



Little Black Book currently has over 160,000 unique visitors each month, using the site to find the latest work, creative and news from every corner of the advertising world.

As an LBB company-member, you have the opportunity to make your brand visible to this audience by sharing your news, work and opinion.

**And you really should make the most of it, because it's included in your membership!**

So below is a brief outline of some of the ways you can use your membership, and some advice on how to populate your page with content.

## UPLOAD YOUR NEWS

**Our data shows that 100 pieces of uploaded content can attract 10,000 views!**

The more you upload the more traffic you get to your page – as your existing archive of news is always available and is prominently visible when your content is being read.

And don't forget – your news is posted in the main news-feed alongside editorial news, so be sure to regularly upload to get your brand in the spotlight.

The screenshot shows the Little Black Book website interface. At the top, there is a navigation bar with the LBB logo, search bar, and user options like 'LBB Admin', 'Logout', and 'Get a Page!'. Below the navigation bar, there are menu items for 'MY BOOK', 'NEWS', 'ARCHIVE', 'COMPANIES', 'COMMUNITY', 'JOB BOARD', and 'EVENTS'. The main content area is divided into three sections: 'SEARCH', 'LATEST NEWS', and 'TRENDING'. The 'LATEST NEWS' section features a list of articles with thumbnails, titles, and brief descriptions. The first article is titled 'Honda 'Paper' Director PES Signs to Blinkink' and is categorized under 'HIRES, WINS & BUSINESS'. The second article is 'Porsche Celebrates Victory at 24 Hours of Le Mans with Inspiring New Spot' and is categorized under 'CREATIVE'. The 'TRENDING' section shows a list of popular articles, including 'Jack Whitehall Gets Schooled Again in Samsung's Rio 2016 Olympic Campaign' and 'We Need to Talk About Investing (In Ourselves)'.

If you need help in writing content for your page, we also offer written content generation, you can find out more [about LBB/Lab here](#), or email [phoebe@lbbonline.com](mailto:phoebe@lbbonline.com) for more information.

## BE PART OF OUR GLOBAL ARCHIVE

Many of our brand members and users search our archive to find the latest work and creative.

By uploading your latest work to the site, you can be part of our global creative archive of over 10,000 assets, all searchable by category, genre, location and keyword.

The screenshot shows the LBB Archive search interface. At the top, there are navigation tabs: MY BOOK, NEWS, ARCHIVE, COMPANIES, COMMUNITY, JOB BOARD, and EVENTS. Below this is a search bar with the text "10005 RESULTS FOUND". On the left, there are filters for CATEGORY, GENRE, WORK TYPE, EDITOR'S CHOICE, and LOCATION. The main content area displays a grid of search results, each with a thumbnail image, a title, and a location. For example, "Waitrose 'Picnic'" by Leland Music, "Stronger As One" by Robber's Dog - Auckland, "Stella McCartney - POP" by PRETTYBIRD UK, and "McDonald's, Prize Mania Dog Groomer Teaser" by CAWLEY NEA/TBWA. A "TRENDING WORK" section is also visible on the right side of the interface.

## CREATE COLLECTIONS

Collections is a place for you to build boards, create reels, research, showcase and show off news and work. And the best thing about it? It's simple, shareable and free to use.

Why have we built it? We hope that it'll help you make sense of the platform that LBB is rapidly becoming. The site is used by the world's most creative companies to showcase their advertising work and news for all to see. There's a huge archive of fantastic content, with over 35,000 news stories and 15,000 pieces of work (and counting). Collections is a super flexible tool that lets you curate all that content.



LBB ADMIN  
EDITORIAL/WRITING



### THE BEST OF THE NORDICS



**PLAY YOUR WAY TO INTERNET AWESOME WITH GOOGLE'S 'INTERLAND'**

North Kingdom, 3 months ago  
North Kingdom creates immersive and educational game world as part of Google's internet safety programme  
Google has joined forces with digital experience design company, North Kingdom, to create the free, interactive, browser-based game, Interland. The... > Read more



**ATLAS' HENRIK ROSTRUP COMBINES ARTISTRY AND INDUSTRY IN 'THE POWER TO CREATE'**

ATLAS, 3 weeks, 2 days ago  
Musical artist BAVA features in bold new film for the Federation of Norwegian Industries  
Director Henrik Rostруп and ATLAS teamed up for an anthem spot that celebrates the power released by the members of the Federation of Norwegian Ind... > Read more



**PUPPET GETS TANGLED UP IN THE INTERNET OF SHIT IN THIS CHEEKY MUSICAL**

Forsman & Bodenfors, 2 months, 4 weeks ago  
Forsman & Bodenfors teams with Camp David to make fun of connected gadgets and the IoT with Semton  
Do you get all tangled up in technology? You are not alone. According to a new survey from Semton, a large amount of people say that technology fru... > Read more



**HOW DID A SWEDISH POP UP TURN FASHION INTO FOOD?**

McCann EMEA, 4 months, 2 weeks ago  
McCann Stockholm and Houdini Sportswear create the world's first vegetarian fine-dining experience grown from clothes  
Houdini Sportswear, an innovative Swedish outdoor apparel brand born in Stockholm in 1993, wanted to prove just how natural their clothes are, so L... > Read more



**PERFECT FOOLS BRINGS A WHOLE LOT OF LOVE TO THE BIGGEST SONG CONTEST IN SWEDEN**

Perfect Fools, 3 months, 2 weeks ago  
Agency adds 'hearting' to the voting system of Melodifestivalen, which turned the behaviour of viewers at home right on its head  
Swedes go gaga over the Eurovision Song Contest, and every year the country hosts a talent show to determine the lucky egg who will represent their... > Read more



**SAATCHI & SAATCHI STOCKHOLM CONDENSES CLASSIC HORROR NARRATIVES IN BRILLIANT ELMSTA 3000 HORROR FEST SPOTS**

Saatchi & Saatchi Worldwide, 4 months, 1 week ago  
Camp David's Robert Jizmark directs three varied films  
Saatchi & Saatchi Stockholm and Elmsta 3000 Horror Fest have a acclaimed, freaky campaigns. Now for the festival this year is a short film sect... > Read more

Watch [how to build a collection here](#)

## ADVERTISE YOUR EVENTS

The events section on the site is where all our users can find important industry dates, deadlines and events.

MY BOOK | NEWS | ARCHIVE | COMPANIES | COMMUNITY | JOB BOARD | EVENTS

**UPCOMING**

- Jul, 27, 2016 MEA - Summit Marketing Effectiveness Award Final  
Entry Deadline  
Summit International Awards  
Portland, USA
- Jul, 29, 2016 LIA Entry Deadline - FINAL  
LIA  
London, UK

View all

**LATEST EVENTS**

- Sep, 28, 2016 Crossfire Luxembourg launch party!  
Crossfire Productions | Ben Andrews  
Luxembourg City, Luxembourg
- Oct, 13, 2016 Ocean Digital Creative Competition  
Ocean Outdoor  
London, UK

View all

Member companies can upload their own events to the site for free.

They can share event information, images and links, and attendees can register their attendance.

←

**CROSSFIRE LUXEMBOURG LAUNCH PARTY!**

 Crossfire Luxembourg launch party!  
Organised by Crossfire Productions | Ben Andrews  
Date Sept. 28, 2016 5:30 p.m. to Sept. 28, 2016 8:30 p.m.  
Luxembourg City, Luxembourg

I'm going to this

View on a map

Share 0     

## POST JOBS AND FIND TALENT

Company members can advertise open roles on the LBB Job Board **at no extra cost**. A huge financial saving compared to recruitment websites, and a way to ensure the most relevant industry audience – the LBB Job Board is a fantastic resource for any company looking to find new talent.

NEWS | ARCHIVE | COMPANIES | COMMUNITY | JOB BOARD | EVENTS

**205 JOBS** | **JOBS POSTED | FIND A TALENT** | **TRENDING**

Sort by: Newest first

Search

 **Production Assistant**  0  
Commercial Production  
London, UK

 **Project Manager**  0  
Advertising  
Royal Tunbridge Wells, UK

 **Business Development Manager**  
London, UK

 **Personal Assistant**  
London, UK

 **Producer**  
London, UK

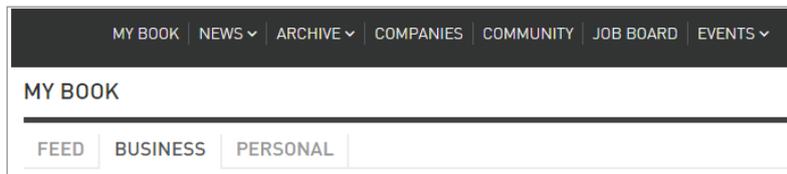
Our users can also upload a resume to their personal profile page, where you can browse these profiles via the 'Find A Talent' tab.

## HOW TO UPLOAD

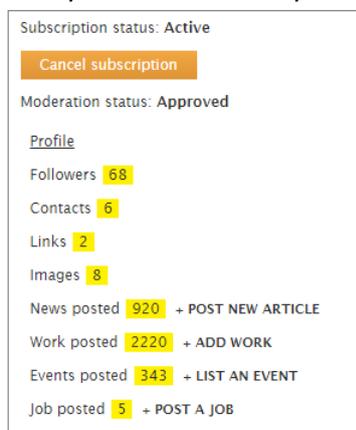
**LBB can take the hassle out of uploading with a silver membership. If you would like to know more about this efficient approach, email [paul@lbbonline.com](mailto:paul@lbbonline.com) for further information.**

You need to have your own log-in account for the site, which must be linked to your company page to allow you to upload as an 'admin' on behalf of your company. If you need help setting this up please email [jason@lbbonline.com](mailto:jason@lbbonline.com) with your information and request.

Once you've set up and logged in, you just need to visit MY BOOK on the site, and find the BUSINESS tab.



From this dashboard you can click on any of the listed content to view and edit existing content.



And you can upload new content by clicking on + **POST + ADD** or + **LIST** beside the content list.

***Bronze members must upload all their own content – Silver members can have their news uploaded for them by the LBB editorial team.***

## IF YOU NEED HELP WRITING - LBB/LAB

We know that you all have 'day jobs' that leave you little time for generating your own brand content, so we also offer an extended membership with LBB that includes written content. LBB/Lab can help you write news stories, press releases and opinion pieces, as well as provide external PR support.

You can find out more [about LBB/Lab here](#), or email [phoebe@lbbonline.com](mailto:phoebe@lbbonline.com) for more information.

If you have any questions about uploading or linking your profile to a company page, please email [newsdesk@lbbonline.com](mailto:newsdesk@lbbonline.com) with your information and query.

If you are interested in renewing your page, or adding a new company page, please email [Paul@lbbonline.com](mailto:Paul@lbbonline.com)