

Online Video: The fastest growing communications tool



Effective communications tools help clients tell their story, enabling them to move the right audiences with the right messages. This means utilizing online video, the fastest growing communications tool in America, as a vital part of the communications mix.

Online video is an integral part of the work FD does across many communications platforms and is now crucial to helping clients solve problems, advance their agendas, and build enterprise value.

“Moving pictures are the most powerful tool for quickly communicating a sophisticated array of ideas.”

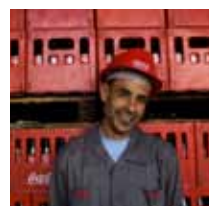
– Marketing Sherpa, 2009 Internet Usage Benchmarking Report

Consider the facts:

- The number of online videos viewed in the United States grew **31%** in the year ending July 2009. That adds up to **11.2 billion** video views in the month of July alone. *(Nielsen Research)*
- **71%** of B-to-B consumers report using online video to learn about products, services and ideas *(eMarketer)*
- **72%** of American Internet users view online videos *(Nielsen Research)*

FD Element’s in-house production capabilities allow us to work with clients through every step in the production process – from concept development, script writing and editing, to shooting, directing, digital editing, music and sound design, to electronic dissemination.

At the same time, these capabilities give us unmatched quality and speed. In the end, we deliver to clients visually compelling material and content that reaches their audiences on a whole new level, while strengthening their brands and corporate reputation.



Our Video Services

Key Opportunities to use online video:

- Corporate branding
- Promoting key business milestones
- Announcing new initiatives
- Strengthening employee communications
- Communicating directly with stakeholders in times of change
- Proactively managing a crisis
- Event-driven promotional tool
- Give life to annual reports and sustainability reports
- Thought leadership activities
- Introducing new members of a management team
- Highlighting philanthropic leadership and initiatives
- Video news releases
- Video company proformas
- Animation of company logos and other typography

Key benefits of online video to a communications strategy:

- Presenting complex ideas in a visually compelling way
- Effectively using emotion to supplement a brand
- Visually illustrating a company's personality
- Integrating metrics and statistics in a meaningful way
- Creating and maintaining a corporate history
- Enhancing a corporate news bureau with compelling content

FD Element can help you use video effectively to build corporate brands, protect reputations and increase enterprise value.



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