

Habitat and UNILAD - dashing tales of invention and re-invention

25/05/17. Newcastle University London, 102 Middlesex Street, London E1 7EZ

It takes something for brands to remain relevant, fresh and in tune with the zeitgeist of the moment. At this event, we look at two great British brands, one launched in the 60s and the other barely three years ago, that are in the ascendancy right now.

Agenda

18:00 Registration and refreshments

18:30 Habitat: Natalie Crane and Adam Crudgington

19:15 UNILAD: Kevin Tewis-Allen and Sam Asante

20:00 Buffet and networking

21:00 Finish

Speakers



Natalie



Adam

Habitat, founded in 1964 by Sir Terence Conran as a new, European way for Londoners to shop for contemporary homeware, has had to re-invent itself several times to remain fashionable.

A great example of the way it achieves this is the brand's latest collaboration with fashion designer Henry Holland. Habitat's Digital Marketing Manager, Natalie Crane, and PR Manager, Adam Crudgington, will explain the thinking behind the collaboration and the PR, SEO and social project to launch the collection.



Kevin



Sam

Kevin Tewis-Allen, Global Director of Business Development (Music & Entertainment) and Sam Asante, Head of Marketing at UNILAD will explain what makes the British born brand the global phenomenon it is today.

Established in 2014, by millennials for millennials, as a single Facebook channel and website, UNILAD has expanded into the world's leading social first channel, successfully building an unrivalled brand affinity across the globe.

Originally only licensing viral content, the brand evolved into an original content producer, blending the best viral videos with premium original content built for social. With just under a billion engagements, and over 25 billion video views in 2016 alone, UNILAD has matured into the most engaged and viewed channel on the planet. Launching a suite of channels in the last 18 months, UNILAD is now the fastest growing media property in the world.