

CNBC Europe Trade Campaign



the client:

CNBC Europe is the TV channel for Europe's business elite. Broadcasting live 24 hours a day throughout the business week, CNBC Europe's real-time market information, in-depth analysis, and interviews with senior industry figures make essential viewing for business leaders, the financial community, and anyone in Europe with assets to invest or protect.

the project:

CNBC Europe is well known among its viewers because it fulfils an important function in their working lives. Advertising media planners, however, with no need to keep their fingers on the pulse of global business, cannot really be expected to fully appreciate the relevance of the channel to their clients. To rectify this, CNBC Europe wanted to push awareness of what the channel has to offer to advertisers.

Zeus Advertising were asked to come up with a press ad campaign aimed at media planners.

the work:

Zeus presented a range of concepts to CNBC Europe and 'Lift' was chosen as the first ad in the campaign to be developed.

The ad was shot in CNBC Europe's own building and ran in major UK and international marketing magazines. The ad was also adapted for CNBC Asia.

zeus advertising case study

the result:

The ad stood out by putting across the personality of the channel rather than just the dry facts and figures that are the norm in this market.

Feedback was very positive and prompted a number of sales enquiries. This led to several new international advertisers for CNBC Europe, including British Airways, Exxon Mobil, and Xerox.

client quote:

"Zeus have a real understanding of what we're trying to achieve and always deliver ideas which are spot on in terms of answering the brief, often to extremely tight deadlines. They are great fun to work with – I like being able to talk directly to the creatives and not having to go through layers of account handlers. As a result, the whole process is very positive, collaborative, and pragmatic."

Gill Allen, Head of Marketing, CNBC Europe.

other projects for CNBC Europe include:

A press ad campaign for a CNBC Europe TV series, a poster for Germany, a consumer ad campaign, and copywriting.

other zeus clients include:

AOL, BBC Worldwide, Monster, and The Wall Street Journal Europe.

about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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