

hub.

BRANDED CONTENT -
LEAD GENERATION
WEBINARS

HSBC 



CATALYST™

HSBC / CNBC CATALYST - THE NEW AGE OF GLOBAL TRADE

Campaign Overview

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 includes:

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



Creative Content for Webinar Series: Studio banner.

Content

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



HSBC

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.

Webinar 1. Going Global: Finding Success in International Markets.

Webinar 1 focused on practical information for business looking to reach beyond domestic boundaries and benefit from world commerce. Through a detailed discussion of diversified markets, increased sales and revitalized revenue flows, the webinar clearly illustrated that global trade is continually evolving, bringing new opportunities for businesses, internationally.

Webinar 2: Belt and Road Initiative: Building a More Integrated Global Economy.

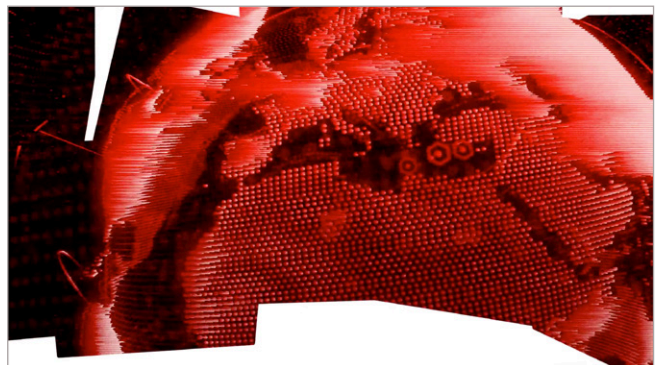
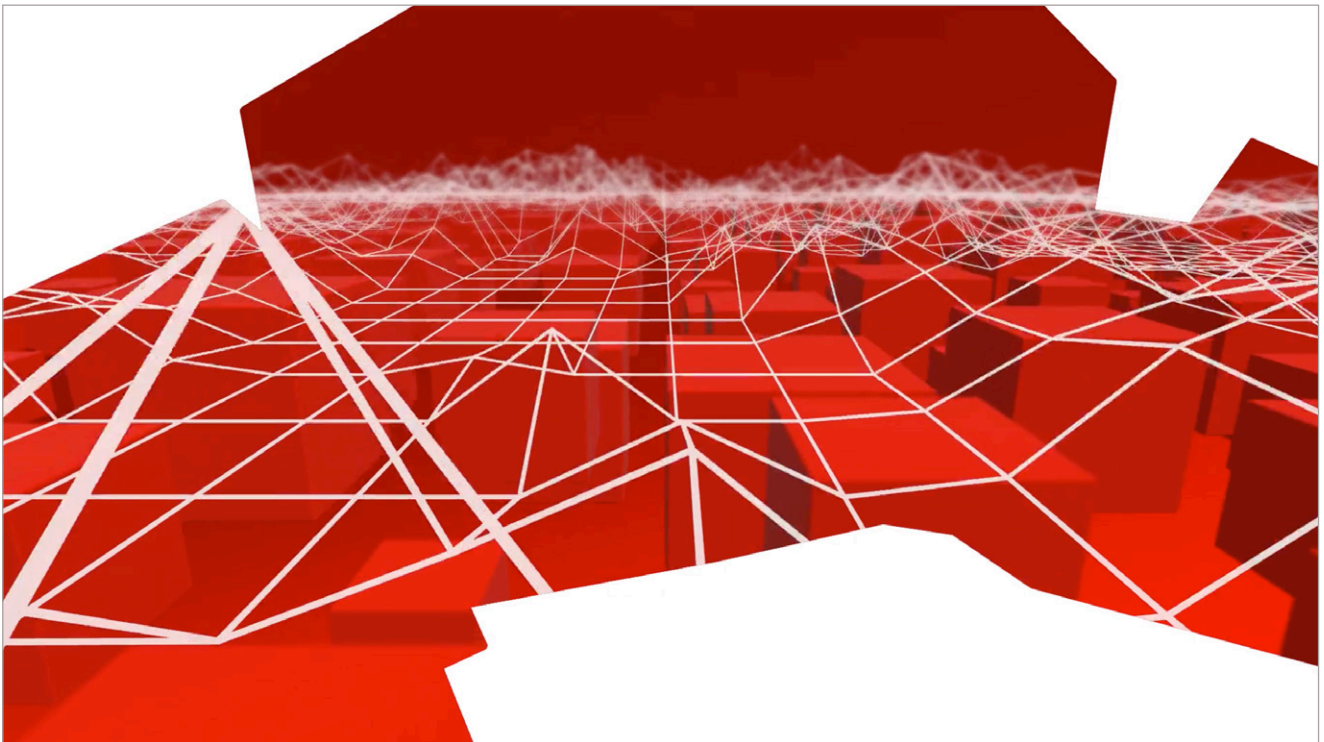
The second webinar in the series focuses on the ambitious Belt and Road Initiative, one of the greatest development plans in human history, intended to boost international trade. The panellists' discussions will hone in on the potential business and investment opportunities awaiting businesses of all sizes with the completion of the BRI.

Webinar 3: Brexit

Scheduled for live broadcast on 15th January 2018 further information will be available soon.

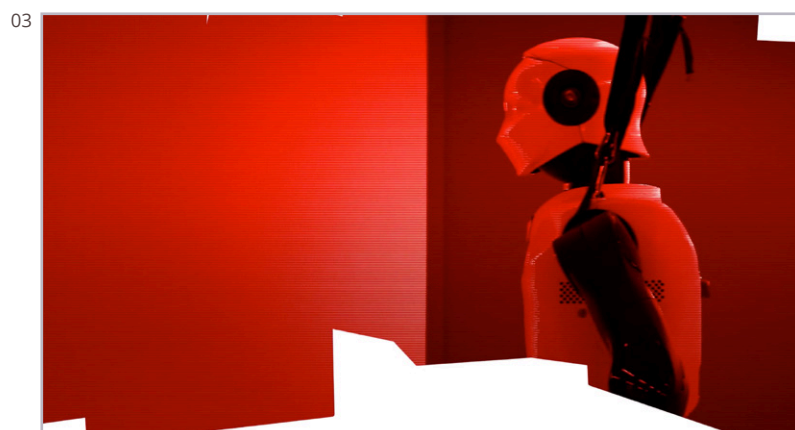
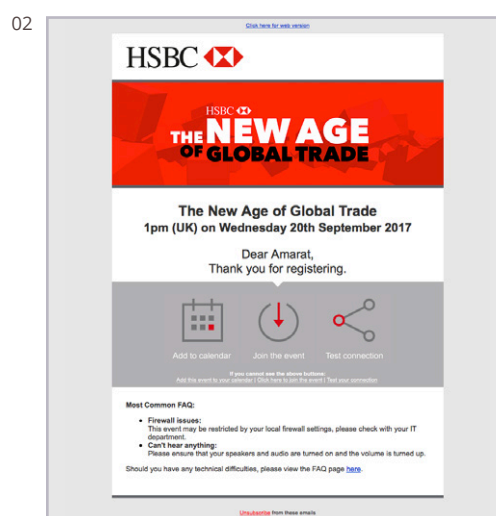
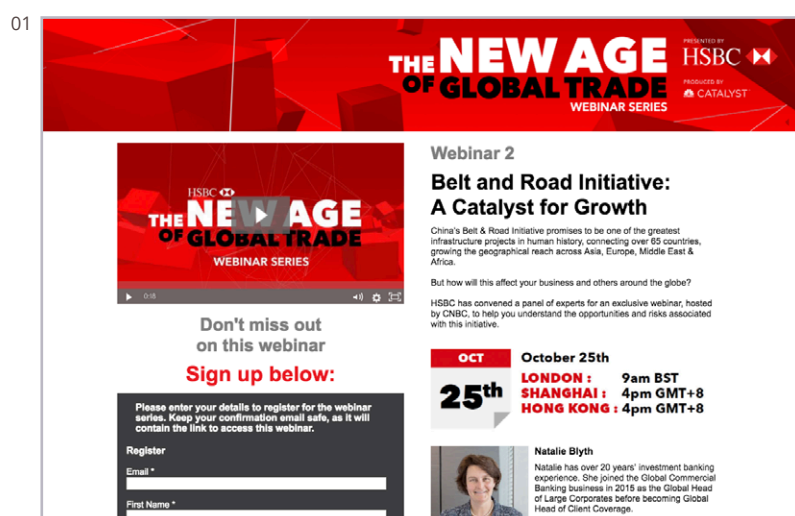
The format of each webinar started with a branded title sequence and then was introduced by a professional broadcast television presenter. After introducing the subject matter and the panel, an animated scene setter is played to give a macro level view of the subject. An in-depth, thirty minute discussion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

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



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 for webinar series

- 01: Web driver: Registration page
- 02: Web driver: Registration email
- 03: Scene setter animations
- 04. Banner ads

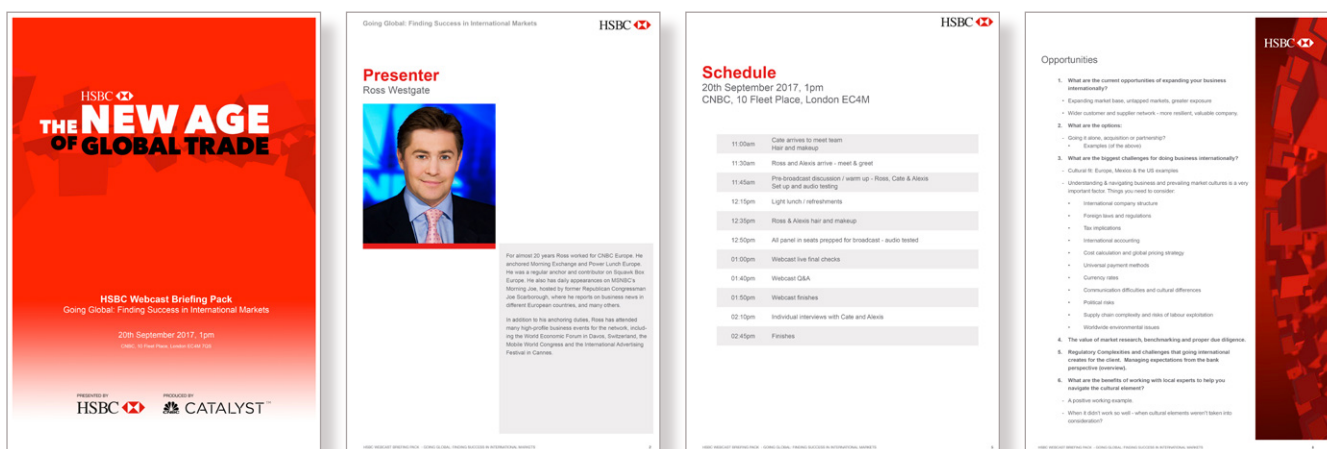


Supporting Services

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.


Seeing Discussion Guide




Speaker Selection

Panellists

Cate Luzio
Global Head of Multinational Corporate Banking at HSBC

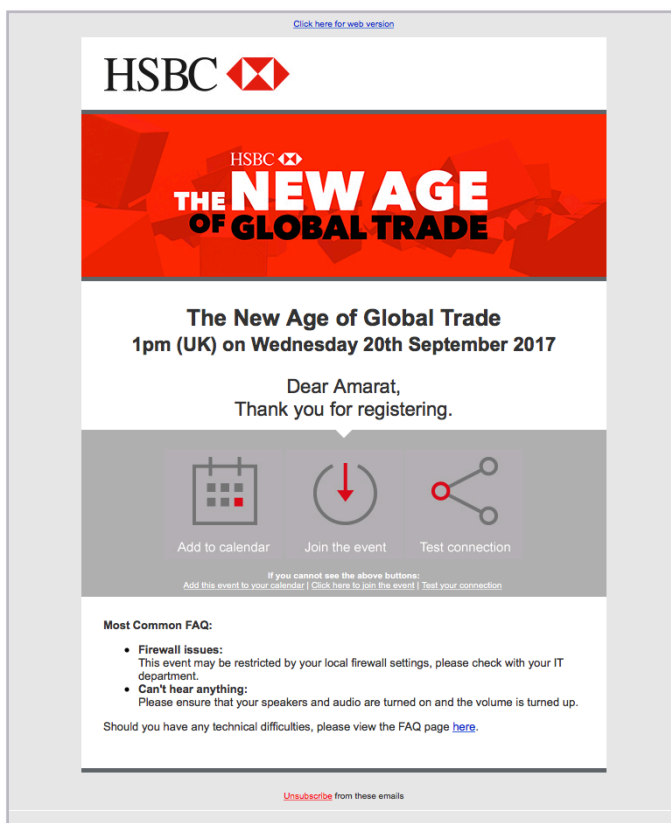
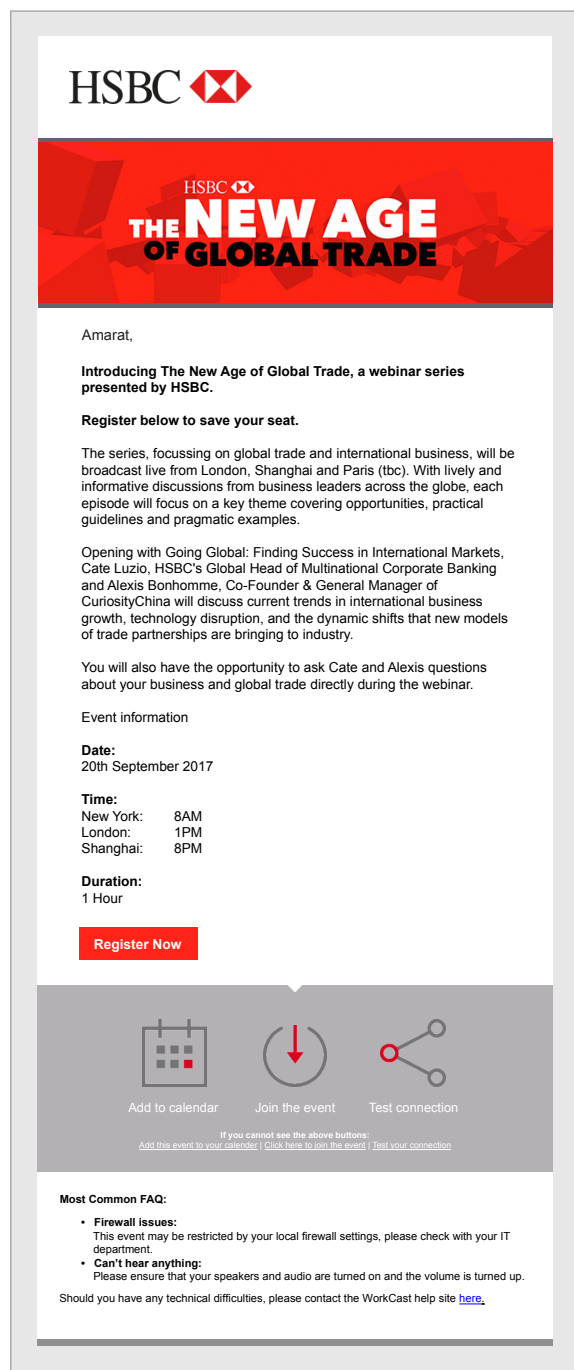


Alexis Bonhomme
Co-Founder at CuriosityChina



Supporting Services

Email Design



Supporting Services

Native Articles for Blogs

The screenshot shows a CNBC article page. The top navigation bar includes the CNBC logo, links for HOME INTL, NEWS, MARKETS, INVESTING, TECH, MAKE IT, VIDEO, SHOWS, and MORE. There are also buttons for SUBSCRIBE, PRO, LIVE TV, and WATCHLIST. Below the navigation bar, a grey banner reads "PAID POST BY HSBC". The main article title is "Going Global: Finding success in international markets" in large, bold, black text. Below the title, it says "PAID POST BY HSBC | Published 4:50 AM ET Mon, 11 Sept 2017". Under the title are social media sharing icons for Twitter, Facebook, Reddit, LinkedIn, Email, and Print, followed by a "2.8K SHARES" badge. The article text begins with "Reaching beyond domestic boundaries to benefit from world commerce promises diversified markets, increased sales and revitalized revenue flows. Global trade is continually evolving, bringing new opportunities for businesses to find success internationally. While it's clear that emerging economies, changing political dynamics and disruptive technical innovation make international expansion appealing to businesses, understanding the landscape is crucial." Below the text is a red graphic with the HSBC logo and the text "THE NEW AGE OF GLOBAL TRADE EPISODE 1 GOING GLOBAL: FINDING SUCCESS IN INTERNATIONAL MARKETS".

PAID POST BY HSBC

Going Global: Finding success in international markets

PAID POST BY HSBC | Published 4:50 AM ET Mon, 11 Sept 2017

2.8K SHARES

Reaching beyond domestic boundaries to benefit from world commerce promises diversified markets, increased sales and revitalized revenue flows. Global trade is continually evolving, bringing new opportunities for businesses to find success internationally. While it's clear that emerging economies, changing political dynamics and disruptive technical innovation make international expansion appealing to businesses, understanding the landscape is crucial.

HSBC
THE NEW AGE OF GLOBAL TRADE
EPISODE 1
GOING GLOBAL: FINDING SUCCESS IN INTERNATIONAL MARKETS

[Click to read the full article.](#)

A post event, supporting article was created for each episode of the webinar series.

FOR FURTHER INFORMATION

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