

Advertising

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Tony Blair backs David Cameron in spoof ad for Ladbrokes

Alison Jackson, the photographer behind the Schweppes lookalike campaign, has produced a series of tongue-in-cheek films for the betting company

Tony Blair is caught secretly placing a bet on [David Cameron](#) to win the election in a cheeky new advertising campaign by the bookie Ladbrokes.

Ladbrokes has hired Alison Jackson, the photographer behind the famous "Sch ... you know who" lookalike ads for Schweppes, to produce a series of tongue-in-cheek films playing on the general election and the World Cup. The first ad by Jackson, who three years ago produced a [spoof image of Gordon Brown and Tony Blair pulling a Christmas cracker for Schweppes](#), has been launched online today.

In the 45-second film a lookalike of [Tony Blair](#) is "caught" on handcam footage going into a Ladbrokes to place a hefty bet on David Cameron to win the election. "I always back the winner, you know," says "Blair" to the bookie taking his bet.

The campaign, called "What are the Odds?", will run for three months and include at least six films with "lookalike" celebrities.

Jackson, who has produced a series of famous images of celebrities in compromising positions including [Sven-Göran Eriksson and Ulrika Jonsson](#) [apparently caught in an illicit liaison](#), won a Bafta in 2003 for her BBC 2 series *Double Take*.

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