

Bring Video to Life

Online video is a compelling medium for building your brand and highlighting your products and services. With consumers spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — healthcare professionals have a **powerful opportunity to build greater brand awareness and engage consumers.**

Brightcove is working closely with major healthcare companies and websites to add online video to their content mix. With the Brightcove online video platform, healthcare marketers can focus on their message while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest healthcare companies 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

- Johnson & Johnson
- Ortho-McNeil Neurologics
- Healthination.com
- HealthCentral.com
- Inova Health System
- Beth Isreal Deaconess Medical

KEY USE CASES

- Turn a static online presence into a multimedia experience
- Drive consumer engagement through branded mini-sites
- Reach new customers through viral sharing
- Leverage UGC campaigns to connect with consumers
- 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.

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.