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# Case studies

Learn how we work with leaders.

Adventurous · Leadership Communications
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# A unifying principle

If you run communications for a large organisation, your leaders are the most important thing you produce, and the hardest to get right. The formats you have to work with rarely match the leader, the audience, or the moment. So we build the ones that do.

We define what a leader should be known for, build the platform that puts them in front of the audience that matters, and produce the content that compounds their voice over time. Three acts, one discipline.

*Read how others have done it.*

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Case study one

# Moving Markets

*Julius Baer*

A daily content format with a rotating bench of senior experts is not a content asset. It is a capability-building system. The cadence is the point: a low-stakes, high-frequency venue that develops the on-mic muscle of an entire senior bench, rather than coaching individual leaders one at a time.

Julius Baer reconfigured its internal market briefings into exactly this: a daily podcast for staff, clients, and the wider public. We built it with the bank. We have produced it every working day since 2023, without exception.

Six anchors and more than twenty of Julius Baer's senior experts feature on rotation: research heads, regional chief investment officers, product leads.

*Moving Markets* is now a cornerstone of Julius Baer's content schedule and continues to grow its audience across all three constituencies. In 2026 the platform extended again. *The View Beyond*, a long-form weekend edition, takes the bank's most senior voices on location for the kind of conversation a daily format cannot hold.

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Case study two

# In Conversation

*Nestlé*

Internal newsletters carry information. They cannot carry a leader's personality. A long-form video conversation, dropped into the newsletter's existing distribution rhythm, can. It changes the unit of what an internal comms function delivers each cycle.

What began as an executive interview for Nestlé's quarterly internal newsletter, the *Gazette*, has become the company's primary leadership content vehicle: a multi-camera 4K video podcast cut from ninety minutes of conversation into twenty minutes of finished film.

We produce *In Conversation* with Nestlé's internal communications team. The format gives a senior leader the one thing town halls and written updates cannot: twenty uninterrupted minutes in front of a 270,000-strong organisation, in their own voice, on the terms they choose.

The first episode of the current cycle, with the CEO and the Chair of the Board, was watched 20,000 times internally within two weeks. For an internal video on a corporate channel, that is a record-setting number, and the number a comms function builds around.

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Case study three

# From Data to Dollars

*Prosus*

To put a leader's thinking in front of the technology press, you build a programme at the editorial standard of the publications that audience already reads. A recognised editor as host is not a flourish. It is the signal that the people behind the show are operating at the press's own level.

Prosus is one of the largest technology investors in the world. **Gideon Lichfield**, former Editor-in-Chief of *MIT Technology Review*, was brought on as host alongside **Euro Beinat**, Prosus's Global Head of AI and Data Science, as the in-house principal. The conversation was then extended to Thomas Wolf, co-founder of Hugging Face; senior partners and principals from Sequoia Capital and Redpoint Ventures; the CTO of Brainly; the AI leadership of the Prosus portfolio.

The geographic distribution of *From Data to Dollars* maps to Prosus's actual stakeholder footprint: the Netherlands, South Africa, Brazil, Argentina, India. Not a generic tech audience. The right one.

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Case study four

# Evidence in Practice

*Jacobs Foundation*

When a foundation brings experts into a private room for peer-learning, the conversation in that room is usually the most valuable thing it will produce all year, and almost none of it leaves the building. Capturing the workshop on the record, inside the room, turns a private convening into a public artefact without losing the credibility the room gave it.

The Klaus J. Jacobs Best Practice Prizes recognise organisations whose work in education is grounded in evidence the wider sector can trust. *Evidence in Practice* was a concept developed by Via Ed GmbH and Adventurous to help the Jacobs Foundation make that conversation public.

We recorded the series inside the foundation's peer-learning workshop. Six prize-winning non-profits, including Afrikids, the Luminos Fund, Right to Play, the Sabre Foundation, Save the Children, and VVOB, brought specific operational challenges into the room: community engagement data, near-real-time learning variability, evidence of play-based learning, kindergarten teacher engagement, the next phase of the Catch Up Club, the localised-versus-regionalised dilemma at the African Centre for School Leadership. **Gelgia Fetz** and **Dr Ana Cubillo**, Co-Leads of the foundation's Learning Minds Portfolio, hosted.

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Case study five

# Impacting Care

*Novo Nordisk Haemophilia & Haemoglobinopathies Foundation*

The NNHF works at the edges of the haemophilia and haemoglobinopathies care system, in the countries and clinics where formal services are still being built. The foundation's podcast, *Impacting Care*, profiles the rising leaders and community builders shaping the future of care in their regions, connecting them with peers around the world.

Each episode is both a portrait and an act of knowledge transfer, linking practitioners who would otherwise never meet:

- A young leader building patient networks in South Africa
- A patient-organisation founder scaling services in Indonesia
- A women's-group leader mobilising communities in Pakistan
- A nurse champion bridging practice across the UK, Africa, and Asia
- A clinician-researcher integrating sickle-cell and haemophilia care across West Africa
- The foundation's General Manager, **Denise Braendgaard**, reflecting on fifteen years of progress

As much a leadership development tool as a content series: each guest leaves with visibility, connections, and a public record that travels far beyond their own region.

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Case study six

# Building Future Generations

*Porticus*

Porticus is one of the world's largest philanthropic networks in early childhood development. In Venice, in March 2023, the foundation convened its global partners for five years of reflection on a network that included Harvard's Center on the Developing Child, ECDAN, the Murdoch Children's Research Institute, the Moving Minds Alliance, Amna, Cohere, iAct, the ECD Regional Networks, Measurement for Change, and Saving Brains.

A closed convening exists for the people in the room, but the audience for the conversation is always larger. Capturing the gathering as a published series extends it to the wider community the convener actually serves, and makes the work referable and durable long after the room empties.

*Building Future Generations* is what we built to extend the convening to the global ECD community Porticus serves. **Jessica Hjarrand** of Porticus hosts, with co-hosts **Robert Doble** and **Dieuwerke Luiten**. The third episode was recorded live on stage. All three episodes anchor to the 2030 UN Sustainable Development Goals: a single editorial through-line connecting the partner organisations on the record.

# Let’s talk

We work with chief communications officers and their teams at multinationals, foundations, and complex public organisations. We turn executive insight into platforms that can be heard, measured, and built on.

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Adventurous Media GmbH, Spätzstrasse 44, 8810 Horgen, Switzerland. CHE-316.803.756

Michael Reaney, Director
michael@adventurous.media
+41 58 513 99 02
adventurous.media