



*Press Release*

## **RED BEE MEDIA CREATES NEW CHANNEL IDENTITY FOR KETNET**

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**Red Bee Media, the world-leading provider of creative and media management solutions, has created an innovative new channel branding for Ketnet, the Flemish language public service children's TV channel in Belgium.**

Red Bee Media was charged with refreshing the channel's on-screen identity and breaking away from the traditional ident model. The creative solution, based upon an integrated junction concept, offers its young viewers genuine interaction with the brand by inviting them to send in their own drawings for use on-air. The creative result is that no two junctions feel the same, with an infinite number of possibilities to lead in and out of programming.

Red Bee Media and VRT, the Flemish public service broadcaster, have worked together on a number of channel launches over the last few years, including the previous identity for Ketnet. Red Bee Media won the chance to work with the channel again in November last year following a competitive pitch.

Andy Bryant, Director, Creative at Red Bee Media said: "We are delighted to work with VRT again to help take the Ketnet brand to the next level, coining the new UGC term 'user-generated contributions'. The excellent creative is a result of bringing some of the most creative and strategic minds in the branding business together to reinvent the junction structure and open up the creative process to the channel's viewers."

Peter Claes, Marketing Manager, VRT comments: "Red Bee Media impressed us with their fresh approach to the brief. The company's dedication to the project has ensured that Ketnet moves from a conventional ident approach to a more integrated concept. Red Bee Media's heritage working with broadcasters to create high profile, innovative and iconic identities has resulted in a fresh, fun and interactive new-look for Ketnet which I'm confident our viewers will love."

Red Bee Media is a leading provider of broadcast creative services for clients including UKTV where it was responsible for the re-design of its ten channel portfolio. Other clients include the BBC, VMtv and UKTV.

As well as offering creative services, Red Bee Media provides a complete end-to-end suite of services for broadcasters and content owners to connect with their viewers.

FOR FURTHER INFORMATION PLEASE CONTACT

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