



THE BUSINESS CHANNEL BREATHING LIFE INTO BUSINESS

For most people, business is not the most inspiring of subjects. The Business Channel treats this as a challenge, attempting to appeal to a genuinely broad audience by combining the hard edge of market numbers with the human dimension of business.

Developing the channel's new identity, we found ourselves inspired by the way their approach breathes life into their subject. Our award-winning creative solution combined humour, entertainment and business insight, and helped The Business Channel become the highest rated digital channel for this profile in multi-channel homes.