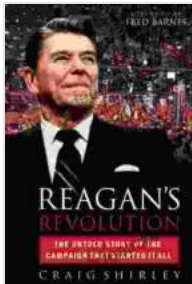


The Untold Story Of The Campaign That Started It All



Reagan's Revolution: The Untold Story of the Campaign That Started It All by Craig Shirley

★★★★☆ 4.5 out of 5

Language : English
File size : 1032 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 441 pages
Screen Reader : Supported
X-Ray for textbooks : Enabled



In the annals of marketing history, there are a few campaigns that stand out as being truly groundbreaking. These are the campaigns that changed the way we think about marketing, and that set the standard for all future campaigns.

One of these groundbreaking campaigns was the "I Love New York" campaign, which was launched in 1977 by the New York State Department of Commerce. The campaign was designed to boost tourism to New York City, which was struggling at the time. And it worked. Within a year, tourism to New York City had increased by 15%. The campaign also helped to change the way people think about New York City, from a dirty and dangerous place to a vibrant and exciting city.

The "I Love New York" campaign was a brilliant example of how marketing can be used to change perceptions and drive behavior. It was a simple campaign, but it was executed perfectly. The campaign used catchy slogans and iconic imagery to create a positive and memorable impression of New York City. And it worked.

The "I Love New York" campaign is a reminder of the power of marketing. It shows how a well-executed campaign can change perceptions, drive behavior, and achieve business success.

The Genesis of the Campaign

The "I Love New York" campaign was the brainchild of Bill Cunningham, a New York City advertising executive. Cunningham was inspired to create the campaign after seeing a bumper sticker that said "I Love L.A." He realized that New York City needed a similar campaign to promote tourism. And so, "I Love New York" was born.

Cunningham worked with a team of advertising professionals to develop the campaign. They decided to use the heart symbol as the campaign's logo, because it is a universal symbol of love. They also decided to use the slogan "I Love New York" because it is simple, catchy, and memorable. They also created a series of iconic images using the heart logo against the backdrop of New York City's skyline.

The Launch of the Campaign

The "I Love New York" campaign was launched in 1977 with a \$2 million budget. The campaign was launched with a series of billboards, print ads, and television commercials. The campaign also included a public relations

component, with the campaign's creators generating a lot of press coverage.

The campaign was an immediate success. Within a year, tourism to New York City had increased by 15%. The campaign also helped to change the way people think about New York City, from a dirty and dangerous place to a vibrant and exciting city.

The Legacy of the Campaign

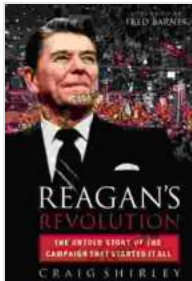
The "I Love New York" campaign is still considered one of the most successful marketing campaigns of all time. The campaign helped to boost tourism to New York City, and it changed the way people think about the city. It is also a reminder of the power of marketing, and how a well-

executed campaign can achieve business success.



The "I Love New York" campaign is a shining example of how marketing can be used to change perceptions and drive behavior. It is a simple campaign, but it was executed perfectly. The campaign used catchy slogans and iconic imagery to create a positive and memorable impression of New York City. And it worked.

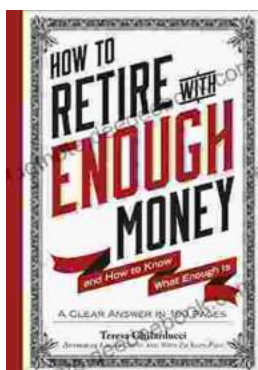
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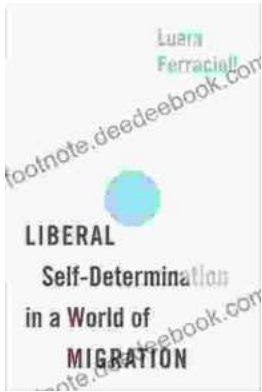
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