



BRIGITTE Academy: Interactive master classes by women for women

As an additional source of revenue for the successful cross-media brand BRIGITTE, RTL Deutschland launched the „Masterclass Finanzen“ of the BRIGITTE Academy as a coaching offer specifically for women. The technological foundation is the „Alive“ event platform from Arvato-Systems.

„With „Alive“, we can not only optimally stage our brand, but also efficiently publish content in an on-demand and simultaneously live content platform. The jointly developed product exceeds all expectations!“

Thorsten Heger
Vice President RTL Publishing, Leben&Leute

Initial situation

The previous concept was focused on one-off events: BRIGITTE Academy hosted live events on the one hand and streamed lectures live on the other - without publishing the recordings or suitable content afterwards on-demand. In the course of transforming its business model, RTL Germany planned to introduce a platform for hybrid events and make multimedia content of all kinds available there. The aim was to enable flexible learning through optimally prepared content and to address visitors in a personalized way.

The customer

- BRIGITTE is one of the best-known brands of the media company RTL Deutschland (formerly Gruner+Jahr).
- The BRIGITTE Academy is the continuing education program of BRIGITTE, Germany's leading cross-media women's brand.
- As part of the „Masterclass Finanzen,“ participants learn how to manage their finances holistically and build up assets over the long term.

Industry

- Media





Vision

BRIGITTE wanted to reposition itself on the market with the BRIGITTE Academy as an additional channel. The aim was to inspire existing subscribers and retain them in the long term, as well as to win new customers - with the help of the interactive „Masterclass Finanzen. As compelling, diverse paid content, it was to offer real added value and allow women easy access to financial topics of various kinds.

Solution

Each „Masterclass Finance“ runs over eight weeks and includes various content formats. Participants can access more than twelve hours of video material via the platform and learn at their own pace. In addition, live sessions and small groups, so-called masterminds, allow participants to further deepen the content and establish a current and personal reference. The live sessions are expert lectures with plenty of room for individual questions, whereas in the mastermind groups up to twelve participants can talk directly with the speaker. The BRIGITTE editors act not only as moderators, but also as the creative minds behind the overall concept and as authors of the accompanying 100-page print workbook. Additional material is available in the form of downloadable content. Community, chat and support functions complete the offering.

Our services

The event and digital experience experts at Arvato Systems developed the platform concept and implemented the BRIGITTE Academy based on BRIGITTE's new corporate design. With the „Alive“ platform, which Arvato Systems hosts and operates, the BRIGITTE Academy stands on a stable foundation that can be expanded as needed at any time. „Alive“ is a platform developed in-house for implementing hybrid and digital events of all kinds. BRIGITTE can use it to prepare, advertise, hold and follow up on master classes. The integrated editorial system allows the audience to be addressed at the respective touchpoint. In addition, the subscription store of the media company is connected to the platform via bidirectional interfaces (APIs). This ensures that only subscribers can access the content. At the same time, the protection of personal data is ensured at all times: The platform architecture is based on a privacy-by-design approach, and DSGVO-compliant data processing takes place in German data centers.

Customer benefits

The editorial system seamlessly integrated into Alive is easy to use for editors and program managers. They can use the modular system to create customized content and publish it on the platform. This enables them, among other things, to launch landing pages tailored to their content and appearance and to implement effective marketing measures, such as mailings and newsletters - including legally compliant, opt-in-based registration. In addition, the BRIGITTE Academy team has designed the call-to-action within already running campaign measures in such a way that interested users are taken to the respective landing page with their click - which seamlessly picks up the corresponding topic and continues it in terms of content. Due to this fact, the conversion rate is very high.



The Case at a glance

Task

- Integration of „Alive“ into the existing IT ecosystem
- Adaptation of the new corporate design of BRIGITTE
- Provision of a modular system
- Hosting, operation and further development of the event platform

Technology

- „Alive“ event platform
- Integrated editorial system
- API-based connection of the existing subscription shop

Result

- The BRIGITTE Academy is successfully positioned on the market as a hybrid coaching format.
- The corresponding landing page achieves good sales KPIs thanks to precisely tailored information and efficiently managed user acquisition.
- Conversion rates have improved thanks to demand-driven content distribution.
- The cost per click is reduced, as the optimized publication process enables a targeted approach.
- Content of various kinds is available in the log-in area: from on-demand videos and live sessions with chat options to recordings of past events, download content and further information, and even connections to the Linked in community.
- For the first time, it is possible to personalize content based on user data.
- Central API management allows additional tools to be linked to the event platform.



In addition, BRIGITTE has set up a small broadcasting studio where the editors produce trailers and intros for the master classes on topics such as „Gender Pay Gap“ and „Getting Started in Stock Trading.“ In addition to all these measures, the holistic promotion concept has also contributed to the fact that the two previous masterclass courses in 2022 were sold out after a short time.

Prospects

The Masterclasses, which combine collaborative live events and individual learning, have been a resounding success. BRIGITTE will repeat existing masterclasses and, if necessary, hold additional events. At the same time, „Alive“ has given RTL Deutschland a scalable basis for new event and content formats. Based on user feedback, Arvato Systems will continue to develop the BRIGITTE Academy in line with demand. For example, there are plans to launch a high-performance media library and offer topic-specific playlists there.

More questions? Please contact us.

Arvato Systems | **Jens Kretschmann** | Product Business Owner Alive
Tel.: +49 5241 80-46006 | E-Mail: jens.kretschmann@bertelsmann.de
arvato-systems.com

How Can We Inspire You Today?

About Arvato Systems

Arvato Systems is an international IT specialist that supports major companies in Digital Transformation. We stand for strong industry knowledge, in-depth technology expertise and a clear focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support.

- Comprehensive IT solutions for retail, manufacturing and media industries as well as for utility companies and the public as well as the healthcare sector
- Long-term experience in Digital Transformation
- Competence in key areas like Artificial Intelligence, Cloud Computing, IT-Security, Customer Experience, E-Commerce and Business Process Management
- Know-how in robust technologies and a strong partner ecosystem including companies like Amazon Web Services, Google, Microsoft and SAP
- A broad spectrum of infrastructure Services, including Managed Services, and an according Application Management

As part of Bertelsmann, we are built on the solid foundations of a German global corporation. At the same time, we rely on our strong strategic partner network with top international players such as AWS, Google, Microsoft and SAP. We make the digital world easier, more efficient and more secure and our customers more successful. We Empower Digital Leaders. arvato-systems.com

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