

# PRESS RELEASE

## BBC Worldwide unveils – BBC StoryWorks – a new content marketing team

BBC Worldwide, the commercial arm of the BBC, today announced the launch of a new content marketing team called BBC StoryWorks, sitting within BBC Advertising.

Announcing on the eve of Cannes Lions 2015, the new division will be led by Richard Pattinson, a former BBC journalist with over ten years' experience, who has been appointed SVP of Content, based in London. The BBC StoryWorks team, situated in Sydney, Singapore, New York and London, will span the globe offering clients content solutions built on compelling narratives that will engage audiences. Jelena Li will be the Content Solutions Manager ANZ based in Sydney, responsible for implementing the BBC StoryWorks content proposition in this territory.

With Richard's wealth of deep editorial expertise garnered from roles as a commissioning editor for the BBC's global news services, a senior broadcast journalist on shows including *Newsnight*, Programme Editor for *This Week* and as a news journalist for the BBC, ITV and CNBC, he will bring newsroom values into this new content marketing team. He will ensure all content created is bold, innovative and compelling and carries the BBC's mark of quality and impartiality. Richard joins a team with a wealth of existing expertise in brand partnerships and commercial production, and which will be enhanced with strategic and digital innovation hires over the coming weeks.

BBC StoryWorks will form part of the wider award-winning BBC Advertising portfolio and will work in partnership with brands that complement the BBC's content across BBC Worldwide and BBC Global News Ltd's digital and TV platforms. These include BBC World News, *Top Gear*, BBC Good Food, BBC World Service, BBC Worldwide channels and BBC.com, the latter of which reaches a global audience of more than 80 million unique browsers per month. Elsewhere, on social media platforms BBC World News' Facebook page has over 10 million likes and the BBC is the world's most shared news brand on Twitter.

Richard Pattinson, SVP of Content said: "The BBC has many decades' experience of delivering creative content that intuitively connects – we know how to find the stories that our audience cares about. Now it's time to put that strength to work and set the bar high for content marketing."

Carolyn Gibson, EVP, BBC Advertising, added: "BBC StoryWorks has been set up to bring BBC editorial quality and values to the fast-moving world of content. It brings together the

boldness and innovative qualities of a creative studio with the agility, responsiveness and timeliness of the news room.

“It taps into the deep creative strength of the BBC, to deliver content for brands that captures audiences’ attention in ways that no other publisher can.”

The new team will offer clients:

- Branded content – commercial content owned by the brand.
- Partnered content – content produced in collaboration with advertisers.
- Sponsored content – content produced by the BBC, with advertiser sponsorship.

As well as working with partners on events, research and social media to engage with customers more directly.

BBC Advertising is well known for delivering a high pedigree of work that connects brands and content. Recent campaigns include: **Brand USA**, which promotes tourism to the United States. The campaign saw BBC Advertising create a series of two-minute commercial films, securing major Hollywood movie directors such as Spike Lee, John Avildsen, David Frankel and John Lee Hancock, to share their personal insights into their relationship with a particular city. The beautifully-crafted commercials ran on BBC World News and BBC.com. In the UK, the team closed a deal with **Visit Britain** and **British Airways**, who are running a digital campaign on the creation of a new ‘horizontal’ featuring content telling the story of Britain across BBC.com. BBC Advertising also successfully launched a series of features in association with HSBC, building on the success of **The Expat Explorer** survey.

As with all advertising and sponsorship on BBC Worldwide and BBC Global News Ltd platforms, content created in collaboration with the BBC StoryWorks team will be clearly presented as commercial content, distinct from editorial content. The BBC on all occasions retains editorial control and responsibility for all editorial content.

- Ends -

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**Notes to Editors:**

#### **About BBC Advertising**

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast online and mobile platforms globally.



For the second year running, BBC Advertising has been voted the best sales team for **'professional sales and customer service'** amongst international print, TV and digital sales teams in the International Media Image Survey (i-MIS) that polled 800 media agencies and clients globally.

BBC World News and BBC Knowledge have been ranked second in this year's Marketing Magazine **'TV Broadcaster of the Year Survey'** in Singapore.

BBC Advertising was also awarded Silver for **'Best Insights Research Project'** by Media Owners for the 'Affluent Connection Study' that looks at the rapidly changing behaviours of mobile users and why advertisers need to think differently and Bronze for **'Best Mobile App'** for the BBC Global News App at the Spark Awards for Media Excellence in Singapore.

<http://advertising.bbcworldwide.com/>

#### **About BBC Worldwide**

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally. In 2013/14, BBC Worldwide generated headline profits of £157.4m and headline sales of £1,042.3m and returned £173.8m to the BBC. For more detailed performance information please see our Annual Review website: <http://www.bbcworldwide.com/annualreview>

#### **About BBC Global News Ltd**

BBC World News and BBC.com/news, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 385 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month.