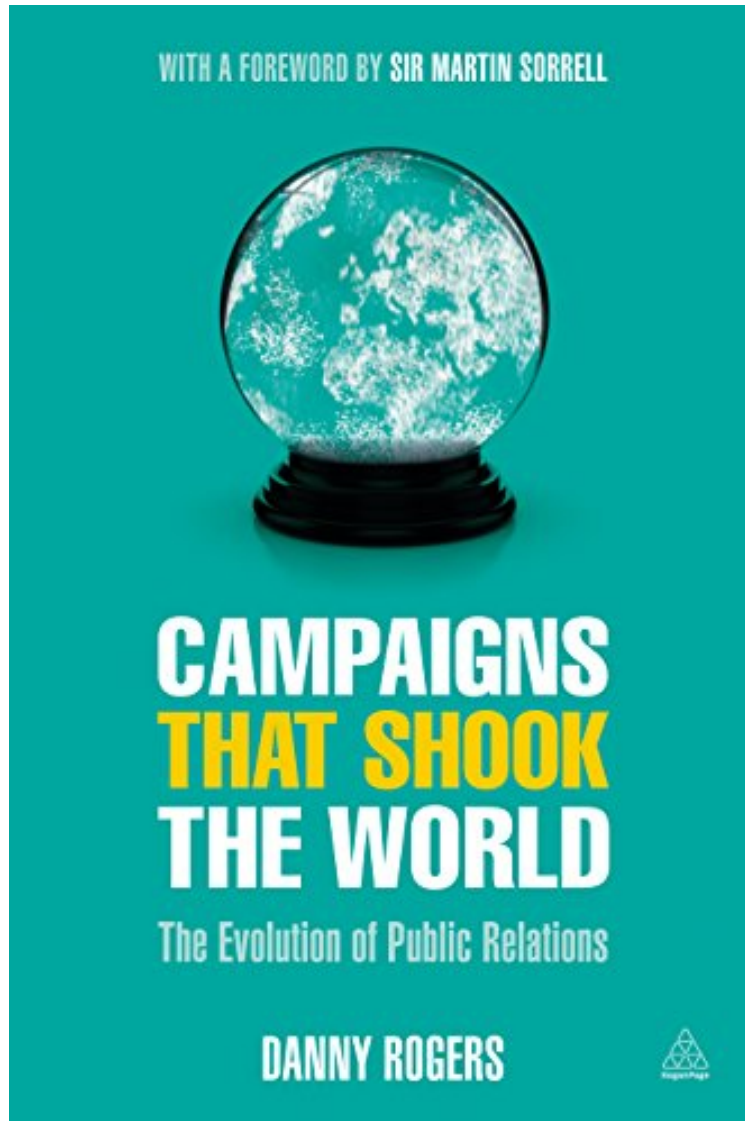


# Campaigns that Shook the World: The Evolution of Public Relations

*Danny Rogers*

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**Danny Rogers : Campaigns that Shook the World: The Evolution of Public Relations** before purchasing it in order to gage whether or not it would be worth my time, and all praised Campaigns that Shook the World: The Evolution of Public Relations:

0 of 0 people found the following review helpful. The Cover is Great, the Content MarginalBy William G. SimonIt's a nice cove, but the PR campaigns are far from the best ones out there (and I read quite a few annually). It does have a bent toward more politically liberal spectrum of readers. The breakdown of material could be structured in a more

succinct way. It proved a disappointment for me. 0 of 0 people found the following review helpful. Short, specialist but enjoyable. By Darren Ingram\_dot\_com This is an interesting book, one of those that you might not think you need if you see it momentarily at a bookstore, yet once you open it up and start reading you will soon get hooked and the information just begins to flow. A number of public relations campaigns from the past four decades have been examined, which have undeniably helped shape popular culture and influence public opinion. Naturally, a book of this kind can only give a superficial overview, yet it manages to provide an excellent, engaging summary of what happened, how it happened and perhaps more importantly highlights some of the key takeaway points and skills that can be deployed in other situations. The only real criticism is that it ended too soon and there were too few campaigns under the author's magnifying glass. One can hope that a volume two, volume three and so on are under consideration, since the concept appears to work very well and it could be extended to become a broader franchise, taking in successful campaigns from other countries. So what campaigns did the author focus on? Margaret Thatcher's first election, the Tony Blair New Labour years, a fourteen year "repositioning" of the Monarchy, reinventing the Rolling Stones, establishing David Beckham the brand after football, the 2012 Olympic Games, Bonor's Product (RED), Barack Obama's Presidential dream and a ten year campaign for Dove and "real beauty". An interesting mix for sure. There's not a lot more to say. The book is as giving as you let it be. It is not going to necessarily be a "big bang" change-your-life thing, but neither does it promise that. It is much more subtle. It is clearly aimed at those with communications-based professional responsibilities, yet even the curious generalist will get a fair bit out of it. 0 of 0 people found the following review helpful. Came Up Short. By Andy in Washington The description of the book caught my attention. I was very interested to read an analysis of how some of the great advertising and public relations campaigns in history were managed. Unfortunately, the book came up a bit short. === The Good Stuff === \* There was a great mix of material. The public relations campaigns and genius of Barack Obama, The Rolling Stones and The British Royal Family, among others, were excellent topics. Some, like the Stones and Royals needed to repair previous damage, while others like Obama needed to build and communicate a new image. \* Some of the stories were much better than others. I especially enjoyed the summary of the Rolling Stones and how Mick Jagger actively managed both their public image and advertising contacts. I would have loved to have attended the meetings where Jagger convinced a high end fragrance company that they should give the Stones over a million dollars in sponsorships. \* Occasionally, Danny Rogers managed to find the sort of detail which attracted me to the book. As a brief example, Bono created the (RED) campaign as a brand image for much of his charity work. But the true genius of the strategy was that other celebrities could get behind the (RED) brand because it was somewhat independent of specific products. Therefore, even though (RED) might have a sponsorship with a certain product, a celebrity who represented a competing product could still support the (RED) brand with no conflicts. Details such as this help me understand how the whole process works. \* Rogers writes in a easy and quick-to-read tone, and the pages fly by. There is a minimum of jargon or industry language. === The Not-So-Good Stuff === \* Unfortunately, the book reminds me, more than anything, of advertising copy. Details are sparse, and there is a lot of hand waving and generalities. Almost all of the campaigns are described as being led by people who are effective, hard working and able to keep their focus. The Obama chapter was especially disappointing, because while most everyone knows he created a strong online presence, there were few details on how specifically this was accomplished. None of the material ever discussed unsuccessful campaigns or tactics. \* Some of the material seemed designed to only appeal to advertising insiders, and perhaps not even them. As a specific example, there is a brief bio of every major player in the campaigns-which was just not something I found all that interesting or important. === Summary === I was really hoping for a more serious and detailed book on how great advertising campaigns worked. There is no question that some campaigns can literally "change the world", but I would have loved to have read more on the nuts and bolts of these campaigns. Instead, there were more generalities and platitudes. === Disclaimer === I was able to read an advance copy of this book through the courtesy of the publisher and NetGalley.

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.

"[A] top recommendation for any involved in marketing and PR. More than just a survey of public relations approaches and history, *Campaigns that Shook the World* considers and contrasts changing relationships between communicators, uses campaigns by major companies to illustrate their lasting political and social impact, and considers what makes the best campaigns superior to others. From contrasts between old and new approaches to reinventing popular icons such as the Rolling Stones, *Campaigns that Shook the World* covers a range of issues involved in the process and produces a powerful examination that no marketing student or business pro should be without." (Diane Donovan Donovan's Literary Services)"This is an extremely well-crafted book which belongs on several bookshelves. It is an insightful read which will be enjoyed by anyone interested in culture, politics, journalism and modern history. It is also likely to be very useful to anyone working in any part of the communications industry."