

# campaign

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## PICK OF THE WEEK

Brand: The Sunday Times  
Title: Rich List  
Agency: Grey London



Jeremy Lee admires *The Sunday Times*' press campaign: "Once again, the Rich List work looks like some of the strongest we'll see this year in print. An impressive feat year in, year out." It was written by Jo Sissons and Kate Allsop, and art directed by Miguel Gonzalez. The photographer was Tim Flach.



James Swift doesn't think much of this Laboured effort: "I have sympathy with the view that Turkeys of the Week only go to agencies that try. It must have taken a lot of work to get this idea approved, but that does nothing to change that the spot may put more people off voting Labour than the Iraq War."

## TURKEY OF THE WEEK

Brand: Labour Party  
Title: The incredible shrinking man  
Agency: Lucky Generals