



avid.com

Elevate Brand Identity



Avid is the industry standard in video and music creation, editing and production, as well as broadcast sports and news creation, production and distribution. With a diverse customer base that includes the biggest broadcast organizations, the smallest independent filmmakers, the emerging student-musician and everyone in between, the company is behind the most loved, most watched and most listened to media in the world.

Despite its leading role in music, movies and TV productions, Avid remains an under-the-radar brand identity to many, including members of the media in the Boston area, home of Avid's global headquarters. Recognizing an opportunity to elevate Avid's presence in its own backyard, Version 2.0 quickly conceived and implemented a campaign to generate buzz and excitement about this hometown hero's role in creating the films celebrated on Hollywood's biggest night of the year – the Oscars.

The Oscars campaign was developed to support the elevation of Avid's brand identity, especially in local media, and to provide a vehicle for Avid's corporate story. By tying Avid's innovative technologies to the Oscars, Version 2.0 sought to position Avid as both an industry leader and a local business leader.

With the glitz and glamour of Hollywood's 2012 Academy Awards fast approaching, Version 2.0 recognized an opportunity to help elevate local awareness of Avid's role as the power behind most of the big night's nominees. With a short window in which to disseminate the information and associated visuals, Avid looked to Version 2.0

Avid looked to Version 2.0 to develop and execute a local campaign and secure coverage in broadcast, print and online media.

Eight out of the nine films nominated for best picture used Avid audio or video solutions, including:

- * *The Artist*
- * *Hugo*
- * *Moneyball*
- * *The Help*
- * *Tree of Life*
- * *War Horse*
- * *The Descendants*
- * *Extremely Loud and Incredibly Close*



The Artist, edited using Avid Media Composer, was named the winner in the category.



to develop and execute a local campaign to secure coverage in broadcast, print and online media.

Version 2.0's team immediately went into "war room" mode to quickly identify the tactics and targets that would garner the most success. In parallel, Version 2.0 began crafting messaging alongside Avid's executive team, highlighting the company's role as a powerhouse of creativity in the local business scene. Avid emerged as the unsung hero of the Oscars, giving editors of film, sound, and more, the tools needed to achieve their industry's highest honor.

In the final week leading up to the Oscars, outreach resulted in key opportunities with Boston-area television, print and online media including:

BurlingtonPatch

The Boston Globe

BostInno

WCVB TV 5 abc
BOSTON

NECN
New England's News Station

boston.com

- Two live morning TV segments on NECN
- WCVB, the Boston-area ABC affiliate, segment and accompanying story on TheBostonChannel
- Boston Globe, front page of the Business section feature two days prior to the awards show
- Boston.com blog post
- BostInnovation blog post
- Burlington Patch blog post