

BBC GLOBAL NEWS & WGBC

SERIES SUMMARY - TRCA

BBC
NEWS

GLOBAL

THE BBC

OUR STORY

The BBC is now reaching a record weekly audience of 465 million people around the world. BBC Global News operates the BBC's commercially-funded 24-hour international news platforms: BBC World News, which has 101 million viewers per week, and BBC.com, which counts 116 million unique browsers per month.

BBC StoryWorks brings together the qualities of a creative studio with the agility and efficiency of a newsroom, drawing on the BBC's own editorial and production values, with teams in seven cities including London, New York and Singapore.

WORLD GREEN BUILDING COUNCIL

A BUILT ENVIRONMENT FIT FOR THE FUTURE

Buildings have a profound effect on the quality of people's lives, and with 39% of global energy-related carbon emissions coming from buildings and construction, the green buildings movement can play a huge role in tackling climate change.

However, there are challenges in aligning stakeholders and creating the right incentives, support and policy for change.

An increased level of awareness and understanding will be crucial in garnering commitment from all the players involved in building projects across the globe, and turning rhetoric into action when it comes to healthy buildings – creating change at scale.

We hope this series can serve as a tool to support a change in the way we design build and operate buildings ensuring we have a built environment fit for the future.



TRANSLATING RHETORIC TO ACTION

STORIES FROM THE SECTOR

BBC StoryWorks will produce a series of short documentary films in partnership with selected organisations, capturing work from the six stages of the building lifecycle in a compelling and visually engaging way.

*Produce
Use*

*Design
Deconstruct*

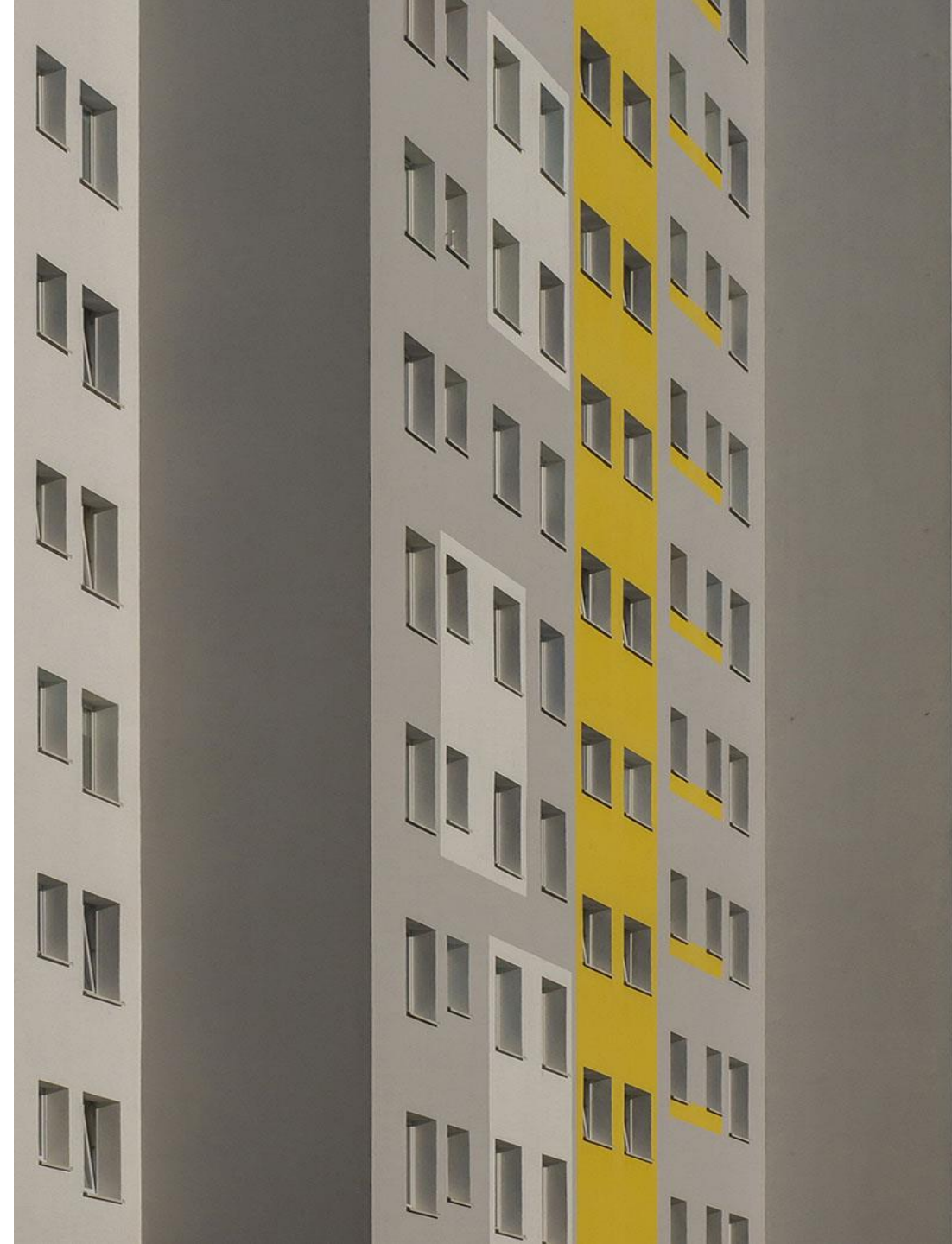
*Build
Reuse*

Selected organisations will have the opportunity to work with the BBC StoryWorks creative teams to shape the treatment using their combined expertise and knowledge. The series will be distributed to relevant audiences across the globe in a cross-platform campaign managed by BBC StoryWorks.

“The WorldGBC is proud to work in partnership with BBC Storyworks to communicate our shared vision for a green and sustainable built environment to a wide global audience and to ensure we convey the opportunities and challenges from the building and construction industry, and its integral role in securing worldwide zero carbon targets and sustainable development goals.”

Cristina Gamboa, CEO, World Green Building Council

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CAMPAIGN PLAN

ELEMENTS

CAMPAIGN ELEMENT	PLATFORMS	NUMBERS	STONE	ASSETS	TIMELINE
BBC AUDIENCES	BBC.com and BBC News Sites across Europe, BBC audiences on other sites	Estimated Impressions: 20m + Estimated Reach: 115m unique browsers globally	Call to actions for BBC viewers and targeted audiences to engage – grow the network	'traffic drivers' consisting of creative designs and copies in MPU, Leaderboard and half page format	12 month campaign Monthly rotating creatives aligned to themes
SOCIAL	Twitter, LinkedIn and Facebook BBC SW: Twitter, Facebook, Google AdWords	Estimated Reach: FB: 180m Twitter: 29.4m Estimated Impressions: FB - 10m+ Twitter – 2m	Call to action for engagement including sharing and comments	Images and direct upload of videos Copy explaining posts, Hashtags	6-8 week promoted push, followed by organic resonance
BBC SURVEYS & STUDIES	Science of Memory study BBC Panel Survey	Study comprising of 20 people having their emotions and reactions recorded (SoM) 30,000 BBC panelists	Understanding how emotion can increase consideration in the viewer. Survey of approx.. 5-6 questions	Showcase version including all partner films for study	Study carried out approximately 6-8 weeks after launch
NETWORK	Launch at World Green Building Week, and sent to membership network and trade press	Industry experts, policy makers and companies	Showcasing members, and sharing stories	Images, films, 'hub' page development, press release	On eve of event / during the event



Global audience

JUNE 2019

The most
trusted
international
news brand

121m
people reached
every week across
TV and digital

Audience has
Grown by
+6m
in just 12
months

32m
monthly video
views

110m
monthly unique
browsers

Reaches
74%
of global Business
Decision Makers

60%
of the audience is
under 35 years

We reach
58%
of the global population
who have a university
degree or higher

Watched by
101m
people
each week

1.1bn
monthly
page views

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TARGETTED AUDIENCE

BBC.com has over 200 first-party data segments based on interests and behaviour. We'll be targeting the following engaged audiences:

15m

Construction

This audience is comprised of individuals who work for businesses in construction

500k

Decision Makers

Top ranking government professionals

14m

Property Investors

Interested in Real Estate and Property Investment

14m

Eco-Conscious

Interests in the environment and sustainability

18m

Engineering

Engineers, including those and those working in engineering field

12m

Energy, Natural Resources & Utilities

Production and distribution of energy + sources, natural resources

24m

Architects & Designers

Design, architecture and engineering of residential and commercial property

21m

Science & Tech Enthusiasts

Highly engaged, interested in all kinds of innovation.

700k

Healthcare Tech & Logistics

Healthcare professionals working in tech field

15m

Business Leaders

Affluent senior business decision makers

20m

Home Improvement Buyers

Interested in real estate, commercial or residential renovation

20m

Marketing Professionals

Marketing Decision makers

8m

Climate Change & Global Warming

Climate Change and Global Warming

6m

Millennials

Aged 18-34 millennials have grown up with new technology

1m

Instagram users

Instagram users

Source: BBC Global Audience Measure, June 2019

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DIGITAL CAMPAIGN

REACH, RELEVANCE, RESONANCE

Objectives

Brand awareness, Reach, Traffic, Engagement, Video views, Website clicks and conversions

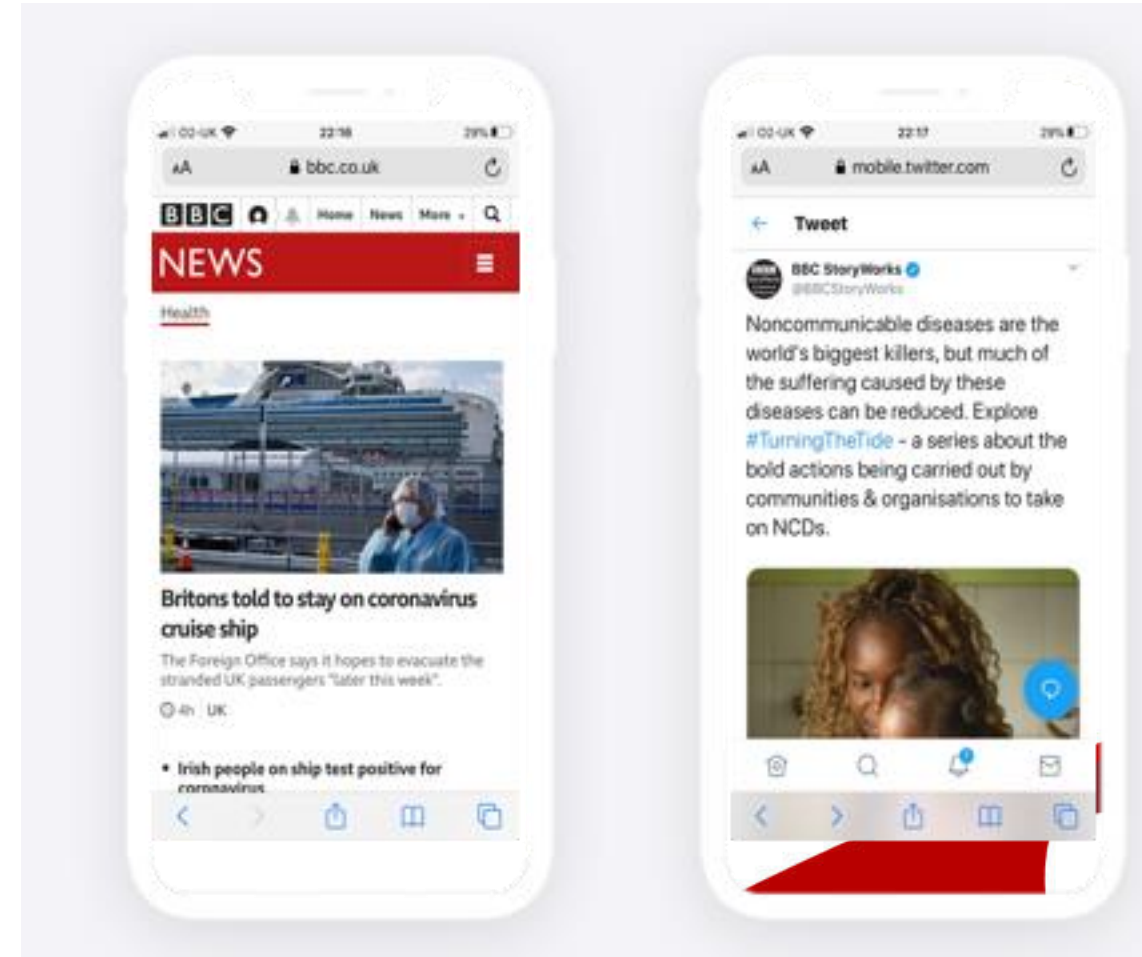
Creative:

BBC teams will write engaging copy to accompany clear bright images gathered on the filming days with partners.

Collaborative:

We'll be working with partners to develop targeting regionally and to relevant audiences based on the focus of their film and desired outcomes.

Once production has commenced we will consult with communications representatives from participating organisations regarding the digital campaign to refine the approach so that it includes all effective and applicable channels, keywords, hashtags and handles as appropriate to the content and relevant to the participants.



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DELIVERABLES

CONTENT & AUDIENCE

CONTENT

- One 4-5 minute documentary short based on a case study, including interviews and on-location filming
- A 15-30 second social and digital edit, optimized for mobile phone viewing
- Two days of filming in Toronto, Canada
- An introduction to the film written by the BBC Global News team
- A URL link to your film on the dedicated hub for sharing and social purposes
- Master files of both edits in various formats, for use online, on social platforms and in presentations
- All the footage from the shooting of the film

AUDIENCE

- Content calendar for social campaign including copy, links, timelines, hashtags and CTAs
- Targeting of the series to BBC.com audience segments around the Europe
- Powerful still images from the filming for use on the website, at events, and during social campaign
- A range of creative designs for traffic drivers to reach targeted audience segments and global BBC audiences
- Detailed audience reach and predicted performance analytics including reach, impressions and CTRs
- Dedicated team optimising campaign and reporting on the performance against KPIs

FUNDING REQUIREMENT: £31,500

We are asking partners to contribute financially to the cost of production only, although this price includes **everything stated above** as added value provided by BBC Global News and the World Green Building Council

THE LAUNCH

WORLD GREEN BUILDING WEEK

EVENT INTEGRATION

Premiering the series on screens around the venue and satellite events

Panel discussion – involving those who had appeared in the series and introduced and moderated by BBC talent

Survey discussion – analysing results of the BBC panel survey & Science of Engagement

CONTENT:

Showcase - 4-5 minute summary piece

Trailer & Teasers – drawing attention to wider series

Abridged thematic edits – ‘region specific’

BBC INSIGHTS

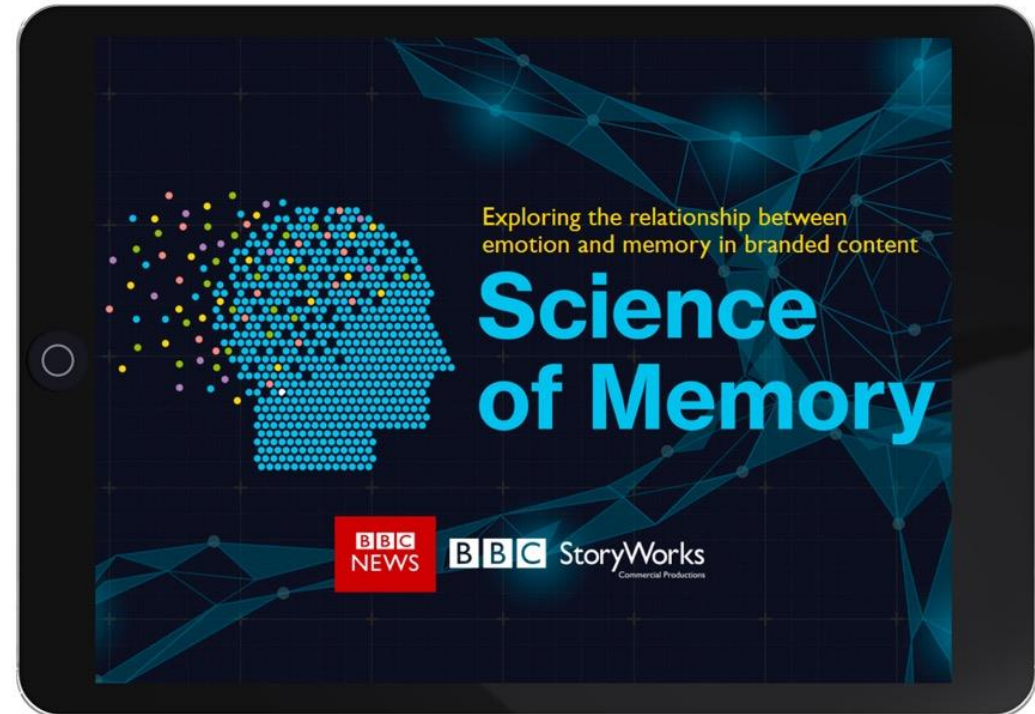
SURVEY RESULTS & STUDIES

SCIENCE OF MEMORY STUDY FOR COMPLETED SERIES:

Science of Memory uses the latest neuroscience techniques to investigate how emotions impact memory, and how brands can create powerful moments that lead to long-term memory creation.

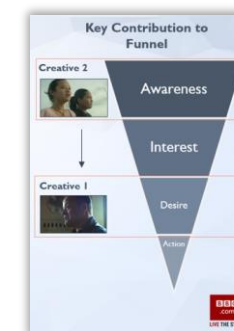
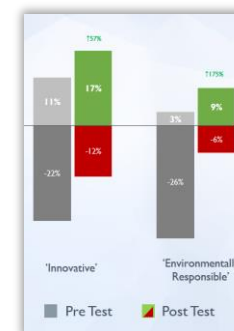
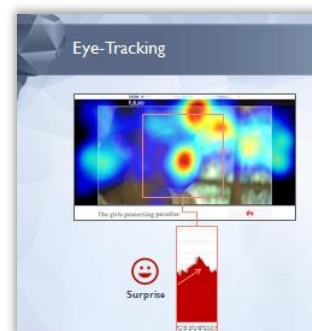
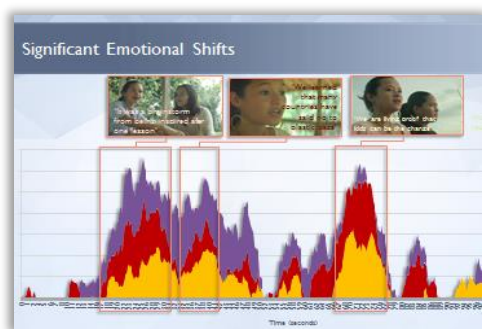
BBC PANEL SURVEY & STUDY:

BBC Global Minds is a hub for 40,000 BBC users across the world to share their thoughts and feedback and help shape the future. We select panels based on demographics and geography. A survey would typically contain 5-6 questions with results and analysis presented in a report created by the BBC research team.



SCIENCE OF ENGAGEMENT

Simple but powerful insights



EMOTIONAL SHIFTS

Deep analysis of the emotions triggered by each creative amongst your targets and in your markets

EYE-TRACKING

Interpretation of key scenes using survey data and eye-tracking

BRAND PERCEPTION

Analysis of implicit shifts in brand perception against campaign objectives

CONTRIBUTION

Assessment of how each creative contributes to the decision funnel

'THINK LIKE A BROADCASTER'

PUTTING THE VIEWER FIRST

At the BBC our mandate is to inform, educate and entertain. The first two cannot be achieved unless you succeed in connecting with the viewer on an emotional level.

- **Considering people as viewers first** – make an emotional connection and then you can powerfully put your message across.
- **Telling memorable stories** – our brains are hard wired to link the way we're feeling to the information we're being given.

Thinking like a broadcaster.....

- **Being character driven** – identifying the passionate protagonist we can focus on
- **Thinking beyond the viewing figures** – measuring shifts in understanding and perception
- **Knowing the audience** – what, where and when do they want to view?
- **Shining a different light on a subject** – finding compelling angles to tell the story
- **High production value** – employing our skill and expertise to craft engaging sequences

Effective storytelling:

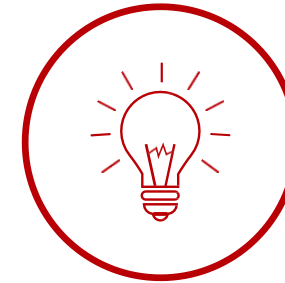
Making something the audience truly values, using the right channels and approach to reach the right audience, and having a lasting impact, creating a meaningful exchange.



RELEVANCE
Making it relevant in tone
and style



REACH
Reaching the right audience



RESONANCE
Ensuring it resonates,
and has the desired
impact



PROCESS

PROJECT STAGES & SAMPLE TIMELINE

PROJECT STAGES

Email/call to set up pre-production meeting

Pre-production meeting

A chance to discuss ideas for the film with the BBC StoryWorks Producer and start deciding on the logistics, such as location, interviewees and sequences

Creative treatment

Producer to work up a creative treatment for the film and send over for the participating organisation's input and approval

Shoot logistics

Arranging filming dates, access to location(s), filming opportunities and interviewees to be featured

Filming

The BBC StoryWorks team will consist of a camera crew and a Producer, Director (DoP), if required, a local fixer. The Producer will ask the interview questions, direct the sequences and provide any additional support needed (e.g. on the spot media training)

Your files and delivery:

Participating organisations are entitled to two rounds of changes on the finished edit. The final cut will be sent in various digital formats and we'll include a shortened version of the film for social media, with 'mobile first' in mind.

TIMELINE

Invitation Phase – March – April 2020

Creative Treatment – April – June 2020

Filming – up until July 2020

Sign Off – August 2020

Launch – September, World Green Building Week

Digital Campaign – ongoing for up to 12 months following the launch

Review & Report – Winter 2020



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THANK YOU