



Client: Emap

Type: Web TV

PROBLEM

Working with the Emap events team our job was to help Emap maximize the impact of their high profile and well established / regarded “Broadcast Now- TV Drama Forum” event. Emap were seeking a way to extend the effectiveness of their post event communications and increase meaningful awareness of the content of the conference.

SOLUTION

We created a full web TV platform that had full streaming, download and side-load (to mobile), speaker bio’s and conference agendas, feedback loops and full video tracking functionality. Coupled with the Web TV website build we also covered the conference (script,shoot,edit) and populated the site with over 40 conference videos (keynote, seminar etc) as well as an opening address video (from Emap) and a Web TV sponsors video - all scripted, shot and edited within 72 hours.

BENEFIT

There have been a whole host of benefits for Emap so far and here is just some of them;

**Over a 3 month post event period -
4,500 visits to the Web TV site**

9,500 unique video views

4,000 downloads



MARKETING AND DIGITAL COMMUNICATIONS

DIGITAL & WEB TV

ONLINE VIDEO & VIRAL

CORPORATE VIDEO

ADVERTISING

DESIGN

STRATEGIC DESIGN

DIRECT MARKETING

MEDIA

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