



VIDEOLINK
AN AVI-SPL COMPANY

AGENCY212

- Full-service advertising agency
- Specializes in traditional and interactive
- Located in New York, NY

Agency212 is a full-service advertising agency in New York City that specializes in both traditional advertising and interactive marketing. 212's expertise includes everything from advertising and marketing to strategic web design and e-commerce. The Agency primarily serves the consumer industry, representing leading brands in beauty, electronics, fashion, and wine.

Agency212 uses multiple transmission methods for an SMT in Times Square.

The agency utilized a combination of EnhancedIP and satellite trucks to transmit a video from a location that was previously inaccessible for such a production.

Challenge	Transmit video via satellite from Times Square
Solution	Use EnhancedIP™ to get the signal to a satellite truck
Results	Successful production and increase in earned media

“... ROI of the campaign was substantial, generating an earned media value of over 10x our initial investment, with coverage in 170 markets across the United States. The buzz generated around the Cavit brand and contest has resulted in highly successful first month of the Cavit Gourmet Pizza Classic, and we are thrilled with the impact the SMT made on the promotion.”

Evan Ziccardi
EVP, Integrated Media
Solutions,
Agency212, LLC

A top 30 advertising agency in New York, Agency212 is big enough to deliver and small enough to think on their feet. They offer a full range of services and provide integration across all marketing channels.



Agency212, LLC.

95 Morton Street
New York, NY 10014
(212) 994-6700

agency212.com



Broadcasting a live event from Times Square, New York.

Agency212 planned to produce a remote satellite media tour for their client, Cavit Wine, as part of Bon Appétit Magazine's Top Food Trends of 2012. The event would be broadcast from the Bon Appétit Kitchen, located on the fourth floor of the Condé Naste building in New York City. Hosting a satellite media tour using the standard method of transmitting the signal via cable to a satellite truck would have been impossible given the location of the Condé Naste building in Times Square. Agency212 needed to partner with a production company that could transmit the broadcast through means other than satellite.

Transmit video over EnhancedIP™ technology.

VideoLink implemented an EnhancedIP appliance at Bon Appétit to allow Agency212 to transmit the media tour via the internet to over 170 national markets around the US. On the day of the media tour, VideoLink encoded the video and sent the signal over EnhancedIP to VideoLink's headquarters in Newton, MA. From there, the feed was uplinked via a satellite truck parked outside and transmitted around the country to local affiliates and specialty cable networks.

Successful production and an increase in earned media.

The media tour was transmitted flawlessly. With VideoLink's innovative technology, Agency212 was able to stream video from a location that was previously unreachable by more traditional transmission methods.

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