

Tory guru Crosby sets up UK shop

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143 words

15 July 2005

PR Week

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English

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Lynton Crosby, the Australian who masterminded the Tories' 2005 election charge, is to offer his campaign wizardry to UK businesses through the launch of a London public affairs agency.

He has established CrosbyTextor - launched in Australia in 2002 with pollster Mark **Textor** - over here, and hired the chairman of the Conservative Party's research department George Bridges to be UK MD.

Crosby said it would apply a 'strong polling and research' ethic to its work. The UK practice has three founding clients in retail banking, consumer products and tourism. Crosby devised the 'are you thinking what we're thinking?' election slogan and led an aggressive campaign credited with slashing the Government's majority, albeit ending in defeat.

Document PRWK000020050715e17f00004