IT’S NOT AN IDEA...
IT’S AN ASSET

James Hayr: Co-Founder Brand Directors
LABEL ROSTER INCLUDES:

- Ben Woolf
- Toby Alicant
- The House of Usher
1. WHAT IS IT?
2. WHAT’S IT CALLED?
3.

WHAT’S IT BEST FOR?
WHO DOES IT?
NOW WHAT?
BRANDED CONTENT
BRANDED CULTURE
P&G's Marc Pritchard on 'reinventing' advertising through film in a streaming landscape

By Andrew Blustein - 07 May 2019 06:00am

Queen Collective is launching two films, including If There Is Light & Ballet After Dark / P&G
Lena Waithe Teams With ATTN: On Scripted Series ‘Girls Room’ For Dove Self-Esteem Project

By Denise Petski
May 14, 2019 6:00am

EXCLUSIVE: Emmy-winning creator/writer/actor Lena Waithe is teaming with ATTN: on Girls Room, an original scripted series as part of Dove's Self-Esteem Project for young women.

Written by Waithe, the anthology-style series will explore the pain and power of female adolescence as told through the eyes of an inter-connected group of girls. It is currently in production and set to premiere in early 2020.
Carling's 'Made Local' gets a second wind with LGBTQ+ inclusive football team

Beer brand Carling has unveiled the second phase of its Made Local campaign, with a TV spot and longer-form documentary centred on LGBTQ+ inclusive football team Black Country Fusion FC.
BE OF WORTH NOT JUST WORTHY
CREATIVE IDEA
South Pole Energy Challenge
The first polar expedition to use only renewable energy

My Story

Robert & Barney Swan
THE SOUTH POLE ENERGY CHALLENGE
GLOBAL NEWS COVERAGE: MILLIONS
NATIONAL BROADCAST COVERAGE: MILLIONS
GLOBAL SOCIAL COVERAGE: 917K
TOTAL REACH 600M+
POSITIVE SENTIMENT + 90%
BRAND FAVOURABILITY + 15%
Good Omens - Season 1
The End of the World is Coming, which means a fussy Angel and a loose-living Demon wheres become secretly fond of each other. They are forced to form an unlikely alliance to stop Armageddon. But they have lost the Antichrist, an 11-year-old boy and now he's meant to bring the end of days...
Journey to the Pole: South Pole Energy Challenge

Discover the physical and mental strength it takes to walk to the South Pole using only renewable energy. Follow father and son explorers, Robert and Barney Swan, as they complete the world's first renewable powered polar expedition - from gruelling fitness regimes and kit preparations, to keeping warm, dry and fed in -40 degree conditions using advanced biofuels.

Genres: Special Interest, Documentary
Director: Kevin Batchelor
Starring: Robert Swan, Barney Swan

prime Included with Prime

Continue Watching Watch Trailer Add to Watchlist
The best stories come out of the truth
- Sir. Ridley Scott
64% IDENTIFY AS BELIEF-DRIVEN BUYERS + 13 POINTS YEAR-ON YEAR
46% BETTER IDEAS FOR SOLVING OUR COUNTRY’S PROBLEMS THAN GOV’T

53% CAN DO MORE TO SOLVE SOCIAL ILLS THAN GOVERNMENT

54% EASIER FOR PUBLIC TO GET BRANDS TO ADDRESS SOCIAL PROBLEMS THAN TO GET THE GOVERNMENT TO TAKE ACTION
What would you most like to change about city working life?

People don’t talk to each other anymore! I’d ban mobile devices on public transport.

Answer from: Chris

Working In The Future City
#workinthecity
PURPOSE IS ABOUT LONG TERM COMMITMENT NOT SHORT TERM ASSOCIATION
CURRENT  TRUSTED  CONSISTENT  LEGITIMATE
"WORLDS APART"
AN EXPERIMENT
FIT FOR PURPOSE
TRADITIONAL MEDIA BRANDS GET NEW LEASE OF LIFE
NEWS
BRANDS
CHAMPION
CAMPAIGNS
& CAUSES
NEW DIGITAL BUSINESSES DEVELOP BRAND IDENTITIES

WELCOME TO THE TRASH ISLES
CREATIVES GET TO WORK BEYOND THE 30-SECOND SPOT
MEDIA AGENCIES ACTUALLY GET TO DO WHAT THEY’RE GOOD AT
THE CLIENT GETS A JOINED UP CAMPAIGN, NOT A TANGLED WEB OF NOISE
CREATIVE ASSET
CREATIVE IDEA
THANK YOU

James Hayr: Co-Founder Brand Directors