



NGC ASIA - DHL

PARTNERSHIP



**NATIONAL
GEOGRAPHIC
CHANNEL**

Think Again.

DHL

National Geographic Channel provided a unique solution to enhance DHL's campaign message of how they make 'Importing' easier, faster and reliable for today's businesses. NGC created a series of short 20" vignettes focusing on the history of importing goods still in use today, drawing a comparison with ancient methods of travel/delivery, and how it has changed from past to present. The vignettes demonstrate that "DHL = Import".

Entirely produced with graphics treatment, the vignettes included a standard 10" billboard closing for all 3 versions showcasing DHL branding and adapting their own campaign creative of 'From There to Here' and 'From Them to You' followed by the end tagline to tie it all in together "Past and present importing brought to you by DHL".

ON-AIR

3 x 20-sec vignettes (Porcelain, Silk and Spice)

RESULTS

CASBAA Pay-TV Awards 2005 Award winning the Best Business / Corporate Campaign category.

"We are happy to work with the medium to come up with the best possible way to translate our campaign message. In this campaign, we tapped into NGC's wealth of knowledge on history and the present, to come up with past and present messages on "Importing". DHL "Import Export" is a service which provides several benefits to customers, whilst we employed the print media to explain each benefit, we also needed to address the over-arching message that customers can use DHL to "import" their goods. To do this effectively meant working with the channel and genre within that channel, to best get our message across."

Jacqueline Cheong,
Regional Brand and Marketing Communications Manager
DHL Asia Pacific



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THANK YOU

Please feel free to contact us
for more information

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