

videasa<sup>tm</sup>

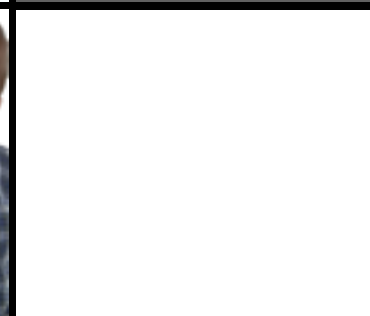


2009 WINNER  
PLATINUM  
AVA AWARD  
& VIDEO-FILM  
NEW MEDIA

videasa™

VIDEASA CREATES, PRODUCES AND PROMOTES WEB VIDEO CONTENT THAT ATTRACTS YOUR BEST PROSPECTS AND COMPELS THEM TO VISIT YOUR WEBSITE AND TO SHARE THE EXPERIENCE WITH FRIENDS. LOTS AND LOTS OF THEM.

CleanWater® by Cuisinart



VIDEASA IS HAPPY TO CONGRATULATE CUISINART AND VIDEASA STAFF FOR WORK ON THE 2009 "CLEANWATER KIDS" VIDEO CAMPAIGN. THE CAMPAIGN WAS HONORED WITH TWO PLATINUM AVA AWARDS IN THE CATEGORIES OF VIDEO/FILM AND NEW MEDIA.



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COMBINING MARKETING KNOW-HOW WITH A DEEP UNDERSTANDING OF WEB VIDEO  
AS A DISTINCT MEDIUM INFORMS OUR ABILITY TO CREATE COMPELLING CONTENT  
THAT ATTRACTS AUDIENCES AND DELIVERS RESULTS.



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## A FULL SERVICE BRANDED ENTERTAINMENT AGENCY

### PLANNING

AUDIT OF COMPETITOR  
VIDEO PROGRAMS

CLIENT PROGRAMS  
EVALUATION

YOUTUBE AUDIENCE  
RESEARCH

CAMPAIGN  
LAUNCH PLANNING

TACTICAL  
RECOMMENDATIONS

BUDGETING AND  
SCHEDULING

### CREATIVE

VIDEO CONCEPT  
CREATION

SCRIPT WRITING AND  
STORYBOARDS

SET AND COSTUME  
DESIGN

MOTION GRAPHICS

VIDEO PROGRAM  
COLLATERAL DESIGN

VIDEO CHANNEL DESIGN

### PRODUCTION

PRODUCTION  
PLANNING

TALENT CASTING

SET, PROPS AND  
CREW

CINEMATOGRAPHY  
AND ART

LIGHTING AND  
SOUND

SPECIAL EFFECTS,  
SCORING, COLOR GRADING

### DISTRIBUTION

TARGETED VIDEO  
SYNDICATION

AUDIENCE AND  
REGIONAL TARGETING

HOSTED  
DISTRIBUTION

SCALEABLE REACH,  
PENETRATION

COMPETITOR  
VIDEO ANALYTICS

PREMIUM ANALYTICS  
ACCESS

### MARKETING

VIDEO SEARCH  
PROGRAMS

AWARENESS, RETENTION,  
DIRECT RESPONSE

VIDEO CHANNEL  
PROGRAMS

SOCIAL VIDEO  
PROGRAMS

VIDEO SUBSCRIBER  
PROGRAMS

VIDEO METRICS  
AND REPORTING

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