



Defining the Online Video Measurement Category



Coming off the close of its first round of venture capital financing, Visible Measures needed a strategic communications partner to help create a new category within the dynamic internet video marketplace and drive demand among prospective partners and buyers – media companies, agencies and corporate brand marketers.

Version 2.0's first order of business was to work with the Visible Measures management team to create a compelling corporate and technology story that would resonate with these distinct communities. In addition to developing key messages, Version 2.0 assembled an arsenal of references, success stories and market statistics that supported the company's value proposition – helping online video creators improve engagement and reach.

Working closely with the Visible Measures management team, Version 2.0 helped land the company a spot at the ultra-exclusive DEMO Conference, the premier launch venue for technology's most significant products. Packaging corporate, technology and funding news against the backdrop of DEMO, Version 2.0 was able to shine a spotlight on the exciting developments in online video among analysts, media and bloggers and position Visible Measures as one of the hottest start ups in the space. Launch-related media activities resulted in a wide range of traditional and social media coverage (50 articles) for Visible Measures, as well as business development and customer leads.

In sum, MTV's deal with Visible Measures is both a positive step in the ongoing maturation of broadband video, syndication and advertising and a harbinger of more deals to come."

– Will Richmond, VideoNuze

AdvertisingAge

paidContent.org
THE ECONOMICS OF CONTENT

REUTERS

TechCrunch



TV Week

WIRED



To maintain the momentum post-launch, Version 2.0 developed a diverse thought-leadership program to brand Visible Measures as one of the leading resources on audience behavior measurement. Leveraging established relationships with bloggers, columnists, analysts and technology reporters as a result of the launch, Version 2.0 continued to offer Visible Measures executive evangelists as experts on a wide range of technology, marketing and digital media topics, as well as commentators on breaking online video news and trends. One of the most successful programs was a collaboration between Version 2.0 and Visible Measures that leveraged data pulled from the company's platform to develop proactive media campaigns on viral video trends and regular indices of "hot" campaigns.

In addition, we worked with customers to uncover unique and compelling success stories for a wide range of communications programs. As part of this aggressive reference program, Version 2.0 worked with MTV Networks to promote their use of Visible Measures analytics and measurement technology across a wide range of online properties. Offering joint interviews with Visible Measures and MTV Networks executives, Version 2.0 helped:

- Dramatically increase website traffic—growing more than 500% around MTV news coverage
- Drive coverage across top tier business, marketing and technology press, including Reuters, TechCrunch, Wired and AdvertisingAge
- Position Visible Measures as breakthrough leader in online video measurement