

Maximize Your Return

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 — services firms need to adapt. Financial professionals have a powerful opportunity to **integrate engaging video into campaigns to build greater awareness of products and services.**

Brightcove is working closely with major financial services firms to add online video to their marketing mix. With the Brightcove online video platform, financial professionals can focus on their service offerings while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest financial firms 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

- Liberty Mutual
- T. Rowe Price
- Intuit
- Old Mutual
- Vestar Capital Partners
- Morningstar
- Smart Money
- TheStreet.com

KEY USE CASES

- Turn a static online presence into a multimedia experience
- Give a human face to your online investment advice
- Showcase new products and services through branded mini-sites
- Acquire new customers through viral campaigns
- Repurpose TV advertising online
- Eliminate the need for complex and expensive technology systems

CASE STUDIES

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

Dow Jones: Using the Brightcove platform, Dow Jones created an online community of viewers who syndicate and share their videos across the Web.

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.