



BBC World News and BBC.com/news launch 'Live the Story' global marketing campaign

14 March 2013 - BBC World News and BBC.com will today launch 'Live the Story,' a new brand positioning and major global marketing campaign. The activity will include television, press, online, radio, Out of Home and experiential media. The campaign will span consumer and trade media with particular focus on Germany, Singapore, Hong Kong and additional activity across other European markets and the US.

The 'Live the Story' campaign focuses on BBC World News and BBC.com/news and our unique ability to engage audiences through our reporting. With more journalists in more places than any other international news broadcaster, the BBC brings unrivalled depth and insight to news from around the world and, because our journalists *live the story*, our audience can *live the story* along with them.

The campaign creative includes television ads featuring BBC correspondents narrating a news story, telling the audience what it feels like to experience a particular news story, giving insight that only a BBC journalist can share. *Focus on Africa* presenter Komla Dumor tells of the pride surrounding African football and chief international correspondent Lyse Doucet talks about the immediate aftermath of a car bomb. US correspondent Laura Trevelyan describes nature's force during hurricanes and science editor David Shukman speaks of the majesty of a shuttle launch after experiencing it up close. There is also a substantial digital element to the campaign that follows the lead of the television creative and offers users an added layer of interactivity. In addition there will also be interactive press ads, digital out of home ads and experiential activity.

Chris Davies, Sales and Marketing Director, BBC Global News Ltd said: "Our correspondents and presenters live through the most amazing, terrifying, and sometimes life-changing moments so that they can bring these experiences directly to our audiences. Who better then to be the focus of both our brand campaign and of our marketing efforts. Our journalists often put themselves in danger to tell us the real story and as they live the story, so do we".

In January, BBC World News re-launched from Broadcasting House in central London, with new studios, new programmes and a refreshed line-up of presenters including Jon Sopel and Yalda Hakim alongside BBC World News on air personalities such as Komla Dumor, Mishal Husain, Lyse Doucet and Stephen Sackur.

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BBC World News and **bbc.com/news**, the BBC's commercially funded international news platforms are fully owned and operated by **BBC Global News Ltd**, a member of the BBC's commercial group of companies.

BBC World News, the international 24-hour news and information channel is available in more than 200 countries and territories worldwide, and over 330 million households and 1.8 million hotel rooms. The channel's content is also available on 151 cruise ships, 40 airlines, 23 mobile phone networks. For further information on **BBC World News** visit bbc.com/tvschedule

bbc.com/news is one of the most respected brands on the internet and offers up-to-the minute international news and in depth analysis to more than 53 million unique users each month.