

Global Media Marketing

vevo

The Client

Vevo is a multinational media platform that is known for their video content across the music industry. Their challenge is in maintaining massive global mindshare amidst a sea of competitors vying for attention. The need for consumer evangelization is complimented by a need to maintain partnerships across the business landscape. Their remit was improved media in Central and S. America.

Our work:

The team at Emerging Insider helped to maintain mindshare via the power of the press across South American markets. Campaigns utilized their brand acclaim, while distilling novel updates, team exposure and the value behind their offering in hard to reach markets.



Tactics Utilized:

- Executive Team Positioning and Thought Leadership
- Media relations across EN/SP digital publications, radio and broadcast
- Brand Positioning in multicultural markets

Media Outlet Results:

We helped secure key placements across major business, music and technology publications in South America, while also building credibility across their team.

Media Outlet Examples:

Vevo had placements across major publications and media networks from Canal 9 to La Red, publications from La Nacion to El Universal. Business outlets included a range from Forbes Colombia to America Economia.



