

Always Open for Business

Online video gives retailers an innovative way to advertise new products and directly engage with customers. 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 — retailers have a powerful opportunity to **use video to demonstrate high-interest and complex products.**

Brightcove is working closely with major retailers to add online video to their marketing mix. With the Brightcove online video platform, retailers can focus on selling great products while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest retailers in the world
- **Speed-to-Market:** Get your message online tomorrow
- **Quality:** Showcase your products 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
- **ROI-Driven:** Track video use directly to retail transactions

SELECTED CUSTOMERS

- Tiger Direct
- Fitness Anywhere
- American Eagle Outfitters
- Kelly Blue Book
- Spectrum Advertising
- Drjays.com
- General Motors
- Karmaloop.com

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.