

The New Age of Global Trade

HSBC wanted to implement a strategy targeting senior level decision makers working in a range of organisations, from SMEs to multi-nationals, looking to expand their operation globally.

HSBC chose to partner with CNBC as a distribution channel to access this target audience, primarily through a branded global webinar series that Hub would produce and implement.

It was our task to bring every element of the webinar package to life, from production to marketing. We designed a graphical title sequence, created in-show VT segments, studio-wrap designs, brand spot, online sign up digital registration drivers, and eventually rolled out a targeted email campaign, to directly attract an audience for the series.

The campaign included:

- Sign Up registration driven by a targeted email campaign
- Social campaign across LinkedIn, Twitter and Facebook
- 1 week promotion
- Global media/broadcast plan

Content

Creative Content for Webinar Series: [Click below](#) to view the scene setter animation.



The webinar series consists of three broadcast quality webinars themed around the complex subject of global trade. The campaign was designed to enable HSBC, as a brand, the ability to own the concept of a new age of global trade and position its senior executives as thought leaders in this broad economic space. Each webinar focuses upon a specific subject related to global trade.

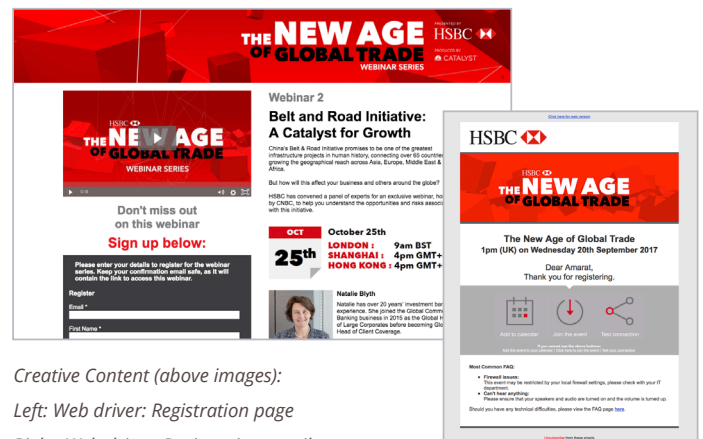
The format of each webinar started with a branded title sequence which was then introduced by a professional broadcast television presenter. After introducing the subject matter and the panel, an animated scene setter was played to give a macro level view of the subject. An in-depth, thirty minute discussion was then streamed globally across the web. A 10-minute question and answer session from the online audience wrapped up the webinar.

Creative Content for Webinar Series: Studio banner.



Distribution

The webinar series was distributed via a targeted email campaign, across relevant social channels and across the CNBC network. A combination of digital banner ads, social and broadcast content drivers led viewers to a lead generation registration page where they were asked to enter their contact details in order to access the live and on demand content.



Creative Content (above images):

Left: Web driver: Registration page

Right: Web driver: Registration email

Supporting services

Hub provided full support for the entire production process. From theme and topic research to panellist selection. We designed all branding to compliment the HSBC branding, ensuring design was consistent across all media.

Additional content was created for a blog to appear on branded supporting content pages on CNBC.com, to keep the subject matter boosted in-between live webinar streams.

For more information, contact:

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