

Advertising and Branding

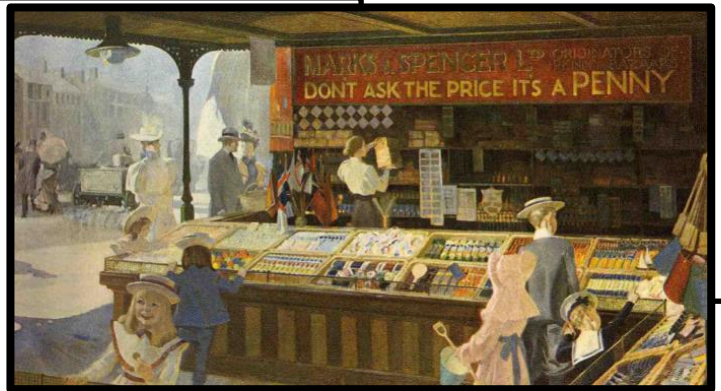
Evolving our brand and advertising since 1884



Artist's impression of Michael Marks' first stall

1884

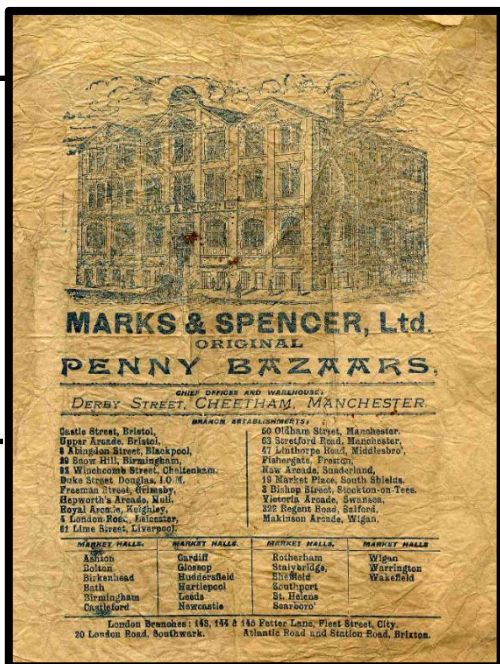
Michael Marks opened his first stall at Kirkgate Market in Leeds. The signs he used to advertise his penny price point became well known, stating 'Don't ask the price, it's a penny'.



Artist's impression of a Marks & Spencer stall

1894

Michael Marks formed a partnership with Thomas Spencer. The brand name Marks & Spencer was born.



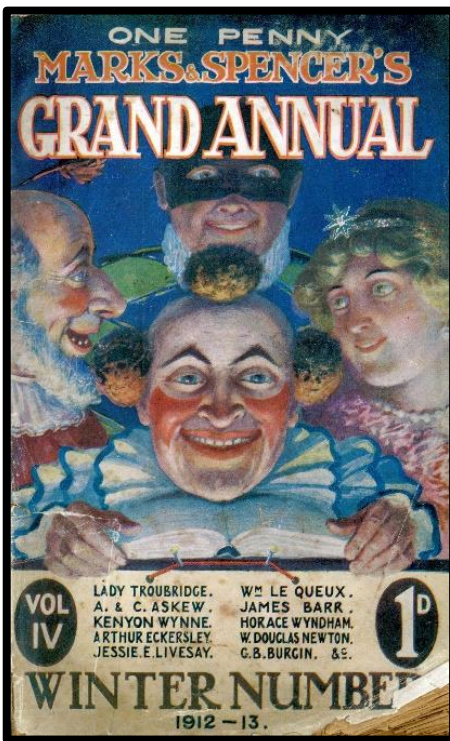
Paper bag, c1903-1905

1900-1920s

Goods were branded with Marks & Spencer from c1900 and Marks & Spencer Ltd from 1903 onwards. Early own-brand names including Monster, Welbeck and Marspen were also used on a range of goods. Customers took their purchases away in paper bags printed with a list of all M&S stores and an illustration of our head office and warehouse on Derby Street, Manchester.

1909

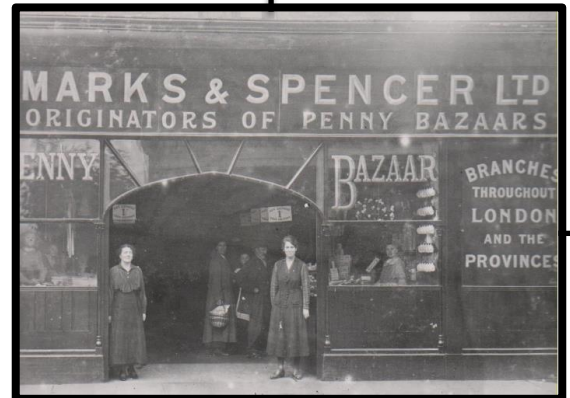
The Advertisement and Publication department was set up, and our first known form of advertising emerged, The Grand Annual. This was a promotional magazine produced up until the First World War. It advertised all sorts of items, including products not sold at M&S, from pharmaceuticals to boot polish.



Grand Annual Vol 4, 1912-1913

1910s

M&S started to expand into the south of England and came into competition with other chain stores. To reinforce our brand we introduced consistent signage and colour schemes, with 'Originators of the Penny Bazaar' and 'Admission Free' in gold lettering on store fronts.



East Ham store, 1914

1913

An advert in the Grand Annual reads 'The Penny Universal Providers. Value, Variety, Quality, Quantity are the Firm's Watchwords. Everybody's requirements catered for at the price of ONE PENNY'.



Grand Annual Vol 4, 1912-1913

1928

We registered the trademark St Michael, inspired by one of our bestselling lines (St Margaret hosiery made by Corah of Leicester) and named in honour of our founder Michael Marks.

The St Michael brand was given to only our best quality products, made exclusively for M&S.

St Michael was later extended to cover more goods sold in store as we improved the quality of all our lines. By the 1950s all M&S products carried the St Michael branding.



St Michael trademark, 1928

1932

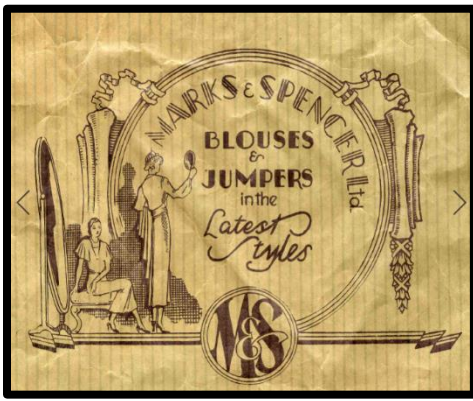
Two editions of the Marks and Spencer Magazine were produced. These were customer magazines, sold for 2d, filled with articles and advertising for items available at M&S.

This included St Michael products as well as other brands, like Siro Watches and Cadbury chocolate.

Aspirational colour illustrations showed elegant people in comfortable surroundings.



M&S Magazine, Christmas 1932



Paper bag, 1930s

1930s

Illustrated paper bags featuring Art Deco designs helped cultivate our reputation for quality.

Window dressing developed into a fine art. Window displays were a platform for promotion with key messages being the quality of materials and design of products.

They played such an important role in attracting customers that we would sometimes update displays on a daily basis.



Window Display of mens shirts, 1937



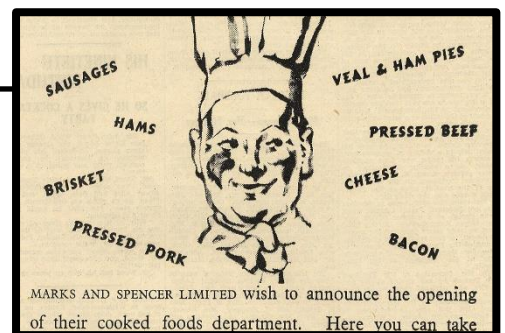
Newspaper advert, 1938

We opened new Super Stores, accompanied by a nationwide newspaper advertising campaign featuring the slogan 'The Family Store'. Store décor included posters promoting the M&S values of Trust, Quality and Value and M&S clocks appeared outside our stores.

New food departments were opened with the taglines 'Fresh supplies daily' and 'Finest quality - keenest prices'.

1931

New food departments opened with the taglines 'Fresh supplies daily' and 'Finest quality - keenest prices'.



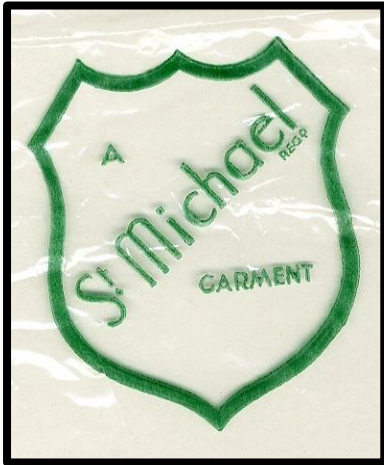
MARKS AND SPENCER LIMITED wish to announce the opening of their cooked foods department. Here you can take

1941

During the Second World War very little advertising could be implemented, with store windows covered for black out and paper rationing reducing the size of newspapers. Much of our wartime clothing carried the Utility Scheme label.



Utility clothing labels 1940s



St Michael label, 1940s

1949

Our Chairman Simon Marks stated, 'Our trademark, St. Michael, is a guarantee of our standards of value and has become a well-known brand throughout the land.'

1951

The St Michael logo changed from a simple font to a handwritten style.



St Michael logos, 1950s

1953

We introduced St Michael News, an in-house newspaper-style staff magazine.

Staff were encouraged to take the magazine home and show new ranges to friends and family. Many stories focused on new synthetic fabrics and manufacturing techniques that provided convenience and quality for customers.



St Michael News, 1953

1954

We started to bring food products into the St Michael brand. It is thought that the first food product to bear the St Michael brand were Almond Crisps in 1954.



1958

Our first colour advert outside of St Michael News appeared as a four-page spread in Woman Magazine in May 1958. Described as an experiment in large scale advertising, the Sales Promotion department estimated that up to 8 million women would see the advert.



Advert in 'Woman' magazine, 1958



1958

All goods sold at M&S now carried the St Michael brand.

1959

The St Michael brand featured prominently on carrier bags and was now described as 'the brand name of Marks & Spencer'. Our advertising stated 'You can buy St Michael only at Marks and Spencer'.



New logo, 1959

1959

Our first television adverts appeared, as more customers now would have had television sets in their own homes.



Fashion Time TV advert, 1960

The adverts were seven seconds long, showcasing Tricel womenswear in partnership with Courtalds. Later that year several longer adverts appeared on regional and national TV, followed by more extensive TV adverts like the 15-minute long 'Fashion Time' in 1960.

1960

Cinema adverts were our key form of advertising throughout the 1960s.

Our two-minute adverts were often filmed in stores, but we also produced several studio adverts in conjunction with She magazine. Our adverts were shown in over 500 cinemas and accompanying images were displayed in store windows.



It's Wool It's St Michael, 1961

1961

We started to make jointly-produced films focusing on specific fibres. We worked with the British Nylon Spinners, makers of Bri-Nylon, and with the International Wool Secretariat.

Adverts like 'On The Town with Acrilan' featured Broadway choreographers and dancers, and some featured famous singers like Janie Marden.



A is for Acrilan, 1963

1965

Our advert 'Carefree Summer' won 2nd prize at the 12th annual International Advertising Film Festival in Cannes. It was filmed in Portugal, the first time we used a foreign filming location.

Our adverts had Hollywood-style storylines and reportedly received spontaneous applause in cinemas.



Carefree Summer, 1965

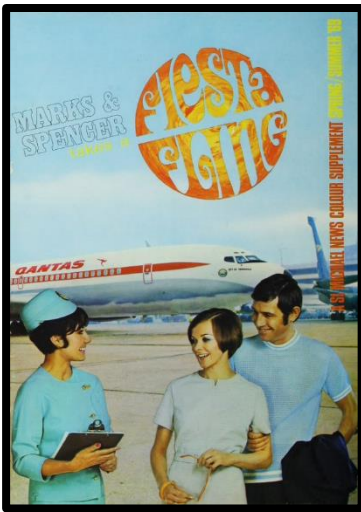
1967

For the first time, celebrity models promoted M&S in print advertising. Twiggy made her M&S debut modelling our teen ranges, like Junior Miss (introduced in 1965).

We started to use the phrase '99% Made in Britain' across our marketing of St Michael merchandise.



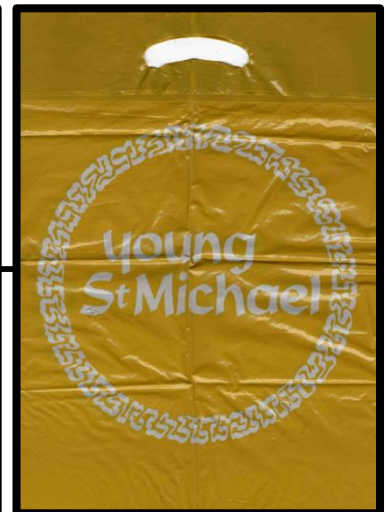
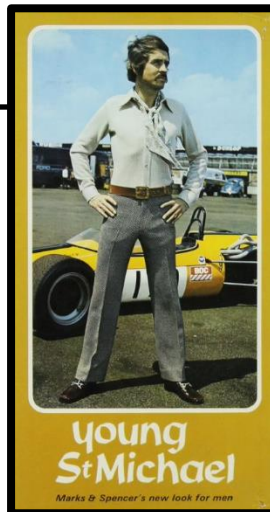
Junior Miss dresses, 1960s



Fashion Supplement, 1969

1969

Full-colour seasonal fashion supplements were introduced and distributed with St Michael News, often featuring themed photoshoots set in well-known locations.



Young St Michael leaflet and carrier bag, 1970

1970

Our Young St Michael range was introduced, aimed at younger customers. The brand had its own logo and carrier bags.



Chicken TV advert, c1974

1974

M&S Food started to gain a higher profile in the 1970s as our TV advertising expanded to encompass our food ranges. A series of adverts used the slogan 'Marks & Spencer – we never compromise on quality' and 'It's a pretty good price, too'.



Fashion Supplement, 1985

1980s

We stopped making TV adverts in the 1980s, as very strong sales made expensive TV campaigns unnecessary.

We made greater use of celebrity designers, launching a number of fashion collaborations.

For the first time we advertised in Vogue magazine, reflecting a new focus on high-end fashion.

'Quality' and 'British Made' continued to be the core messages to our customers.



Print adverts, c1988

1988

Print advertising included a series of adverts with the taglines 'Marks & Step Aside', 'Marks & Spicy', 'Marks & Self-Assured', all coupled with the slogan 'Have you been to Marks & Spencer lately?'

St Michael

QUALITY
VALUE
SERVICE

Carrier bag, 1990s

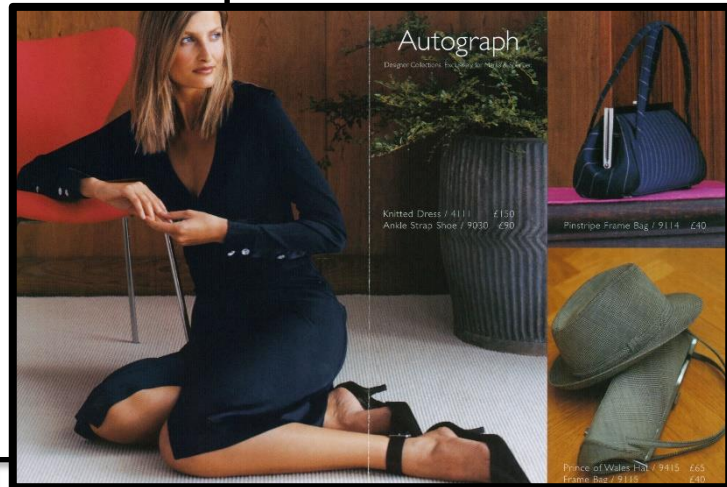
1990s

The core message to our customers throughout the 1990s was 'Quality, Value, Service' – which featured on advertising, in-store décor and carrier bags.

2000

We phased out the St Michael brand, although The St Michael Promise (M&S' guarantee of high quality merchandise) was carried forward.

A new logo and visual identity were introduced. We started to develop a range of sub-brands targeted at different groups of customers, starting with Autograph and Per Una.



Autograph marketing, 2000

2000

We returned to TV advertising for the first time since the 1970s with the 'I'm normal' poster and TV campaign. Linked to a major resizing project, the main message was 'you'll be pleased to hear that if you're not average, you're normal' along with the tagline Exclusively for Everyone.



Exclusively for Everyone TV ad, 2000

Christmas 2000 also saw an M&S Food TV advert hit the airwaves.



Christmas TV ad, 2001

2001

Magic and Sparkle Christmas TV adverts launched with a cast of celebrities, with the Exclusively for Everyone tagline still in use.

2002

We continued to expand our sub-brands, with Blue Harbour introduced in 2002.



Blue Harbour brand advertisement



Your M&S branding, 2004

2004

We updated our logo and introduced Your M&S across the business. The simple addition of 'Your' reinforced our customer focus through this new branding.

2004

Our famous 'This is not just food, this is M&S food' campaign launched. One of the most iconic TV adverts from this series featured the Chocolate Melt in the Middle pudding. When this advert first aired, sales of the product increased 3000%.



Chocolate Melt in the Middle pudding advert, 2005

2005

Twiggy returned to M&S, along with a glamorous line-up of stars including models Erin O'Connor and Noemie Lenoir, and popstar-turned-TV presenter Myleene Klass. These were our first womenswear TV ads for nearly five years.



'What's Your M&S' TV ad, 2005

It's not just our green dyes that won't harm the environment.

After our sandwiches have disappeared, so will the packaging.

Our leading dyeing facilities, all built and sited in the UK, have been awarded ISO 14001 certification. We've backed up our support for using only environmentally friendly processes with our green dye - a range of 100 different shades that are safe for the environment and our staff. We've also taken steps to ensure that our packaging is made from 100% recycled paper, and we've introduced a range of biodegradable sandwich wrappers. In addition, we've introduced a range of biodegradable sandwich wrappers. In addition, we've introduced a range of biodegradable sandwich wrappers.

THE M&S
Look Behind the Label

THE M&S
Look Behind the Label



Look Behind the Label, 2006

2006

Our Look Behind the Label campaign across print advertising and store décor featured a number of ethical sourcing and healthy eating messages.

2006

Our Christmas TV advert starred singer Shirley Bassey in a James Bond-style ad, timed to coincide with the cinema release of Casino Royale – the first Bond film with Daniel Craig in the title role.



'From Your M&S, With Love', 2006

2007

We launched Plan A and publicised it through a dedicated website, press releases on specific Plan A initiatives, carrier bags and print advertisements.



Plan A teardrop trailers

2007

Pop group Take That starred in our Autograph menswear campaign.



Autograph advert, 2007

DINE IN
for **TWO**
£10

Dine In For Two £10, 2008

2008

In May of this year we launched our iconic Dine In For Two promotion. The price remained at £10 for more than a decade.



Quality Worth Every Penny, 2009

2009

For our 125th anniversary our branding used the phrase Quality Worth Every Penny across food and clothing, referencing our Penny Bazaar roots.



TV advert featuring Caroline Quentin, 2010

2010

Our food adverts moved away from the 'This is not just...' campaign. We focused on showcasing food at the heart of family life. Some adverts featured the line 'Trust M&S to come up with that'.

2011

We shifted to the Only at Your M&S tagline, focusing on innovation. Ads featured singers VV Brown and Dannii Minogue, footballer Jamie Redknapp, models Twiggy, Lisa Snowden and Ana Beatriz Barros.



Only At Your M&S, 2010-11



Autograph, 2011

2011

Model Rosie Huntington-Whiteley and actor Ryan Reynolds fronted the Autumn/Winter 2011 Autograph campaign, while model David Gandy became the face of Collezione.

2012

We launched a new womenswear campaign with the tagline For Every Woman You Are, featuring women with different looks, aged from their early twenties to mid-eighties.



For Every Woman You Are, 2012



Simply M&S, 2012

2012

Simply M&S, a range of everyday food products and must-have kitchen ingredients that offered M&S quality at great value prices, arrived on store shelves.



Leading Ladies campaign, 2013/14

2013

The Meet Britain's Leading Ladies campaign celebrated 12 inspiring British women from diverse backgrounds and professions. The campaign was shot by fashion photographer Annie Leibovitz and signalled a reassertion of M&S' quality and style credentials.

The full line up for the 2013 campaign was: Nicola Adams - boxer, Monica Ali - award-winning author, Helen Allen - Nurse of the Year 2011, Darcey Bussell - ballerina, Grace Coddington - Creative Director of US Vogue, Karen Elson - supermodel and singer, Tracey Emin - artist and Professor of Drawing, Ellie Goulding - singer/songwriter, Helen Mirren - actor, Laura Mvula - singer/songwriter, Katie Piper - burns survivor and campaigner, Jasmine Whitbread - CEO of Save the Children



Magic & Sparkle Christmas gift guide, 2013

2013

Our Christmas advert revived the Magic and Sparkle campaign with an Alice in Wonderland-themed advert starring Rosie Huntington Whitely, David Gandy and actor Helena Bonham-Carter.

2014

Leading Ladies continued in Spring 2014, again shot by Annie Leibovitz, but with a new line-up including actors, a chef and a structural engineer.

The new campaign featured: Emma Thompson - actor, Annie Lennox - singer/songwriter, Rita Ora - singer/songwriter, Baroness Lawrence - campaigner, Alek Wek - supermodel, Rachel Khoo - chef, Lulu Kennedy - designer and Roma Agrawal - structural engineer.



Leading Ladies campaign, 2014

2014

For the first time food and clothing were brought under the same Only M&S brand identity.

We also launch our Adventures in Food adverts celebrating the creativity, craftsmanship and passion behind M&S food.

The logo consists of the word "ONLY" in a tall, thin, sans-serif font above the letters "M&S" in a larger, bold, sans-serif font. The entire logo is enclosed in a thin black rectangular border.

Only M&S logo, 2014

2015

Our The Art of ... adverts launched in clothing. This campaign focused on whole product categories and themes across our women's, men's, kids' and home ranges.



The Art of Tailoring, 2014

2015

The M&S Est.1884 logo was introduced, reflecting the value that we and our customers place on our unique heritage.

The letters "M&S" in a large, white, serif font, centered on a solid black rectangular background.

EST. 1884

M&S logo, 2015

2016

Our Adventures in Wonderfood ads featured on TV and social media and focused on healthy eating.



Adventures in Wonderfood, 2016

2016

Our Christmas advert starred Mrs Claus, and was created with customers, putting customer feedback at the heart of our strategy.



'Christmas with love' from Mrs Claus, 2016

2017

To help customers feel connected to their local store, our Marketing team began a roll-out of targeted local emails to customers. The emails included messages with photos of individual store staff. By June 2018, six million customers had received local 'store manager' emails.



M&S World magazine, Feb 2017

2017

We launched our new campaign Spend it Well. More than just a tagline, Spend it Well was a call to action, designed to inspire and enable customers to make every moment special by focusing on the experiences, people and things that really matter.

This was the first time we'd united our food and clothing divisions under a single tagline and philosophy.



Spend it Well, 2017

2018

We restructured our previously top-down marketing approach in favour of separate clothing and food functions.

We also began working with TV personality Holly Willoughby. The new campaign Holly's Must Haves initially centred around a 20-piece edit including a sell-out navy boiler suit.

Holly also featured in our Christmas Must-Haves advert, alongside David Gandy. The ad was designed to be mobile-first and was shared across all our channels.



M&S World magazine, Oct 2018



M&S World magazine, June 2018

2018

#MyMarksFave, our social media campaign for colleagues to share their favourite food products with customers launched.

We also debuted What's New at M&S Food, a series of social media films featuring celebrities Amanda Holden, Rochelle Humes, Paddy McGuinness and Emma Willis alongside Jon Jones, M&S Development Chef.

2019

We reinvented our iconic This is not just food... adverts with a new campaign designed to remind customers that we're not just about special occasions.

The adverts focused on real-life scenarios with a tongue-in-cheek approach.



This is not just food..., 2019



M&S Insiders, 2023

2019

Our M&S Insiders launched – 12 M&S colleagues were selected from 400 applicants to showcase our style credentials on Instagram.



M&S World, 2020

2019

We announced that M&S Food would be the sponsor of Britain's Got Talent, our first ever headline TV sponsorship deal.



Re-Marks-able Value, 2020

2019

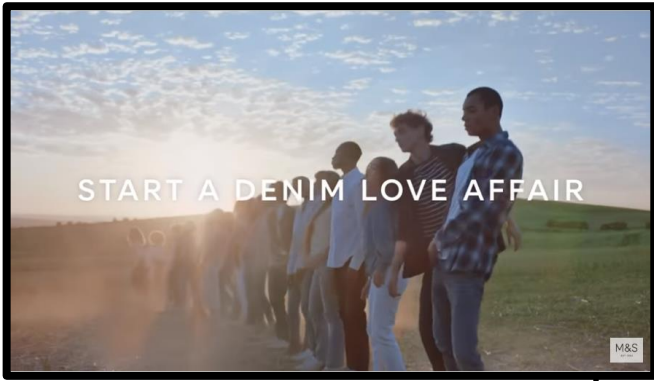
November of this year saw the arrival of Re-Marks-able Value, a new way of talking about our great value everyday prices. Each featured product or range was price benchmarked against key competitors and represents our unrivalled quality and sourcing standards.

2019

Our Go Jumpers Christmas advert showcased our knitwear, featured M&S colleagues and went viral on social media. We followed it up with an extra Go Pyjamas advert. Meanwhile our Christmas Food advert was set in a market and starred our M&S Food celebrity panel and a Welsh school choir.



Go Jumpers Christmas advert, 2019



Start a Denim Love Affair TV advert, 2020

2020

We launched our first ever TV ad campaign for our biggest product category – denim.

We sell 15 pairs of jeans every minute, providing every member of the family with the very best denim on the high street. This campaign encouraged customers to start a #denimloveaffair.

2020

In the midst of the Covid-19 pandemic, we highlighted our support for NHS charities with our All In This Together branding. We produced a range of All In This Together t-shirts in aid of NHS Charities Together, and launched our Rainbow Sale, with 10% of purchase prices donated to the NHS Charities.

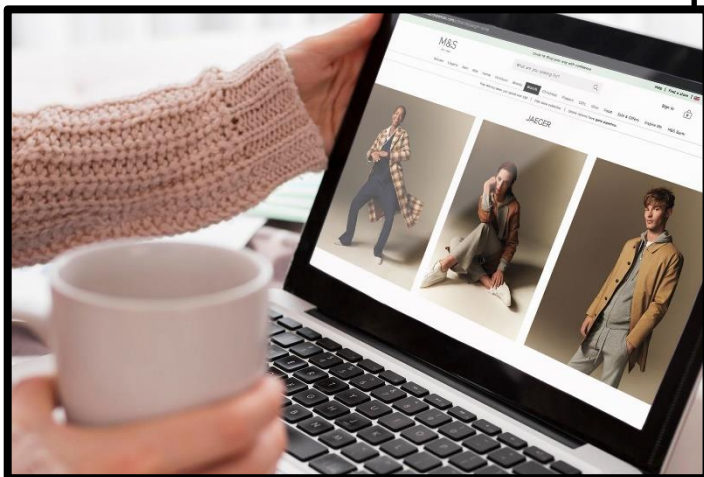


All in This Together T-shirt advertising, 2020

2021

We purchased the Jaeger brand, products and supporting materials as part of our wider Brands at M&S strategy.

The first collection of womenswear launched in October 2021 with a new look and feel for the Jaeger brand.



Jaeger, 2021



WELCOMING
BRANDS
TO M&S

Brands at M&S launch video, 2021

2021

The Anything but Ordinary campaign marked our biggest marketing push for clothing since the start of the pandemic.

After just one month the campaign of TV adverts, billboards, print and digital publications had been seen by over 38.9 million people. Our YouTube advert had a view-through rate of 65%, well above the 25% industry benchmark.



2021

We launched Brands at M&S, with the aim of giving customers even more reasons to shop with us. The first guest brands were introduced from September 2020 onwards (including Nobody's Child and Early Learning Centre). The full launch included many more including Hobbs, Jack and Jones, Joules and Triumph.



Anything but Ordinary Billboard, 2021

2023

We launched our 'Anything but Ordinary' Autumn Menswear campaign - our first standalone menswear campaign since 2015.

Captured against the vibrant city of Manchester, we described the campaign as 'bold, disruptive and embodying the attitude and style of today's menswear customer'.