

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 set up fee for editorial involvement

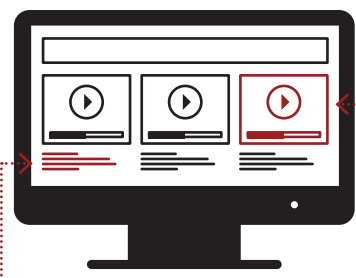
Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video—now what? You need to drive traffic to it, and we've got your audience!

For videos already in the public domain, we will maintain open access to the video on our site. For videos that are not available in the public domain, we will gate the video for registration, making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

Specs



Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms

A screenshot of a video showcase page. The header is 'THE HearingReview'. Below it is a teal banner with a computer monitor showing the Oticon logo and the text 'VIDEO SHOWCASE'. The main content area has a white background with the text: 'Oticon's People First. BrainHearing™ Technology Video.' followed by a paragraph: 'Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. BrainHearing™ Technology powered by Inium.' and a quote: 'Think brain first, with the performance line from Oticon. mindset for hearing care.' Below this is an orange 'WATCH NOW!' button and the Oticon logo. To the right is a teal sidebar with the text: 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.' with the Oticon logo. At the bottom is a teal footer with the Oticon logo and the text: 'People First. BrainHearing™ Technology' and 'Watch to see how you can have better hearing with less effort.'