

# C-Level Video Award

**We want to make excellence in  
board communication visible**

The C-Level Video Award honors the most creative and best videos by board members of listed companies (e.g. CEO, CFO, COO).



**HHL** LEIPZIG  
GRADUATE SCHOOL  
OF MANAGEMENT  
**DIR** DIGITAL  
INVESTOR  
RELATIONS

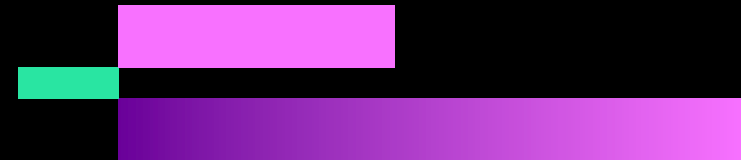
The C-Level Video Award is an initiative of the HHL Leipzig Graduate School of Management and Part of the Digital Investor Relations (DIR) lab. The DIR lab drives excellence in digital stakeholder communication: [www.digital-investor-relations.com](http://www.digital-investor-relations.com)

# WHY?



# Content & Message

- Control of the narrative
- Authenticity and trust
- Appreciation
- Emotion
- Digital distribution





# >5.1 m

Views on Youtube





C-Level members have  
a **huge impact** on  
investment decisions.





**10.000.000.000**



**C-level communication has  
become an *integral part* of  
stakeholder communication.**







68%

Specific communication  
strategy for the CEO



72%

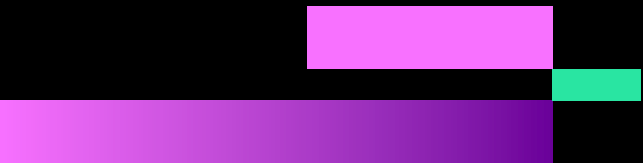
Positioning of other  
executives



83%

Positioning of the CEO

# HOW?



## Stakeholder communication

The award ranks videos, which primarily address corporate stakeholders (e.g. investors) and are part of the external stakeholder communication.

### Criteria

- + Personal videos
- + Publicly available
- + Content focus on business or ESG communication

#### Financial communication

Videos on the fiscal year, annual report, strategy, corporate developments ...

#### ESG communication

Videos on ESG developments, sustainability reports, ESG strategy ...

# Jury



**Prof. Henning  
Zülch**

HHL Leipzig Graduate  
School of Management



**Claudio  
Barrantes**

Video expert, paradots



**Michael  
Hedtstück**

Financial Storytelling  
Expert, Aurora Stories



**Korbinian  
Guglhör**

C-Level Branding  
expert



**David Adlhoch**

Video expert,  
Linkgroup



**Matthias Reiter**

Finfluencer, Finanzen  
verstehen



**Markos  
Mpadanes**

Communication expert  
& researcher, University  
of Zurich



**Michael  
Kuhlmann**

Video expert, RYZE  
Digital

# Score



## **Content and Messaging**

- Content clarity
- Narrative structure
- Dramaturgy
- Target Audience

## **Authenticity**

- Emotions
- Authenticity
- Originality

## **Visual and Aesthetic Quality**

- Visual Presentation
- Composition
- Setting
- Lighting
- Camera Work

## **Technical and Production Quality**

- Sound Quality
- Music
- Cuts and Transitions
- Video Length
- Channels
- Subtitles

# WHO?





**PLATIN**



**GOLD**



**SILVER**



**BRONZE**

# BRONZE



## BLG

CEO: Frank Dreeke

Content &  
Messaging:  
**75.9%**

Visual &  
Aesthetic  
Quality:  
**81.4%**

Authenticity:  
**82.1%**

Technical &  
Production  
Quality:  
**57.1%**

**Total score: 73.2%**





**SILVER**



**C-Level  
Video  
Award**

# HUGO BOSS

**CEO: Daniel Grieder**

Content &  
Messaging:  
**86.7%**

Visual &  
Aesthetic  
Quality:  
**77.5%**

Authenticity:  
**80.5%**

Technical &  
Production  
Quality:  
**58.0%**

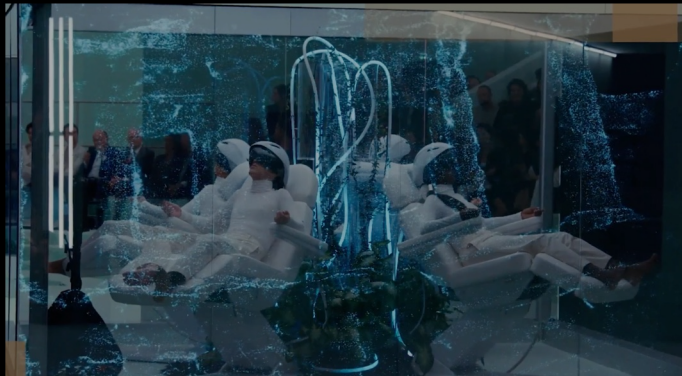
**Total score: 74.3%**



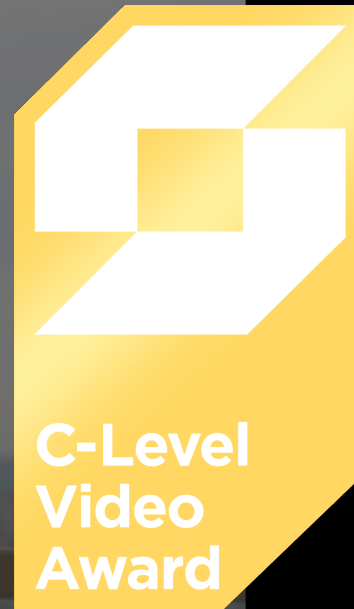
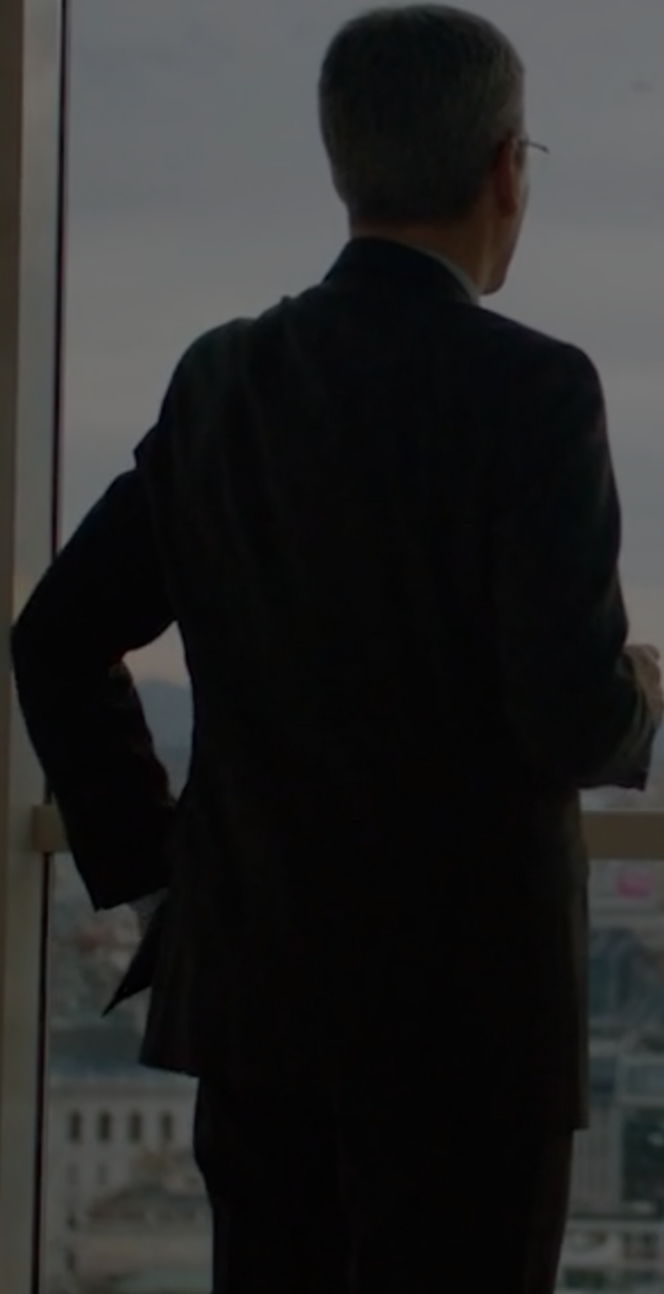


DANIEL GRIEDER

CEO HUGO BOSS



**GOLD**



**VIG**

**CEO: Hartwig Löger**

Content &  
Messaging:  
**77.7%**

Visual &  
Aesthetic  
Quality:  
**80.0%**

Authenticity:  
**70.5%**

Technical &  
Production  
Quality:  
**72.1%**

**Total score: 75.1%**



Ausgleich.

Es gibt ein schönes Sprichwort, das sagt „wie der Herr, so's Gescherr“

und so gesehen glaube ich, dass Emil auch ein unaufgeregter, selbstbewusster Terrier ist.

und so gesehen glaube ich, dass Emil auch ein unaufgeregter, selbstbewusster Terrier ist.

Meistens schaffe ich es nur die Nacht-Runde mit ihm zu gehen.

in 30 Ländern mit 50 Versicherungsgesellschaften und Pensionskassen zusammenzuarbeiten.

Aus dieser Vielfalt heraus können wir den Mehrwert schaffen, indem wir das Know-how, die Expertise –

Das Jahr 2023 war für uns als Gruppe ein sehr erfolgreiches Jahr.

Wir haben für 2024 auch einen positiven Ausblick gegeben.

PLATIN

# Bayer

CEO: Bill Anderson



Content &  
Messaging:  
**79.7%**

Visual &  
Aesthetic  
Quality:  
**83.1%**

Authenticity:  
**63.3%**

Technical &  
Production  
Quality:  
**76.0%**

**Total score: 76.0%**



Bill Anderson  
CEO, Bayer AG

We're on track to hit our targets.

87

And we feel confident  
in our outlook for 2024.

### Dynamic Shared Ownership Operating Model

First, implementing our operating model:

>500  
product & customer  
teams

What does that look like?

50

US farmers are sowing our  
short-stature corn seed for the first time

28

### Performance

Finally, improving performance:

21

One example here is Nubeqa,  
a prostate cancer treatment

13



**[office@digital-investor-relations.com](mailto:office@digital-investor-relations.com)**