

Purpose Driven

How to enable a global brand to
thought lead and tell their story.

Introduction

Activation

Proposal

Mockup

Results

Contact

Foreword

We pride ourselves on creating compelling, emotive and socially relevant content. As an established international production company specialising in solution based journalism, we enable global brands to thought lead and tell their story. Their project is disseminated to a global audience through our network of world-renowned media platforms.

Distribution

The **Business Debate** utilises world renowned news brands to give content cut-through in a crowded market, demonstration that not only is your content of such quality it is on sites such as CNN, Die Welt & others, but also you have invested your time and care thus giving the viewer the understanding that this content is of value.

Introduction

Activation

Proposal

Mockup

Results

Contact

Launch on Hub

The documentary film will be launched on our global news hubs with a bespoke marketing and social media activation plan, enhancing the organic traffic from these sites.

The Business Debate amplifies content across its digital touchpooints utilising the following.

- **Press Releases - PR Newswire**
- **Paid Advertising Campaigns**
- **Programmatic**
- **Relevant associations distribution**
- **Social media - Organic / Paid**

Introduction

Activation

Proposal

Mockup

Results

Contact

OVERVIEW

Proposal

Description	Quantity	Period	Unit/ Price
1 Filmed Studiointerview in Frankfurt (Germany)	1	07/2019 - 09/2019	10.950,00
Hosted und distributed on CNN and Welt Online		10/2019 - 09/2020	15.000,00
Social Media campaign on Youtube, LinkedIn, Twitter		10/2019 - 09/2020	1.500,00
Topic: Cloud Automation – opportunities of cloud computing and the way it is changing how business operates			
2 Documentary, filmed on Location (your choice)	1	10/2019 - 12/2019	17.950,00
Hosted und distributed on CNN and Welt Online		01/2020 - 12/2020	15.000,00
Social Media campaign on Youtube, LinkedIn, Twitter		10/2019 - 09/2020	1.500,00
Topic: Artificial Intelligence – AI scenarios and Machine Learning			

OVERVIEW

Proposal

Description	Quantity	Period	Unit/ Price
3 Filmed Studiointerview in London (England) Hosted und distributed on CNN and Welt Online Social Media campaign on Youtube, LinkedIn, Twitter Topic: Cyber Security - How a dynamic cyber security approach can look like? Moving from a “static” to a “dynamic” security landscape	1	01/2020 - 03/2020	10.950,00
		04/2020 - 03/2021	15.000,00
		04/2020 - 03/2021	1.500,00
4 Documentary, filmed on Location (your choice) Hosted und distributed on CNN and Welt Online Social Media campaign on Youtube, LinkedIn, Twitter Topic: Digital Transformation – developing a roadmap for a successful business transformation	1	04/2020 - 06/2020	17.950,00
		06/2020 - 07/2021	15.000,00
		06/2020 - 07/2021	1.500,00

Mockup

Introduction

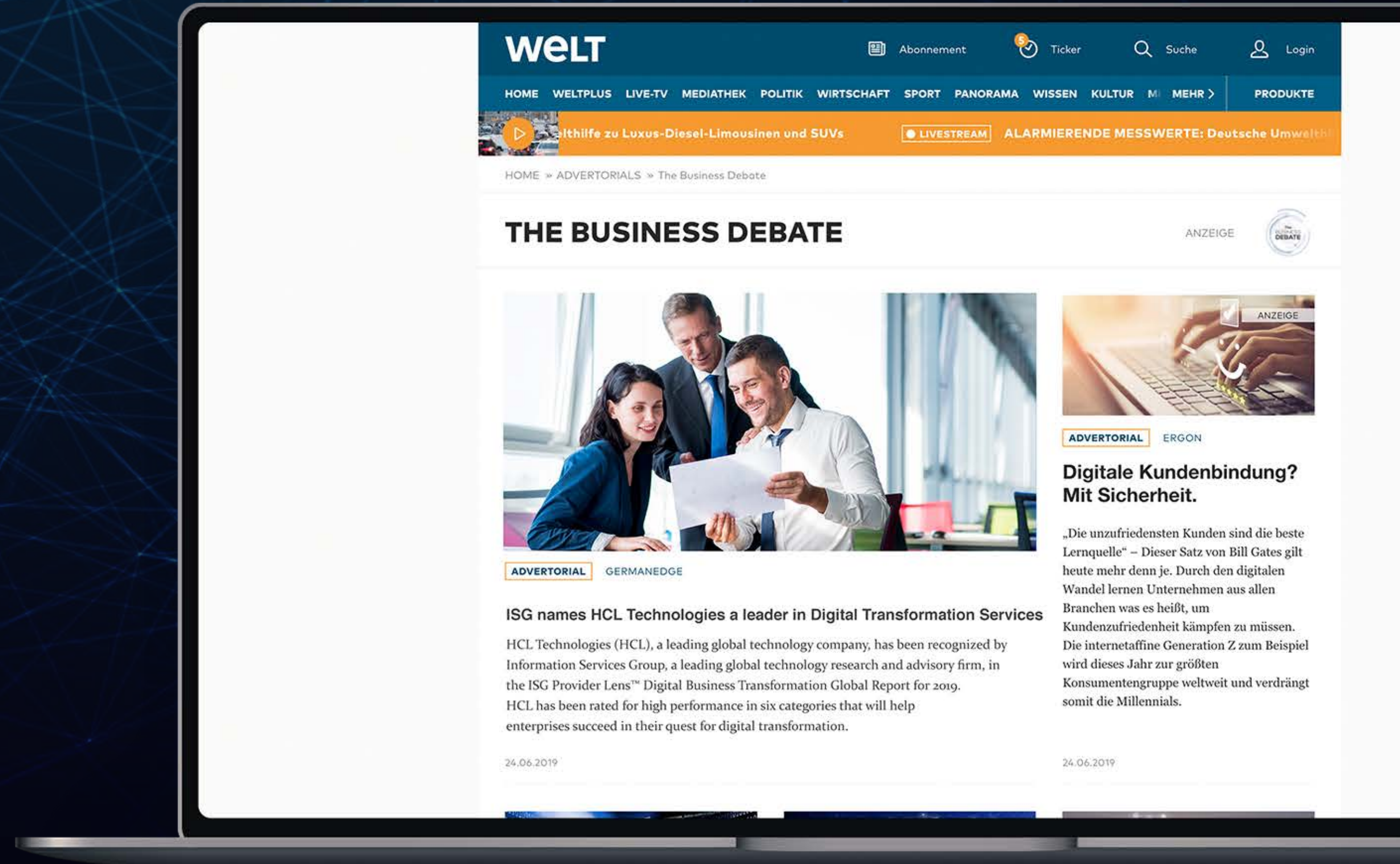
Activation

Proposal

Mockup

Results

Contact



Mockup

Introduction

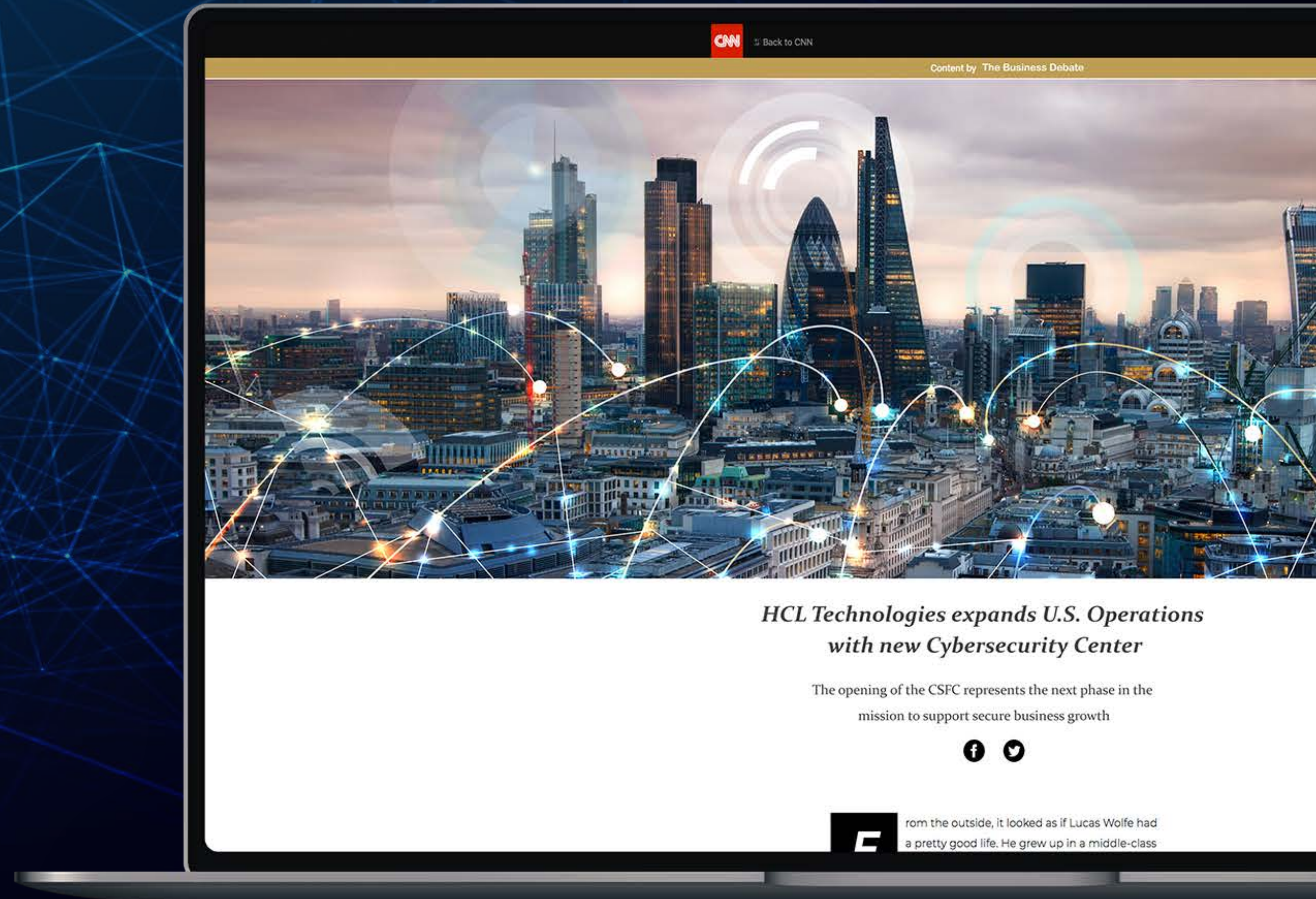
Activation

Proposal

Mockup

Results

Contact



Results

Introduction

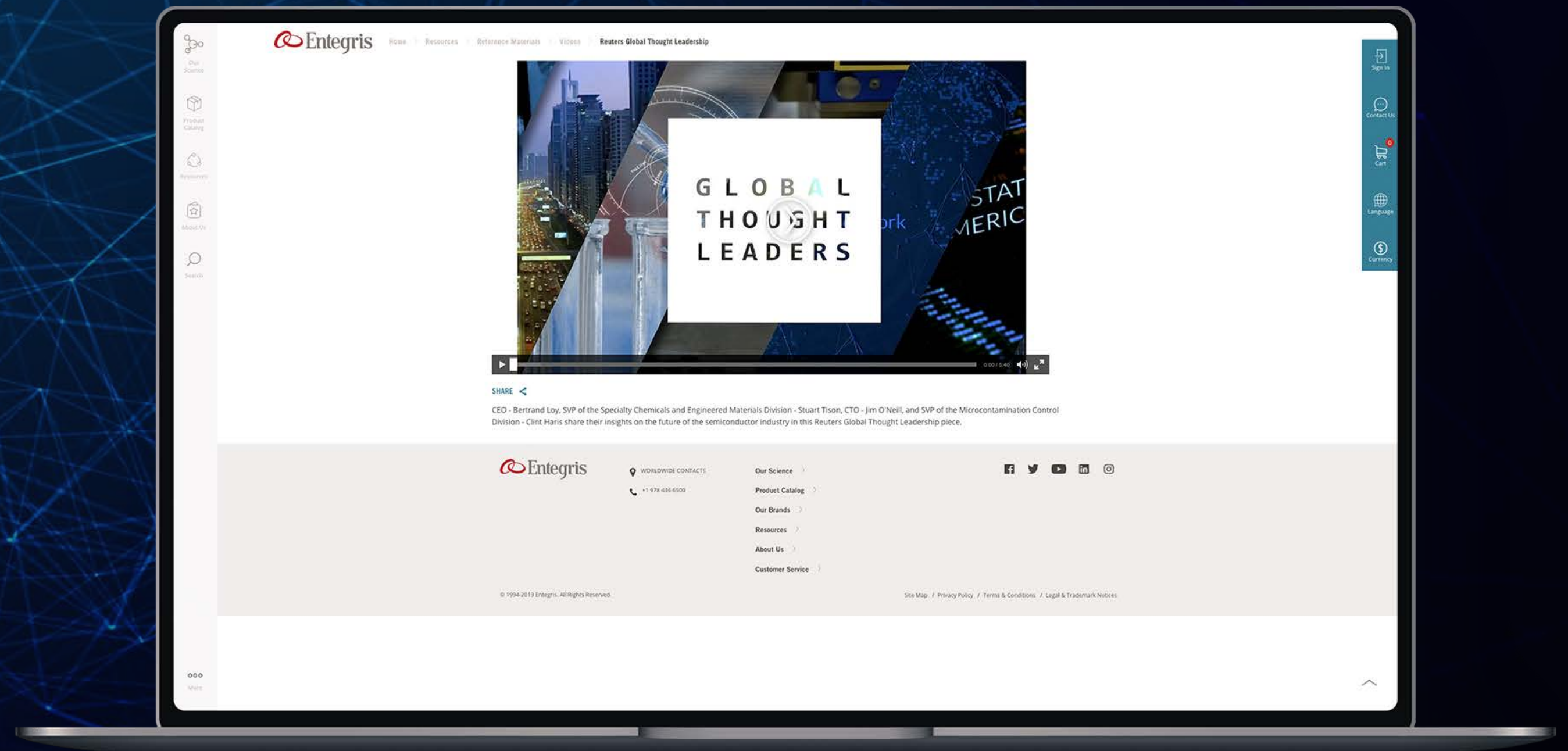
Activation

Proposal

Mockup

Results

Contact



Outcome

- ✓ Over **45,000** video views
- ✓ **17%** uplift in better understanding of Entegris services
- ✓ Better engagement on subsequent content

Next steps

Let's make something awesome together.

Let's talk about your project.

Feel to contact **Frank Meier**.

Frank Meier

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Introduction

Activation

Proposal

Mockup

Results

Contact