

Activation

Proposal

Mockup

Results

Contact

Purpose Driven

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



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Mockup

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INTRODUCTION

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.

Distribuition

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.



Activation

Proposal

Mockup

Results

Contact

ACTIVATION

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



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			



Activation

Proposal

Mockup

Results

Contact

OVERVIEW

Proposal

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



Activation

Proposal

Mockup

Results

Contact

OVERVIEW

Mockup



HOME > ADVERTORIALS > The Business Debate

THE BUSINESS DEBATE







ADVERTORIAL GERMANEDGE

ISG names HCL Technologies a leader in Digital Transformation Services

HCL Technologies (HCL), a leading global technology company, has been recognized by Information Services Group, a leading global technology research and advisory firm, in the ISG Provider Lens™ Digital Business Transformation Global Report for 2019. HCL has been rated for high performance in six categories that will help enterprises succeed in their quest for digital transformation.

24.06.2019



ADVERTORIAL ERGON

Digitale Kundenbindung? Mit Sicherheit.

"Die unzufriedensten Kunden sind die beste Lernquelle" - Dieser Satz von Bill Gates gilt heute mehr denn je. Durch den digitalen Wandel lernen Unternehmen aus allen Branchen was es heißt, um Kundenzufriedenheit kämpfen zu müssen. Die internetaffine Generation Z zum Beispiel wird dieses Jahr zur größten Konsumentengruppe weltweit und verdrängt somit die Millennials.

24.06.2019



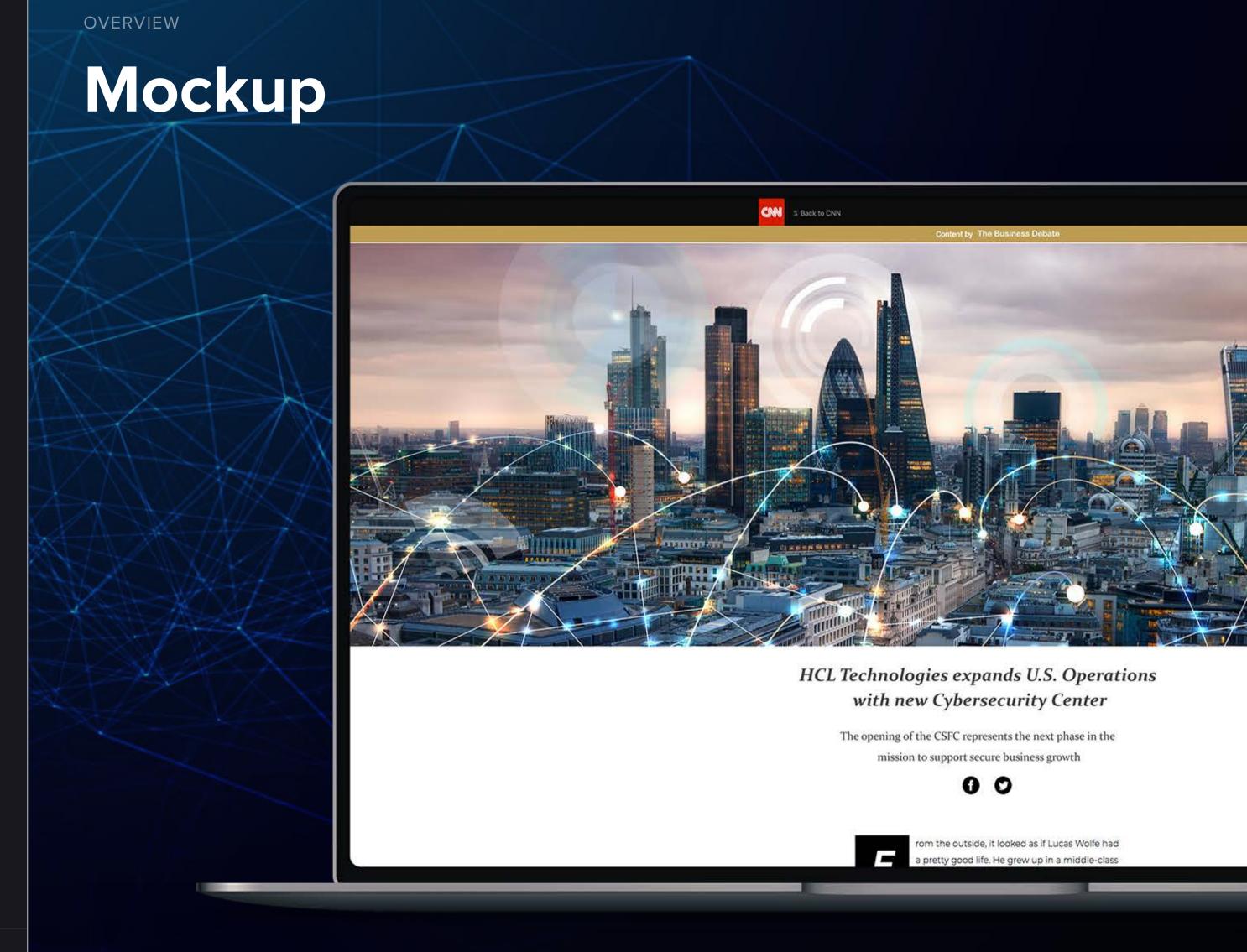
Activation

Proposal

Mockup

Results

Contact





Activation

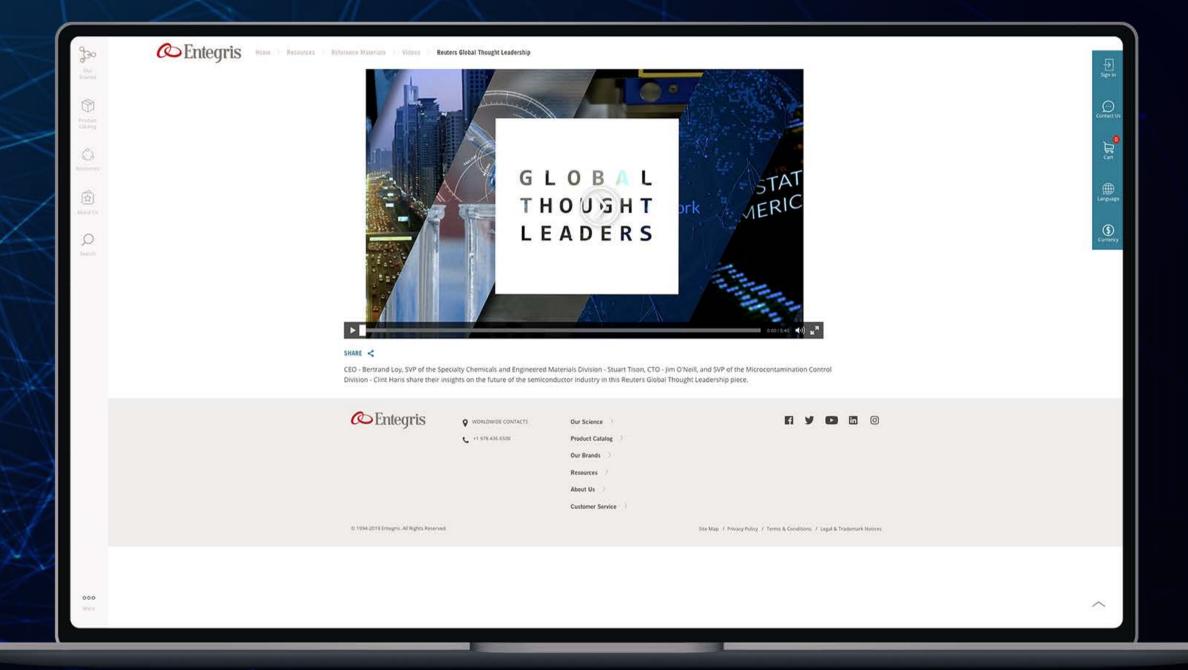
Proposal

Mockup

Results

Contact





Outcome





✓ Better engagement on subsequent content



Activation

Proposal

Mockup

Results

Contact

CONTACT

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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