

Advertising

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'Blair and Brown' in Schweppes ads



▲ Schweppes ad: features Gordon Brown and Tony Blair lookalikes

Gordon Brown and Tony Blair pulling a cracker? Roman Abramovich giving Jose Mourinho a festive gift? Sch ... it must be the Schweppes Christmas poster ad campaign, courtesy of famous look-alikes photographer [Alison Jackson](#).

The Schweppes outdoor campaign, which breaks on Monday, also features Pete Doherty and Kate Moss apparently in a festive embrace while carol singing.

Jackson shot the campaign, created by Mother London, which runs with the strapline: "Sch ... you know who should mix this Christmas."

The campaign marks a one-off return of the Schweppes ads, also created by Mother and shot by Jackson, featuring celebrity lookalikes, that appeared in 2001 and 2002.

Previous Schweppes campaigns depicted scenes such as a Cherie Blair lookalike apparently pinching Tony's bottom, Mrs Thatcher visiting Jeffrey Archer in prison, and Camilla Parker Bowles preparing for her wedding day.

Other celebrity lookalikes that have appeared in the campaign, which used the strapline "Sch ... you know who", included Victoria Beckham and Hugh Grant.

In August last year, Schweppes' parent company Coca-Cola ploughed its biggest-ever marketing investment into the brand, bringing it back to UK TV after a seven year break.

The campaign, which pushed Schweppes as the perfect mixer for spirits and cocktails, [introduced the strapline](#) "Sch ... you know how".

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