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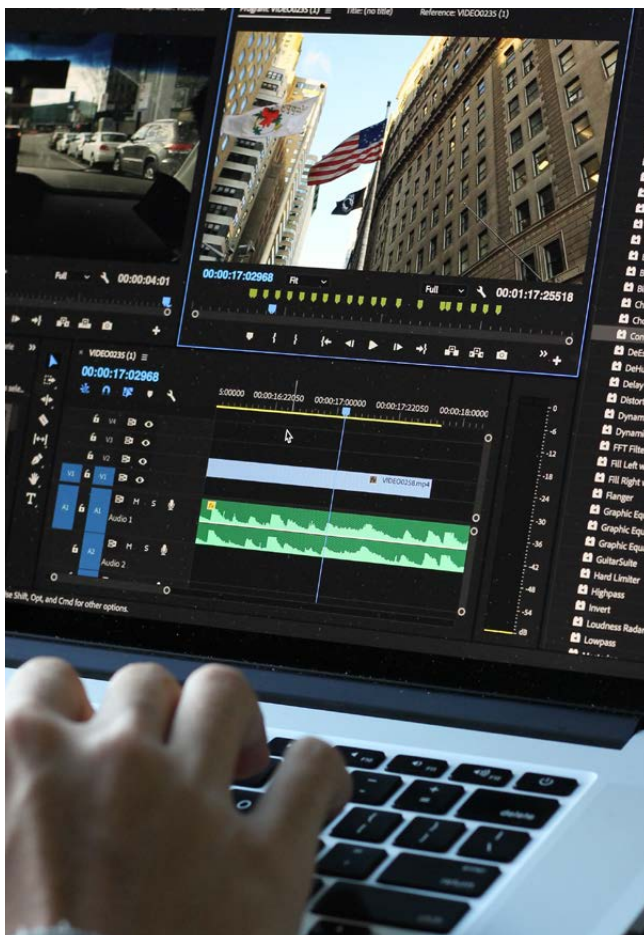
***Media Mastery
for the Largest
US Insurer***

About Our Client

Our client, the largest insurer in the United States, creates a high volume of multi-channel video to drive customer engagement and increase revenue, as well as connect, train and communicate with their more than 4,000 advisors worldwide.

However, the client was challenged to efficiently produce, manage, and monetize all of their global video content. Additionally, leveraging video to train and on-board new associates was time-consuming, cumbersome and expensive.

This led their video team to seek a more efficient means of managing their growing video output and monetizing their extensive video archive.



FORTUNE 500 COMPANY



LEADING PROVIDER OF
INSURANCE INVESTMENT
MANAGEMENT



HEADQUARTERS IN NEWARK,
NEW JERSEY, US, WITH OFFICES
IN MORE THAN 40 COUNTRIES

“Curator has been a game-changer for our team. From creating more marketing material, to driving more media asset re-use, Curator has revolutionized our video production.

Head of Video Production

Business Objectives

INCREASE MARKETING REVENUE

Increase revenue by producing more engaging video.

GROW ROI THROUGH VIDEO RE-USE

Reduce production costs and avoid re-shoots by re-purposing more content.

HARNESS HYBRID WORKING

Connect distributed creatives to their Newark studio to build a collaborative remote workflow.

MAINTAIN COMPLIANT GLOBAL BRAND CONTROL

Ensure that all video content complies with industry retention policy and archive regulations.

EXPERIENCE MAM BENEFITS IMMEDIATELY

The MAM system needed to be up and running in days, instead of taking months for lengthy deployments and training.

Curator Solutions

MANUAL TASK AUTOMATION

Curator automates manual and repetitive tasks, including the standardization of policy-driven archive and content purging workflows, saving countless hours per editor.

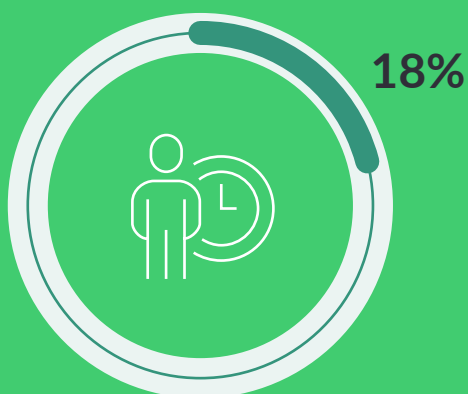
STREAMLINED VIDEO PRODUCTION

Curator connects every element of the client's video production processes and eliminates collaboration bottlenecks. This recaptures valuable creative time to improve content quality and drive higher video ROI.

INSTANT VIDEO SHARING

Curator rapidly streams video assets across the organization, which has greatly sped up production processes, saved many valuable production hours, and resulted in creating more global marketing assets.

Manual administrative tasks



ACCORDING TO FORRESTER, MANUAL ADMINISTRATIVE TASKS TAKE UP 18% OF A CREATIVE'S DAY.

Curator Creates Connected, Collaborative Remote Workflows

Curator facilitates a fully remote and collaborative workflow within the client's existing Adobe Creative Cloud. Their distributed creative teams are connected to each other, their media, and their studio, regardless of their location or Internet bandwidth.

Enabling creatives to remain within Adobe creative tools meant there was no learning curve, which led to quick user-adoption with a significant return on investment in a short period of time.

Curator ensures that all video editing and project collaboration is achieved in the cloud, which enhances video project collaboration to connect creatives, marketers and stakeholders. This drastically speeds up global video project times, and ensures high production quality across all assets.

Inability to share assets

31%

ACCORDING TO FORRESTER, 31% OF CREATIVES AND MARKETERS SAY THEIR TOP CHALLENGE IS THE INABILITY TO SHARE ASSETS WITH MULTIPLE STAKEHOLDERS.



Challenge: Maximizing ROI on Existing Video Assets

Unfortunately, most of the client's media assets were siloed in different offices with no way to easily access them. Editors were challenged to locate clips without first downloading the asset and scrubbing through hundreds of hours of footage to find the relevant frames.

These obstacles severely restricted their ability to maximize asset ROI and resulted in very high production costs for each new project.



Curator Boosted ROI through Content Repurposing

Curator centralized all of our client's existing video content into an archive in the cloud, which made their video assets globally accessible. Curator's frame-accurate proxies gives editors near instant access to the content they need without heavy download times.

Curator's intelligent AI search provides editors with a small set of targeted assets and the exact frames they need, which saves hundreds of production hours spent on manual media asset search.

“ By going with Curator's 'Fast-Start' deployment, we were able to deploy the system in a matter of days. We love the Adobe integration, as it helped editors across teams easily adopt and use Curator, which has led to immediate returns for our teams.

Head of Video Production



Curator's High Powered Media Workflows

As a result of deploying Curator, our client has significantly improved global creative productivity, which has helped them create more marketing materials without having to add unnecessary budget or headcount. Curator's workflow enhancements have helped drive more ROI out of their Adobe investments, increase marketing revenue, and have saved countless dollars on production costs.



Interested in knowing more about IPV Curator?

Book a meeting today to see how Curator can revolutionize your media asset management

Gabrielle Skidmore
Director of Marketing Campaigns

BOOK TODAY