



# Campaigns that Shook the World: The Evolution of Public Relations

*Danny Rogers*

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## **Campaigns that Shook the World: The Evolution of Public Relations** Danny Rogers

Over the past four decades, a series of PR campaigns have helped to shape popular culture and influence public opinion. Campaigns that Shook the World provides the inside story on the pivotal PR campaigns of the past four decades, following and celebrating the maturation and expansion of the PR industry towards today's practice. It examines ten of these campaigns in detail from the 1970s to the present day, explaining their strategy and tactics, looking at the imagery and icons they created and interviewing the powerful, flamboyant personalities who crafted and executed these seminal projects.

Each chapter is built around extended case studies including Thatcherism (1979), New Labour, The Royal Family, The Rolling Stones (1981), David Beckham, London 2012, Product [RED], The Obama Campaign (2008) and Dove Real Beauty.

Featuring campaigns by Saatchi & Saatchi, Bell Pottinger, Ogilvy, Freuds, Pitch and other well-known agencies, Campaigns that Shook the World grapples with PR's uneasy place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change, for the good, and at times for the less than good. It contains insights from Alastair Campbell, Lord Tim Bell, Alan Edwards, Paddy Harverson, Matthew Freud and many others.

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