

Eaton Vance

Eaton Vance utilizes video to support news releases, sales messages, internal communications, and Road Show panel discussions.

- Challenge** Introduce video to enhance client brand awareness
- Solution** Partner with AVI-SPL VideoLink's production professionals to create and distribute in-house video
- Results** Average of 29 live and on-demand video productions per year
- Product** ReadyCam® Studio

Eaton Vance is one of the oldest and most distinguished investment management firms in the United States. The firm prides itself on being an industry leader, and on anticipating the evolving needs of investors and developing timely innovations to meet those needs. Eaton Vance serves institutions and retail investors, both domestically and globally. Both the complexion of their products and services and the nature of the regulatory environment, combined with the constantly evolving way customers consume information, required Eaton Vance to investigate new and innovative ways to educate their customers and build brand awareness.



The Client

- Investment management firm
- 90+ years of experience
- Headquartered in Boston, MA
- \$515 billion in assets



“ We’ve found that, when used correctly, video content drives supplementary engagement with our web content and builds credibility.”

Robyn Tice
Director of Media Relations
Eaton Vance

Video serves as a differentiating factor in a competitive and crowded industry.

In the highly competitive investment industry, brand awareness and thought leadership are critical in driving business growth and client retention. Television appearances and online video communications are essential tools to explain the complex topics associated with financial markets and bring to life the nonvisual aspects of the business. When Robyn Tice, Director of Media Relations, began leading the media relations efforts for Eaton Vance, she was determined to introduce video to enhance the company's reputation. She found video to be the best way to humanize Eaton Vance's brand story.

"Because we are a relationship-driven business, using video to introduce the people at the firm who are the investment managers and stewards of the business is a really helpful tool in delivering complex information," said Robyn. "Video helps people understand who we are and what we do." The firm didn't have the technical capabilities or video production expertise in place when Robyn began her tenure with Eaton Vance.

She explored options to outsource video production and transmission or hire internal resources. After reviewing many alternatives, Robyn chose AVI-SPL VideoLink's ReadyCam Studio to provide the best of both worlds – an affordable, easy-to-use broadcast studio and the video expertise of AVI-SPL VideoLink.

Convenient access to high quality video production tools is key.

Eaton Vance purchased VideoLink's ReadyCam on-site studio to drive media relations efforts and accommodate more TV appearances. Since the news cycle moves quickly, Eaton Vance wanted an on-site solution, like ReadyCam, to offer their investment professionals the opportunity to respond very quickly whenever there was news interest. Prior to having a studio in their office, company spokespeople traveled to local studios for TV interviews and commentary. With their ReadyCam Studio solution, Eaton Vance analysts and spokespeople could simply show up a few minutes before the scheduled television appearance.

"I think our ability to deliver our experts' commentaries through television has really given us a competitive advantage," explained Robyn. She notes

(Continued)

that, since installing the studio, they have never turned down a television interview opportunity. At first, the ReadyCam Studio was used mostly for TV interviews and to create simple talking-head videos to share with employees, customers, and prospective clients. Once Eaton Vance realized the impact video was having on their media relations efforts, they quickly ramped up their use of it. They now use video to support other business applications such as video news releases, sales messages, and internal communications. Eaton Vance even uses this solution for multi-camera “road show” panel discussions, which VideoLink shot, produced, and edited at their Newton, MA headquarters.

“Implementing ReadyCam Studio was really easy to do. And, from a cost standpoint, it was pretty simple, because I didn’t need to hire staff,” Robyn said of their video production process.

Regular TV appearances and video build brand awareness and audience engagement.

Because of their ReadyCam Studio, Eaton Vance rarely misses an opportunity for a live network interview. The company averages 29 live network interviews per year. They have also produced more than 40 informational and educational videos, including timely market analyses, perspectives on how political issues influence financial decisions, commentaries for the annual company meeting, and speaking events for conferences. These videos are used regularly in marketing programs and on their website.

Robyn sees the addition of video to their corporate site as very beneficial as it better engages their audience. “We’ve found that when used correctly, video content drives supplementary engagement with our web content and builds credibility,” she said. “We are building a more loyal site audience who are spending more time on the site and returning to our site more often, even some are coming back on a daily basis. So there’s been tremendous value generated from video.”

Eaton Vance has found a competitive advantage with ReadyCam Studio. It helps them better engage their audience and build brand awareness. AVI-SPL VideoLink and ReadyCam Studio provide the turnkey production resource needed to create and execute video strategy for the investment firm.

For more information on AVI-SPL VideoLink's video production services and capabilities, contact us at sales@videolinktv.com.