

New global brand campaign for DHL

DHL has put a spotlight on trade and worldwide prosperity with the launch of its new global campaign, 'The Power of Global Trade'.



The concept comprises print ads, advertisements in online and Out-of-Home media, as well as TV spots and social media measures. With the support of the group-wide internal brand campaign, 'Connecting people. Improving lives', this new emotional positioning of the brand has become an integrated 360-degree approach.

The creation includes two TV spots, in which DHL and global trade are showcased as enablers of education in Africa and medical care in South America. Additionally, a short film featuring employees from Namibia and Chile is available online. Creative agency 180 Amsterdam commissioned the multi-award winning director Frederic Planchon to shoot the spots. The integrated campaign also includes online advertising, print ads in selected business publications and out-of-home advertising.

The campaign also receives support from Deutsche Post DHL Group CEO, Frank Appel. In collaboration with English-language broadcast channel of 'Deutsche Welle', he participates in a talk show about "Opportunities and Risks of Global Trade." Further activities with a similar scope are planned for the remainder of the year.

To view the TVC, go to www.dhl.com/globaltrade.

For more, visit: <https://www.bizcommunity.com>