

WE ARE Pi

PRESS RELEASE

For immediate release

WE ARE Pi Awarded RTL Channel Re-launch Task

Inspired by WEARE Pi's partnership with TED Conferences agency is awarded RTL Z re-launch task as the channel targets an aspirational business lifestyle audience.

Amsterdam, Wednesday 15th July 2015

Amsterdam-based agency, WE ARE Pi, has been awarded the task of re-launching RTL Z. From September 7th, the new RTL Z is an integrated business network for the Netherlands with a dedicated 24-hour TV channel, a new website and app, and a focus on social media and events. Next to the current offering of news and finance, RTL Z brings the latest updates and inspiration in the worlds of business, tech, startups, innovation and lifestyle.

RTL Z singled out the agency to inspire a new audience of business leaders and entrepreneurs to the repositioned brand. The brand and channel's new visual identity has been created by design agency, Smörgåsbord Studio and Mark Porter Associates.

WE ARE Pi Partner, Patrick Garvey says, *"We are delighted to have this opportunity to bring RTL Z in to our WE ARE Pi ideas community, to extend their story from a day time news station to a full 24 hours business news platform, and create impactful work for today's modern business leaders."*

Caroline Schnellen, Manager Marketing & Communication RTL Nieuwsgroep, adds, *"The new RTL Z is no longer the business as you know it. To showcase our new brand offering, we chose WE ARE Pi as they demonstrate strong creative ideas and an innovative approach. This will help us to share the revamped and exiting brand story of RTL Z with a new audience of (future) business leaders."*

This RTL Z task builds on a successful time for WE ARE Pi in the Netherlands, who recently launched communication for Coca-Cola, and new long stay hotel offering, Zoku, in addition to their ongoing relationship with TED Conferences.

About WE ARE Pi

Founded in 2011, WE ARE Pi is an Amsterdam based international Ideas Company that delivers brand storytelling across communication and experiences, for clients including; Coca-Cola, LEGO, Wrangler, Kipling, Under Armour, TED Conferences, and ABB.

Contact Us

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