

The Great Branded Content Summit 2018

Moving Image Content for the Digital Age

A workshop event of BCMA DACH - Branded Content Marketing Association for Germany, Austria and Switzerland, the City of Cologne and HMR International, in co-operation with Eyes & Ears of Europe

Thursday, January 25, 2018, 10.00 – 17.00 hrs

Filmforum at the Museum Ludwig, Bischofsgartenstr. 1, 50667 Cologne

The increasing digitalization poses a great challenge for media creatives. Linear contents merge with on-demand products, cross- and multi-media extensions and programs like games and apps – and all of this has a sustained effect on content, storytelling, user behaviour, brand recognition and business models.

The Great Branded Content Summit aims to present concrete Best Practice examples of successfully branded content and to show the advantages of branded content for the advertiser, how unique brand experiences can be created and how brands can be emotionalised. Apart from the creativity in developing video and film content for the brand, there's also measurement of KPIs and the knowledge of legal frameworks that play a major role.

Beyond that, the Branded Content Summit can provide videos transfers of the presentations to the participants' smartphones thanks to the videmic app, so that those talks can be watched on a later date offline and can be shared as a peer to peer communication without being connected to the internet.

Host: **Jochen Voß**, CrossVoss, Cologne

10.00 – 10.15 hrs, Welcome

Sandra Freisinger-Heinl, Chairman, BCMA DACH, Munich

Roland Berger, Head of Media and Internet Department, City of Cologne

10.15 – 10.30 hrs, Introduction

Offline Video Delivery @ The Great Branded Content Summit 2018

Christoph Lindemann, Founder, videmic, Berlin

10.30 – 11.00 hrs, Keynote

Branded Content is Awesome – An International Overview

Andrew Canter, Global CEO, BCMA, London

11.00 – 11.30 hrs, Best Practice

VR Content – BMW X2 meets the Microsoft HoloLens

Maren Courage, Founder, VR Business Club, Berlin

Kevin Präsel, Creative Director, SAINT ELMO'S, Berlin

11.30 – 12.00 hrs, Coffee Break powered by runge.tv

12.00 – 12.30 hrs, Best Practice

Branded Cinema Content – „Justice League“. Superheroes drive Mercedes-Benz

Natalie Dressler, Junior Consultant, LOCAVI, Stuttgart

Dr. Ferdinand Froning, CEO, LOCAVI, Stuttgart

12.30 – 13.00 hrs, Best Practice

Branded Documentary Content – „The Magical Muscle“
Berndt Welz, Documentary Filmmaker, bluelake media, Eching

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.30 hrs, Best Practice

Branded Lifestyle Content – „Koch mit – bleib fit!“ with MediaMarkt
Louisa Scheel, Director Brand Publishing Solutions, webedia, Berlin

14.30 – 15.00 hrs, Case Study

This Is How Content Marketing Works for Your Brand
Jonny Böhm, Senior Consultant Creation, pilot, Hamburg

15.00 – 15.30 hrs, Case Study

Influencer Marketing – What’s the Legal Situation?
Margret Knitter, Lawyer, SKW Schwarz Rechtsanwälte, Munich

15.30 – 16.00 hrs, Coffee Break powered by runge.tv

16.00 – 17.00 hrs, Closing Panel

What About Us? Brand Entertainment in Germany
Sandra Freisinger-Heinl, Chairman, BCMA DACH, Munich
Corinna Kamphausen, CEO, Eyes & Ears of Europe, Cologne
David Korte, Director Planning, OSK Oliver Schrott Kommunikation, Cologne
Petra Kroop, Director Brand Integration, SevenOne AdFactory, Unterföhring
Tobias Schiwiek, CEO, UFA LAB, Berlin