



BBC FIRST CELEBRATES COMPLEXITY OF BRITISH DRAMA **WITH 'WHAT'S NEXT?' CAMPAIGN**

Sydney, 6 June 2014: BBC Worldwide ANZ will unveil the first phase of its advertising campaign for BBC First - a new premium British drama channel - with promotional TVCs on Foxtel from Sunday 8 June. The channel premiere on Foxtel will mark the global launch of BBC First, one of three new genre brands created by BBC Worldwide to bring unmissable British content to the world.

Created by Droga5, the "What's next?" campaign focuses on the complexity and unpredictability of great British drama, a uniquely defining feature. BBC First will offer programmes that are challenging, immersive and surprising, and always have a unique British perspective. The creative recognises that viewers of British drama revel in this unpredictability: plots are rich and winding, and narratives twist and turn. They enjoy meeting and bonding with the most surprising of characters. The audience's journey is unexpected and keeps them thinking, questioning and always celebrating "What's next?"



Taking the two key launch titles, *Peaky Blinders* and *The Musketeers*, Droga5 has produced four different versions of the "What's next?" TVC: two 30 second and two 60 second spots. These will sit alongside a 30, 60 and 90 second TVC showcasing the breadth of content from the channel, produced by the BBC Australia Creative team.

The "What's next? promos are filmed in a large, atmospheric warehouse with a range of huge, white screens arranged in a maze-like configuration. Different scenes from either

Peaky Blinders or *The Musketeers* are shown on the screens as the camera takes viewers on a visceral, dynamic and unexpected journey - allowing them to literally travel through the programme, experiencing twists and turns, jolts, surprises and contrasts – and leading them to question where it is all heading: “What’s next?”

The launch of the TVCs is the first stage in a 360° campaign. During the eight week countdown to the launch of BBC First there will be a full “What’s Next?” creative campaign including OOH, digital, press and radio advertising. Outdoor advertising, including large format billboards and bus shelters, will begin in earnest from 15 June, while the new BBC First website (bbc.com/first) has recently launched.





The work has been commissioned by Melissa Madden, BBC Worldwide ANZ Director of Brands and Marketing, and is being led by Droga5 Executive Creative Chairman David Nobay.

Melissa Madden said: “BBC First is a global brand that will debut in Australia as part of our strategy to position the BBC as a consumer facing media company with world class content and brands. We needed an exceptionally creative and striking campaign to capture the essence of the brand and mark its arrival, which Droga5 has managed to deliver superbly. The work forms the blueprint for the global roll-out of BBC First so we needed a campaign which will effectively launch the brand in this territory as well as the rest of the world.”

Pat Rowley, Droga5 Business Director, said: “The BBC brand has creative excellence in its DNA so we’re proud to be working with client teams here and in London who share our passion for craft and ideas. With the ‘What’s Next?’ global launch campaign, we sought to articulate the rich and immersive content offering of the channel and bring to life the captivating and unpredictable nature of the viewing experience.”

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