

CASE STUDY

JUNE 2015

DEEPSTORE IS THE PERFECT ADVERT FOR BBH STORAGE SOLUTION

BBH is one of the world's most famous creative advertising agencies. Founded in 1982 by British ad men John Bartle, Nigel Bogle and John Hegarty, the agency has produced campaigns for many of the world's most illustrious brands. The agency continues to work with its founding client, Audi, and still uses the original "Vorsprung durch Technik" line in its campaigns. It counts Diageo, Unilever, British Airways and Google among its clients.

BBH's relationship with DeepStore began 13 years ago when the agency needed to store a large volume of boxes of paper records and original artwork. In that time, the advertising giant has stored 3,752 boxes of tapes in DeepStore's climate-controlled vault in its London 'live above ground' storage facility and a further 3,270 boxes in the UK's largest salt mine in Winsford, Cheshire.

The tapes, which contain master copies of adverts - some of which may be the only copy in existence, are very precious and date back to when BBH was formed. It is unlikely that they will be used again but as they are the masters they need to be kept just in case and DeepStore's same day and two hour on-demand retrieval services makes it the perfect solution should the need arise.

Due to the delicate nature of the tapes and their flammability, it was important that BBH sourced the ideal storage conditions. The environment at the London Live site coupled with 60 per cent humidity in the mine made both DeepStore locations ideal.

DeepStore's 'live above ground' storage facility in Bromley-by-Bow in London's East End, provides same day services to its clients in the City of London and surrounding boroughs. Access to stored material is through DeepStore's Record Management system provided through DeepStore Online.

Andy Coppin, BBH operations director and partner, said: "We needed a company who understood the issues surrounding storing tapes of this kind and DeepStore demonstrated extensive knowledge and experience in this field. Maintaining a good library of material that is sensitively stored and easily accessible is essential for us to remain a world leader in creative advertising and DeepStore has been the ideal partner for us through the years."