (JICPAR);
Production Committee; Radio Advisory Group; TV Advisory

IPA 17/18 1970s
IPA Society Industrial Committee;
Agencies Research Consortium
President's Technical Panel 1975-1976

IPA 17/19 1970s
Advertising Evaluation Working Group;
Direct Response Advertising Working Party;
Information Retrieval Working Party;
International;
IPA/ISBA Working Party on the Future of Broadcasting;

IPA 17/20A 1980s
Press Research Advisory Group

IPA 17/20B 1980s
Press Research Advisory Group

IPA 17/21 1980s
Advertising Effectiveness Awards (2 vols.);
Marketing Appraisal Working Group (incl. 1978-1979)
Marketing Group

IPA 17/22 1980s
IPA Society;
Joint Independent Committee for Radio Audience Research
(JICRAR)
Media Appraisals Working Group

IPA 17/23 1980s-1990s
Adgraphics Organising Committee;
Development;
Education & Training ;
Outdoor Working Group;
Print Technical Panel 1968 – 1983

IPA 17/24 1980s-1990s

Media Independents 1985
IPA Long-range planning group 1983
IPA Refurbishment group 1996-1997

IPA 17/25 1980s
Executive Committee 1980-1982; 1982-1988; 1988
Industrial 1979-1989

IPA 17/26 1960s - 1980s
Audio Visual Negotiating Panel 1962-1978; 1978-1980; 1983-1986
Commercial Production Advisory Group 1986-1989
Commercial Production Policy Group 1986-1987; 1987-1988; 1988-1989

IPA 17/27/1 - 5 1980s-2000s
Media Policy Group 1983 – 1990; 1990-1993; 1993-1995; 1995-1996; 1997-2000
(5 boxes)

IPA 17/28/1-2 1980s-1990s
Commercials Production Policy Group 1989-1995; 1995-2000

IPA 17/29/1- 3 1980s-1990s
Broadcasting Audience Research Board (BARB)
Audience Measurement Management Committee 1980-1988
Television Research Advisory Group (TAG) 1990-1992; 1992-1993

IPA 17/30 1990s
Advertising Effectiveness Awards;
Press Research Advisory Group;
Education & Training
Direct Marketing Group (1991)

IPA 17/31 1970s-1990s
Media Committee 1977-1978
Media Advisory Panel 1979-1996

IPA 17/32 1970s-1990s
Audio Visual Negotiating Panel 1981-1983
IBA Advertising Liaison Group 1980-1989; 1990-1995
European Management Group 1990-1992; 1993-1995; 1995-1997
Recognition Agreements Working Party 1975-1976

IPA 17/33 1970s-1990s
Membership Committee 1970-1977; 1977-1983; 1983-1990
JICRAR (Joint Industry Committee for Radio Audience Research)
1989-1991; 1991
Radio Working Group 1990

IPA 17/34 1990s
President's Research Advisory Group (PRAG) 1992-1993

IPA 17/35 1990s
Joint Equity Negotiation Group 1995-1999

IPA 17/36 1980s-1990s
Digital Communication Committee 1990-1992
Business to Business Committee 1990-1997
Creative Services Committee 1990-1997
Peacock Report (re BBC finance 1885)

**Section 18: National Directors of Agency
Associations Reports 1990s**

Section 19: IPA Awards

19/1 IPA Large Posters

19/2 Awards Posters

57 posters and one piece of art work

19/3 IPA Advertising Effectiveness Awards information

Box 19/3 includes guidelines, background to award scheme, winners and topics (financial services, alcoholic drinks, food & beverages) and area awards.

19/4 IPA Award Submissions

245 IPA Advertising Effectiveness Award submission reports (1983-2002) (databased)

These include successful submissions, with colour plates, as well as unsuccessful ones. Digital images included with submissions are recorded on a number of CD Roms.

To be listed:

18 Boxes of IPA Advertising Effectiveness Awards Submissions in various formats (Print, Floppy Disk, Audio Cassettes and CDs)

1992, 1994, 1996, 2002, 2003, 2004, 2005

Area Awards submissions 2003

Scottish Advertising Effectiveness Award submissions 1995 – 2003.

Other types of awards (2 boxes)

Also see Section 17 for Advertising Effectiveness Awards committee minutes

Section 20:**Photographs****20/1****Photographic portraits of IPA Presidents**

20/1/01	L.O. Johnson	(1917- 1927)
20/1/02	L. G. Jackson	(1931- 1932)
20/1/03	J. Strong	(1932 - 1933)
20/1/04	R. Winter Thomas	(1933 - 1934)
20/1/05	R. J. Sykes	(1929 - 1931) (1934 - 1937)
20/1/06	Sir William Crawford KBG	(1937 - 1940)
20/1/07	Norman Moore MA	(1940 - 1945)
20/1/08	C Harold Vernon	(1945 - 1948)
20/1/09	Hugh T Appleton.	(1948 - 1951)
20/1/10	Hubert A Oughton OBE	(1951 - 1954)
20/1/11	Alan M Wilkinson	(1954 - 1957)
20/1/12	Douglas M Saunders	(1957 - 1959)
20/1/13	Sinclair Wood OBE	(1959- 1961)
20/1/14	John Hobson CBE	(1965- 1967)
20/1/15	W A Messenger MC	(1962-1963)
20/1/16	Sir John Rodgers	(1967- 1969)
20/1/17	David Dutton.	(1969- 1971)
20/1/18	J G Wynne-Williams	(1971- 1973)
20/1/19	A A Ross OBE	(1973- 1975)
20/1/20	John Treasure	(1975- 1977)
20/1/21	Rodney Millard	(1977- 1979)
20/1/22	Michael English	(1979- 1981)
20/1/23	Christopher Hawes	(1981-1983)
20/1/24	Reginald Oliver.	(1983-1985)
20/1/25	Alban Lloyd	(1987-1989)
20/1/26	Winston Fletcher	(1989-1991)
20/1/27	Robert A Bevan OBE	(1961-1962)
20/1/28	Bert De Vos?	
20/1/29	Brian F MacCabe MC	(1963-1965)
20/1/30	P de G Benson	(1925-1929)
20/1/31	Peter Mead	
20/1/32	Unidentified	

20/2**Photographs of members**

To be listed

20/3

Photograph album containing black and white photographs of IPA training course students 1952-1960

To be listed

Section 21:

See also Section 15.

Other portraits, caricatures, cartoons etc

21/1 Montage of drawn, cut out and pasted caricatures of advertising personalities who attended the

IPA Dinner Dance, Dorchester Hotel London, 30th March 1955.

Signed "MAC '55" (brc)

It includes (left to right):

Wilkinson, Lt. Cool Alan M., DSO, MA, FIPA
(RAF pilot War I and all round sportsman)

Sinclair, Sir Robert, KCB, KBE

Cadbury, Lawrence J, CBE

King, Cecil H (Daily Mirror)

Wood, Sinclair, OBE, FIPA

Lord Mackintosh of Halifax, Rt. Hon, DL., LLD

Winnick, Maurice

Presbury, J Guy

Collins, Norma

Harrison, Major U (orG?) MC

Pilkington, Sir Harry and daughter Jennifer

Berry, Miss Mary Anne

Oughton, Huberd A

Barrett, Harold

The Viscount Woolton, Rt. Hon, PC, CH

Fraser, Sir Robert, CBE

MacColl, Bruce (of Royds)

Pope, George (The Times. A newspaper strike was on at this time)

Studd, W W J (Illustrated Newspapers - Tatler, Sketch, Sphere, Britannia)

Pitman, I J, MP (Former Bath RFC Captain)

Parker, I G, of A.S.F.P.

Needham, Leslie

Jones, E F

Hughes, Mrs

Bevan, R A, OBE

Hughes, H G

Stobo, P L

Section 22: IPA Artefacts

- 22/1 50th anniversary presentation statuette to IPA from members of the International Advertising Association, 1967.
- 22/2 IAA cup
- 22/3 Bronze medallion, embedded in plastic forming a paperweight. A.A.A.A. (American Association of Advertising Agencies) 2nd International Meeting of Agency Advertising Leaders USA, 1962
- 22/4 AAAA commemorative paperweight marking its 50th anniversary 1917 - 1967.

Section 23: Bye-Laws, 1950s

Section 24: Shared Beliefs Project

Section 25: Annual Analysis of Agency Costs

Compilations 1955-1975; 1978; 1980-1986; 1999-2000

Section 26: Agency employment information and statistics

Includes:

Recruitment, pension schemes, salaries/remuneration, tax, staff/office arrangements, redundancies etc.

Section 27: Advertising Film & Video Tape Producers Association(AFVTPA)

Disputes, viewing trends, employment practices and some equity issues.

Section 28: Media Appraisals Group papers (see also Section 11)

Section 29: TV Audience Measurement Ltd. (TAP) agreements

Section 30: Broadcasting Audience Research Board papers (BARB). For minutes see section 17/29/1-3)

Section 31: IPA Publications

Categories:

1. Agency Management
2. Bibliographies
3. Careers & Training
4. Codes of Practice
5. Commissioned Reports
6. Direct Mail
7. Employment Guidelines
8. Financial issues (VAT, Insurance, Pensions etc) - 2 boxes
9. General Guides to advertising industry
(i.e. broad themes that do not fit into any other category on this list)
10. Industrial Advertising
11. Marketing & Market Research
12. *Occasional Papers* on various subjects
13. Press research/Readership surveys
14. Speeches and presentations by named speakers
15. Technical Information:
(Printing, artwork, computers etc)
16. *Trends in Audiences in Advertising Costs*
17. European Issues
18. Overseas Issues (Not Europe)

