

GAME CHANGERS



THE
EVOLUTION
OF
ADVERTISING

TASCHEN

GAME CHANGERS

Ed. Peter Russell
& Senta Slingerland

THE EVOLUTION OF ADVERTISING



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**STORYTELLING IS STILL
FUNDAMENTAL TO OUR
EXPERIENCES. DESPITE THE
INCREDIBLE EXPLOSION
OF TECHNOLOGY, WE ALL
STILL LOVE STORIES.**

—Sir John Hegarty

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PREFACE

Philip Thomas
Chief Executive, Cannes Lions

GAME CHANGERS

For 60 years, Cannes Lions has been celebrating the greatest creative work in the world. The festival began with cinema ads and slowly – very slowly – began to include other forms of advertising; in those days it was a case of evolution not revolution. It's a testament to the extraordinary world we now live in that there has been more change in the last five years than in the previous 55.

This book charts the world of creative communications, advertising and marketing through the game-changing ideas that have moved the industry forward over the last 60 years. The pieces have been selected by a wide-ranging group of professionals, and of course, as with any selection, there will be furious debate about what's in here and what's not – but that's what makes this business such fun.

We hope you enjoy reading this history of the truly important pieces of work within advertising and communications, that it provides inspiration and lessons to learn.

This book reminds us of the leaps of faith, the technological changes, how other cultural influences have changed the communications landscape, one can only guess at what the next 60 years will bring...

Philip Thomas
Chief Executive, Cannes Lions

Seit 60 Jahren werden bei den Cannes Lions die weltweit besten kreativen Arbeiten gefeiert. Das Festival begann mit der Kinowerbung, doch langsam – sehr langsam! – kamen andere Werbeformen hinzu. Das war damals weniger Revolution und eher Evolution. Es ist der Beweis für die außergewöhnliche Welt, in der wir heute leben, dass sich in den vergangenen fünf Jahren mehr verändert hat als in den 55 Jahren davor.

Dieses Buch kartiert die Welt der kreativen Kommunikation, der Werbung und des Marketings anhand bahnbrechender Ideen. Sie alle haben die Branche in den vergangenen 60 Jahren vorangetrieben. Ausgewählt wurde von einer Jury, die sich aus Profis unterschiedlicher Bereiche zusammensetzt. Natürlich gab es – wie bei jeder Auswahl – heftige Debatten, was aufgenommen wird und was nicht. Aber genau deswegen macht dieses Geschäft ja solchen Spaß.

Wir hoffen, Sie haben Vergnügen an dieser Geschichte der wirklich wichtigen Werke der Werbe- und Kommunikationsbranche und Sie finden hier Inspiration und die Möglichkeit, sich fortzubilden.

Dieses Buch zeigt uns, wie Risikobereitschaft, technologische Entwicklungen und andere kulturelle Einflüsse die Kommunikationslandschaft verändert haben, kann man nur raten, was die nächsten 60 Jahre erwarten lassen ...

Philip Thomas
Geschäftsführer, Cannes Lions