

MEDIA ALERT



15 APRIL 2015

THE SECRETS OF BRANDING Saturdays at 8.30pm from May 9 on BBC Knowledge

What's behind the label? Discover the secrets behind the big brands in *The Secrets of Branding* beginning Saturday May 9 at 8.30pm on BBC Knowledge.

Why do some brands succeed where others fail? This insightful series looks at the latest techniques and marketing strategies in Europe and America – including the use of social media and augmented reality – showing how luxury brands are often 'refreshed' to attract new generations of customers across the globe.

The series reveals the secret marketing tactics of some of the world's most successful brands including Cartier, BMW, Disney, Coca-Cola, Ikea & Virgin. With industry heavyweights including Richard Hytner of Saatchi & Saatchi Worldwide, Marc Mathieu of Unilever, Keith Reinhard of DDB Worldwide and the founder of Dyson, Sir James Dyson sharing insights into the do's and don'ts of brand development.



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Episodes of The Secrets of Branding are available to view on the BBC Worldwide Press Preview Site www.bbcworldwidepreviews.com . Access can be requested from the home page.

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NOTES TO EDITORS

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