



BREAKING BROADCAST SUMMARY

The Brands2Life Breaking Broadcast event on Thursday 14th April was a chance to hear from some of the UK's leading journalists from Sky News, ITV and Good Morning Britain, about how they commission stories and what kind of content has helped brands secure broadcast coverage.

We talked a lot about video, and not just because of our panel's background, but also because it's peerless in terms of what it can deliver.

Research from Forrester reveals one minute of video is worth 1.8 million words of copy. Moving pictures speak so much more to people and can convey subtleties that copy can't.

What's more, Cisco predicts that 80% of all consumer internet traffic will be video by 2019.

And it's not just millennials watching video, execs say they are watching more video online today than they were last year.

So what did we learn about the best way to approach broadcasters and what to offer them?

EXCLUSIVES:



Where possible outlets would always love an exclusive – but it's not always necessary. They would like the first refusal, ie give it to them first, then once the story has run, other outlets can have it. It doesn't matter too much if it has already appeared in newspapers as long as the story is still relevant and interesting to their viewers. Also, it sometimes doesn't matter if the story has already been on TV. For example, Good Morning Britain and Sky News don't necessarily share the same audience so it could run on both.

WHAT TO OFFER:



When pitching to broadcasters, make sure you're offering them something that they can't get themselves. Whether it's an interview with a spokesperson or celebrity they wouldn't usually get access to, or the opportunity to film in an exclusive location. Just remember it must be current and topical so they have editorial justification for covering your news.



FACEBOOK LIVE:

Think about what you can offer for Facebook Live. This service was only launched a few weeks ago, but is already a key tool for broadcasters to use as part of their digital offering. Many broadcasters are now taking content for Facebook Live in the first instance, then if the content proves popular, they may run it as part of the main programme.



OFCOM:

When pitching a branded idea to broadcasters, be realistic about the amount of branding you try and place in the piece. Broadcasters are strictly regulated by OFCOM, which means they are limited on the amount of branding they can show.



BRANDING:

When featuring branding at a location, always try to make any logos look in keeping with the surroundings, so that it looks like it has been there all along. If the branding is incidental then it can be editorially justifiable.



FILMING:

It can be tricky for broadcasters to allow branded footage to be played in full on air. However, video content can still play a key role in inspiring producers to cover your story, even if they decide not to feature your video but film their own version.

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