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## **Bertelsmann Content Network (BCN) launches nationwide ideas campaign / Thomas Middelhoff and Rolf Schmidt-Holtz plan to win new ideas for Bertelsmann with ad in German dailies and magazines**

*Hamburg (ots) -*

The Bertelsmann Content Network has launched its first-ever large-scale nationwide ad campaign, in which it scouts for new, unusual and creative ideas with the slogan: "Großen Ideen folgen wir - egal wohin" (We pursue big ideas - no matter where they lead us). In a double-page advertising spread, the Bertelsmann AG Chairman & CEO Thomas Middelhoff and Chief Creative Officer Rolf Schmidt-Holtz make a targeted appeal for creative talents with good entrepreneurial instincts, who wish to join them in turning visions for the media world into reality.

Rolf Schmidt-Holtz heads the Bertelsmann Content Network and is the Executive Board Member in charge of Bertelsmann's content strategy: "We hope to achieve two objectives with the BCN campaign: first, we wish to obtain new and promising ideas for Bertelsmann. By fostering creativity, good ideas and young talent, we are laying the foundation for an innovative future for the Bertelsmann AG. Secondly, the Bertelsmann Content Network seeks to position itself as a point of contact for content work across the various product lines and media."

The BCN campaign's focus lies on the content sector. It is looking for ideas that reflect changes in the modern world of media. Ideas that use the media (TV, radio, books, newspapers, magazines, phone and Internet) and transcend their respective limits in unusual and new ways.

The ad's motif was inspired by Star Trek. It shows the two Board Members in the Enterprise's transporter chamber just before being "beamed" and thus creates a visual impression of the campaign slogan. Idea contributors can e-mail their thoughts directly to the Board Members at [middelhoff@bertelsmann.de](mailto:middelhoff@bertelsmann.de) and [schmidt-holtz@bertelsmann.de](mailto:schmidt-holtz@bertelsmann.de). The BCN team will consider the ideas submitted and, if applicable, get started on them together with their originator and the appropriate Bertelsmann corporate divisions.

The ad will run in major German dailies like the "FAZ" and "Süddeutsche Zeitung", and in "Spiegel", "Focus" and "stern" magazines, through the end of July. Beyond this, it will be published in titles ranging from the business publications "Financial Times Deutschland", "Capital" and "Wirtschaftswoche" to magazines including "Impulse", "Horizont", and "GEO".

The Ideas Campaign is initially being launched in Germany and may be extended to other Bertelsmann AG core markets at a later date.

Parallel to the campaign launch, the Bertelsmann Content Network is going online with its own homepage at [www.bertelsmann-content-network.de](http://www.bertelsmann-content-network.de) or [www.bertelsmann-content-network.com](http://www.bertelsmann-content-network.com).

About the Bertelsmann Content Network (BCN):

The Bertelsmann Content Network was founded in July 2000. At present, 25 employees in its Hamburg and New York offices are working on fostering cooperation between the Bertelsmann's content-oriented divisions, in the process opening up new businesses, finding new markets, and delivering target group-specific content to them. Core segments include content for mobile phones, syndication as well as

topics that span multiple products and brands, e. g. business, finances, kids and travel. Parallel to setting up the two offices, more than 300 project inquiries have been processed to date, some of which have been implemented. Rolf Schmidt-Holtz heads the BCN as its Chief Creative Officer (CCO). Operative management rests with Chief Operating Officer (COO) Edgar Berger.

For further questions, please contact:

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