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# DHL INCREASES GLOBAL VISIBILITY WITH MULTI-PLATFORM CAMPAIGN ON CNN

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Friday, May 22, 2015

- *DHL sponsors new programming strand about global import/export markets*
- *Renews multi-year association with CNN's flagship F1 show*

Following its successful sponsorship of CNN's The Circuit, DHL is extending its brand campaign with the network spanning multiple platforms and new CNN feature strand Traders.

CNN is DHL's exclusive international media partner as the leading logistics company positions its solutions to a wide range of global businesses - from large enterprises to SMEs. The campaign includes sponsorship of The Circuit and Traders linear TV content and all online components on CNN.com and CNN Money, as well as spot advertising across the network.

DHL is expanding its relationship with CNN due to the results delivered through its existing campaign focused around The Circuit. This successful relationship is built on CNN's commitment to delivering a wide range of brand, advertising and content solutions that meet DHL's marketing objectives, and the unrivalled nature of CNN's reach amongst the global business community.

DHL's new sponsorship is of Traders, a feature strand that tells the extraordinary stories of trading goods and services worldwide. Covering the human stories behind the global import and export markets, Traders is a segment airing fortnightly from May 19th during CNN International's The Business View with Nina Dos Santos. DHL branding also runs exclusively on a Traders microsite hosted on CNN Money, combining video content with a wide range of additional interactive and informative elements.

The renewed sponsorship of The Circuit sees DHL enter its third year of connecting with fans of one of CNN International's most popular sports shows following a highly successful 2014. This unique programme spans every facet of F1 that appeals to an upscale, informed and passionate audience - from precision technology and performance, to business and strategy, to human endeavour and achievement.

"We are delighted that DHL is expanding its exclusive relationship with CNN International to reach and engage with an audience of business decision-makers and influencers," said Sunita Rajan, Vice President, News Advertising Sales, CNN International Asia Pacific. "Being strategically associated with relevant, high-quality content is an ideal way for DHL to connect with the CNN audience through multiple touchpoints and reiterate its excellence in logistics and enabling global business. We are confident that CNN will continue to deliver significant results for DHL as part of this long-standing commercial relationship."

"DHL sees examples every day of the positive influence that global trade can have on the world, so we are thrilled that Traders will be shining a light for a worldwide audience on the people who work so hard to make it a reality," said Arjan Sissing, SVP, Global Brand Marketing at Deutsche Post DHL Group. "CNN, with its global reach and commitment to high-grade storytelling, is the perfect media partner to help us to highlight the vital role that logistics plays as an enabler of the world's trade flows."

### **About CNN International**

CNN's portfolio of news and information services is available in five different languages across all major TV, internet and mobile platforms reaching more than 392 million households around the globe, including over 55 million across the Asia Pacific region. CNN International is the number one international TV news channel according to all major media surveys across the Asia Pacific region, Europe, the Middle East and Africa, and Latin America. Over the years it has won multiple prestigious awards around the world for its journalism, including most recently the Asian Television Award Cable & Satellite Network and Channel of the Year, and is a two-time winner of Royal Television Society News Channel of the Year. CNN Digital is a top network for online news, mobile news and social media. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner Broadcasting System, Inc., a Time Warner company. Get the latest social media updates from CNN at: [facebook.com/cnninternational](https://facebook.com/cnninternational) @cnnasiapr