

From Persil to Posh Spice: Why We Built The Fame Index

“Right from the beginning, I said I wanted to be more famous than Persil Automatic.”

— Victoria Beckham, *Learning to Fly*, 2001

It was a line most people laughed at. But she wasn't being glib. She was being prophetic.

She didn't want to be cool. She wanted to be famous — in the way Persil is: **unprompted, unkillable, and embedded in the rituals of strangers.**

It was that quote that inspired **Jeremy Bullmore** to deliver one of the most important lectures in brand strategy — *“Posh Spice and Persil.”* And in 2024, for one precise moment, **we can now prove she did it.** She became more famous than Persil.

Why Bullmore Matters

In his iconic lecture *“Posh Spice and Persil”*, Jeremy Bullmore offered 13 truths that most brands still pretend aren't real.

One of them changed everything:

“Brands are owned by the public.”

He wasn't being poetic. He was being surgical.

- Brands are built from **behavior**, not messaging.
- They live in **rituals**, not reports.
- And the part that makes them valuable — **the fame** — isn't yours.

You don't own your brand.

The public does.

What We Did About It

We didn't build **The Fame Index** for fun.
We built it because Bullmore gave us the philosophy — but no one gave us the math.

So we turned his warnings into a protocol:

- **Cultural Penetration** becomes measurable
- **Fan Conversion Velocity** becomes trackable
- **Loop Propagation** becomes testable
- **Identity Lock** becomes visible
- **Defensive Moats** become scored
- And every result is **locked, ledgered, and independently verifiable**

Bullmore's Case Study, Reopened

In 2001, Bullmore used Victoria Beckham and Persil as metaphors.
Two opposite models of fame. One pop, one practical.

But now? We don't need the metaphor.

We can run the numbers.

And we did.

FY24 Fame Scores (*The Fame Index Protocol v2.6.2*)

Name	Fame Score	Tier	Commentary
Victoria Beckham	85.5	Durable Loop Fame	Meme supercycle, reunion, fashion lock
Persil	79.5	Durable Loop Fame	Multi-region ritual durability

She did it.

Not in a metaphor. Not in a meme.

In the actual behavior of real people — rituals, mimicry, loops.

Victoria Beckham became more famous than Persil.

Bullmore didn't just inspire the test. He **predicted the outcome.**

Fame Index Dimension Comparison: Victoria Beckham vs. Persil (FY24)

Protocol: The Fame Index v2.6.2 — Ledger Locked, Yearly Sealed

Dimension	Victoria Beckham	Persil	Winner	Commentary
Cultural Penetration	86	81	Beckham	"Be honest" meme and reunion video triggered global unprompted spread
Fan Conversion Velocity	88	76	Beckham	Meme loops converted passive viewers to expressive fans in <48 hours
Identity Lock	84	80	Beckham	"Posh" look + nostalgia identity = stronger emotional linkage
Loop Propagation	87	81	Beckham	Choreography, runway clips, and memes formed viral echo loops
Defensive Fame Moat	83	76	Beckham	Fans actively defended her PFW moment; Persil more passive
Sustained Fame Capital	85	83	Beckham	Spice Girls nostalgia + fashion rituals held in parallel

Global Average

- Victoria Beckham FY24: 85.5
- Persil FY24: 79.5

**She didn't just win by score.
She outperformed Persil across every behavioral axis of fame.**



What This Proves

Fame isn't vanity. It's **distributed ownership**.

You don't control your brand. The public does.

Victoria's fame didn't spike from spend. It spread through:

- Choreography mimicry
- Runway resilience loops
- "Be honest" memes
- Pinterest propagation
- Get Ready With Me cycles

It passed the only test that matters:

Unprompted. Ritualized. Repeatable.



Why This Changes Everything

Most brands are still optimizing ads.

They're still tracking awareness.

But fame doesn't live in impressions.

It lives in **echo loops** that you don't control, but you can detect.

The Fame Index is how you do it — before the fame you think you have **drifts away**.



Final Word

We didn't build this to flatter celebrities or brands.

We built it because Bullmore showed us that **fame is property**.

And if you don't track it, **someone else owns your future**.

Victoria Beckham once said she wanted to be more famous than Persil.

For one remarkable year — she was.

Now, we can prove it.