



2<sup>nd</sup> May 2008

## **BBC TWO encourages viewers to experience the great outdoors in a groundbreaking new campaign created by Red Bee Media**

BBC TWO has created a groundbreaking new campaign; 'Get into the Outdoors', which uses audience participation to promote a new selection of programming which includes: Wild China, Ray Mears Goes Walkabout, Tribal Wives, Springwatch and Across the Andes.

Launching on Friday 2<sup>nd</sup> May, the campaign features five BBC TWO viewers experiencing the great outdoors. The survival style project, has created a story for viewers to follow which encourages them to venture outdoors and learn more about the natural environment with BBC TWO.

Red Bee Media took the viewers on a three-day 'Survive and Connect' outdoor adventure in the Brecon Beacons, Wales. The aim was to get participants to disconnect with their hectic 21<sup>st</sup> century lifestyles and reconnect with nature with a little inspiration from BBC TWO talent including Bill Oddie and Ray Mears.

A two man camera crew were on hand to capture every moment during the day and participants were able to capture their own thoughts at night with a DV camera. Over the weekend they learnt to live alongside the natural environment without their creature comforts. Along the journey, participants were set a number of challenges inspired by programmes with Ray Mears teaching them how to build a campfire and Bill Oddie setting them a birdwatching activity. A professional outdoor survival team supervised the team during tasks.

The footage acquired from this adventure has been translated into a number of promotional films which will be aired throughout the series of programming:

- Two launch films (one 60 second and one 30 second) setting up the project kick off the campaign on Friday 2nd May. The films are inspired by a selection of programmes on BBC Two starting this May.
- Four 'BBC TWO Outdoors' idents have been produced as part of the campaign. One such film features a 2 cut from tree bark
- 11 trails featuring the BBC Two viewers performing tasks inspired by the programmes. The trail for the programme, Wild China, shows the team experiencing a caving adventure in the Brecon Beacons
- The campaign will also be supported online where exclusive clips of the project and specific programme information can be found at [www.bbc.co.uk/bbctwo](http://www.bbc.co.uk/bbctwo). A behind the scenes video from the five team members will also be available online from Wednesday 7<sup>th</sup> May

Mina Patel, Creative Director at Red Bee Media, said: "We are very excited with the new Outdoors campaign. It has been an amazing opportunity to involve BBC TWO viewers and bring the series alive by allowing them to go through the experiences portrayed in the shows. We hope our work encourages viewers to get outdoors and learn more about their natural environment."

Kirsty Mullan, Brand Executive, BBC TWO, adds "The selection of programmes encourages viewers to disconnect from their everyday 21<sup>st</sup> century life, go back to basics and reconnect with nature. What better way to do that than to actually take a few audience members into the wilderness for three days and teach them how to survive! We wanted something a little bit different to launch the Outdoors series and the groundbreaking campaign which Red Bee Media has delivered will both engage and motivate viewers to get out there and find out what they have been missing."

## Credits:

BBC -

Brand Executive, BBC TWO & Knowledge – Kirsty Mullan

Marketing Manager - Ruairi Curran

Red Bee Media -

Creatives: Tony Pipes & Sarah Gerona

Production Co-ordinator: Ann Marie Small

Production Manager: Natasha Preville

Creative Director: Mina Patel

Account Manager: Elinor Jones

Planner: Alanna Boylan

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### About Red Bee Media

Red Bee Media is a world-leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

### Services include:

- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.
- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **Sherpa:** navigates audiences to content across multiple platforms.
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **Access services:** subtitling, signing and audio description.
- **Language localisation:** dubbing and subtitles for localisation of content.
- **Listings:** TV scheduling and editorial information for electronic programme guides (EPG).
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** Real-time 3D information-graphic systems.

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: [www.redbeemedia.com](http://www.redbeemedia.com)