



Media Release

GoPro tops Branded Arts Review's Best of 2015 list

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GoPro has been crowned the best Branded Arts and Entertainment brand in 2015, with one of its inspiring films topping online publication's Branded Arts Review's annual list.

GoPro's 'Simplified' film, a high energy entertainment film which promoted the brand's new Hero4 camera, ranked number one in the publication's 'Best of 2015' round up. The film features a collection of GoPro's sponsored athletes and adventurers completing incredible acts and includes the brand's tagline 'Be a hero'.

The 'Best Of' is an annual feature from Branded Arts Review, the independent online publication published by brand agency The One Centre. The publication aims to showcase the world's best arts and entertainment projects, which have been funded and created by brands. This year's list reviewed 80 projects to rank the five best examples of branded arts and branded entertainment.

GoPro beat out the festive heartwarming film 'Justino', created by The Spanish Lottery and Leo Burnett Madrid. The Pixar-style animation film, which went viral in December, promoted the brand's annual Christmas Lottery.

Local favourite Western Sydney University's 'Unlimited' film series, which was created by VCD and WE.Collective ranked third on the list – the first time an Australian project has made the top 5 in the global ranking.

Lexus' headline-grabbing 'Slide' project, which saw the automotive brand and UK agency CHI & Partners create a rideable luxury hoverboard, ranked fourth on the list. Fifth place went to the electrifying 805 Million Names project by the United Nations World Food Programme and Forsman & Bodenfors.

In announcing this year's list, Branded Arts Review Editor, Danielle Long, said, "Following years of meteoric growth for the branded arts and entertainment category, 2015 was the year the category matured with a large number of brands displaying experience and prowess with branded arts and entertainment strategies and projects."

"GoPro was a real standout in the branded arts and entertainment space. The brand's strategy of combining commissioned films with curated films has led to an impressive volume of on-brand content, which is lapped up by audiences. All of the GoPro films, despite being immensely diverse in subject matter, reinforce the brand positioning and

product benefits while celebrating the world from every angle. GoPro has literally changed the way we see the world and its branded entertainment strategy reinforces this with every film,” said Long.

John Ford, CEO of The One Centre and Publisher of Branded Arts Review, said: “GoPro is possibly the best piece of brand positioning, brand idea, product demonstration, community building and riveting / inspiring watching you can get. This film and all of the brand’s other long format GoPro-in-action films are incredible and really powerful examples of a brand creating awe-inspiring content that expresses its positioning and product value and celebrates ‘heroic’ adventure / activity.”

The One Centre will host an exclusive presentation of Branded Arts Review’s Best of 2015 on Thursday 11 February at The One Centre in Sydney. Free tickets are available here <http://bit.ly/1Ka1BL2>

For the full coverage of Branded Arts Review’s Best Of 2015 go to <http://bit.ly/1ZmJnQi>

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ABOUT THE ONE CENTRE

A multidisciplinary Brand Agency

For nearly two decades The One Centre has helped leading brands break new ground in the way they come to life and connect. Specialising in positioning and total branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. Our goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment.

The One Centre is publisher of Branded Arts Review, an online publication dedicated to showcasing the best branded content, entertainment, design, technology, architecture and experiences from around the world.

Strategy + Artistry