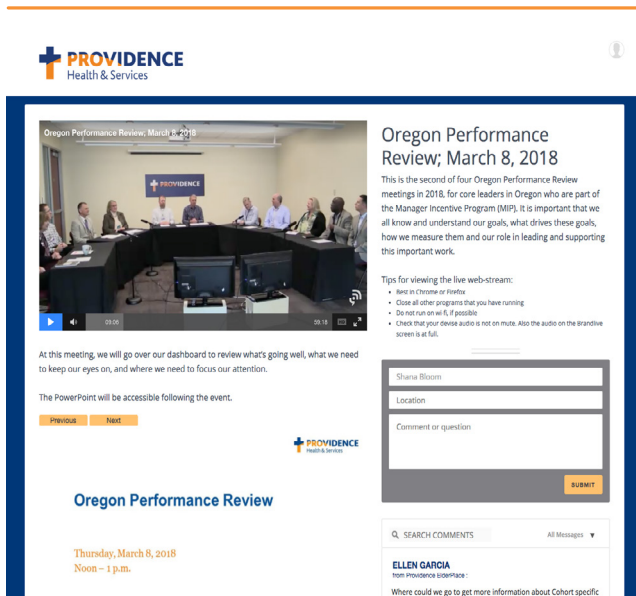


NO ENROLLMENT FORM REQUIRED
Sole-Source | Not Bid

Brandlive: The Leading LIVE and On-Demand Video Streaming Platform



BRANDLIVE™ PROVIDES A cloud-based software platform that integrates live video + social interactive chat + customized calls to action. We are used by major brands to conduct live interactive video events for internal town halls, training, marketing, and community engagement. Our innovative solution enables organizations to put their best presenters and experts on camera and broadcast directly to global audiences, creating an immersive experience that bridges the gap between physical and digital audiences. Healthcare organizations use Brandlive to dramatically increase physician and patient education, activate influencers and industry experts, and reduce internal training and travel costs.



The Integrated Elements

LIVE VIDEO

Live video creates a direct connection between product experts on camera and key digital audiences viewing on computers, tablets and mobile devices. Using live video enables brands to tell product stories and conduct in-depth product demonstrations.

SOCIAL INTERACTION

With our Chat module, viewers communicate with brands in real time, asking questions and giving feedback, creating an immersive conversation directly with product experts and each other.

CALL TO ACTION

Engage your audience instantly with surveys, quizzes, links to downloadable content, and 'Donate Now' / 'Buy Now' buttons. These features allow attendees to engage with custom content during live events.

What Brandlive is Used For

TRAINING

Live training events are a cost-effective way to train associates, engage buyers, and educate teams with consistent product knowledge.

MARKETING

Create authentic brand and product storytelling experience in an entertaining interactive format that helps to create emotional connections with the audience.

COMMUNITY ENGAGEMENT

Launch new products and initiatives, host educational series, and utilize social and email to engage with your audiences.

CLINICAL EDUCATION COURSES

Offer live continuing education courses, quizzes and assessments that can be taken directly from the event page, and download certificates of completion immediately. Use Brandlive's video-first LMS to assign courses to individual users, tracking progress and participation via robust performance metrics.

Contract Value

Price protection: Prices are firm for the initial term of the agreement, but may be subject to reduction due to market conditions. Initial term is two years as shown above; up to two one-year extension options may be exercised at Vizient's discretion.

The Power of Live Video

video marketing

93% OF MARKETERS USE VIDEO

VIDEO IS A **TOP 3** MARKETING PRIORITY for retailers

product videos

90% OF ONLINE SHOPPERS SAY THAT VIDEO HELPS WITH DECISION-MAKING

ONLINE SHOPPERS VIEWING VIDEO ARE 85% MORE LIKELY TO BUY

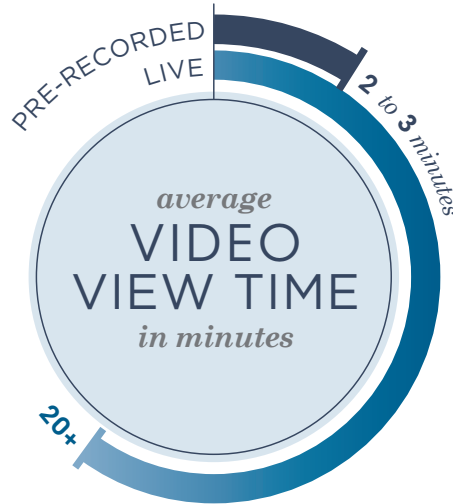
VIDEOS INCREASE UNDERSTANDING OF PRODUCTS BY 74%

57% SAY THAT PRODUCT VIDEOS MAKE THEM MORE CONFIDENT IN A PURCHASE

cross-channel influence of video

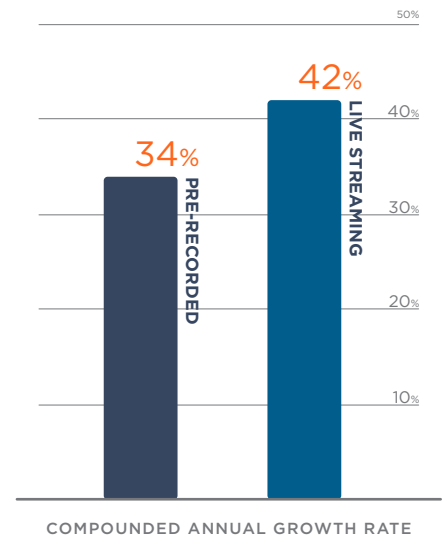
ONLINE MEDIA *influences* MORE THAN **50%** OF IN-STORE SALES

live video



LIVE VIDEO IS VIEWED **LONGER** THAN PRE-RECORDED VIDEO

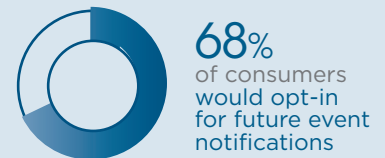
LIVE STREAMING VIDEO IS **GROWING FASTER** THAN PRE-RECORDED VIDEO



NINETY-FOUR PERCENT OF EXECUTIVES AGREE THAT LIVE ONLINE VIDEO CAN ENHANCE EXTERNAL COMMUNICATIONS

CONSUMER OPINIONS

audience survey FROM LIVE VIDEO EVENTS ON THE BRANDLIVE PLATFORM



Top 10 Ways Brandlive is Better Than a Webinar

Webinars leave people unfulfilled and dissatisfied, and don't meet the standards of premium brands.

Brandlive was designed to inspire.



1 | STREAM HD LIVE VIDEO

We go way beyond screensharing. Brandlive events are interactive, TV-quality productions. Broadcast from your laptop, or from a professional grade studio.

2 | INTERACT WITH ANY AUDIENCE

Brandlive is built for interaction. It's easy to handle the high volume of questions and comments from viewers with our advanced moderation tools.

3 | CUSTOMIZE A BRANDED EVENT PAGE

Your event page should reflect your brand, not the platform you're using. Choose from Brandlive's flexible suite of custom tools, modules, and customizable URLs to create your event page.

4 | MERCHANDISE PRODUCTS AND SERVICES

Brandlive events are set up to drive B2B and B2C conversions. Feature product details and images, include a buy now button, and push product details to your event page in real time.

5 | STREAM TO ALL CHANNELS

Brandlive won't limit your ability to reach multiple audiences. Simulcast your live event to Facebook, Twitter/Periscope, and other social channels.

6 | ACTIVATE SOCIAL FOLLOWERS

Encourage your viewers to participate on social. They can engage via social sign-in, sharing, commenting, and hashtag listeners.

7 | NO DOWNLOADS, INSTALLS OR UPDATES

Brandlive is a 100% browser-based platform. Events are viewable on any device and there is nothing to download, install, or update.

8 | PROTECT SENSITIVE INFORMATION

No need to worry about sharing proprietary information via Brandlive. Take advantage of our security options including password protection, IP and domain locking, and email locking.

9 | ANALYZE YOUR METRICS

Dig deep into Brandlive's robust performance metrics. Track viewer registrations, pageviews, activity, retention, comments, and more.

10 | VIEW PAST EVENTS ON-DEMAND

Once you're done recording, your events are automatically archived for continued viewing. Consolidate multiple past events into libraries, and ongoing chat interactions will be delivered to your inbox.

