

Build Your Brand With Video

Online video gives services companies an innovative way to advertise new offerings 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 — marketing professionals have a powerful opportunity to **use video to demonstrate high-interest and complex services.**

Brightcove is working closely with leading services companies to add online video to their marketing mix. With the Brightcove online video platform, services providers can focus on their customers while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

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

- Aon
- DuPont
- Intuit
- Liberty Mutual
- Old Mutual
- T. Rowe Price
- Access Nurses
- FindLaw

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 services
- 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.