

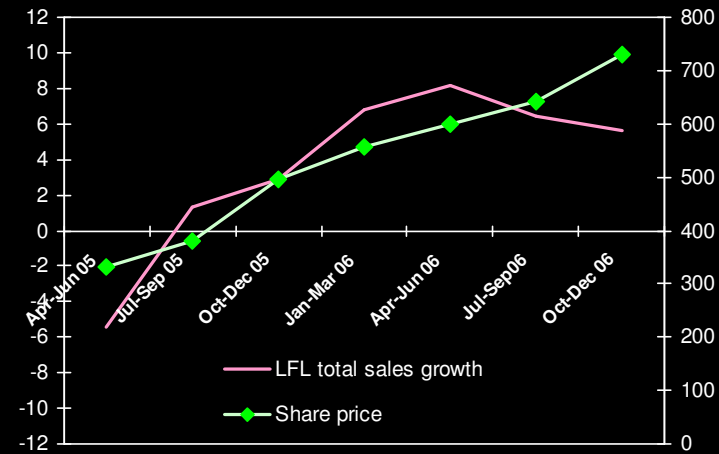


CLIENT:
Marks & Spencer



SOLUTION:
Focus, Authority, Energy! Be single minded, deliver consistent and visible mainstream broadcast media to drive footfall and reappraisal

TASK:
Re-establish contact with their broad customer base, who has lost faith with the brand.



M&S quarterly like for like % total sales growth & share price
April 05 – Dec 06

RESULTS:
Britain's favourite retailer again! Share price and earnings per share at an all-time high!