

A Guide to Partner Marketing with BBC

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Introduction

Introduction

The BBC is uniquely funded and exists to serve the nation. We aim to deliver great quality programmes and services across all our platforms.

We welcome the opportunity to engage with commercial partners and can work together to make your communications as effective as possible.

However, because of our position, we ask that any partner marketing adhere to the **BBC's Fair Trading and Editorial Guidelines** and the **specific rules** outlined in this booklet.

Compliance won't in itself imply authority to proceed – you'll still need approval from your BBC marketing contact for that – but it will help ensure a smooth process and a good relationship.

But first – before we get into the details – you should familiarise yourself with some key principles which can shape your proposal.

Key Principles

Key Principles

- The BBC requires that any partner whom it permits to use its brands enters a **Trade Mark Licence** on BBC standard terms. This will be issued either through a **partner agreement** or through the BBC's **branding site** (bbc.co.uk/branding) and states, amongst other things, that all uses of BBC brands require our written approval
- Any partner using BBC brands must also comply with the **Fair Trading guidelines** that the BBC must adhere to as a Public Service
- The Fair Trading guidelines state that the BBC **must not be seen to be endorsing or promoting any third party product or service, or that any commercial interests are influencing our editorial decisions**
- Any marketing that partners undertake with the BBC should reflect the BBC's reputation for **quality, impartiality and integrity**

Fair Trading: Prominence & Messaging

Fair Trading: Prominence

In practical terms, the Fair Trading guidelines mean:

- The BBC **must not have undue prominence** within any one creative execution
- BBC brands may inhabit a full screen within a television advertisement, or a full page of a doordrop (for example), so long as other content providers are given **equal prominence within the same creative**
- If possible, the BBC would always prefer to be situated between two other brands – as opposed to leading or coming last
- Always follow the '**rule of three**': the BBC needs to have equal prominence to at least two other content providers
- Fair Trading guidelines apply to partner editorial pieces as well as marketing activity

Fair Trading: Prominence

Undue Prominence; Size, Position, and Colour

There are three things wrong with the layout on this Blu-ray box.

1. The BBC iPlayer logo is bigger than other brands.

2. It's in colour - the other logos are black and white.

3. It's placed first in the sequence from left to right.



...all of which make the BBC brand overly prominent.

This is more like it. The BBC brand is framed by the two other comparable brands. They're all in colour and they're equal in size. All meet Fair Trading Practice.

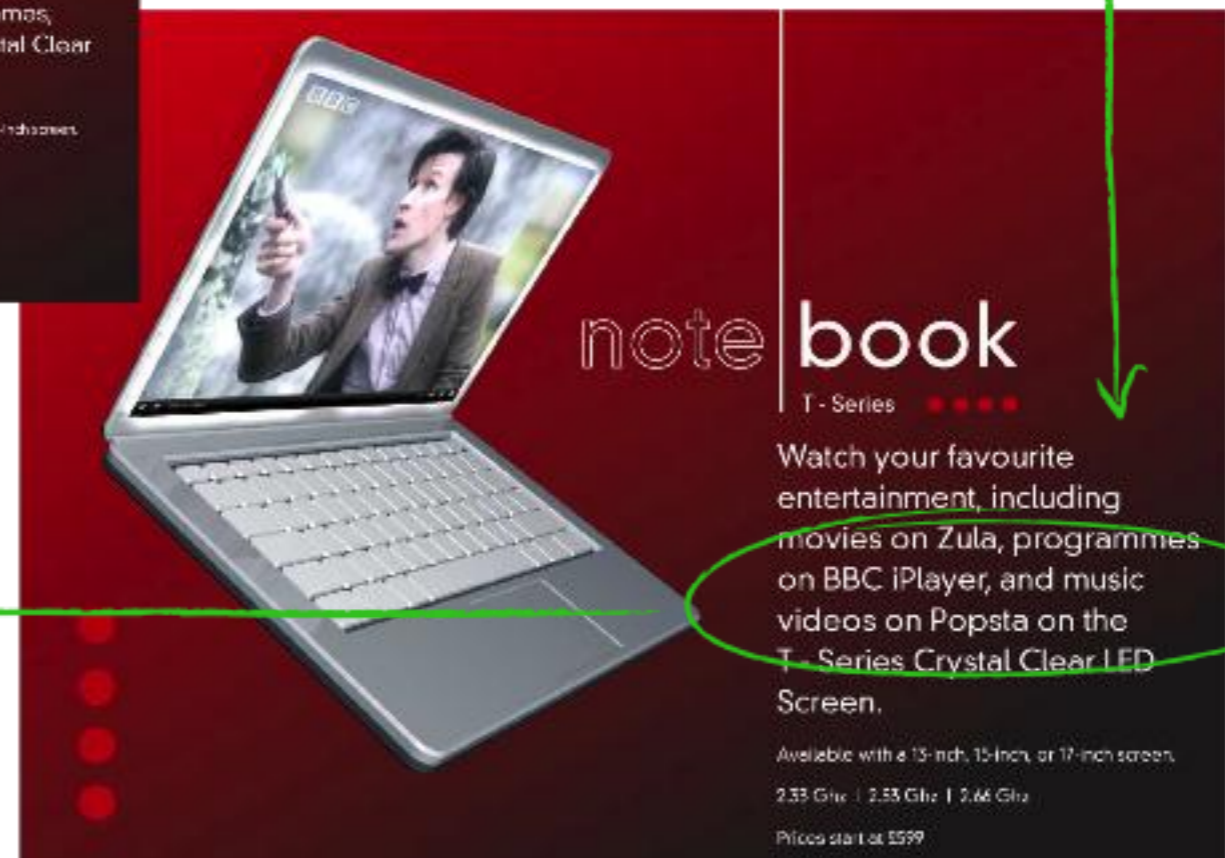


Fair Trading: Prominence

Undue Prominence and Context



In addition to prominence, BBC content should always be displayed in the context in which it will be seen - i.e. within the laptop screen as in the example below.



You should also include two or more comparable brands within your body copy to ensure compliance with Fair Trading principles.

Fair Trading: Messaging

Also, the following need to be considered around messaging:

- Promotional activity cannot imply that consumers need to buy anything to access BBC programming (other than one-off set up costs or subscription)
 - BBC brands and services **cannot appear too close to pricing** (including the word 'free')
 - Partners cannot claim our services or content as **exclusive** to them
- Promotional activity must not be packaged or scheduled in such a way which might suggest partners are operating **a new BBC channel or service**
- Marketing materials should make clear to customers **all requirements necessary** to receive and enjoy BBC services: for example cables, internet connections, or broadband speeds
- BBC brands and services can't be used in any comparative sense and you can only point to them once they're available so **"coming soon" messages will not be approved**
- We will not allow advertising, sponsorship or any other non BBC Marketing to be placed directly over or next to BBC content

Fair Trading: Messaging

Pricing and Proximity



The BBC iPlayer logo is too close to the price and you can't claim it's free.



This is correct - the BBC iPlayer logo is the same size as and is framed by two other comparable brands and it's a long way from the price.

Fair Trading: Messaging

Product Claims

BBC products can't be exclusive to any commercial service or product because we're publicly funded.

exclusive:
BBC iPlayer

This correctly includes the additional information your customer needs in order to get the best from our services.

Cloud9 CL680 HD

- Over 140 TV and radio channels
- Free HD programmes
- Free UK coverage
- No contract, no bills

*Broadband internet connection required - minimum 2Mbps for high quality viewing



Fair Trading: Messaging

Product Claims

With the Vision VZ400, you get BBC iPlayer at the touch of a button



BBC iPlayer coming soon!

The Vision VZ400 FreeviewHD Set Top Box takes home entertainment to the next level. It's integrated Dimensions[®] Processor provides flawless motion reproduction with seamless 1080p upscaling. And soon you'll be able to catch up with your favourite movies on Zula, programmes using BBC iPlayer, and music videos on Popsta.

Your advertising can only refer to BBC iPlayer if it's an existing feature. So "Coming Soon" messages will not be approved.

X

Branding Guidelines: Images, Video & Content Selection

Branding Guidelines

We'll be assessing the promotional purposes of your communications and the context in which they'll appear.

All proposals – including PR, press and photography - will be considered on a **case by case** basis.

Remember - you'll need **written approval** from us for ANY activity before you go live with it, which you can obtain by emailing the contacts listed on the end slide of this presentation.

We do reserve the right to withhold approval for any partner marketing activity if we feel it hasn't adhered to the **BBC's Fair Trading and Editorial Guidelines** and the **specific rules** outlined in this booklet.

For further information on Fair Trading and BBC Editorial guidelines please go to the following websites:

www.bbc.co.uk/guidelines/editorialguidelines/

www.bbc.co.uk/info/policies/fairtrading/

Branding Guidelines

- BBC content **must be attributed** back to the BBC whenever it is used
- When showcasing the BBC iPlayer, partners must always replicate the branding as it is within the BBC iPlayer device
- When showcasing content in general, channel attribution must be given so viewers know where to find the content (and that it is public service content). If at all possible, partners should apply the channel logo, but if that is not possible, then text should be applied
- The use of BBC logos carry specific branding guidelines. These include that BBC logos should never be distorted or displayed on a slant unless they are seen as straight within the context of a design. Logos must not be used within sentences.
- BBC brand names shouldn't be appended or shortened. For example, BBC iPlayer should always be referred to as such – never just “iPlayer”
- When BBC content is used in partners' editorial pieces, channel attribution must still be applied in text, with TX details where possible, and it must be made explicitly clear that the article has originated from the partner
- BBC brands should not be mimicked by partners, to avoid consumer confusion. For example, the BBC iPlayer colours of magenta and black should not be used within the same creative where the BBC iPlayer logo appears

Branding Guidelines

Use of Logo



The BBC logo can't be manipulated for any reason.



But it's okay to feature the BBC logo on a slant if - as in this example where it's on the side of a cube - it's "straight" within the context of your design.



Branding Guidelines

Consistency of Brand

When referred to in text (ie. when not using the logotype) it is important that BBC iPlayer is written in a consistent way.

BBC should always be written in uppercase. iPlayer is always one word, with a lowercase 'i' and uppercase 'P' and no gap between the letters.

When referring to BBC iPlayer it should be referred to as 'BBC iPlayer', not 'the BBC iPlayer'.

This is the **only** acceptable way of writing iPlayer

BBC iPlayer 

These examples are all **incorrect**

BBC i Player 

BBC i-Player 

BBC i player 

bbc iplayer 

BBC i-player 

BBCi Player 

BBC IPLAYER 

Branding Guidelines: Images

- Partners can download BBC images from the BBC Pictures site (www.bbcpictures.co.uk), or apply for a login if they do not have one
- Any images downloaded must be **attributed** to the BBC correctly
- It must be clear that any use of images is in relation to a **BBC programme / channel / brand**. Talent shots must not be used in a way that suggests an individual is endorsing a 3rd party product.
- By using BBC images, partners are agreeing to the **terms and conditions** set out on login to the relevant picture sites
- Where generic imagery is required, and unless the BBC's editorial priorities state otherwise, partners should use images of BBC **in-house programming** (e.g. Top Gear, EastEnders, Holby City) and avoid acquired programming
- Partners should **avoid using natural world images** (e.g. Blue Planet) unless specifically to point towards future programming
- Partners should be **wary of using talent shots** from series where characters change on a regular basis
- When using people shots, partners should use images that are **representative of characters** as they are within the programme they appear in
- Each image downloaded must be approved for **each use or application**

Branding Guidelines: Video

- We can supply partners with clips on request, subject to rights checking, but moving content must be used to promote the BBC iPlayer specifically, and this should be made clear within the creative execution
- Use of video clips must demonstrate the context of the device on which they are shown (laptop, mobile or PC), the correct BBC iPlayer interface, and must include the correct branding within the screens shown
- If possible, use of video clips would show the user journey through the platform to reach the iPlayer device

Branding Guidelines: Content Selection

- Partners can find all information on the next ten days of programming from the Press Office site: www.bbc.co.uk/pressoffice
- The BBC may be able to provide information on future programming, but TX information will only be given by approximate month
- When referring to future programming, partners must always include a disclaimer that schedules may change

Public Relations

Public Relations

All third party activity and promotion - including press releases and their distribution lists, media briefings, launch events and social media activity - will have to be signed off up front by the relevant Head of Communications at the BBC or by our Press Office.

Third party press activity should not announce a BBC initiative and due care should be taken that any imagery used should be appropriate and not in breach of the BBC's standards.

If a press release is to be issued, it will need to be purely factual as it cannot trade on the BBC brand so you shouldn't mention us in the title, use our logo or carry an endorsing quote from a BBC Exec.

Contacts

Contacts

If you have any questions about our partner marketing guidelines please don't hesitate to get in touch with us, we're happy to advise.

Otherwise, please send a copy of your promotions or PR requests featuring BBC brands for approval to us with a minimum of 10 working days notice.

Marketing Approvals:

Becky Bradley

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PR Approvals:

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