



**Building Entertainment Brands  
In The Digital Age**



We believe the most important thing the content industry needs to learn over the coming years is how to better market itself to a fragmented audience in a fast-changing digital world. C21Media's Propaganda Factory is about how to do that. The Twitter hashtag for today's event is #C21PF. We hope you enjoy the day.

## Agenda

### 8.30-9.05 Coffee and Registration

#### 9.10 Opening remarks

David Jenkinson

#### 9.20 Opening Keynote

##### How to build your brand through Facebook

Trevor Johnson, head of strategy and planning, EMEA, Facebook



A how-to session filled with case studies so you can learn how to build your brand through successful engagement strategies on and off Facebook.

This is a must if you are

wondering how you can:

- Create a successful Facebook strategy to build your brand, acquire customers, develop a relationship with them and create a community around your brand.
- Effectively use tools such as Facebook pages and ads to drive traffic, build your fan base and deliver ROI.
- Integrate the social functionalities of Facebook into your own websites through the open graph protocols.

Chair: Charlie Houlst

#### 9.50 Digital marketing case studies: Leading digital agencies showcase their latest work and thinking

Chair: Charlie Houlst

##### Newfound Powers: The Privatisation Of Social Engineering

Chris Clarke, chief creative officer, Lost Boys international (LBI)



'Digital' is dying faster than anyone predicted. It's been absorbed into the world at large as people's behaviour changes en masse.

And given that most people have jobs to get on with,

companies and brands are flooding the new marketplace with ways for people to share information and direct collective action.

This isn't just tokenism. Research is already revealing how this new pervasiveness amplifies and reinforces prejudices and social divides. And what that means is that brands and their agencies are moving into the unregulated territory of privatised social engineering.

What are brands actually doing in all of this? Do they have a higher responsibility to shape society? This session presents LBI's manifesto for leadership in the post-digital world.

##### Fan Power: getting the audience to do the hard work for you

James Kirkham, director, Holler



James will deliver a case study on how to engage audiences and consumers through entertainment strategy.

The session will walk through strategic thinking around

entertainment strategies in response to a shifting media landscape, examining tangible examples from Holler and include branded entertainment, showing the natural evolution of the theory.

##### The role, value and impact of utility services in digital

Justin Cooke, CEO and chair, Fortune



Cookie and BIMA

Using the hugely successful Legal & General Home Contents Calculator and National Rail Enquiries iPhone applications as examples of the shift brands are making to

deliver their values through 'utility and usefulness', Justin will examine the growing importance of 'content' in the digital experience.

##### 10.35 Digital marketing surgery: Solving real problems with everyday solutions.

This digital marketing surgery will see Esther and Tom task Chris, James and Justin to come up with solutions to the everyday problems they need to solve in taking their entertainment brands to market.

Esther Brown, head of corporate communications, BBC Worldwide

Tom Lucas, director of marketing and communications, UKTV



With...

Chris Clarke, chief creative officer, Lost Boys international (LBI)

James Kirkham, director, Holler

Justin Cooke, CEO and chair, Fortune  
Cookie and BIMA

##### 11.00 Coffee break

##### 11.20 Digital marketing case studies: Leading digital agencies showcase their latest work and thinking.

Chair: David Jenkinson

##### Playing the game

Anders Plyhm, creative director, Agency Republic



How Agency Republic has helped to shape PlayStation UK's marketing communications. Plus a brief look at the future of interactive entertainment.

##### Creating popular partnerships

Jon Forsyth, founding partner, adam&eve



In the midst of the recession, when the high street was

experiencing one of the toughest retail periods in years, Phones4u had three huge challenges. Put simply, it had to beat the recession, beat the iPhone and beat the budget. The only way of winning this fight was to create a campaign that would drive footfall and change customer behaviour in-store. Jon will show how the learning from this campaign can be applied to entertainment brands.

##### Building effective viewer relationships online

Ed Lecky-Thompson, director, Galileo



Broadcasters have too often seen online as a threat, rather than a complementary channel to embrace. Online CRM provides enormous opportunities for broadcasters everywhere: digital and

terrestrial, mainstream and niche, national and regional. The commercial rationale is simple: an effective CRM/PRM programme generates increased viewing figures through brand new viewers and increased loyalty viewing alike, as well as providing opportunities for non-core revenue from online advertising, affiliate and sponsorship deals. But a programme done poorly is often worse than no programme at all. This case study will explain the basics of effective online CRM and PRM for broadcasters, using MTV, with whom Galileo has been working since 2009, as an example of best practice.

##### Making digital outdoor interactive

Craig Morgan, managing partner, Elvis



Virgin Trains' 'Liverpool Wall' poster promoting high-speed rail services, was developed to be truly interactive, take advantage of location and context in terms of messaging – the end result, the world's

first 'talking' poster. How can this technology be applied by the entertainment business to build content brands?

##### 12.20 Propaganda supersession: PRing the digital age

Leading digital PR executives showcase multi-platform campaigns and underline how to engage with the new digital media environment.

Chair: David Jenkinson

Jill Franklin, managing director, Franklin Rae

Russell Goldsmith, digital and social media director, markettiers4dc

Lee Nugent, managing director, Nelson Bostock Group



##### 13.00 Lunch



**David Jenkinson**  
Editor-in-chief &  
managing director  
C21Media



**Charlie Hoult**  
Managing director  
Hoult's



**Andrew Robinson**  
Creative director  
Mind Corporation

**14.00 Afternoon opening keynote:  
The online video revolution: using YouTube  
to reinvent your brand**

*Bruce Daisley, sales leader, YouTube UK*



YouTube is five years old, in which time the world of online video has become a powerful tool for content owners and brands. What are the rules and pitfalls? How can you achieve the success of the YouTube

superstars? This keynote will use examples of how entertainment brands are working with YouTube to create business models and market in distinct and innovative ways.

*Chair: David Jenkinson*

**14.30 Digital marketing case study:  
Leading digital agencies showcase their  
latest work and thinking.**

*Chair: Andrew Robinson*

**Simple social media marketing**

*Katie Streten, head of digital insight,  
Imagination*



Using a public service project as a case study, Katie will explore the construction of a basic social media outreach campaign for the launch of a creative project. She will answer questions like who

should we target, what should we tell them and how do we know we've succeeded, and look at tools for getting the job done.

**MySpace: Get Real Close**

*Thomas Benski, managing director, Pulse  
Films*



MySpace Get Real Close was created by Pulse and BBH to celebrate the launch of MySpace Music, which enables bands and artists to create their own playlists to share with fans. Pulse-shot

videos using blue screen, which enabled users to upload photos of themselves using MySpace or Facebook for videos that made it look like the artist was interacting with them.

**15.00 Propaganda supersession:  
Effective social media strategy.**

The A-Z of understanding how to use social media platforms to engage with new audiences, build brands and extend content relationships.

*Chair: Andrew Robinson*

*Catherine Toole, CEO, Sticky Content  
Maz Nadjm, community product manager,  
BSkyB*

*Katie Streten, head of digital insight,  
Imagination*

*Thomas Benski, managing director, Pulse  
Films*



**15.45 Afternoon tea**

**16.00 Digital marketing case studies:  
Leading digital agencies showcase their  
latest work and thinking**

*Chair: David Jenkinson*

**New stories well told**

*Tom Thirlwall, CEO, Bigballs Films*



Tom Thirlwall will tell the story of the award-winning *Who Killed Summer* from inception to Bafta nomination and everything in between.

Starting out as a collaboration between agency and

production company, and commissioned by Vodafone, *Who Killed Summer* is a multi-platform online drama that blended fiction and reality. Over five million people watched *Who Killed Summer* and, most importantly, interacted with the show across social media and mobile platforms – proving the new age of participation storytelling is here.

**Putting 'entertain' into entertainment  
marketing**

*Martyn Bentley, commercial director, Kempt*



This session will insist on 'putting entertain into entertainment marketing' and will feature a case study on Freeway Fallguy and Football Hero for Pepsi.

Martyn will aim to persuade the audience that branded content and marketing activity that involves playfulness provides deep engagement and is very persuasive. He will also open the audience's eyes to the whole ecosystem they can exploit.

**Launching a legal music-sharing service**

*Chris Reed, managing partner, Brew*



Mflow is a social music application that rewards people for recommending music to their friends. It has been described as a cross between iTunes and Twitter. Brew was engaged (with sister agency

Seventy Seven PR) to recruit thousands of users to mflow using a blend of social media and online/offline PR. As well as looking at the techniques employed to make the application an intrinsically social platform, this session will highlight how conversation analysis, advocate identification, blogger outreach, Twitter and PR played a part in recruiting, motivating and rewarding these early adopters in an increasingly crowded market – to take mflow to critical mass ready for launch in April 2010.

**Evo Music Rooms**

*Jez Nelson, CEO, Somethin' Else*



Evo Music Rooms targeted the Punto Evo's core Generation Y demographic with a weekly showcase that saw star headliners and Evo unsigned artists sharing the stage in a

six-week music series. An invention of Fiat's creative agency Krow Communications, Evo Music Rooms invited aspiring artists across the UK to apply at [www.evomusicrooms.com](http://www.evomusicrooms.com), with only 20 Evo unsigned artists making it on to the expert judges' shortlist. These artists were then showcased online and fans voted their top 10 into the final. From the top 10, the panel selected six acts that won the once-in-a-lifetime opportunity to perform live on the same bill as some of music's biggest names. Evo Music Rooms was partnered by MySpace Music (in a deal brokered by MEC Interaction), which created an online campaign to drive traffic and registrations to the website. Further multimedia support was provided by Spotify and Facebook, which dedicated channels to support the launch. What lessons were learned along the way?

**17.00 Digital marketing surgery:  
Solving real problems with everyday  
solutions.**

This digital marketing surgery will see Jen Topping and Andrew Robinson task Tom, Martyn, Chris and Jez to come up with solutions to the everyday problems they need to solve in taking their entertainment brands to market.

*Jen Topping, commissioning manager, new  
media, Channel 4*

*Andrew Robinson, creative director, Mind  
Corporation*



With...

*Tom Thirlwall, CEO, Bigballs Films*

*Martyn Bentley, commercial director, Kempt*

*Chris Reed, managing partner, Brew*

*Jez Nelson, CEO, Somethin' Else*

**17.20 Closing remarks**

**17.30 Propaganda Factory networking  
cocktails**



---

Upcoming events from C21Media include The iPad Entertainment Summit on October 1 at BAFTA. Don't miss this one. It's going to be a blinder. For more information and to register for an earlybird discount visit: [www.C21Media.net/ipadsummit](http://www.C21Media.net/ipadsummit). Free iPads for full conference price delegates!

