



How a 17 year old brand changed public perception

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What Would You Do?

A trusted brand with loyal viewership
for 17 years... To rebrand or not to
rebrand?

About the organization

- Brand founded in 1888 “to increase and diffuse geographic knowledge”
- Channel started in 1997
- Global non-profit organization
- Committed to exploring and protecting our planet
- Funds hundreds of research and conservation projects
- Inspire new generations through our education initiatives and resources



Key Publics



External

- Other networks
- Investors (21st Century Fox, Lindblad Expeditions)
- Viewers

Internal

- Head of company
- Producers
- Photographers
- Videographers
- Actors



Research

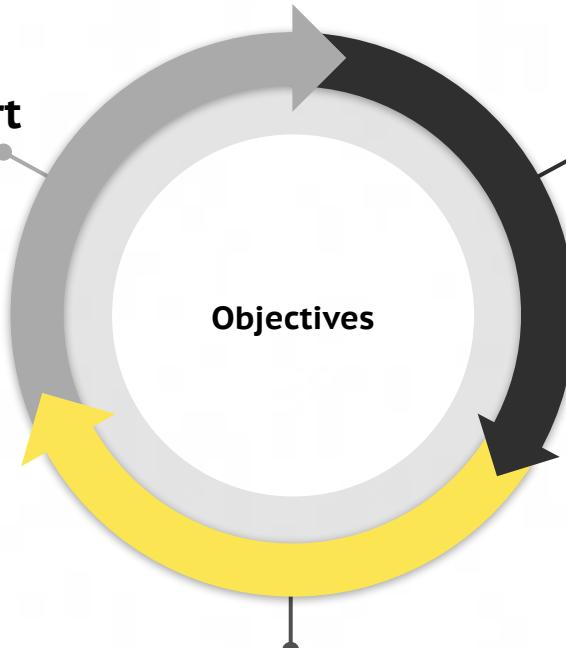
- An issue faced by Nat Geo and all television networks is the “ocean liner” in the industry
- Their biggest challenge was executing a turn in content and differentiating themselves from other networks.
- Nat Geo launched “further”



Objectives

To provide “quality, distinctiveness, and smart content”

To increase National Geographic's relevance



To replace the audience's first impression



Strategy

- Create a new vision
- Launch the idea with several speeches and interviews
- Raise awareness with not only the media, but also their advertising partners

Strategy



Katie Couric and Morgan Freeman
Channel's Further Front in NYC
Picture by; NatGeo

- “Shout” the message at 30 events (which included premieres, and screenings) in the course of 12 days in April 2017
- Photos within the case showcase A-list celebrities



Messaging - Mission Statement

“In a word, we've gone further:
further to entertain you, further to
captivate you and further to elevate
our brand of creatively ambitious
premium programming”

- Courteney Monroe,
Global Networks CEO.



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Tactics

1

Consistency

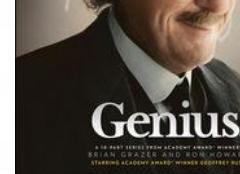
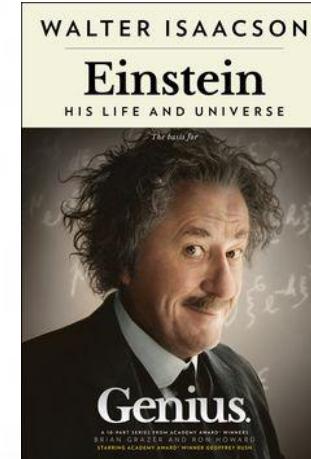
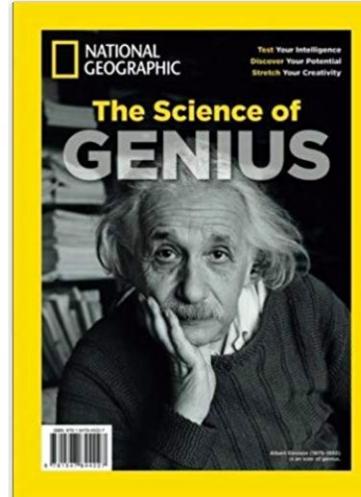
Premium programming with A-list
talent from around the world



Visual stimuli

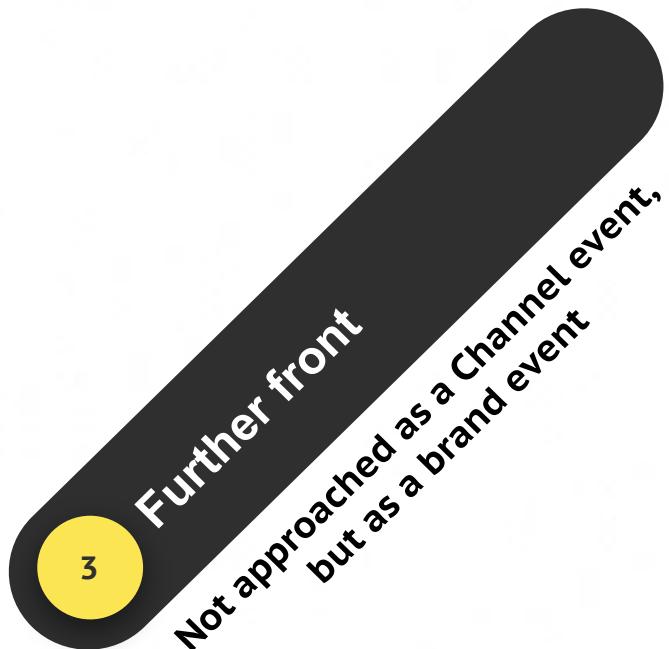
PR National Geographic brand items

Tactics



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Tactics



| FURTHER

4

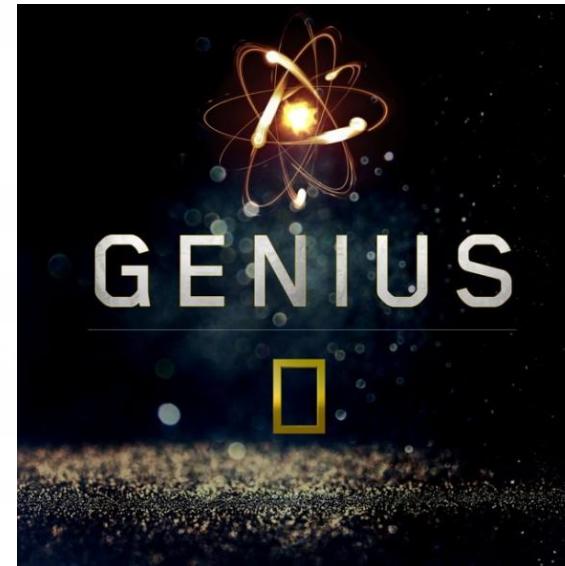
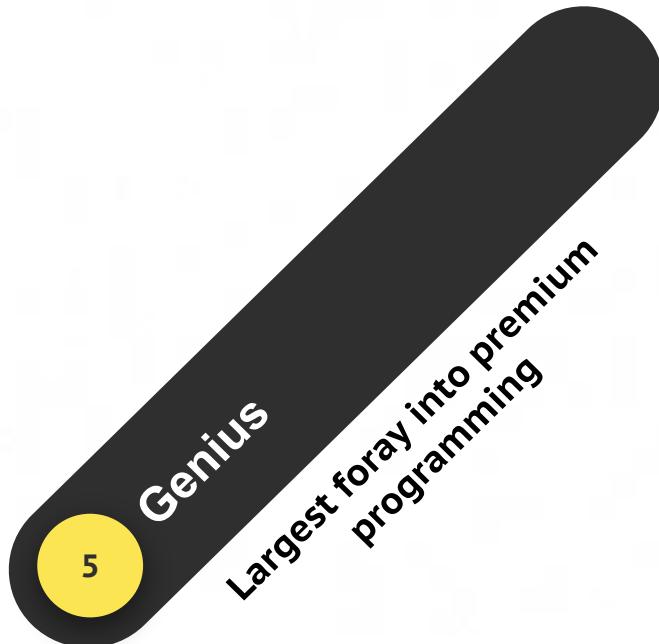
Premieres

One World Observatory, Tribeca
Film Festival

Tactics



Tactics



Highlights (Impressive elements)

01

Visuals

- Personalized Genius Items
- Walter Issacon's book *Einstein: His life and Universe*
- Frame with "Further" inside

02

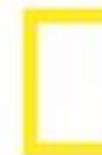
Further Front

- James Murdoch, Head of Nat Geo
- Howard and Grazer, Executive Producer of *Genius*
- Explorers and Live Skype Call from Everest

03

Premiers

- 5 premiers



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Evaluation

- When having a live event streamed, always have a backup. (Mount Everest Skype Stream)
- Think outside the box.
- Be relatable to your audience.
- Quality over quantity when it comes to social events. (Screening of LA92)

Feedback from stakeholders

- “A network hoping to fashion itself a new image...the commitment has paid off admirably.” Neil Genzlinger, NYT about *Genius: Einstein*
- *Biz Bash* named Nat Geo one of its Top 10 Innovative Brands of 2017
- “National Geographic's six-part event series is a so-so *MARS* documentary and a weak Mars scripted drama rolled into one.” Daniel Fienberg, The Hollywood Reporter, *MARS*



Critical Evaluation

- Pop up event in Manhattan
- Organize an event for NatGeo viewers
- Use interactive ads on social media
- Team up with radio stations across the nation



Code of Ethics

Advocacy	Trusted advocate and voice for science and its studies
Honesty	Provide accurate content to its public
Expertise	NatGeo leaders when it comes to research, professional development and education
Independence	Nat Geo understands and values their position and are always accountable for their actions. "If we write something, and we put out names to it, the buck stops with us. If there is a mistake, it is our fault."
Loyalty	They are faithful to the Nat Geo Brand and their stakeholders, but they also take into account public interest.
Fairness	They respect all of the stakeholders involved and respect all opinions and statements.



<https://www.youtube.com/watch?v=qloilEq7JHU>



Takeaways

- “When you’re chasing someone you’ll never be the best.”
- “The risk of not pursuing was far greater than the risk of pursuing.” - CEO
- Not all PR campaigns need to be large
- Have a backup, especially when something risky is involved
- Remain calm, work hard as team to solve problems and you’ll always achieve success in the end





What Would You Do?

www.kahoot.it

<https://play.kahoot.it/#/k/2fe1fd32-b84a-470e-93c8-51715dd28807>

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