

FROM TV HITS TO GLOBAL FANDOM

*How storytelling can turn customers
into engaged communities and fans*

itv
STUDIOS





love island UK

peacock ORIGINAL



love island USA





**IN THE NEXT
15 MINUTES**

WHO is **itv**
STUDIOS

ITV STUDIOS

EDINBURGH REEL
CUTDOWN

V.1
25FPS
OFFLINE
TRT: 20"

02.07.2025

ZEALOT

5





70 years of Entertainment

THAT'S A LOT OF LOVE

itv
STUDIOS

HOW WE WATCH TODAY

The new global audience





RIVALS





FANDOM & BELONGING



love island usa

WATCH PARTY

EVERY SUNDAY & MONDAY @ 8PM



Catch every twist and cheer on
your favorite islanders live!



Watch on our 22ft
#BigScreen!



Sex on the Beach #cocktails!







The Voice
Ocean

TIM

GWEN

ERIC

I WANT YOU

I WANT YOU

I WANT YOU



I WANT YOU

**THINK OF YOUR
AUDIENCE LIKE
A FANBASE**

THE POWER OF STORYTELLING







**LEAD WITH EMOTION
BEFORE INFORMATION**

**CREATE SIGNATURE MOMENTS
PEOPLE WANT TO TALK ABOUT**

**RESPECT CULTURAL NUANCE WHILE
HOLDING ONTO UNIVERSAL TRUTHS**

TAKEAWAYS

**MEET AUDIENCES
WHERE THEY ARE**



THINK IN ECOSYSTEMS



**BUILD
COMMUNITY
NOT JUST
CUSTOMERS**



WHAT IS YOUR CHAIR TURN?





Adrian Last

CMO | board & non-exec director | coach | speaker & presenter |
Marketing Society Fellow



ITV Studios

A promotional image for ITV Studios. Two women are seated on a stage. The woman on the left is wearing a voluminous, ruffled purple dress and has her hand near her mouth in a surprised or excited expression. The woman on the right is wearing a black strapless dress and is smiling broadly. The background is dark with blue and white geometric light patterns. A microphone is positioned in front of the woman in the purple dress. The ITV logo and the word 'STUDIOS' are overlaid in white text.

itv
STUDIOS

EXPECT EVERYTHING