



## All England Tennis Club Celebrates 150 Years of Wimbledon

**06.14.2018**

The All-England Lawn Tennis Club is celebrating 150 years of Wimbledon starting with this animated campaign. The spot begins in 1877 with Spencer Gore and takes us to the present.

Each era is illustrated in the style of the day, touching on tennis stars such as Billie Jean King, John McEnroe, Bjorn Borg and Pete Sampras all the way through Serena Williams.

Wimbledon kicks off July 2 and runs through July 15. This campaign is running on the BBC and all global broadcasters who are airing the event.

### CREDITS

Creators: James Crosby and Will Cottam

Directed by Smith and Foulkes via Nexus Studios

McCann London

[READ MORE: Campaign](#)