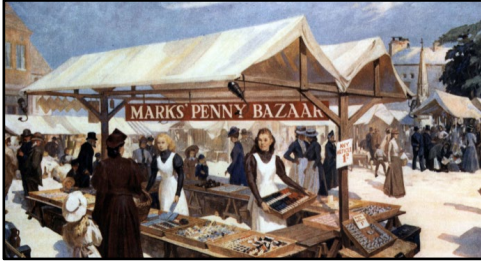


Advertising and Branding Timeline

Evolving our brand and advertising since 1884



Artist's impression of Michael Marks' first stall

1884

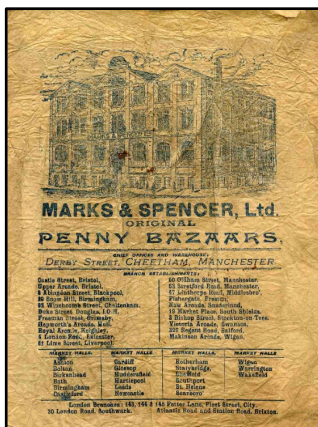
Michael Marks opened his first stall at Kirkgate Market in Leeds. He displayed signs around the stall stating 'Don't ask the price, it's a penny'.



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

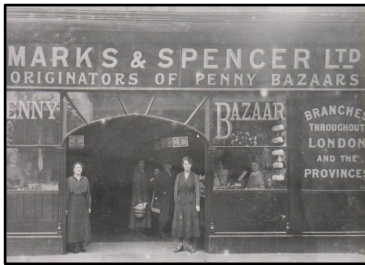
Goods were branded with Marks & Spencer from c1900 and Marks & Spencer Ltd from 1903 onwards. Early own-brands included Monster, Welbeck and Marspen. M&S paper bags were printed with a list of all our stores and an illustration of our head office and warehouse on Derby Street, Manchester.



Grand Annual Vol 4, 1912-1913

1909

The Advertisement and Publication department was set up, and our first advertising emerged: The Grand Annual. This magazine was produced from 1909-1914. It advertised a range of items, (including products not sold at M&S) from pharmaceuticals to boot polish.



East Ham store, 1914

1910s

As we started to expand into the south of England, we reinforced our brand by using consistent signage and colour schemes, with 'Originators of the Penny Bazaar' and 'Admission Free' in gold lettering on store fronts.



Grand Annual Vol 4, 1912-1913

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'.



St Michael trademark, 1928

1928

We registered the trademark St Michael. It was named after our founder Michael Marks and inspired by a bestselling product (St Margaret hosiery made by Corah of Leicester).

Initially the St Michael brand was used for our best quality and value products, made exclusively for M&S. It was later extended to cover more goods as we improved quality across the board.



M&S Magazine, Christmas 1932

1932

Two editions of the Marks and Spencer Magazine were produced. These customer magazines cost 2d, and were filled with articles and adverts for St Michael products as well as other brands, like Siro Watches and Cadbury chocolate.

Aspirational colour illustrations showed elegant people in comfortable settings.



Paper bag, 1930s

1930s

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



Window display of men's shirts, 1937

1930s

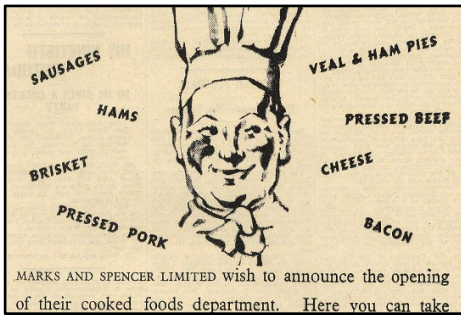
Window dressing became a fine art, with displays being a platform for messaging on quality and design. Window displays were so significant that we would sometimes update them on a daily basis.



Newspaper advert, 1938

1930s

We opened new 'super stores', accompanied by a nationwide newspaper advertising campaign featuring the slogan 'The Family Store'. Store décor promoted the M&S values of Trust, Quality and Value.



Food department newspaper advert, 1930s

1931

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



Children's Dresses, 1940s

1941

During the Second World War there was very little advertising, with store windows covered for black out and paper rationing reducing the size of newspapers.



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.'



St Michael logos, 1950s

1951

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



St Michael News, 1953

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.



Fruit Creams, c1960

1954

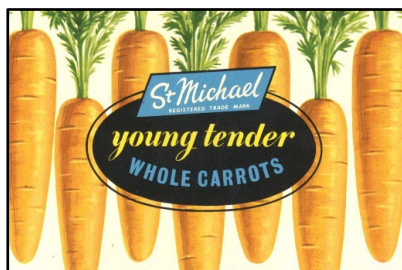
We started to bring food products into the St Michael brand. It is thought that the first food product to bear the St Michael brand were Almond Crisps in 1954.



Advert in Woman magazine, 1958

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.



Tinned carrots, c1960

1958

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



New logo, 1959

1959

The St Michael brand featured prominently on carrier bags and was now described as 'the brand name of Marks & Spencer'.

1959

Our first television adverts appeared (with more customers having television sets at home).

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



Fashion Time TV advert, 1960

1960

Cinema adverts were our key form of advertising throughout the 1960s. The two-minute adverts were sometimes filmed in stores, with several filmed in conjunction with She magazine. Adverts were shown in over 500 cinemas, and local stores coordinated their window displays to feature the same products.



It's Wool It's St Michael, 1961

1961

We started to make cinema ads focusing on specific fibres, working jointly with British Nylon Spinners and 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



Carefree Summer, 1965

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 Hollywood-inspired adverts reportedly received spontaneous applause in cinemas.



Junior Miss dresses, 1960s

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.



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, with strong sales making expensive TV campaigns unnecessary. We made greater use of celebrity designers and placed adverts in Vogue magazine for the first time, 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

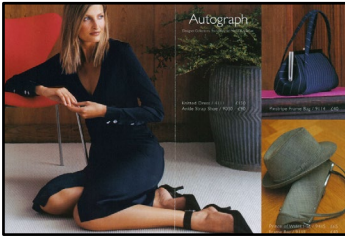
Print advertising included a series of adverts with the taglines 'Marks & Step Aside', 'Marks & Spicy', 'Marks & Self-Assured', all coupled with the slogan 'Have you been to Marks & Spencer lately?'



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.



Autograph marketing, 2000

2000

We phased out the St Michael brand, with the St Michael Promise guaranteeing the continued high quality of merchandise.

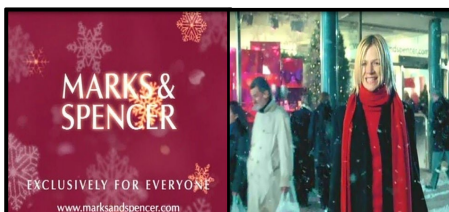
A new logo and visual identity were introduced. We started to develop a range of sub-brands targeted at different groups of customers, starting with Autograph and Per Una.



'Exclusively for Everyone' TV ad, 2000

2000

We returned to TV advertising for the first time since the 1970s with the 'I'm normal' poster and TV campaign. 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'.



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.



Blue Harbour branding, 2002



Your M&S branding, 2004



Chocolate Melt in the Middle Pudding advert, 2005



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



Plan A teardrop trailers

2002

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

2004

We updated our logo and introduced Your M&S across the business. The use of the word 'Your' aimed to reinforce our customer focus.

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%.

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.

2007

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



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'.



'Only At Your M&S', 2010-11

2011

We shifted to the 'Only at Your M&S' tagline, focusing on innovation.



'For Every Woman You Are', 2012

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.



'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.



'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-Whiteley, David Gandy and Helena Bonham-Carter.



'Leading Ladies' campaign, 2014

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.



'Only M&S' logo, 2014

2014

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

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



'The Art of Tailoring', 2015



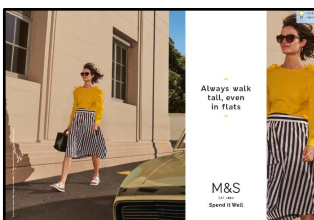
M&S logo, 2015



'Adventures in Wonderfood', 2016



M&S World magazine, Feb 2017



'Spend it Well', 2017

2015

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

2015

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

2016

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

2017

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

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 things that really matter.



M&S World magazine, Oct 2018

2018

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

We also began working with Holly Willoughby on a mobile-first campaign. 'Holly's Must Haves' focused on a 20-piece edit, she also featured in our Christmas Must-Haves ad with David Gandy.

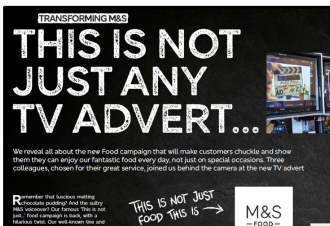


M&S World magazine, June 2018

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.



'This is not just food...', 2019

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



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

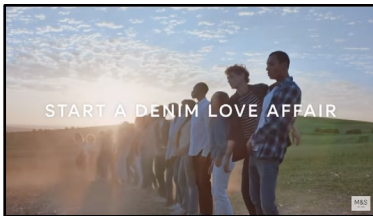
M&S Food became the sponsor of Britain's Got Talent, our first ever headline TV sponsorship deal.



Re-Marks-able Value, 2020

2019

We launched 'Re-Marks-able Value', a new way of talking about our everyday value. Prices were benchmarked against key competitors and represented our unrivalled quality and sourcing standards.



Start a Denim Love Affair TV advert, 2020

2020

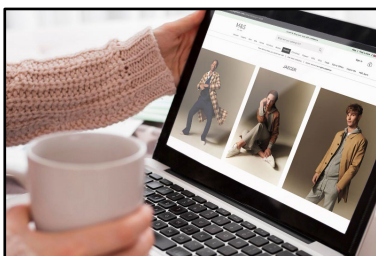
We launched our first ever TV ad campaign for our biggest product category – denim.



All in This Together T-shirt advertising, 2020

2020

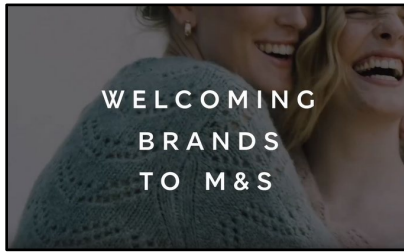
Our 'All In This Together' branding and t-shirts highlighted our support of NHS Charities Together during the Covid-19 pandemic.



Jaeger, 2021

2021

We purchased the Jaeger brand, products and supporting materials as part of our wider Brands at M&S strategy, with the first new Jaeger womenswear collection launching in October 2021.



'Brands at M&S' launch video, 2021

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 brands such as Hobbs, Jack and Jones, Joules and Triumph.



'Anything but Ordinary' Billboard, 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.



Menswear campaign, 2023

2023

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



Love That, 2026

2025-2026

Our 2025 'Love That' campaign focused on spreading joy through style and emphasised the power of a compliment. For 2026 the campaign was fronted by Gillian Anderson and Amelia Dimoldenberg, as we held a live collection launch show where customers could shop their favourites.