



Little Black Book
Celebrating Creativity



Little Black Book Celebrating Creativity

LBBonline is the fastest growing online platform for the global creative industries. Advertising, film production, animation, design, brand strategy, digital and more, we celebrate cutting-edge creative work and the people behind it.

In addition to our editorial features, we offer company profile pages which allow members to upload, share, and catalogue their news, work and thought leadership. These pages mean that creative companies can be easily found by potential clients, collaborators and talent.





Little Black Book Celebrating Creativity

Why do over 160,000 people visit the site each month ?

The news and work is truly global and comes from over 145 countries.

We cover all areas of the advertising industry; It's all in one place and there's a smart filter system that helps you drill down to the news you need.

The editorial is the best in the business. We don't do 'paid-for advertorial', so the team writes about the most interesting work and relevant issues they come across.

People can create their own news feeds by following companies of their choice. We're all time poor and this is an incredibly useful tool.

We get latest news and work up on our site quicker than anyone else in the business because companies are uploading it themselves.

There is NO paywall!

Why should your company become a member?

LBB Members can own local, regional or global company pages, where they can upload their own work, news, and insights, which become part of the searchable LBBonline creative archive and appear in live news feeds.

Guaranteed coverage: we know how crucial press is to your business. An LBB membership allows you to upload unlimited news stories and 50 pieces of work (movie, image and sound files) per year.

You can post job adverts and industry events.

Increased chance in being featured in our newsletters that go out to our 97,000 database – 35% of which consists of brand marketers (our fastest growing user type).

People can 'follow' a company so anytime the company uploads a new piece of news or work it will appear in their personalised feed.

"The world's local news; international advertising news with a global voice, yet a local accent."

Mark Tutssel, Global ECD of Leo Burnett



Little Black Book Celebrating Creativity

DON'T ASK US, ASK THEM!

Over 160,000 valued unique visitors per month

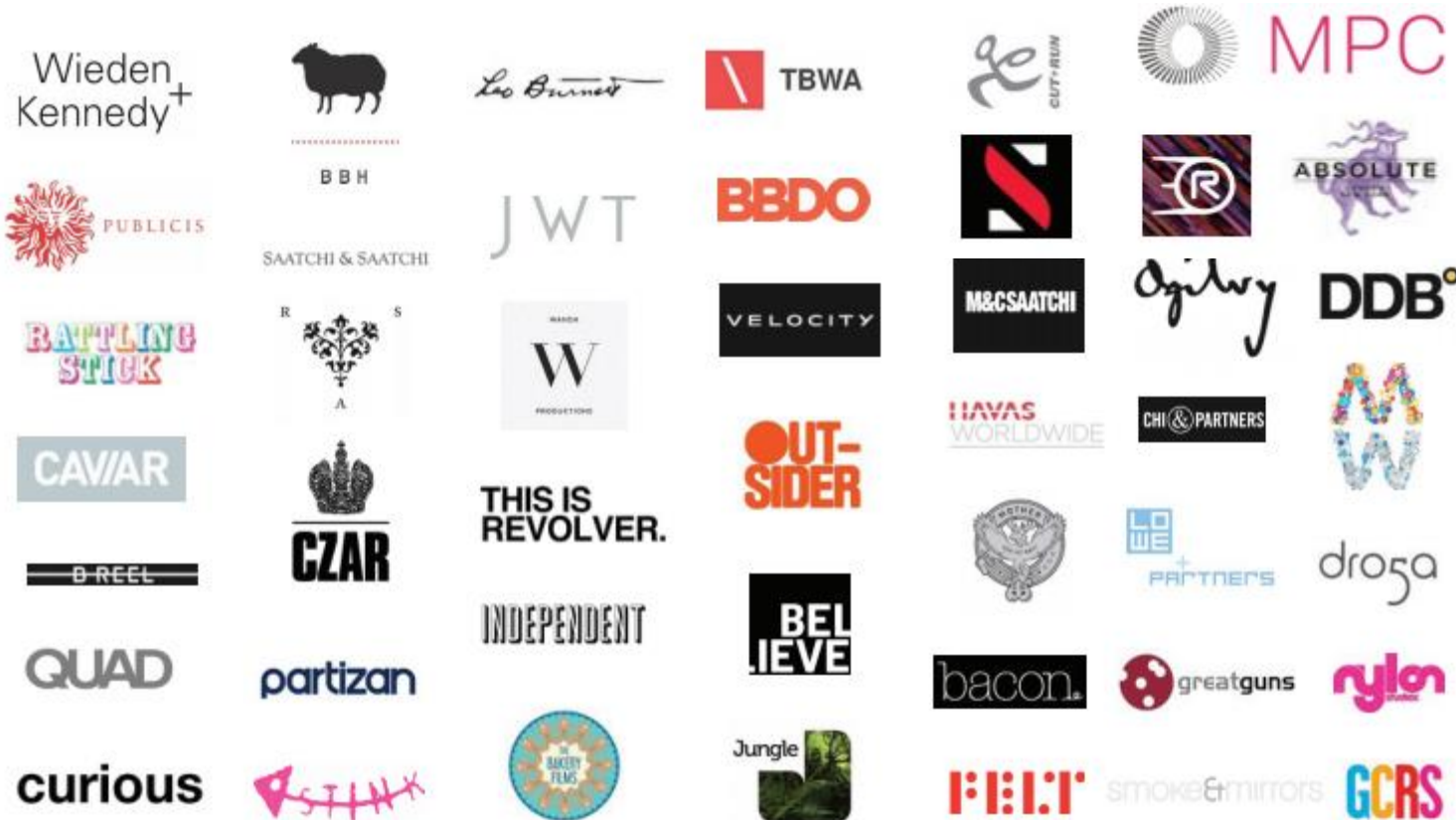
Audience Top 10

- USA
- UK
- Australia
- Germany
- France
- Canada
- Netherlands
- India
- Singapore
- Brazil

And viewed in 148 other countries

Top 10 Users

- Client CMOs
- ECDs
- Executive Producers
- Production Company Owners
- Agency CEOs
- Agency MDs
- Agency Heads of Production
- Post Production Company Owners
- Agency Producers
- Directors



35%
OF OUR DATABASE ARE
GLOBAL BRANDS WHO
RECEIVE OUR WEEKLY
NEWSLETTER

Our weekly newsletter hits our database of 97,000 subscribers

"Thank you so much for all your help and support. And I really mean that. Whether it's been to connect me with interesting and like-minded people or in helping us navigate through this globally connected space of ours."

Roopak Saluja, Co-founder and Managing Director of Bang Bang Films, Mumbai.



Little Black Book Celebrating Creativity

Page Membership on LBB

BRONZE

£500 P/A

- You can upload up to 50 videos per year
- Unlimited upload of news – latest work, opinions, hires and wins
- Ability to tag all of your news and content
- Access to our careers section where you can advertise jobs
- Manage and edit your page and content yourself
- 3 x Wristbands for LBB and Friends Beach
- 1 x Entry to The Immortal Awards

SILVER

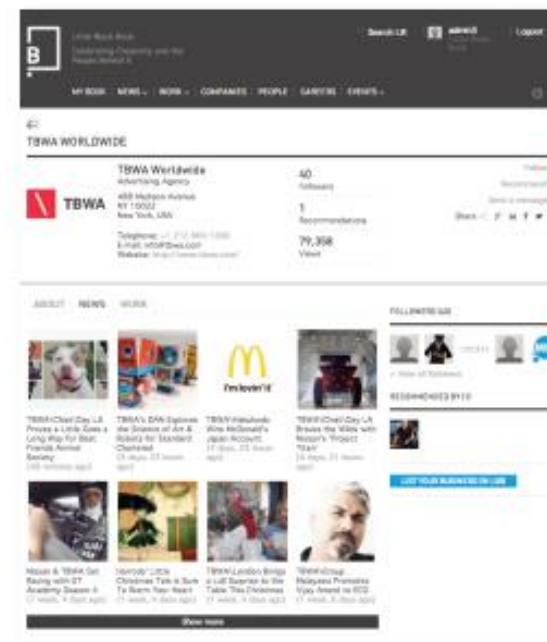
£1000 P/A

- You can upload up to 150 videos per year.
- LBB will upload and tag your news for you.
- All you need to do is email your press releases and assets to the editorial team
- 6 x Wristbands for LBB and Friends Beach
- 2 x Entries to The Immortal Awards

GOLD

£1500 P/A

- You can upload unlimited number of videos per year.
- LBB will upload and tag your news for you
- All you need to do is email your press releases and assets to the editorial team
- 6 x Wristbands for LBB and Friends Beach
- 5 x Entries to the Immortal Awards





Little Black Book Celebrating Creativity

SITE BANNERS

Our site is free to view thanks to our sponsors. All our users are well aware of this. Our users include the worlds ECD's, agency producers, production companies and a growing user base of major clients (CMO's & brand managers).

COUNTRY BANNERS £2,500 p/a

- 160 x 83 animated gif
- One of four banners that appear in all location searches or when any news item, video, company or person relevant to your country is clicked-on
- Includes an LBB company profile

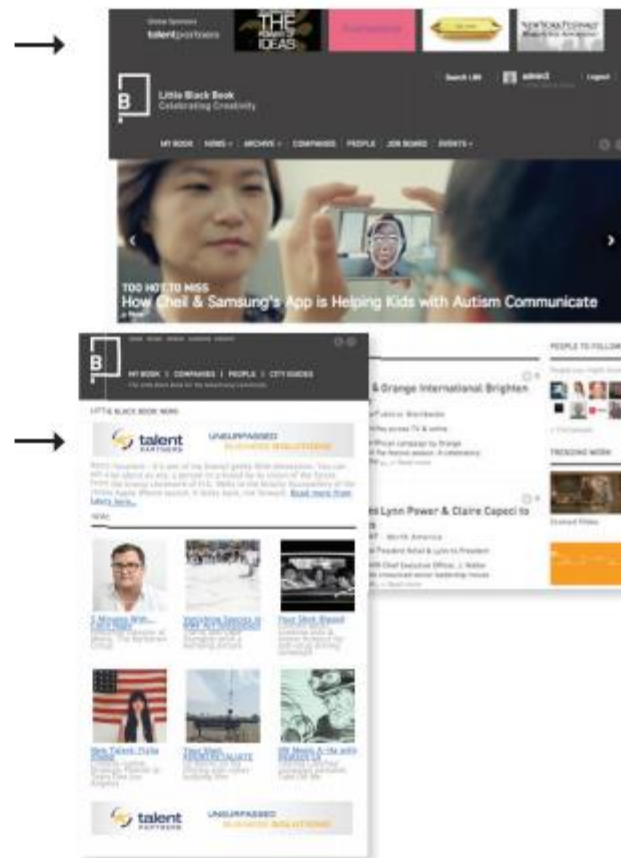
HOME PAGE BANNERS £5,000 p/a

- 160 x 83 animated gif
- One of four banners that appear on the homepage of our site
- Includes an LBB company profile

NEWSLETTER BANNERS

Be the sponsor of our weekly or special edition e-newsletter that goes out to 97,000 people globally. There are two spots available (or speak to us about a packaged option)

- Top banner, 530 x 70 animated gif - £1,000 per edition
- Lower banner, 530 x 70 animated gif - £750 per edition





Little Black Book Celebrating Creativity

What the Industry has to say..

"Little Black Book is my favourite source for advertising news. I love how it's written, I love how it's made, I love how it works and I love how it looks.

Jose Miguel Sokoloff, President of Lowe & Partners Global Creative Council

"Just wanted to say how much I enjoyed all the music and sound content you've sent out today. It was 100% accurate, from an Audio Network perspective, as well as interesting.. good to know all music companies are experiencing similar themes/issues!" (re the special music and sound newsletter)

Nick Bennett, Head of European Advertising, Audio Network, EU

I always look forward to my dose of ad news from LBB. A great selection of global work and insightful interviews are always guaranteed. Love it."

Darren Giles, Creative Director, Isobar, UK

Keeping track of all the amazing advertising happening around the world is a full time job. LBB curates the most cutting edge creative and keeps me inspired to push boundaries in my own work.

Nikki DeFeo, Group Creative Director, Firstborn, US



Little Black Book Celebrating Creativity

LBBonline is an unbelievable resource. It's one of the few publications that gives users easy access to a global perspective on news, creative work, talent and trends delivered in a super consumable and enjoyable way. It's nice for agencies to have a platform where they can submit and post their own news and work, and equally as beneficial to have a publication that recognises and covers all aspects, companies and moving parts of the industry as a whole.

Alyssa Siegel, President, AJ Media, US

LBB have beautifully crafted editorial, insightful interviews and all the latest spots in an easy to use format – It's basically my industry bible.

Ella Boekeman, PR Manager, MPC UK

"A handy tool to have in your back pocket to showcase your work while getting access to others and keeping current on the happenings in the industry."

Samantha Larsen-Mellor, Head of Production & Communication, Nicholas Berglund, France

Little Black Book is our favoured industry resource at Generator, both in terms of keeping updated with industry information and as a tool for our own marketing. The ability to be able to take control of our own press has been invaluable, alongside their fantastic customer support.

Sebastian Dean, Executive Producer & Head of Sales, Generator Films, UK

LBB is an accessible, comprehensive platform of timely and mentally stimulating content run by super friendly folks. It's a daily reminder of why I'm in this industry.

Claire Madigan, International Sales/Outreach, QUAD, France