

ONLINE VIDEO FOR CORPORATE COMMUNICATION

Build Business With Online Video

Online video is a compelling medium for reaching students, employees, customers, partners and stakeholders. 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 — corporate marketers need to adapt. Corporations have a powerful opportunity to *convey their message in a new way.*

BUILD VALUE, PERCEPTION & GLOBAL REACH

- Strategically communicate to audiences through public relations and advertising. More than three-quarters of the total US internet audience (75.7%) views online video.
- Present a coherent corporate identity and philosophy. 65% of daily internet users consume video content online.
- Develop a sophisticated approach to global communications.
- Ensure an appropriate and professional relationship with the press, including quick, responsible ways of communicating in a crisis.

KEY ONLINE VIDEO METRICS

- Turn a static online presence into a multimedia experience
- Reach a global audience with on-demand content
- Ensure effective and timely dissemination of information
- Make training easily accessible with a secure, self-service infrastructure
- Deliver important human resources communications
- Build customer relations with external training and education programs
- Improve partner relationships with partner and channel training

WORKING WITH PERSISTENCE

- Quality: Production to showcase your content in the best possible light
- Affordable: Competitive production service prices
- Speed-to-Market: Get your content online and to viewers in a timely manner
- Innovative: Keep up with the latest trends in online video



"Capture The Imagination Through Media"