

CNN International launches pan-EMEA brand campaign

ABU DHABI, UAE / JOHANNESBURG, SA: CNN International is launching a pan-EMEA advertising campaign designed to underline its claim to be the world's leading international news channel. The campaign seeks to build the profiles of its individual anchors, cementing their relationships with existing viewers and growing the channel's core audience.



The creative uses hyper-real portrait photography of CNN International's key presenters, including Richard Quest, Hala Gorani, Dan Rivers, Pedro Pinto and Becky Anderson, alongside lines such as "Richard. Your competitive advantage is my business"; "Pedro. Behind every sporting hero, there's a story"; and "Hala. When we know it, you know it."

Each of the executions uses the campaign line, "Go beyond borders, wherever you are."

Posters will form the backbone of the campaign, running across airports in London, Frankfurt, Paris, Stockholm, Abu Dhabi and Johannesburg. Print ads will supplement the posters in key markets, as well as digital executions across a number of major online portals and promos on CNN International itself.

Gillian Power, marketing manager at CNN International, said: "The focus of the campaign is very much on our presenters, and the intelligence, relevance and credibility they have as individuals, but it's also about our viewers. We want to remind them of the reasons they watch CNN International and the benefits they gain from it."

The campaign runs from this month until early 2012. The creative agency was Play People, and media was planned and bought by MJ Media and PSI.