

Build Brand with Video

Video is a compelling medium for building your brand and reaching new customers. 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 — marketers need to adapt. Brand managers have a powerful opportunity to **integrate engaging video into campaigns to build greater brand awareness and affinity.**

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

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest brand 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

- General Motors
- Kohler
- Nestle Purina
- Hershey
- American Eagle Outfitters
- Tiger Direct
- Fitness Anywhere
- Stop & Shop
- Diageo
- Sony Blu-Ray

KEY USE CASES

- Create video campaigns to develop brand awareness
- Drive consumer engagement through branded mini-sites
- Leverage UGC campaigns to connect with customers
- Showcase and demo new products
- Repurpose TV advertising online
- Reach a broader customer base through viral sharing

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.