### **Contents**

Foreword by Sir Martin Sorrell ix

#### Introduction 1

PART ONE Old school, robust media battles but with leadership, strategy and innovation 7

#### 01 Labour isn't working. The election of Margaret Thatcher - 1978-1979 9

Introduction 9

Why the campaign shook the world 9

Why was the campaign great? What did it change and exemplify in the comms world? 10

Which people drove the campaign? The cast 10

The context 15

The objective 16

The strategy 16

1201 How the narrative unfolded ...

#### New Labour, New Britain: Tony Blair's repositioning of 02 the Labour Party - 1994-2005 29

Introduction 29

Why the campaign shook the world 29

Why was the campaign great? What did it change and exemplify in the comms world? 31

Which people drove the campaign? The cast 33

The context 37

The objective 38

The strategy 38

How the narrative unfolded ... 38

## **O3** A right royal renaissance: Rescuing the British Monarchy – 1997–2011 53

Introduction 53

Why the campaign shook the world 53

Why was the campaign great? What did it change and exemplify in the comms world? 54

Which people drove the campaign? The cast 55

The context 60

The objective 61

The strategy 62

How the narrative unfolded ... 62

**PART TWO** New approaches in global entertainment and sport, based on coalition and creativity 73

# O4 Start Me Up: Reinventing the Rolling Stones – 1981–1982 75

Introduction 75

Why the campaign shook the world 75

Why is the campaign great? What has it changed and exemplified in the comms world? 76

Which people drove the campaign? The cast 77

The context 81

The objective 81

The strategy 82

How the narrative unfolded ... 82

## O5 A way beyond football: Brand David Beckham – 1998–2013 91

Introduction 91

Why the campaign shook the world 91

Why is the campaign great? What has it changed and exemplified in the comms world? 93

Which people drove the campaign? The cast 93
The context 97
The objective 98
The strategy 98
How the narrative unfolded ... 99

## O6 Inspiring a generation: London 2012 Olympic Games – 2005–2012 113

Introduction 113
Why the campaign shook the world 113
Why was the campaign great? What did it change and exemplify in the comms world? 114
Which people drove the campaign? The cast 115
The context 120
The objective 121
The strategy 121
How the narrative unfolded ... 122

# **PART THREE** Modern marketing movements with digital convergence and purpose 133

# 07 Product (RED): How Bono changed cause marketing – 2006–2014 135

Introduction 135
Why the campaign shook the world 135
Why is the campaign great? What has it changed and exemplified in the comms world? 136
Which people drove the campaign? The cast 137
The wider context 141
The context 144
The objective 145
The strategy 145
How the narrative unfolded ... 145

### 08 The audacity of hope: Obama for America – 2006–2008 153

Introduction 153

Why the campaign shook the world 153

Why was the campaign great? What did it change and exemplify in the comms world? 155

Which people drove the campaign? The cast 155

The context 160

The objective 160

The strategy 160

How the narrative unfolded ... 161

#### **09** Campaign for Real Beauty: Dove – 2003–2013 175

Introduction 175

Why the campaign shook the world 175

Why is the campaign great? What has it changed and exemplified in the comms world? 176

Which people drove the campaign? The cast 177

The context 182

The objective 183

The strategy 183

How the narrative unfolded ... 184

# 10 Conclusions: A manifesto for the great campaigns of the future 198

The elements that make campaigns truly great 198
Great campaigns of the future will need trust, leadership,
powerful storytelling, creative flair 205
Other campaigns on the verge of greatness? 207
The qualities of great communications professionals –
now and in the future 208

Index 211