



I'M READY
NOW!



hub.branded.
media kit

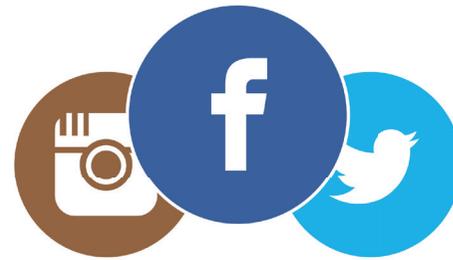
industry

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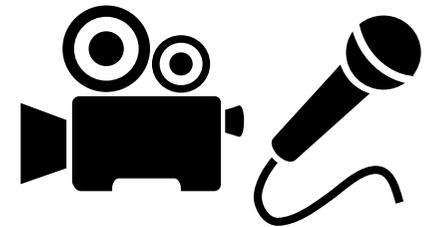
Content marketing is king in 2016, as clever brand promotion continues to move away from traditional delivery

88%

of brands are now engaged in producing their own - or commissioning others to create - branded content... an increase of 10% over the last 12 months



Celebrities and notable figures have never had greater influence on consumers thanks to their visibility across social media



More than ever, the premise is on brands to humanise the experience, and what better way than through celebrity endorsement, bringing rapport and empathy?

why

hub.branded?

hub

access & engagement

At **hub.branded**, we specialise in the highest grade of content marketing – celebrity endorsement.

What makes us unique is our longstanding relationships with agents and unparalleled access to influencers and motivators. We know how to talk to celebrities (many don't) on the way to visioning, creating and shaping memorable campaigns, and only with fully invested talent who embrace project ambitions.

We're happy to work client direct or via agency, visible in the process or white-labeled. We can take the creative lead or come in at a later point in the process in assisting with the strategic direction of the brand campaign.

Ultimately, we fuse brand identity with celebrity influence.



MEDIA GROUP



Starcom MediaVest
GROUP



Trinity Mirror plc

content & delivery



hub.branded. provides a modern, scalable, attention-grabbing and industry-unique celebrity-driven solution for branded content projects

- **Video.** Video is arguably the most engaging form of branded content. 65% of people who watch a branded video go on to view the brand website, and by 2018 79% of internet traffic will come in the form of online video. Video enables the creation of an organic story, configuring an emotional connection with the viewer that no other medium can provide.

hub.branded provides content strategy and creation, production, editing, location management and rights licensing services.

- **Social.** Any influencer **hub.branded** engages will have dynamic, loyal, organically built followings, offering brands instant audience engagement across any required demographic and campaign. The most effective of these combine social media with relevant and extended back stories (extended content creation, feature placement, cross-platform delivery, video integration). Social media remains the quickest and most efficient means for brand elevation – 2.2 billion users globally and 24hr/day accessibility – all the time introducing or reinforcing core values, sharing principles and sparking interaction.

- **Digital/print.** Since 2013 we have placed content into over 1,000 titles – magazines, newspapers and websites – in the UK and overseas. Our feature and interview material is bespoke and exclusive... answering briefs, matching brand principles. We can also position and syndicate content to land on the laps of over 4,000 regional editors in the UK alone. Many say 'complete' branded editorial is only as good as the imagery that accompanies it – with this in mind we have licensing partnerships with all of the leading image banks.

- **Street-sourced voxpop video content.** Stylish, modern, engaging interview projects that harness the power of the consumer, rather than a celebrity, as a means of creating brand endorsement and empathy, whilst building trust.

- **Outreach and amplification.** As well as using established digital amplification tools and targeted one-off positioning on national and regional magazines and newspapers, we also have the ability to place material on over 1,500 independent blogs across the UK. This can be as a sweep of feed-based content placement or by using hand-picked influential bloggers as part of a bespoke, closely focused campaign.

strategic edge

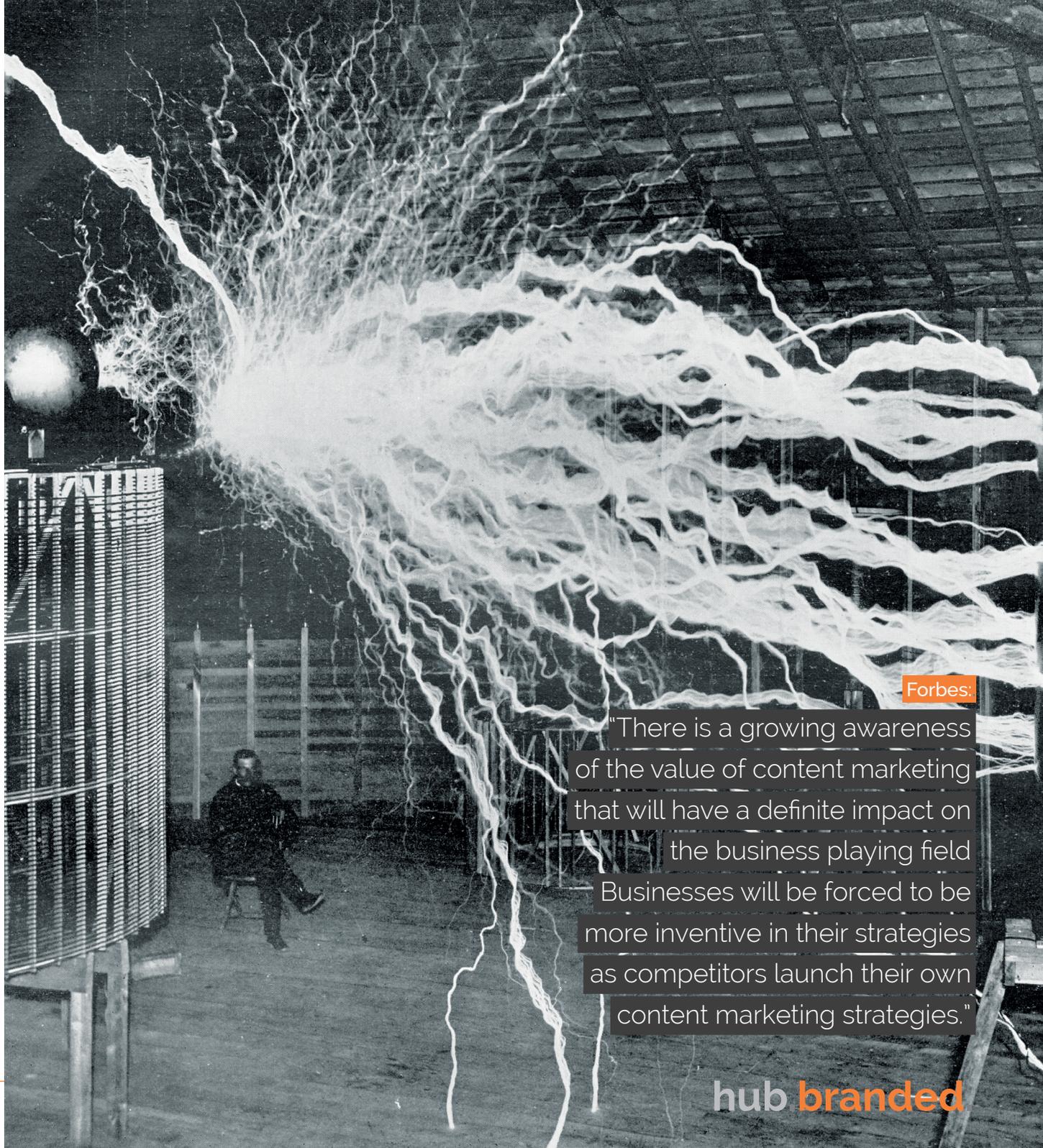
We can link a commercial brand in any market to a pool of respected and recognised names in fulfilling a brief. We pride ourselves on creating partnerships that enable our clients to personalise their approach to producing innovative and memorable content.

There is no one target audience that **hub.branded** cannot reach and influence given the access to celebrities and influential figures we have built since launch.

hub.branded's edge

- involving us in the process means freeing up time for in-house creative teams to concentrate on central elements of projects and campaigns
- we have unparalleled access to live, current, receptive talent
- we can take care of full production and curation of content, or just be on hand for certain parts of the process
- we handle location management, insurance and contractual necessities plus other logistics that enable a project to flow smoothly, to plan and to budget

In 2016, unique, high-impact access to celebritydriven content marketing is no longer for the privileged few.



Forbes:

"There is a growing awareness of the value of content marketing that will have a definite impact on the business playing field — Businesses will be forced to be more inventive in their strategies as competitors launch their own content marketing strategies."

hub branded

our work



SEAT

hub.branded was commissioned to lead out Mail Newspapers' first Mail Brands campaign, answering car manufacturer SEAT's brief to engage two celebrity names in a UK road trip for the launch of its new Ibiza model.

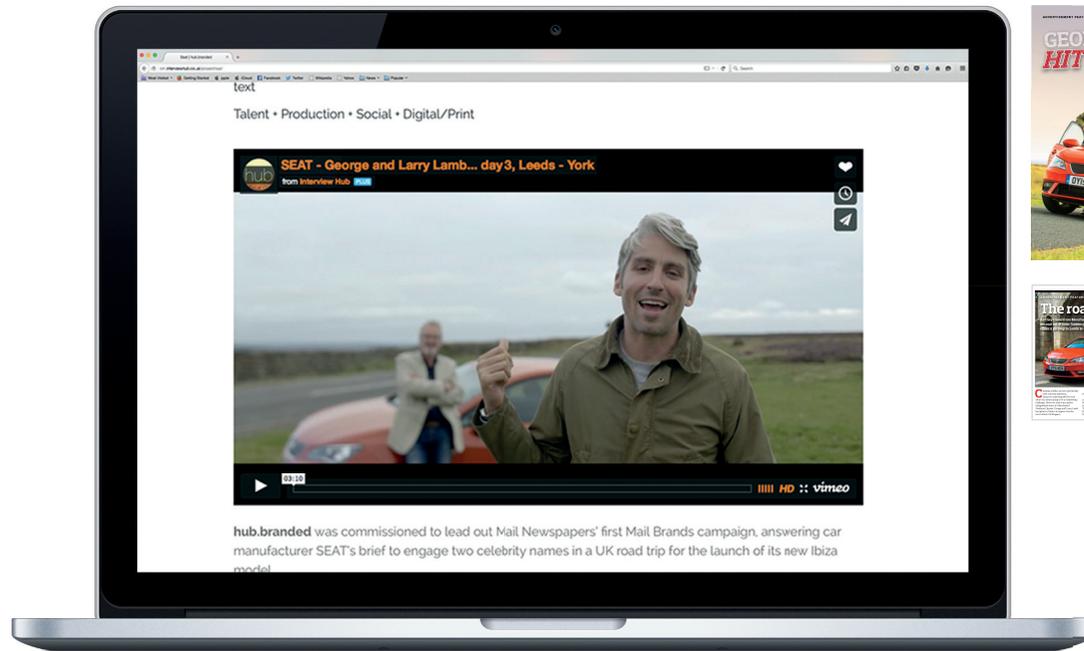
For the multi-insertion campaign, which ran over five weekends in The Mail on Sunday as well as being heavily promoted on Mail Online and metro.co.uk, we engaged father and son duo Larry and George Lamb.

As well as securing celebrity talent for the five-day trip (that took in Bristol, Oxford, Peak District, Manchester, Leeds, York and Newcastle), **hub.branded** commissioned a six-man film crew,

organised 15 location stops, negotiated 60 hotel rooms for the party and even set up a filmed evening event in Leeds attended by over 100 people.

We then facilitated the delivery of six finished videos and structured all of the Lambs' social media output.

The campaign was brilliantly received with combined video views now approaching half a million (60% completion rate per edit). Content remains on Mail Online with additional amplification in SEAT showrooms throughout the UK, as well as across the brand's social media assets.



our work



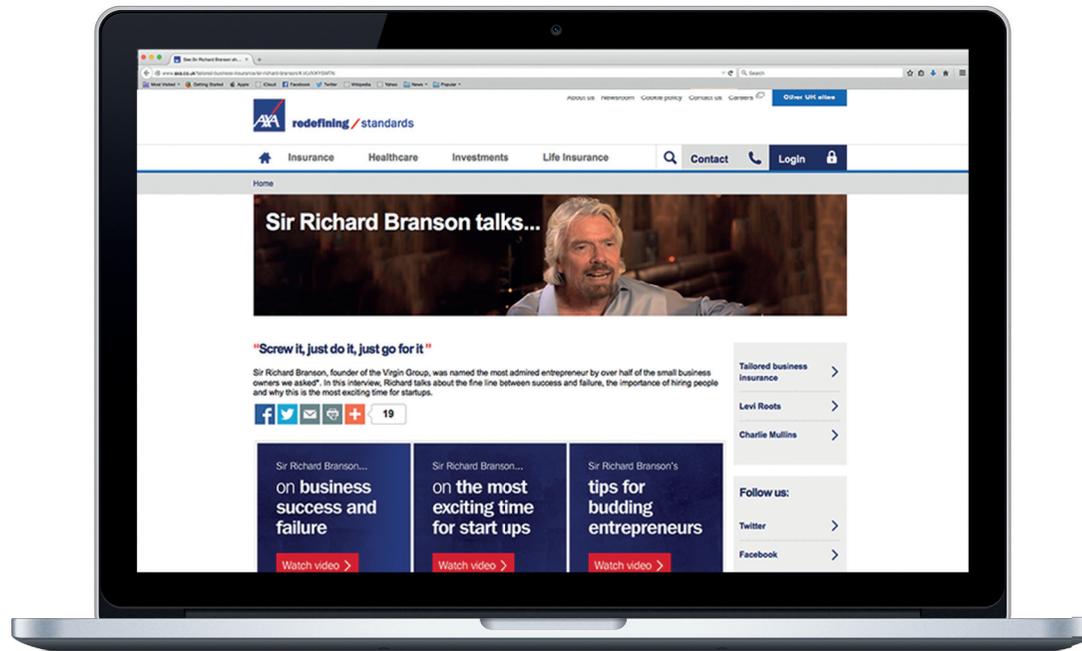
AXA

The multibillion-pound insurance brand AXA wanted to commission a series of exclusive video interviews that showcased leading business figures, revealing insightful and personality-driven lessons, observations and experiences.

hub.branded put forward a broad cross-section of names for consideration, including Theo Paphitis, Deborah Meaden, Heston Blumenthal, Alex Polizzi, Hilary Devey and Kelly Hoppen. In the end, the client chose to commence the project with our access to Virgin founder Sir

Richard Branson, charismatic Dragons' Den entrepreneur Levi Roots, and Charlie Mullins, owner of the iconic Pimlico Plumbers.

The final product was supplied as one six-minute video per interviewee, each then split into smaller edits, and presented on the AXA website as well as across their extensive social media outlets. The project was hugely successful, helping to reinvent an insurance product perhaps perceived as unglamorous with the help of three experienced, charismatic, respected and well-liked personalities.



Right Move

Property website Right Move, which attracts over five million visitors per month, were looking for celebrity involvement within a wider content marketing strategy that encouraged potential buyers to consider more the local area as a determining buying factor, rather than just the property itself.

hub.branded answered the brief by purposing bespoke location-themed content with a number of leading names across multiple demographics (mirroring the wide age range of home buyers). These

included entrepreneur Duncan Bannatyne (Covent Garden), motor racing driver Mark Webber (Aston Clinton) and musician James Morrison (Rugby); each celebrity speaking at length about the appeal of the local area, factors involved in buying property and advice to those at various points on the ladder.

Content delivery was varied, from interviews being used as lead content on Right Move's prolific newsletter audience, to them being placed direct on the company's website, while photoshoot material was promoted via social media channels.



iSubscribe

Global magazine subscription business iSubscribe was looking to add to its 400,000-strong subscriber base by using direct celebrity endorsement for their titles.

To date, **hub.branded** has provided over 750 short-form responses with influential names across every conceivable sector, each revealing their favourite magazine or newspaper, and why.

Celebrity responses are capped at 100 words in order to ensure punchy, quick-impact content on the iSubscribe website, whilst also enabling responses to be extended across social media angles, notably Facebook and Twitter.

After an initial six-month supply of content, **hub.branded** is now a permanent supplier to iSubscribe.

iSubscribe CEO Andrew Burge: "Traffic to titles promoted by the use of celebrity endorsement has increased by 30% on average against visits to other titles, primarily through social channels. Conversions increased by 22% for these titles, with celebrity content also attributing to an overall increase in customer reviews and social interactions (such as likes, tweets, shares).

"No doubt, this for us has been the most cost effective form of lead generation and traffic growth compared to any other form of digital marketing."

ELLE
Nadia Sawalha loves Elle

Women's mags have changed so much over the years, but for the better. There are so many about these days that each knows it must be right up to speed with fashion, advice and style. That's why I like Elle. It takes the latest ideas from the catwalk yet represents them in a way that means you can replicate that style on the high street, and that's clever. It has a long history of being the standout women's magazine, and it shows.

Nadia Sawalha
Actress and TV presenter

Elle Magazine Subscription
Cover Price: £4.00 **YOU SAVE UP TO 52%**
★★★★★ (14 reviews, 14 ratings)

Get a monthly fix of catwalk trends, celebrity interviews and lifestyle advice with a subscription to Elle magazine.

Newsstand: £48.00	12 issues / 12 months	£22.99	52% OFF	Direct Debit	BUY NOW
Newsstand: £48.00	12 issues / 12 months	£24.99	48% OFF	Credit/Debit Card, PayPal, Amazon, Gift Card	BUY NOW

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Nadia Sawalha Actress and TV presenter

Michelle Monaghan loves Elle
To name a favourite magazine is tough, but certainly high on the list would be Elle. It's a fantastic magazine that takes style from the catwalks and into people's lives. It doesn't judge, but it certainly has its finger on the pulse. The power of these fashion titles is huge - I know people who will think twice about wearing something if it's not referenced in that month's issue!

Michelle Monaghan A-list American actress

ESQUIRE
Ricky Wilson loves Esquire

I like to brush up on fashion. I'm known for my jackets and sometimes clothing that's a bit different, so I'll always look out for Esquire to see what's going to be hot around town. I'm not sure striped blazers are really designed for what I put them through when crowd-surfing, but that's rock 'n' roll. Esquire is a top read - not too snotty, yet big on style and nicely written in a way that makes you smile. Like an 'in gag'.

Ricky Wilson
Lead singer of Kaiser Chiefs

Esquire Magazine Subscription
Cover Price: £4.25 **YOU SAVE UP TO 59%**
★★★★★ (3 reviews, 3 ratings)

This men's lifestyle magazine has a reputation for keeping ahead of the trend, giving you a simple modern man's guide on how to dress and impress.

Newsstand: £51.00	12 issues / 12 months	£21.00	59% OFF	Direct Debit	BUY NOW
Newsstand: £51.00	12 issues / 12 months	£22.00	57% OFF	Credit/Debit Card, PayPal, Amazon, Gift Card	BUY NOW

Suzi Perry loves Esquire
Esquire's pretty cool. Some of the photoshoots they do are incredible. And it always gets its tone exactly right... classy, not trashy.

Suzi Perry The Gadget Show and 5th Gear Presenter

Ricky Wilson loves Esquire
I like to brush up on fashion. I'm known for my jackets and sometimes clothing that's a bit different, so I'll always look out for Esquire to see what's going to be hot around town. I'm not sure striped blazers are really designed for what I put them through when crowd-surfing, but that's rock 'n' roll. Esquire is a top read - not too snotty, yet big on style and nicely written in a way that makes you smile. Like an 'in gag'.

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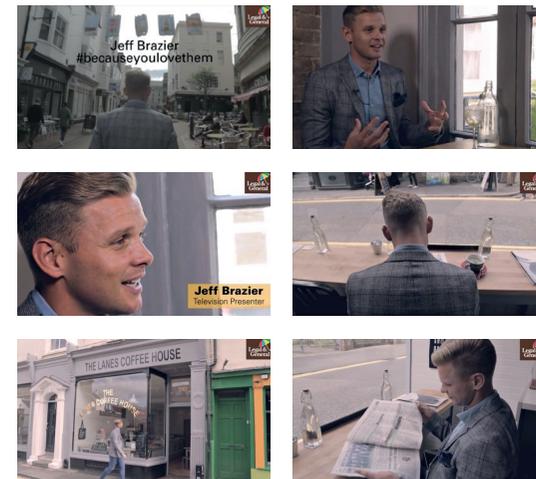
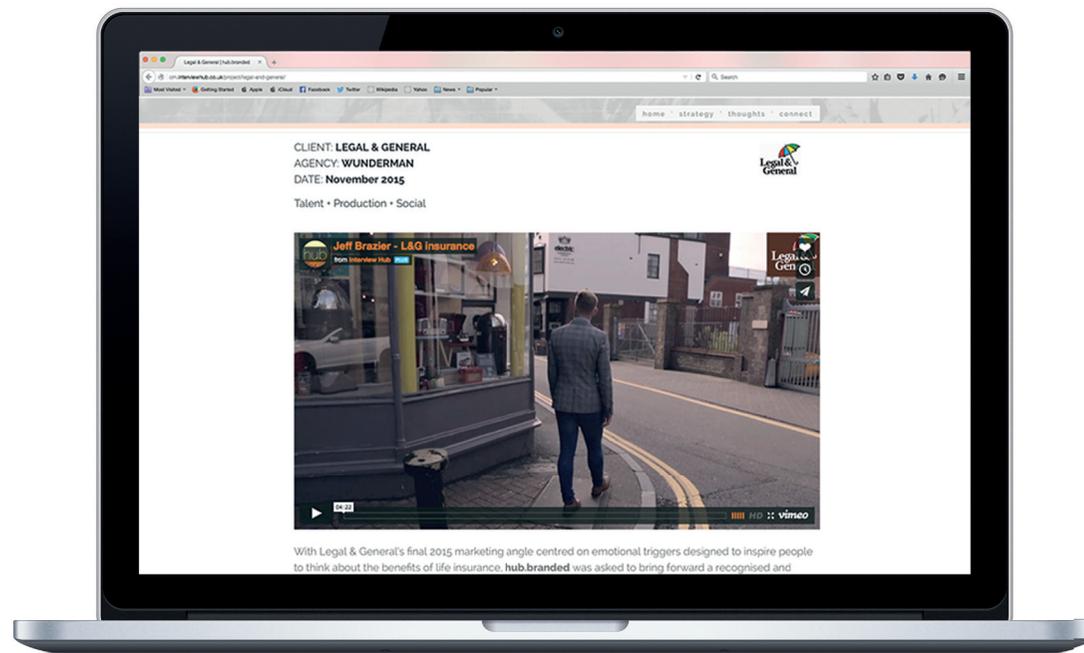
Legal & General

With Legal & General's final 2015 marketing angle centred on emotional triggers designed to inspire people to think about the benefits of life insurance, **hub.branded** was asked to bring forward a recognised and respected influencer who would front a combined social and video campaign.

After filtering available talent down to 20 potential names for consideration, the client decided

that presenter and life coach Jeff Brazier matched perfectly the demographic, tone and positive outlook contained within the brief.

That left hub.branded to configure a stylish video-based project – filmed on location in Brighton during which L&G accepted our invitation to attend – enhanced by well positioned social output in the form of carefully crafted promotional tweets.



Contacts

hub.branded is comprised of over 100 journalists, creatives, talent coordinators, videographers and editors, each an expert in his or her field.

Our team has an absolute focus on the key elements that every one of our branded content projects represents:

- originality
- sincerity
- relevance
- personality
- depth
- impact

Director

James Evans
james@hubbranded.co.uk
07703 723000

Head of Strategy

Adam O'Reilly
adam@hubbranded.co.uk
07714 331581

Head of Content

Georgina Langford
georgina@hubbranded.co.uk
07703 742459

Head of Creative

Karen Overton
karen@hubbranded.co.uk
07841 538405

hub.branded

5 Bartholomews
Brighton
BN1 1HG
01273 933533
hubbranded.co.uk

