



KNOWLEDGE

Knowledge rebrand.

Timing of the campaign.

Rebrand launched September 2008.

The challenge.

Knowledge is BC's only commercial-free, digital, educational media network. It aims to reflect the province's diversity and multiculturalism and supports the pursuit and sharing of knowledge. Previously known as the Knowledge Network, it has been broadcasting on television since 1981 and now has an average weekly audience of over one million British Columbians. It is well known and established for its children's programming, for presenting documentaries, and for supporting independent production companies and filmmakers.

The challenge was to rebrand and reposition the network and signal a change to attract a new generation of viewers. An aging viewing demographic meant there was a need to appeal to a younger audience.

The insight.

Knowledge is committed to educating and entertaining through storytelling and the passing on of knowledge. In this, the information age, people are in control and are the ones sharing the information, which Knowledge actively encourages.

The plan.

To create a contemporary positioning and identity for the network that would appeal to a younger, new audience. "Pass it on" encapsulated the network's focus on telling the stories of those less heard and entertaining children and parents alike with a uniquely Canadian and BC focus.

The new brand name and positioning line.

Knowledge: Pass It On

The simplified brand mark 'K:' was developed. It simply labels our content as knowledge.





On-air station IDs were created to promote the "Pass It On" platform across the network, communicating the "connectedness" of people and knowledge.

Click below to watch the videos.

[Follow the Tether Blossom](#)

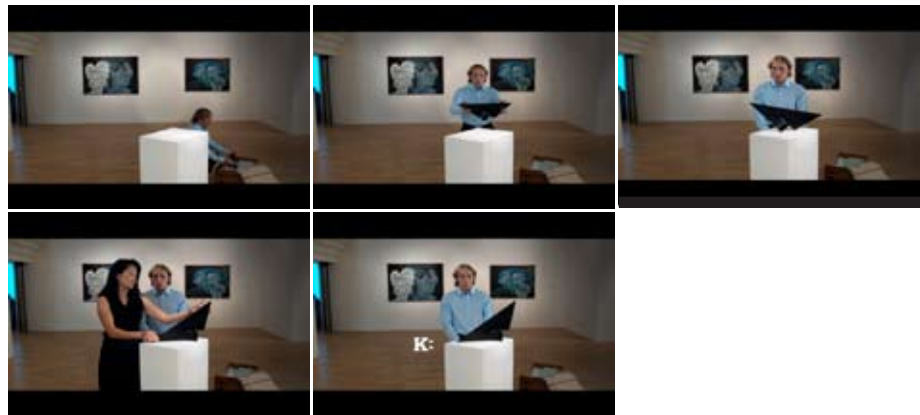
We needed to apply the new brand and design consistently across all parts of the network: visual identity, on-air promos, bumpers, billboards, station IDs, collateral, program covers, etc.



On-air promo spots ran on Knowledge encouraging people to "Pass It On".

Click below to watch the video.

[Gallery Party Bar](#)



Stationery and corporate communications were part of the top-to-bottom rebrand. The K: brand mark was used across all communications, internal and external, including the program.



The results.

In March 2009, Knowledge CEO Rudy Buttignol wrote: "Knowledge reached an all-time record audience share of 5.3% in primetime for audiences 18+ for the week of February 22nd to 28th (BBM Nielsen Media Research). Audiences for Knowledge have been growing steadily since Fall 2008, when BC's public educational media service was rebranded."