

Get Creative With Video

Online video is a compelling medium for building brands. As consumers are spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — agencies need to adapt to meet their clients' evolving needs. Agencies have a powerful opportunity to **integrate engaging video content into their campaigns to build greater brand awareness and affinity.**

Brightcove is working closely with leading agencies and their clients to add online video to their marketing mix. With the Brightcove online video platform, agencies can focus on their clients while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest agencies and marketers in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your content in the best possible light
- **Intuitive:** Designed for non-technical users, including creative pros
- **Affordable:** Priced to fit your interactive budget
- **Customizable:** Easily create unique, one-of-a-kind experiences
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS

- Denuo (Dupont)
- Mullen (Stop & Shop)
- Mammoth Advertising
- Haymarket Brand Media
- Ciceron Interactive
- Nestle Purina
- Hershey
- Laughlin/Constable

KEY USE CASES

- Create video players quickly and easily that can integrate into sites
- Branded mini-sites that leverage video to drive consumer engagement
- UGC campaigns to connect with customers
- Re-purposing TV advertising online
- Viral video distribution to reach consumers with brand messages
- Branded entertainment to generate awareness

CASE STUDIES

Learn how media companies are using Brightcove in a variety of highly innovative ways at www.brightcove.com/customers/case-studies.cfm.

Stop & Shop: Partnering with its agency, Mullen, Stop & Shop created a consumer-generated media campaign using out-of-the-box functionality.

DuPont: DuPont and its marketing agency developed a highly effective viral marketing campaign that told DuPont's story to a new generation through online video.