

## CREATIVE - VIEW ADVERTISEMENT

### GHD 'Gospel according to GHD' by Propaganda



#### DESCRIPTION

Photographer Bob Carlos Clarke has shot the new ad campaign for hair products company GHD to promote their ceramic hair straighteners. Called "The Gospel According to GHD", the eight ads black & white ads are a twist on the 10 Commandments, with the rules being rewritten to include "Thou shalt not use yours to steal your best friend's man" and "Thou shalt not use yours to make rich old men with weak hearts fall in love with you". The campaign was created by Propaganda.

*Duration* :  
*First Aired* : 31-08-2005  
*Media* : Press  
*Country* : United Kingdom

#### CREDITS

**Project**  
Gospel according to GHD  
**Client**  
GHD Ceramic Hair Straighteners  
**Creative agency**  
Propaganda  
**Creatives**  
Joseph Hughes and Ivor Jones  
**Photographer**  
Bob Carlos Clarke  
**Exposure**  
Women's magazines

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