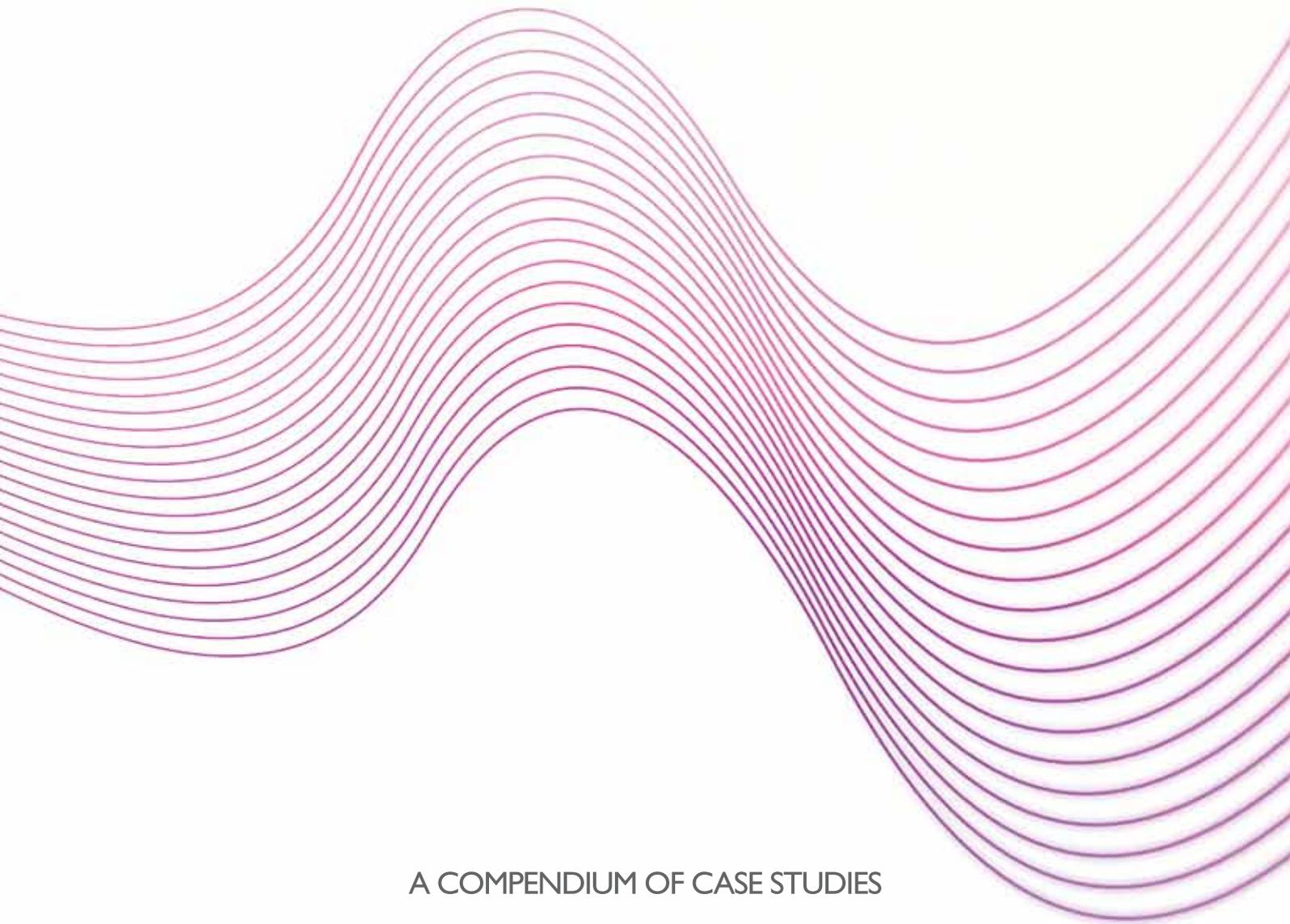


# Quality Wins



A COMPENDIUM OF CASE STUDIES



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# Quality Wins



**The case studies in this compendium show how this works for our advertisers and how the core values of the BBC are the building blocks of their success.**

The BBC has a worldwide reputation for high quality content, from its balanced and impartial news coverage on TV and online to original formats like *Top Gear* or *Dancing with the Stars*.

This high quality content has attracted a high quality audience. The BBC audience tends to be a more discerning type; they're more widely travelled, more affluent and are often opinion formers who influence those around them.

This combination of quality content and a quality audience offers benefits to advertisers too. Typically, our audiences are more engaged and trust us more

than other international media owners. This trust and engagement filters through to how they perceive advertising content, which is in turn reflected in positive results for our clients.

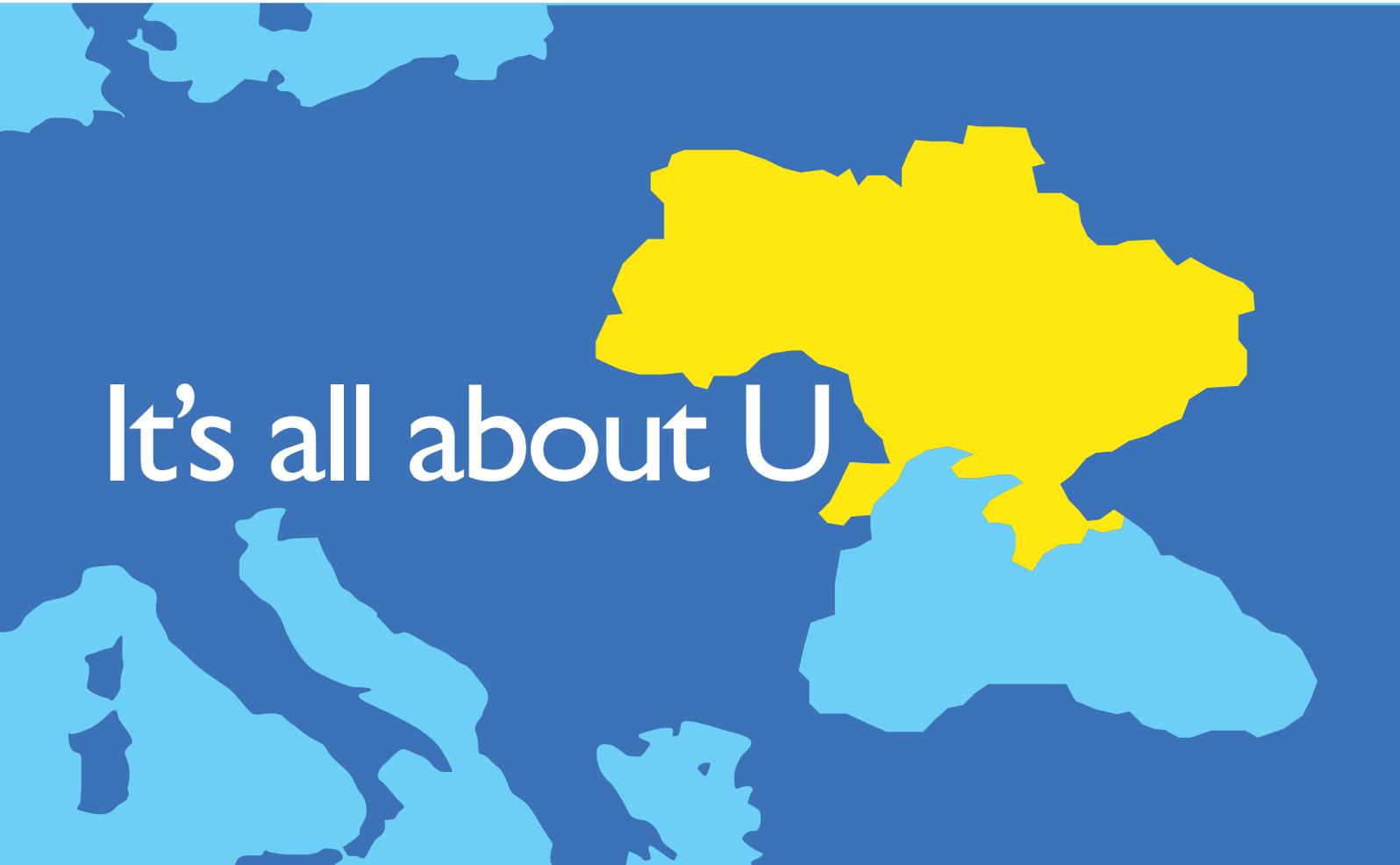
At BBC Advertising, our experienced sales teams have the global expertise to provide advertising solutions across multiple BBC platforms to deliver the best results for your business.

Let us show you how quality wins.

A handwritten signature in black ink that reads "Chris Dobson".

Chris Dobson  
Executive Vice President and  
General Manager  
**BBC Advertising**

*The BBC has a worldwide reputation for high quality content, from its balanced and impartial news coverage on TV and online to original formats like Top Gear or Dancing with the Stars.*

A stylized map of Europe is shown against a dark blue background. The landmasses are rendered in a lighter blue color. The country of Ukraine is highlighted in a bright yellow color, making it stand out from the rest of the map.

# It's all about U

**Ukraine wanted to raise its global profile ahead of the Euro 2012 football tournament as both a tourist destination and as a place for investment.**

BBC Advertising developed a series of four commercials that were filmed on location, which complemented Ukraine's existing 'All about U' campaign, promoting both business and tourism in the country. These commercials ran on BBC World News and on [bbc.com](#) where they were also played during the Ukraine Direct season.

'Country Direct' is a BBC World News initiative of in depth programming focused on particular countries in the world. As part of this ongoing strategy the Ukraine Direct season featured four dedicated programmes and over 79 hours of programming and trailers on the channel supported by a Ukraine Direct landing page on [bbc.com](#) and a Ukraine destination page on [bbc.com/travel](#). Ukraine's commercial campaign was scheduled during this season on TV and online

reaching an engaged audience interested in learning more about Ukraine.

The campaign delivered an audience which was on target from both a business perspective where 37% of board level executives watch BBC World News\* and from a traveller's point of view with 87% of the BBC audience interested in learning about other cultures\*.

Trust plays a crucial role in people's perceptions. The BBC is the most trusted brand in global news both online and on TV\*\*. Furthermore we know that when deciding on where to travel 77% of people would travel to an unknown destination if it were recommended by a trusted source\*\*\*.

The BBC audience reacted favourably to the campaign with 75% saying they would consider visiting the Ukraine whilst 77% would recommend a visit to the country – a significantly higher result than people who saw the same ads elsewhere\*\*\*\*.

**Sources: \*EMS Summer 2011, monthly viewers of BBC World News. \*\*Media Brand Values, 2011. \*\*\*BBC Global Minds Travel Survey, 2011. \*\*\*\*BBC AdScore, June 2011.**

## The Creative Solution



### TELEVISION

Four commercials - culture, tourism, economy and investment



### ONLINE

- Banner and MPU campaign across bbc.com and bbc.com/travel
- Pre roll and behavioural targeting campaign
- Buyout of Ukraine Direct on bbc.com and bbc.com/travel Ukraine destination pages



**77%** of the BBC audience would recommend a visit to the country, 45% more than other audiences

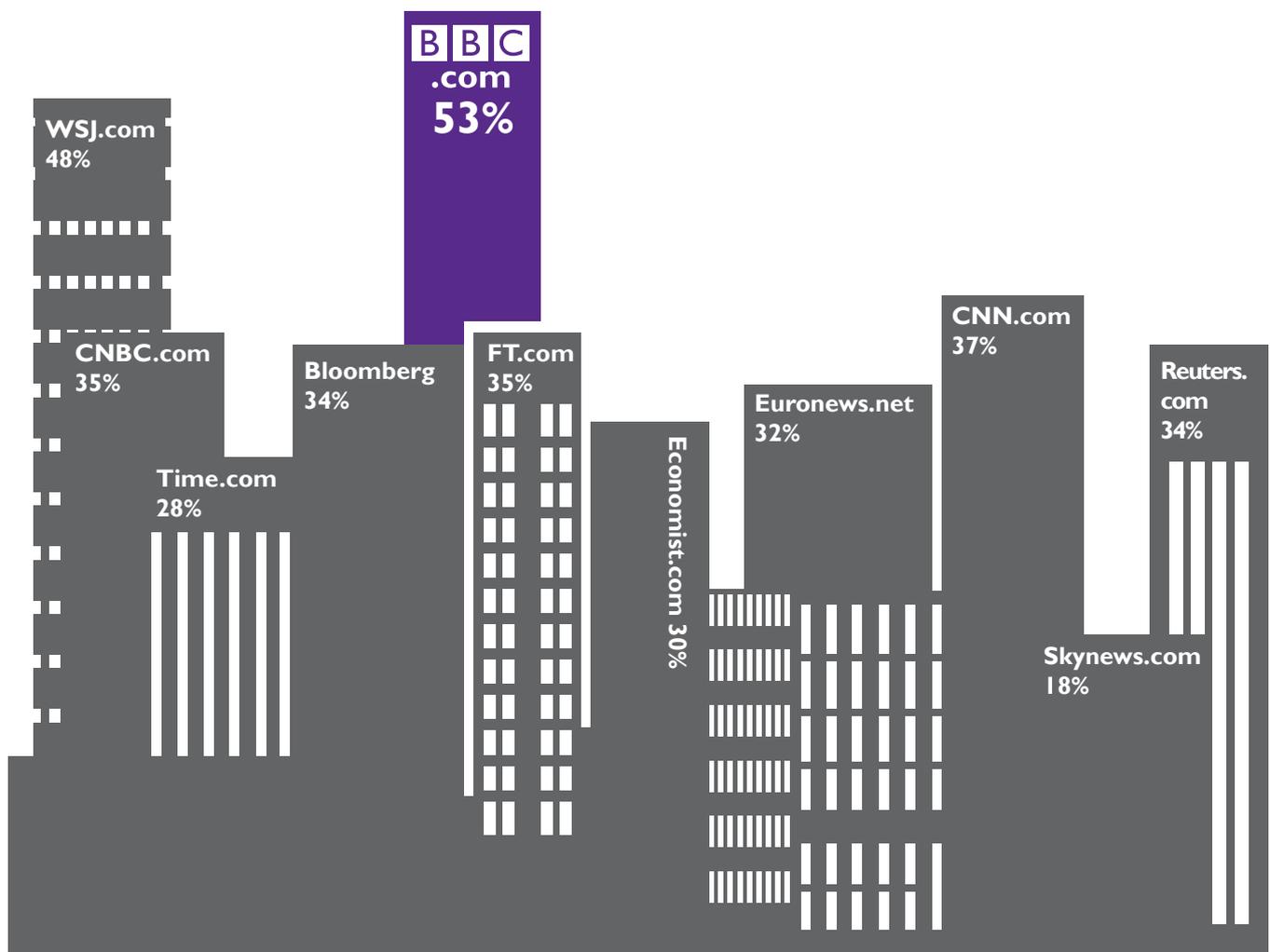
Source: BBC AdScore, June 2011.

# Trust

In news, the value of trust cannot be overstated. Whenever we consume media it's important to know whether you can believe what you see and hear. Have the facts been checked and verified? Is it free from political or commercial influence?

This cuts to the core of what the BBC stands for; accurate, unbiased, independent reporting. In fact, the BBC's constitution, which is framed by a Royal Charter, guarantees that all BBC activities are free from commercial or government influence. Amongst our competitor set, this makes us unique.

**The BBC is the most trusted brand in global news**, both online\* and on television\*\*. The high level of trust that our audience feels is based on decades of building a reputation for meeting the highest standards.



Sources: \*Media Brand Values, 2011 (Base: Global, weekly users of each website, bbc.com excludes UK users) % of visitors who agree the site is trustworthy. \*\*Media Brand Values, 2011 (Base: Global, weekly viewers of each channel) % of viewers who agree the channel is trustworthy.



ENERGY IN TUNE WITH YOU.

# Generating brand values

Enel is one of the world's leading energy innovators, with a presence in 40 countries worldwide. The objective of the campaign was to strengthen its brand profile with an educated and influential audience who would value its environmental ethics and cultural diversity.

The BBC is the most trusted broadcaster in the world\*, and association with such a trusted brand can lead to substantial brand benefits for advertisers. So there were no shocks when the well-targeted campaign connected with the right people and generated big increases in trust for Enel and recognition of its ethical foundation\*\*.

Increased brand trust by

# 107%\*\*

Sources: \*Media Brand Values, 2011. \*\*MetrixLab cross-media campaign evaluation, July 2009.



## The Creative Solution

**BBC**  
WORLD  
NEWS

### TELEVISION

30-second 'Energy in tune with you' commercials across key dayparts



**BBC**  
.com

### ONLINE

Pre-roll video and banner advertising across the News and Business sections



# AFRICA

## BUSINESS REPORT

# Planting a seed with *Africa Business Report*

## Long-term approach pays dividends

**Skye Bank is one of West Africa's top financial institutions. Based primarily in Nigeria, it has recently extended its presence into other African nations.**

When Skye Bank came to BBC Advertising, it wanted to strengthen its brand internationally, raise its profile within Nigeria and develop deeper relationships with customers, stakeholders and the international media.

Our discussions took place at a time when BBC World News was looking to extend its programming on Africa and already had a number of *Business Reports* focusing on other parts of the world. Africa was a natural next subject to complement this existing series and provided the perfect sponsorship opportunity for Skye Bank. Transmitted globally on BBC World News, *Africa Business Report* offers key

insights into the stories and the people behind the headlines in African business.

Two series of the programme were promoted with an extensive multimedia campaign and comprehensive press and promotion both off and online. The programme has been very successful, with 18%\* of the BBC World News viewer panel regularly watching *Africa Business Report* rising to 25%\* amongst senior management.

Skye Bank's long-term approach to this opportunity is also paying dividends, with brand recall rising 16% from 2010-2011\*. Most crucially, viewers have really engaged with the programme, with the number who agree that *Africa Business Report* is useful for keeping up with changes in Africa increasing by 53% year-on-year\*.

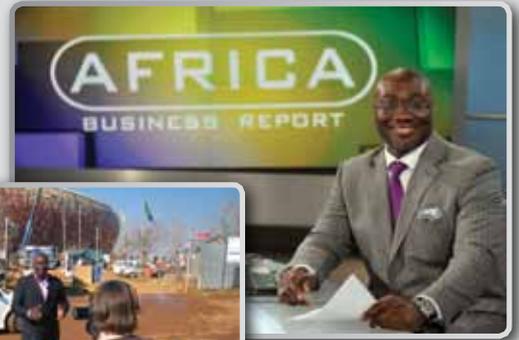
Source: \*BBC AdScore, February 2011.

## The Creative Solution



### TELEVISION

- *Africa Business Report* – a new programme on doing business in Africa
- Sponsor credits on *Africa Business Report* programmes, modules and vignettes



### ONLINE

- Global buyout of *Africa Business Report* section on [bbc.com](http://bbc.com)
- Global impressions across business section upweighted in Africa
- Promotional banners to drive traffic to *Africa Business Report* pages



### BBC MOBILE

Global mobile banners and jump page upweighted in Africa



### PRESS & PR

- Series launch event in Lagos generating publicity on TV, online and in print
- Branded monthly e-flyer campaign
- Promotional banner on [bbc.com](http://bbc.com), Skye Bank and Punch websites
- Print ads in *New African*, *African Business* and *New Day*
- Series formatted onto DVD
- Skye Bank employee and customer competition to win an iPod and iPad
- DSTV print, radio and online promotion
- Shown in-flight on eight international airlines
- Over 20,000 likes on the *Africa Business Report* Facebook page



### IN-STORE

POS - 500 posters and 25,000 flyers distributed to Skye Bank branches

Skye Bank experienced a **181%** uplift in brand favourability among those who had seen the ads on the BBC against those who had not

Source: BBC AdScore, February 2011.

# Salvatore Ferragamo

## BBC global footprint delivers a world fit for change



### The Creative Solution



#### ONLINE

Advertising campaign

- [bbc.com/travel](http://bbc.com/travel) including Eco Tourism section
- [bbc.com/weather](http://bbc.com/weather)
- Behavioural targeting



Luxury goods manufacturer Ferragamo wanted to promote a new line of 'eco-friendly' Ferragamo World men's shoes.

A proportion of the sales went to the Acumen Fund, a non-profit organisation which funds enterprising solutions to poverty in South Asia and East Africa.

The objective was to bring classic Ferragamo style to a new socially-conscious audience. Ferragamo was looking for a global campaign to reach upmarket design-conscious males.

The BBC brand performs strongly in the luxury sector, with more than half of [bbc.com](http://bbc.com) users being trusted advisers when it comes to luxury items\*. Being design-conscious doesn't mean you can't have a conscience; [bbc.com](http://bbc.com) is also the number one news website among European opinion leaders actively involved in environmental issues, human rights and disaster/relief aid\*\*.

BBC Advertising created an online campaign across [bbc.com/weather](http://bbc.com/weather) and [travel](http://bbc.com/travel) including the Eco Tourism section with additional behavioural targeting to ensure the campaign reached its target market.

The campaign performed strongly with 56% of those who saw the ads on [bbc.com](http://bbc.com) associating 'eco-friendly' with Ferragamo compared to 40% of those who saw the ads elsewhere\*\*\*.

With BBC Advertising, Ferragamo found the perfect fit.

Sources: \*The BBC Dress Test, 2009, respondents who use [bbc.com](http://bbc.com) at least once a week. Top two box answers.  
\*\*European Opinion Leaders Survey, 2011. Audience/Respondents: Figures based on frequent users of [bbc.com](http://bbc.com) excluding those whose place of business is the UK. Areas of responsibility include personal and professional.  
\*\*\*BBC AdScore, October 2011.

# 103%

uplift in brand favourability from those who saw the ads on [bbc.com](http://bbc.com) against those who hadn't seen any advertising

Source: BBC AdScore, October 2011.



## Time well-spent with BBC Advertising

Audemars Piguet wanted to promote the launch of its new Royal Oak Collection to high net worth males and raise overall awareness of its brand.

Having identified its key target markets as Europe, Middle East and Asia together with New York, California and Florida in the USA, a geo-targeted digital campaign with the BBC seemed the perfect choice for delivering the right audience profile in an uncluttered trusted environment.

For maximum impact, BBC Advertising delivered a solution for the luxury watchmaker to run half-page ads on the News and Business homepages on [bbc.com](http://bbc.com) and banner ads on the BBC News App for iPad. Using geo-targeting also enabled Audemars Piguet to maximise share-of-voice in its key markets making its campaign budget work harder.

With over 1.2 million impressions delivering an overall average click through rate of 0.45% (way above the industry average) and an iPad click through rate achieving an average of 0.63%\*, it really was time well-spent.

### The Creative Solution



#### ONLINE

- Banner campaign on the BBC News App for iPad
- Half-page ads on News and Business homepages of [bbc.com](http://bbc.com)



Source: \*DoubleClick, 30 June, 2012.

# Barclays does the double in Asia

Barclays has a close association with the English Premier League and wanted to grow its brand awareness across Asia. The ultimate goal was to maximise regional visibility and advertising recognition.

BBC Advertising created a cross-media campaign utilising both TV and online and created bespoke creative to target the BBC's extensive Asian audience.

Without doubt, advertising on either TV or online can be highly effective, but it is when the campaigns are combined that results show their greatest effects.



*“The ability to convey cross-media messaging to our target audience made the BBC an ideal advertising partner for this campaign.”*

SIMON PAGE, DIRECTOR,  
CORPORATE COMMUNICATIONS,  
BARCLAYS CAPITAL

**113%**  
uplift in spontaneous  
advertising awareness  
when respondents were  
exposed to both media

Source: MetrixLab cross-media campaign evaluation, May 2010.

## The Creative Solution

An integrated campaign hits the target



### TELEVISION

Two waves of sponsorship including billboards and spot campaigns

- *Sport Today* - sports news and results programme
- *extratime* - weekly football interview show



### ONLINE

- Buyout of Premier League section
- Sponsorship of Football Index
- BBC Advertising produced bespoke banners featuring three commercial films discussing *The Business of Football*



# L'ORÉAL®



## A winning formula

### L'Oréal and the Melbourne Grand Prix

As one of the sponsors of the Melbourne Grand Prix, L'Oréal was looking to raise its profile around this prestigious event and drive traffic to its own L'Oréal MenExpert site.

The target audience was men over 30, an ideal fit with the bbc.com Asia-Pacific audience whose average age is 40. A banner campaign was booked to run on the News and Sports pages of bbc.com around the time of the Grand Prix.

As a new client to BBC Advertising in Australia, L'Oréal wanted to get its campaign online quickly. The BBC Advertising team made sure they maximised exposure. So while Sebastian Vettel was taking the chequered flag, L'Oréal already had a successful campaign in the bag.

*“The campaign performed well with strong response rates well above average, confirming the strong fit and relevance of the BBC male audience for this campaign.”*

KAREN BYWATER, CLIENT SERVICE DIRECTOR, L'ORÉAL

## The Creative Solution

BBC  
.com

### ONLINE

Banner campaign on Sports and News pages



# Sotheby's International Realty® finds a great home for its brand on bbc.com

**Sotheby's International Realty Affiliates LLC successfully broadened its identity as the premier luxury international real estate brand through an integrated campaign on bbc.com. In choosing a media platform that shared an iconic heritage, affluent constituency and global presence, the Sotheby's International Realty® brand's presence on bbc.com resonated with the site's globally elite audience.**

The fact that more than 65% of affluent bbc.com users in the USA shopped for real estate online in the past month\*, and 40% of bbc.com users in Europe own a second home\*\*, reinforced the notion that bbc.com provides the ideal platform to the brand's target audience.

BBC Travel introduces new editorial content every day and, as part of its continuing mission to engage its audience, a new column called *Living In...* was created. The 26-installment column offers insights into the lifestyles of those who call the world's most interesting and beautiful locations home.

To elevate the impact of their bbc.com media commitment, the Sotheby's International Realty® brand became the launch sponsor of *Living In...*, which commenced early 2011. The column is a prime example of BBC Travel's ongoing mission to provide relevant and engaging content for its audience.

The campaign extended across bbc.com, mobile platforms and social media through promotion via Facebook and Twitter. The audience response exceeded all pre-launch expectations in terms of page visits, unique visitors and advertising response.

With a 51% increase in positive feelings towards the company, words most associated with the Sotheby's International Realty® brand were luxury, innovative and quality. bbc.com users were also 38% more likely to consider buying from Sotheby's International Realty® and 24% more likely to recommend using the brand than those seeing the ads elsewhere\*\*\*.

*“We chose to work with the BBC, an iconic brand, because of its reputation as a trusted, premium platform with impressive creative capabilities. Our campaign has helped us reach our clientele, providing us valuable international exposure.”*

WENDY S. PURVEY, CHIEF MARKETING OFFICER  
SOTHEBY'S INTERNATIONAL REALTY AFFILIATES LLC

## The Creative Solution



### ONLINE

- Banner campaign
- Smartphone
- Social media



# 45 million

ad impressions across all platforms - over  
9 million more than estimated

Source: Dart for Publishers



## Finnair flies higher with BBC Weather

Finnair wanted to strengthen its position as the fastest connection between Europe and Asia.

A strategy was developed for this client to sponsor BBC Weather, which proved to be the ideal way to raise Finnair's profile with affluent frequent flyers on both continents.

The BBC was able to deliver the perfect audience; frequent flyers who average six trips a year\*. 15.9 million reach in Europe, 2.5 million in Asia, with 32% of Asian and 19% of European audience being business decision-makers\*\*.

*“Weather sponsorship with BBC Advertising was a new approach for us – but the results speak for themselves. We got all the audience benefits we’ve come to expect, plus a more targeted approach and ownership of a really distinctive, premium advertising space.”*

ANTTI NIEMINEN, DIRECTOR,  
MARKETING INNOVATIONS, FINNAIR

Sources: \*EMS, Summer 2010 - BBC World News/bbc.com combined monthly audience. bbc.com excluding UK.

\*\*EMS, Summer 2010 & PAX Asia, 2010 Q2 - BBC World News/bbc.com combined monthly audience.

### The Creative Solution



#### TELEVISION

Sponsorship of Weather bulletins



#### ONLINE

Weather sponsorship



# 502%

uplift in advertising awareness for business travellers

Source: MetrixLab cross-media campaign evaluation, 2011.

# Truly global reach



As the world's largest news organisation, the BBC has 70 bureaux across the globe.

Having the world's most comprehensive news gathering infrastructure allows us to deliver a unique combination of international coverage and localised expertise. Wherever there's a story - we'll be there.

Our balanced coverage has attracted an audience throughout the world, offering a truly global reach.



**358 million**  
Number of households worldwide\*

Africa	9.5 million
Asia Pacific	62.9 million
Europe	106 million
Latin America	10.6 million
Middle East/North Africa	24.9 million
North America	116.6 million
South Asia	26.7 million



**58 million**  
unique users generating 482 million page views\*\*

Sources: \*BBC World News Distribution Report (full and part time distribution), May 2012. Europe and global figures excluding UK. \*\*Omniture Mar 2011 - Mar 2012, monthly Page view average. Does not include mobile traffic. Due to sampling rate figures are accurate to approximately 95% accuracy.



# World Cup fever

## BBC's reach is a winner for MTN

**Take the world's largest news organisation, add the world's biggest footballing event plus a specially tailored advertising campaign and you can be sure of being on target with your audience.**

This is just what MTN did. As a leading provider of communications services across Africa and the Middle East, it wanted to raise its profile by association with the World Cup.

The BBC provided the means for touching an extensive audience. The worldwide reach of the BBC is unmatched and this translates into impressive figures for Africa and the Middle East.

BBC World News reaches 8.9 million households in Africa\* including over half of affluent Africans every month\*\*. In the Middle East, BBC World News reaches 24.9 million households\* and has the largest weekly reach of all international English language news channels in the region\*\*\*.

MTN's sponsorship around the extensive coverage of the World Cup qualification in 2009 and the actual tournament in 2010 maximised its visibility and facilitated long-term engagement with its target audience.

A great result all round.

**Sources: \*BBC World News distribution report, May 2011: number of households.  
\*\*EMS Africa, 2010. \*\*\*EMS Middle East, 2009.**

“The perfect platform for our African United campaign across Africa and the Middle East.”

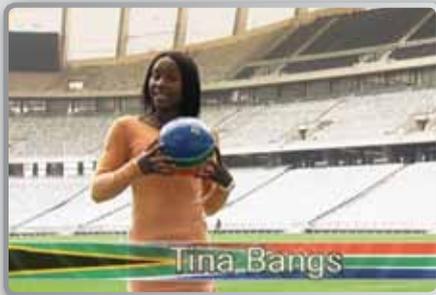
JENNIFER ROBERTI, GM: GLOBAL BRAND & SPONSORSHIP, MTN

## The Creative Solution Two-phase campaign keeps the World Cup dream alive

**BBC**  
WORLD  
NEWS

### TELEVISION

- Sponsorship of *Sport Today* and *Football Focus*
- Sponsorship of *World Cup Qualifier Results* and *World Cup Update* vignettes
- Sponsorship of *fast:track* World Cup City Guides



### COMMERCIALS

- World Cup Countdown Clock
- Targeted ad campaign through qualification and the tournament

# 97%

favourability amongst those exposed to advertising on BBC platforms

Source: BBC AdScore South Africa, July 2010.



# Great awareness for the Airbus A380 on bbc.com

**The Airbus A380 is the largest commercial aircraft in the world, offering unsurpassed performance and economic efficiency**

**At half the volume on take-off than its nearest competitor, the A380 represents a quiet revolution for air travel. The team at Airbus thought that was something worth shouting about.**

The campaign was aimed at strengthening Airbus' position as a market leader in aviation and raising awareness of the A380 and its environmental and financial efficiency.

Airbus took out the first global takeover of key sections of bbc.com timed to coincide with the Dubai Airshow, meeting the key objective of creating the maximum impact quickly. The target market was aviation professionals, executives and business decision-makers. The BBC delivered an upmarket and affluent audience who are highly engaged and loyal to the site. With 25 million page impressions recorded in one day, the campaign was a flyaway success.



*“The online ad campaign on [bbc.com](http://bbc.com) exceeded our expectations... generating great awareness and strong results.”*

ANDREA DEBBANE, VP,  
STRATEGY & STRATEGIC  
PROGRAMMES  
COMMUNICATIONS,  
AIRBUS

## The Creative Solution



### ONLINE

One-day global takeover of key sections on [bbc.com](http://bbc.com) during the Dubai Airshow



# 25 million

page impressions in 24 hours

Source: DoubleClick, 17 November 2009.



*It's Possible*

www.southafrica.net

# Leave the ordinary behind

## Bringing South Africa to the world

South Africa is a hugely diverse country with amazing potential for the traveller. South African Tourism and BBC Advertising delivered an inspiring three-year advertising campaign that showcased South Africa in the build-up to the World Cup.

With the eyes of the world on its country in the lead up to the World Cup, South African Tourism wanted to maximise publicity to encourage an audience of adventurous and discerning travellers to embark on their own personal journeys.

BBC Advertising created an integrated solution to take the viewer on a journey to the heart of the South African experience.

Shot on location around South Africa, the campaign included twelve 60-second *Journeys* films and was

supported by 90-second *Odyssey* commercial films with famous faces who support South Africa, including Richard Branson and Nelson Mandela.

This campaign was supported by a microsite, which enabled users to delve deeper into the South African experience with a host of interactive material and competitions, which included the opportunity to win the trip of a lifetime to South Africa.

The BBC offers the opportunity to engage on a global level with the ideal target market of affluent, frequent flyers; *bbc.com* users took on average seven trips in 2010\*, with two in five prepared to spend over \$1,500 per person on their next holiday.\*\*

The campaign performed well, with a 48%\*\*\* uplift in audience recall among those who saw the activity on BBC platforms.

*“Striking visuals and quality production throughout have ensured the campaign has not only created a big impact with the audience, but has also taken them on a unique personal journey across South Africa.”*

ROSHENE SINGH, CHIEF MARKETING OFFICER, SOUTH AFRICAN TOURISM

Sources: \*EMS & CEMS, Summer 2010. \*\*BBC Global Travel Survey 2010. \*\*\*BBC AdTracker, April 2008 & BBC AdScore, August 2010.

## The Creative Solution

Integrated, interactive, inspiring. An epic African journey



### TELEVISION

Series of 60-second *Journeys* commercial films and 90-second *Odyssey* commercial films



Sponsorship of Sport Today



### ONLINE

- South African Tourism branded World Cup banner advertising
- Microsite home to *Odyssey* and *Journeys* films, with extended content and competitions



### PRINT

Advertising in Lonely Planet magazine



Users in over 200 countries and territories visited the microsite and the campaign delivered

# 26.5 million

ad impressions on [bbc.com](http://bbc.com) and video on demand

Source: DoubleClick, July 2008 – March 2011.

# BBC Advertising raises Malaysia's profile

## *A celebration of diversity*

Malaysia wanted to communicate that it is a land of rich contrasts, where skyscrapers jostle for space with wooden houses on stilts while luxury hotels overlook ancient reefs; that it's a cultural melting pot, a riot of colour and a foodie's delight; and that, from mangrove swamp to its spectacular beaches, Malaysia has something for everyone.

When Tourism Malaysia came to BBC Advertising it wanted to showcase the diversity of its country to attract a greater variety of leisure and business travellers.

BBC Advertising drew on its creative skills to produce four themed commercials, to bring to life the wide variety of experience that Malaysia has to offer.

The BBC's unparalleled reach meant that we were able to deliver a global audience of proven frequent flyers, targeted to an upmarket affluent demographic.

*“The BBC is a perfect platform to reach out to our key audiences.”*

ABDUL KHANI DAUD, DIRECTOR, ADVERTISING DIVISION, TOURISM MALAYSIA

# The Creative Solution

## The many faces of Malaysia in a multi-platform campaign



### TELEVISION

Four specially-themed commercials - *Bliss*, *Culture*, *Glitz* and *Nature* - ran as a multi-platform campaign



### ONLINE

Pre-roll video and prominent banners drove visitors to a travel competition microsite, all made by BBC Advertising



### PRINT

Advertising in *Lonely Planet* magazine



Advertising increased  
favourability towards Malaysia  
as a tourist destination by

# 124%

Source: BBC AdScore, May 2010.



# The solution you can bank on

## **BBC Advertising delivers the perfect advertising campaign for an emerging global brand**

**After rapid growth in Russia, VTB Capital is expanding around the world. It was looking to strengthen its image as a modern, dependable institution with global expertise while also reaching beyond the finance community to a broader range of business leaders.**

The strategy was to deliver a sponsorship and advertising campaign around BBC World News' newly enhanced Russian business coverage, which included a series of TV modules called *Russia Business Profile*, *Market Boards* and *Russian Business Diary*, plus complementary online content on [bbc.com](http://bbc.com) such as a *Russia Business Report* section and business-specific video on demand.

The BBC offered a good fit for VTB Capital's brand objectives, with 40% of board level executives watching BBC World News\*.

BBC Advertising designed and produced compelling and engaging commercials for VTB Capital, which reinforced its marketing messages.

If the massive uplift in brand favourability wasn't a reward in itself, the value of the BBC environment was also apparent; in this space, audience brand favourability out-performed other platforms by 46%\*\*.

Sources: \*EMS & CEMS, Winter 2010. \*\*BBC AdScore, November 2010.

## The Creative Solution



### TELEVISION

- Sponsorship of 50-second TV modules - *Russia Business Profile*, *Market Boards* and *Russian Business Diary*
- Commercials alongside *Russia Business Report*



### ONLINE

- *Russia Business Report* section
- Adjacent advertising with behavioural targeting
- Pre-roll companion ads on business-specific video on demand



“BBC Advertising provided end-to-end support throughout the whole campaign and delivered impressive results with a global business audience.”

OLGA PODOINITSYNA,  
MEMBER OF THE BOARD,  
VTB CAPITAL

# 233%

uplift in brand favourability

Source: BBC AdScore, November 2010.

# HONDA

The Power of Dreams

## Brand synergy drives Insight



The goal of Honda's campaign was to launch its new hybrid car, the Insight, and to promote the new Honda brand positioning of 'clever thinking, joyful design'.

The fit between the new Apple iPad, the new BBC News App for iPad and the new car from Honda was immediately apparent. The Honda team was able to promote an innovative new product via a platform that embodies technology, creativity and innovation.

At the same time, Honda was able to connect with the BBC audience who fitted well with its target of upmarket 25-54 year olds. The ads on the BBC News App for iPad drove to a dedicated microsite where the audience could get the lowdown on this fuel efficient, fun-to-drive offering from Honda.



### The Creative Solution



#### ONLINE

Banner on BBC News App for iPad

# Bank transfer

At BBC Advertising, we find that the high level of trust that our audience has for our editorial platforms plays a significant part in the way they engage with our advertising content.

In the autumn of 2010, the BBC conducted a research study with GMI comparing responses to financial advertising on three leading news websites. The respondents, who regularly use CNNmoney.com, CNBC.com or bbc.com, were shown the same screenshot containing the same advertisement for the same merchant bank. The users of each site were asked to rate the degree to which they trusted the bank featured on the website.

The results showed that the bank was more trusted by bbc.com users despite the same advertising creative being used on each site, showing that for financial brands advertising on bbc.com, there are positive brand benefits for the advertiser.

All banks are the same.



Aren't they?



Research has shown that financial brands advertising on bbc.com typically benefit from a 28% uplift of trust\*. The BBC's heritage of quality and integrity is widely recognised by our audience.

Source: \*BBC Trust Test, 2010.



# From papercut to cutting-edge

## Brand new content, brand new thinking

In a crowded market place, it can be difficult to stand out, let alone change perceptions about your organisation. Choosing the right media partner and the right strategy can be crucial if you are to make people see you in a new light.

Xerox wanted to communicate its shift from traditional document specialist to a modern, dynamic business partner. Targeting senior decision-makers worldwide, the strategy was to look beyond the traditional spot campaign.

Xerox wanted to position itself alongside relevant BBC content at a time when BBC.com was looking to enhance its technology section. This gave rise to the idea for the creation of a series of four-minute videos called *The Technology of Business*, which met BBC.com's editorial objectives and provided Xerox with the opportunity to associate itself with content that delivered its target audience.

The campaign was a big success, with an approximate 200% increase in advertising awareness of Xerox as the new sponsor\*. Crucially it also helped drive a 42% rise in awareness of Xerox's new broader range of business services\*\* and association with the BBC made a big impact in changing perceptions of Xerox.

Sources: \*BBC & GMI ad effectiveness survey, December 2010. \*\*Dynamic Logic campaign review, 2010.

*“The BBC provided the quality content and credibility needed to attract a senior business audience and challenge their preconceptions – and it achieved all this on a global scale.”*

DARRELL MINARDS,  
HEAD OF COMMUNICATIONS,  
XEROX EUROPE

## The Creative Solution

Changing perceptions with changing technology



### TELEVISION

24 four-minute TV modules *The Technology of Business*, including branded sponsor credits and promotional trailers



### ONLINE

- Dedicated *The Technology of Business* section
- Pre-roll advertising and billboards



### CONTENT SYNDICATION

Extending the reach and lifespan of the campaign with partnerships with *The Wall Street Journal* and *Yahoo! Finance*



Association with the BBC enhanced audience perception of Xerox by nearly

# 40%

Source: BBC and GMI ad effectiveness survey, December 2010.



# Investing in the future

## Shell's commitment to grassroots innovation

When Shell first came to BBC Advertising it was looking to develop an association with a project to communicate with a broad range of stakeholders.

The editorial proposition for *World Challenge*, created in partnership with *Newsweek* as a multi-platform campaign, was the ideal opportunity for Shell. It's a global competition recognising individuals and businesses that show enterprise and innovation at a grassroots level. It culminates in a TV series and awards ceremony shown on BBC World News.

From seeing discarded cans turned into artificial limbs in Nepal, to old tyres and plastic waste making earthquake-proof buildings in South America, entries to the competition have been nothing short of inspirational.

Since 2005, *World Challenge* has become an annual event in the schedule for BBC World News and, through its sponsorship, an opportunity for Shell to promote its commitment to sustainability and innovation. It has succeeded on many levels, with participation up every year and positive viewer feedback, proving that profit and social benefit can reinforce each other. Fifteen projects worldwide have significantly benefited local communities and also enhanced Shell's corporate image.

The brief to develop a project that builds trust and could evolve has clearly been met as Shell renewed its commitment to *World Challenge*, over seven consecutive years.

*World Challenge* continues to develop and in 2011 included three new programmes, guest blogs, an improved website and the opportunity to invest in innovative and sustainable projects from around the world.

*“Innovation is at the heart of Shell's business, and through our long-standing association with World Challenge, we are pleased to play our part in encouraging sustainable entrepreneurship around the world.”*

MALCOLM BRINDED,  
EXECUTIVE DIRECTOR OF UPSTREAM  
INTERNATIONAL BUSINESS, SHELL



## The Creative Solution



### TELEVISION

Sponsorship of an eight-part series, showcasing 12 finalists



### ONLINE

- Traffic directed to the competition's central hub – a dedicated microsite
- Co-branded promotion on bbc.com



### PRINT

Partnership with Newsweek, featuring powerful advertorials



### EVENTS

Annual high profile awards ceremony.



### SOCIAL NETWORKING

World Challenge embraces social networking

# Advertising on the BBC works

The effects of advertising can be seen in many different ways from a lift in product sales to traffic to a website to improved brand metrics. As technology evolves there are ever more sophisticated ways of tracking behaviour.

AdEffx is a methodology for tracking online advertising developed by comScore. Using this methodology, we were able to track the online behaviour of two million users globally, excluding UK, by using comScore's online panel. All creative running on bbc.com was tagged which enabled us to directly track user interaction with the ads..

**These are the results:**

**32%** longer spent on [bbc.com](http://bbc.com) pages

**46%** more people visit the advertiser's website

**40%** more searches for an advertiser's brand

**Display advertising on [bbc.com](http://bbc.com) can impact users' behaviour towards the brands advertising on its pages.**

Source: [bbc.com](http://bbc.com) Engagement Study, September 2011, comScore.  
Comparison to behaviour on other news and information sites.







# Quality Wins

