The Great Branded Content Summit 2018

Moving Image Content for the Digital Age

A workshop event by BCMA DACH, the City of Cologne and HMR International

The increasing digitalization poses a great challenge for media creatives. Linear content merges with on-demand products, cross- and multi-media extensions and digital applications like games and apps – all of this has sustainable effects on content, storytelling, user behaviour, brand recognition and business models. The Great Branded Content Summit aims to present actual best practices in times of VoD and digital platforms to actively bring together content creators and brands successfully. It shows the advantages of branded content for the advertiser, how unique brand experiences can be created and how brands can be emotionalised. In addition, we discuss the measurement of KPIs and the legal framework of branded entertainment.

Matchmaking-Evening
By invitation only
Wednesday, December 5th, 2018, 18.00 – 21.00 hrs
rooftop58, Hohenzollernring 58, 50672 Köln

Workshop-Event
Thursday, December 6th, 2018, 10.00 – 17.00 hrs
25hours Hotel The Circle, Space Unit 1+2, Im Klapperhof 22-24, 50670 Cologne

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

10.00 – 10.15 hrs, Welcome
Sandra Freisinger-Heinl, Chairman, BCMA DACH, Munich

10.15 – 10.45 hrs, Keynote
Branded Content is Awesome – An International Overview
Andrew Canter, Global CEO, BCMA, London

10.45 – 11.15 hrs, Keynote

VoD and Digital Platforms as a Game Changer also for Branded Content
Ralf Esser, Research Manager TMT, Deloitte Germany, Düsseldorf

11.15 – 11.45 hrs, Best Practice
Influencer-Marketing with Aliens! Branded Fiction Series for #DeineChemie
Kristian Costa-Zahn, Director Creation & Innovation, Endemol Shine Beyond, Köln
Thomas Spiller, Head of Brand Solutions & Head of Commercial, Endemol Shine Beyond Deutschland, Köln
Kai Winn, Senior Copywriter, KNSK, Hamburg

11.45 – 12.00 hrs, Coffee Break powered by runge.tv

12.00 – 12.30 hrs, Best Practice
The adidas Football 360° Program
Daniel Brückner, Senior Digital Strategist, UFA X, Berlin

12.30 – 13.00 hrs, Best Practice
Best of Branded Entertainment Made in Austria
Martha Nosecki, Deputy Management & Head of Conception and Communication, AdFactory, Vienna
Marie-Therese Repper, Senior Project Manager, AdFactory, Vienna

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.30 hrs, Best Practice
Sonic Branding and Musical Storytelling: How AI Driven Technology Fuels Creativity
Ric Scheuss, Chief Client Officer, TRO GmbH, Düsseldorf

14.30 – 15.00 hrs, Best Practice
Jameson and Film – Claiming a topic for more than a decade
Patrick Erbacher, Social Media Manager, Pernod Ricard, Köln

15.00 – 15.45 hrs, Best Practice
Evert_45 – How to Become a Cannes Lions Grand Prix Winner
Omar Kbiri, Creative Director, Maak, Amsterdam

15.45 – 16.15 hrs, Coffee Break powered by runge.tv

16.15 – 17.00 hrs, Closing Panel
What's the situation here? Brand entertainment in Germany
Sandra Freisinger-Heinl, Chairman, BCMA DACH, Munich
Margret Knitter, Lawyer, SKW Schwarz Rechtsanwälte, Munich
Petra Kroop, Director Content Marketing, SevenOne AdFactory, Unterföhring