

EBU CONNECT



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ONLINE EVENT | 4 MAY 2021 | 10.00 CET

EBU CONNECT 2021

THE CRUCIAL ROLE OF MARKETING AND DESIGN
IN THE FUTURE OF PUBLIC SERVICE MEDIA

Marketing and Design as a catalyst for change

TUESDAY 4 MAY 2021

AM

10:00

WELCOME TO EBU CONNECT 2021

Sarah Christen, EBU Connect Host, Producer and Editor, SRF
 Vitold Grand'Henry, Chair of the EBU Connect Steering Committee
 Positioning, Research & Image Manager, RTBF

10:10

KEYNOTE DESIGNING FOR THE FUTURE

PEOPLE-CENTRED THINKING AS A CATALYST FOR CHANGE
 Ellie Runcie, Chief Design Officer, BBC

Q&A (5')

10:45

THE WHY, WHAT AND HOW OF BUILDING AN INCLUSIVE, ICONIC BRAND

Neil Barrie, CEO & Co-Founder, TwentyFirstCenturybrand
 Fauzia Musa, Editor-at-Large, TwentyFirstCenturybrand

Q&A (5')

Short break (15')

11:25

TRUTH MATTERS

PSM AS A CRUCIAL PILLAR FOR DEMOCRACY AND TRUSTFUL INFORMATION
 Kati Bremme, Deputy Director Innovation, France Télévisions

11:45

TIPIK: THE NEW DIGITAL-RADIO-TV PLATFORM AIMED AT YOUNG ADULTS

RECONNECTING WITH GEN Y THROUGH A TAILOR-MADE OFFER
 Celine Cocq, Marketing Officer, Young adults, RTBF

Break (1h)

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PM

13:15

WELCOME BACK

Sarah Christen, EBU Connect Host, Producer and Editor, SRF

13:20

CROSS MEDIA STORYTELLING

VIRAL CAMPAIGNS ARE NOT JUST A MARKETING STRATEGY FROM THE NOUGHTIES
 Morten Saxnæs, Head of Brand Activation and Social, & CO.

Q&A (5')

13:55

ONE DNA. ONE SYSTEM. MULTIPLE PLATFORMS

DR DESIGN BRANDING IN A DIGITAL WORLD
 Gitte Boel Gammelgaard, Head of Creative, DR Design

14:15

THE POWER OF 'KEY ART'

DEFINING 'KEY ART' AND ITS IMPORTANCE IN A TRULY INTEGRATED MARKET CAMPAIGN
 John Kilkenny, Creative Director, RTÉ

Short break (15')

14:55

BITESIZE SESSIONS THREE GREAT MARKETING CASES FROM PSM

REBRANDING OF VRT KETNET, BORN IN THE HOME-BASED OFFICE
 Hanne Laureys, Brand Manager, VRT

DATA IS THE KING
 Max Dyrhage, Growth Analyst, SVT

BLOOD SWEAT AND T-SHIRTS. INFLUENCER MARKETING FOR PSM
 Esa Kukkonen, Media partner, Yle Creative content and Media

15:25

2021 AWARDS SESSION

2021 Gold Winners announcement by the EBU Connect Steering Awards group

16:00

END OF THE CONFERENCE

Please, note that the programme is subject to change, and will be updated continuously up to the conference. For more information, please contact rossignol@ebu.ch

2021 EBU CONNECT HOST



Sarah Christen

Producer and Editor
SRF

Sarah Christen has been a producer for SRF since 2017.

In the past, she has been in charge of video series for 'SRF Virus' such as 'Unzipped', 'True Talk' or 'Inked'. Currently she is leading the editorial and production staff for the social only platform 'SRF We, Myself & Why', an Instagram-Channel dedicated to women, which Sarah developed and built.

Additionally, she works as a freelance event and TV host.

DESIGNING FOR THE FUTURE: PEOPLE-CENTRED THINKING AS A CATALYST FOR CHANGE



Ellie Runcie

Chief Design Officer
BBC

The purpose of design is to translate obstacles into opportunities that make life better.

Design makes ideas tangible. The results are often visible in form and valued aesthetically. However, often overlooked is the importance of the experience we are designing for: whether through the products we buy, the services we use, systems we engage with and the places in which we live and work and how these serve to improve the world around us.

This talk will explore how organisations across sectors have harnessed design and design thinking as a force for positive change. It will also offer shared principles for how, as the world emerges from the global pandemic, there is a vitally important opportunity for organisations to change things for the better.

THE WHY, WHAT AND HOW OF BUILDING AN INCLUSIVE, ICONIC BRAND



Neil Barrie

CEO & Co-Founder
TwentyFirstCenturybrand



Fauzia Musa

Editor-at-Large
TwentyFirstCenturybrand

How to create loyalty beyond reason.

Using their recent white paper 'The Business Case for Developing an Inclusive, Iconic Brand', TwentyFirstCenturyBrand will give an insightful and provocative talk on one of the most urgent issues facing all media brands and platforms in the 2020s.

The talk will address three critical questions using a mix of actionable tools and insider best-practice cases from the likes of Airbnb, Headspace, Bumble Depop and more.

1. **WHY** - the business case on why building a more inclusive brand creates huge commercial, cultural and employee value
2. **WHAT** - a clear definition of what excellence looks like, at both company and brand levels
3. **HOW** - the 7 actions that brands need to take, backed by best practice from insider cases

TRUTH MATTERS: PSM AS A CRUCIAL PILLAR FOR DEMOCRACY AND TRUSTFUL INFORMATION



Kati Bremme

Deputy Director Innovation
France Télévisions

PSM in these tumultuous times marked by wild conspiracy theories, misinformation and polarization.

While audiences have relied on national broadcasters' news programmes in recent months, how have PSM approached this as a brand strength?

Kati will tell us more about the role of marketing in positioning PSM as a pillar for trustful information and how this can support PSM in competing with social media voices.

TIPIK: THE NEW DIGITAL-RADIO-TV PLATFORM AIMED AT YOUNG ADULTS



Celine Cocq

Marketing Officer
Young adults
RTBF

Reconnecting with Gen Y through a tailor-made offer .

Tipik is the new cross-media service launched by RTBF that combines Radio-TV and Digital, resulting from a rethink for meeting the expectations of 25-44 year olds by using their own codes.

Céline will present Tipik's commitment to millennials, its ambition to enrich the media experience of young adults, who are underserved by traditional market players, and will comment on the importance of marketing when developing core content projects.

CROSS MEDIA STORYTELLING: VIRAL CAMPAIGNS ARE NOT JUST A MARKETING STRATEGY



Morten Saxnæs

Head of Brand Activation and Social
& CO.

Viral campaigns are not just a marketing strategy from the noughties.

Even though social media advertising has become a pay-to-play game, the potential for creating engaging brand stories with a worldwide reach has never been bigger. Morten will give us insights on how viral hits like TV 2 - All that we share and EU Parliament - Choose your future were created and share their secret recipes.

ONE DNA. ONE SYSTEM. MULTIPLE PLATFORMS



Gitte Boel Gammelgaard

Head of Creative
DR Design

DR Design branding in a digital world.

The role of design in transforming traditional ‘linear’ branding into a consistent experience across a fragmented digital media world.

Gitte will tell us how DR Design team has transformed the way they design their brands to make a seamless visual experience across channels and platforms.

THE POWER OF ‘KEY ART’



John Kilkenny
Creative Director
RTÉ

Defining ‘key art’ and its importance in a truly integrated market campaign.

In a fragmented media landscape, John’s presentation will examine how a single image can be essential in reaching audiences across digital, social, video and – of course – print media in communicating our message.

BITESIZE SESSIONS

#1 REBRANDING OF VRT KETNET, BORN IN THE HOME-BASED OFFICE



Hanne Laureys
Brand Manager
VRT

How to create future-proof branding when you are no longer a TV channel but a 360° brand?
How to create a branding that is happy and colourful for a 6 year old but also cool enough for a teenager?

How can you bring a little bit of MTV to Flanders without huge budgets?

Ketnet, VRT'S children's channel, went looking for answers. An inhouse team developed a new branding while the country was in lockdown and everybody had to work from home.

We think you'll be inspired by the results.

BITESIZE SESSIONS

#2 DATA IS KING



Max Dyrhage

Growth Analyst
SVT

How SVT gathered their marketing data to measure impact across both platforms and channels (without using pixels).

As marketers we want to measure and understand how we deliver value both for our users and our organisation. But when SVT builds its own data lake (No Google Analytics), not being able to use marketing pixels, connecting and getting access to data became quite a challenge. "Which campaigns drives conversions?" was a much harder question to answer than it should be. In this talk, Max will go through both the technical set up as well as the journey to democratize access for data and insights across SVT marketing department.

BITESIZE SESSIONS

#3 BLOOD SWEAT AND T-SHIRTS. INFLUENCER MARKETING FOR PSM



Esa Kukkonen

Media partner
Yle Creative content and Media

Blood sweat and T-shirts is a format series that sends young adults abroad and lets them experience first-hand the way clothes are being made.

Esa will share how Yle used casting, content creation and influencers to spread information and awareness about the show and shone a light on the global impact of the fashion industry.

EBU CONNECT 2021

AWARDS LIVE SESSION

Presentation of the 2021 Gold Winners!

The “Best of the Best” PSM Promos and Campaigns of 2020, chosen from an initial pool of + 240 entries and elected by EBU Members.



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DON'T MISS IT!



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