



CHARL BASSIL, CHIEF BRAND OFFICER

I am a passionate and seasoned executive leader with over 20 years of experience in growing brands and businesses within the FMCG, management consulting, beverage and now media sectors. I have demonstrated delivery of growth in turnaround and scale-up businesses across multiple geographies, leading the growth strategy for new entrants and the turnaround of fatigued brands.



The BBC is the world’s leading public service broadcaster.

We’re impartial and independent, and every day we create distinctive, world-class programmes and content which inform, educate and entertain millions of people in the UK and around the world.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Brand Portfolio and Brand Marketing - Expand digital marketing capabilities/offerings

Deliver on our shift to Mobile First -- enhancing the customer experience through digital assets (Native, Web, etc.)

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Deloitte and Accenture

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

250

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

£120 to £240 million

ANNUAL AD SPEND?

£550 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

BBC mother brand development and portfolio of channel and content brands - focused on digital first delivery of content

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Political

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

I'd like to hear from upcoming disruptive companies that I have not heard of

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

18 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

£1 million



What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C