

## Build Brand With Online Video

Online 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 — marketers need to adapt. Brand managers have a powerful opportunity to *integrate engaging video into campaigns to build greater brand awareness and affinity.*

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### WEBVIDEOS AS POWERFUL BRAND VEHICLES

- Create video campaigns to connect with consumers and develop awareness of brand attributes. More than three-quarters of the total US Internet audience (75.7%) views online video
- Provide compelling content for viral messages and consumer sharing. 57% of online video viewers share links to the video they find online with others.
- Build brand awareness through entertaining content and content that communicates your brand attributes to consumers.

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### KEY ONLINE VIDEO METRICS

- Create entertaining video campaigns to develop brand awareness
- Drive consumer engagement through branded mini-series
- Leverage UGC campaigns to connect with customers
- Repurpose TV advertising online
- Reach a broader customer base through viral sharing
- Sponsor internet based broadcast for product placement opportunity

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### 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

