



3rd June 2008

## **Red Bee Media re-brands ERT**

### **A new identity is unveiled across its three terrestrial channels**

Red Bee Media has created a new identity for the Greek Public Service Broadcaster ERT (written EPT in Greek), the first television network in Greece. The re-design embraces NET, ET1 and EPT3, three of the seven major terrestrial channels in Greece. The re-brand is due to launch on June 7<sup>th</sup>.

The challenge for Red Bee Media was to help ERT leverage their unique brand heritage across all media platforms driving credit back to the network whilst ensuring that each channel in the portfolio has a its own unique personality, positioning them to compete effectively in the increasingly fragmented Greek media market.

Based on extensive audience research Red Bee Media devised a new brand strategy for the ERT network around a central positioning of 'intelligent entertainment' - helping to set them apart from the competition and cementing ERT as a key player in the Greek media landscape.

As well as creating individual identities for NET, ET1 and EPT3, Red Bee Media has developed two new content brands – ERT News and ERT Sport, both designed to work consistently across all three channels. Red Bee Media has also evolved and modernised the iconic ERT corporate logo, which now works coherently across the network as an endorsement of great content coming from Greece's oldest and most-trusted broadcaster.

This is the first time that ERT has worked with an external agency on such a project. They chose Red Bee Media because of their detailed knowledge of the Greek media market and extensive experience with European broadcasters.

Jeff Conrad, Head of Design at Red Bee Media, said: “We were honoured to be chosen to work with ERT based on our substantial experience of working with European broadcasters and specifically our understanding of the very unique Greek media market. With this multi-platform re-design, ERT positions itself as not only a broadcaster of choice that is trusted and reliable, but its new, modern identity will help return it to the forefront of Greek broadcasting”

Ursula Capell, Senior Account Director at Red Bee Media commented: “We created the brand structure within ERT and created a family of brands, endorsed by ERT. All the platform brands and content brands within the ERT ‘Family’ have their own distinct look and feel. The consistency across the network comes from the new design of the channel logos which, for the first time, all look like they come from the same place.”

**Credits:**

For Red Bee Media:  
Head of Design: Jeff Conrad  
Senior Account Director: Ursula Capell  
Strategic Planner: Hannah Wren

Creative Director: Steven Aspinall  
Design Director NET: Gregory Millar  
Producers: Louise Braham, Lisa Rathband  
Design team: Victoria Stout; Richard Sutton; Amy Johnson and Matt Tsang  
Media Planner: Andrew Davies

Telecine and post production: Rushes

Animation: Bermuda Shorts, Trunk, The Mill

Audio: Shriek; Envy Post Production and Vangelis.

**For more information, please contact:**

**The Media Foundry:**

Anna Foster [annafoster@themediafoundry.com](mailto:annafoster@themediafoundry.com) 020 612 1163

## **Background Information on Project**

### **NET: 'Intelligent Entertainment For Us'**

NET provides the very highest quality TV coverage in all the areas that really matter to people – providing intelligent yet entertaining news, sports, music, national events, films and drama. The new identity is positioned around the message 'Intelligent Entertainment For Us'; that NET is a place where people come together to share their interests. This positioning highlights the broadcaster's central role in hosting major national events like the Olympics, Eurovision and the Champions League. The creative concept is simple. When we do something we enjoy on our own it's great but it's even more fun when we share the experience with family and friends. Various individual activities are so infectious that everyone else wants to join in – we want to 'share the joy'. The idea of one person being joined by others in the same activity creates a genuine emotional connection with the NET audience. This thinking has been expressed in six live action idents which were shot in various beautiful Greek locations. The Idents reflect the variety of tone and flexibility across the NET schedule: 'Dance' (light and elegant), 'Fashion' (glamorous & edgy), 'Music' (unexpected & fun), 'Shadows' (dramatic & surprising) 'Beach' (relaxed & playful) and 'Lanterns' (celebratory & spectacular). Audio was written by London-based sound designers *Shreik*.

### **ET1: 'Intelligent Entertainment For Me'**

ET1 is primarily a cultural channel. Its specialized programs have been incorporated into a schedule that highlights Greek culture as well as Greek and foreign documentaries and films from contemporary Greek cinema. The identity is based around the theme 'Intelligent Entertainment For Me'. ET1 is a channel where viewers can pursue their individual passions and interests. A series of idents were created as an abstract representation of six emotions and feelings: Love, Astonishment, Humour, Anticipation, Serenity and Joy. Each ident opens on the ET1 logo which animates into a graphic sequence, evoking feelings in the viewer. Revealing the story

of an emotion with its depths and layers, creating an emotional connection between ET1 and its viewers. These visually stunning sequences have been beautifully crafted with an accompanying powerful and evocative soundscape, involving the viewer in a truly emotionally engaging and rewarding experience. Red Bee Media collaborated with two London based animation studios, *Bermuda Shorts* and *Trunk*, and sound designers *Envy Post* in London to create an emotive identity full of unexpected beauty.

### ET3: 'Intelligent Entertainment That Fits The Whole Of Greece'

ET3's mission is to authentically represent modern Greek people and their local regions. It covers the subjects that really matter to Greek people and it connects them with other people, both across Greece and in the wider world. The channel's identity is based on the message 'Intelligent Entertainment that fits Whole of Greece', and is positioned to be an inclusive and popular 'face of the nation'. Taking the concept that ET3 is 'The Fabric of Greece'. Red Bee Media collaborated with animation company *Bermuda Shorts* to create a series of charming idents which apply an elegant, figurative, animation technique to themes of 'Entertainment', 'Food', 'Modern Landscape', 'Ancient Landscape', 'The Sea' and 'Activities'. These magical idents join elements of Greece together with a unifying thread with activates through the ET3 logo.

### ERT News and ERT Sport

As part of the re-positioning, Red Bee Media recommended that ERT create two content brands; ERT News and ERT Sport. The brand designs for these have been unified across all three channels for the first time to highlight ERT as an over-arching brand.

A News Opener and complete News Graphics system were designed for ERT News. The branding builds on its strength as being trusted and reliable. The opener steers clear of the ubiquitous 3D globe. Instead it features news data being gathered from destinations around the world, in an increasingly fast paced journey from Greece, through Brussels to New York, Beijing, Moscow, across Constantinople and back to Athens where ERT News collects the information ready to relay it to the viewer. The

streams of data are seen as collections of graphic lozenge shapes, taken from the ERT logo, combined with typography and topographical data. The accompanying music is composed and performed by famous Greek composer Vangelis, best known for his film scores for Chariots of Fire, Blade Runner and 1492: Conquest of Paradise.

For ERT Sport Red Bee Media created a brand sting in the form of an animation, representing the grace and raw athleticism of sport in an evocative, abstract manner. This acts as a signifier, a call to arms for all EPT Sport programmes. Red Bee Media also designed a new title sequence for 'Sport Sunday' (ERT's flagship sport programme) and a complete sports information graphic system with the criteria of being clear, consistent, modern, sophisticated and stylish. Animation is by London post house *The Mill* and audio design by *Shreik*.

#### **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)