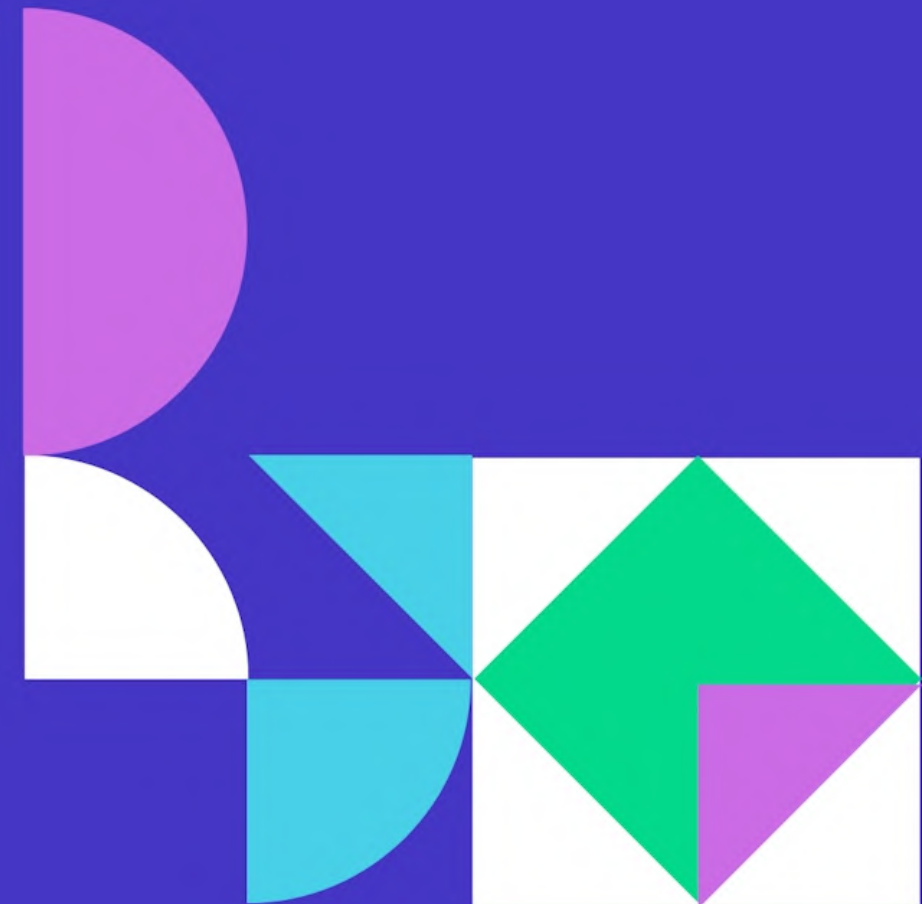
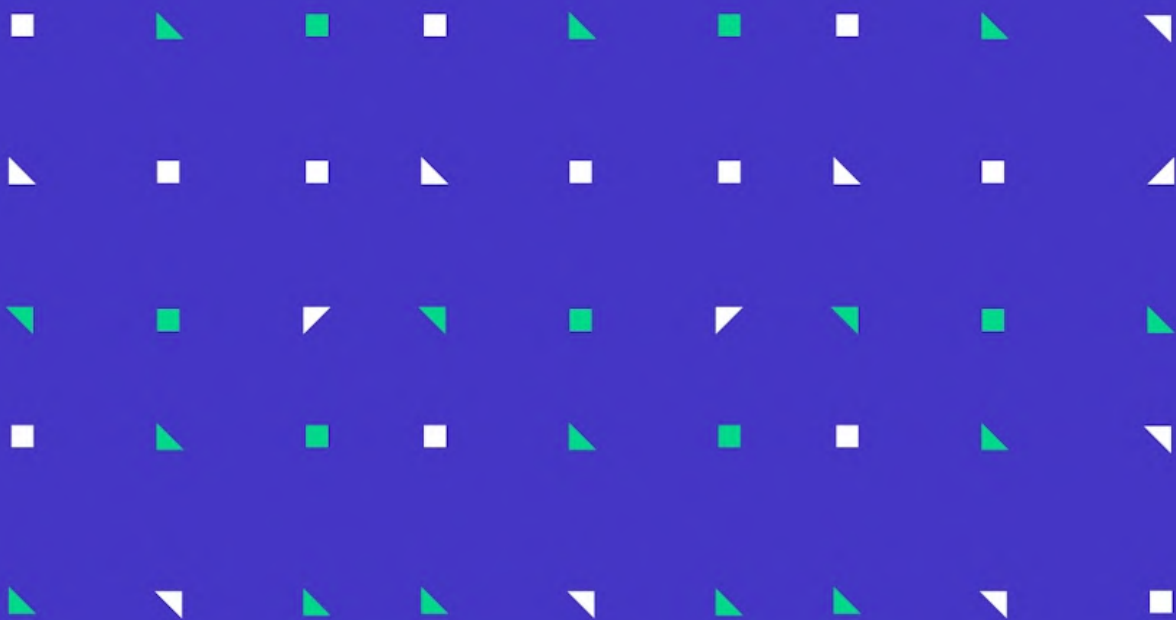


POWERED BY  lumen5

New Ways to Make Video



Your Host



Michael Cheng

Founder and CEO
Lumen5


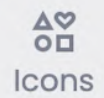
Media

Library

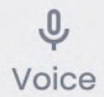
GIFs

Uploads

Recent

 Search millions of photos/videos...

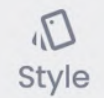
Icons



Voice



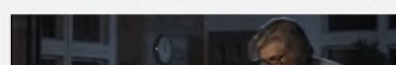
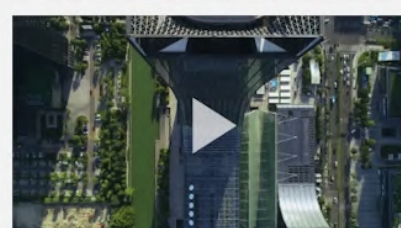
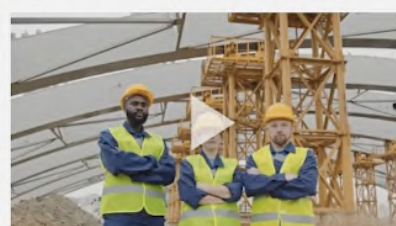
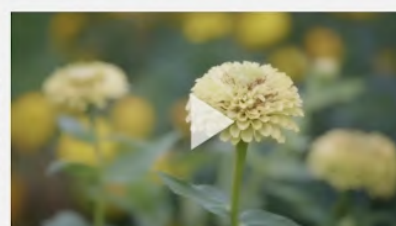
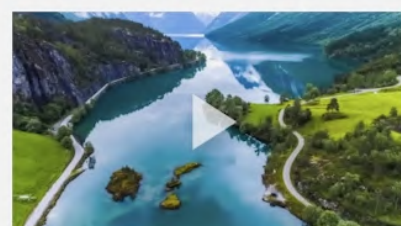
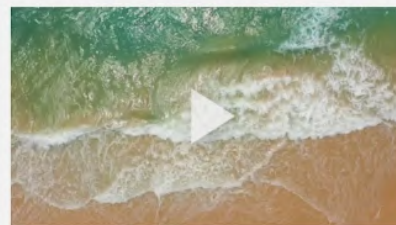
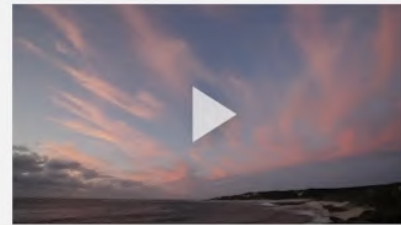
Music



Style



Format



Voiceover ▾



1



2



Transcript



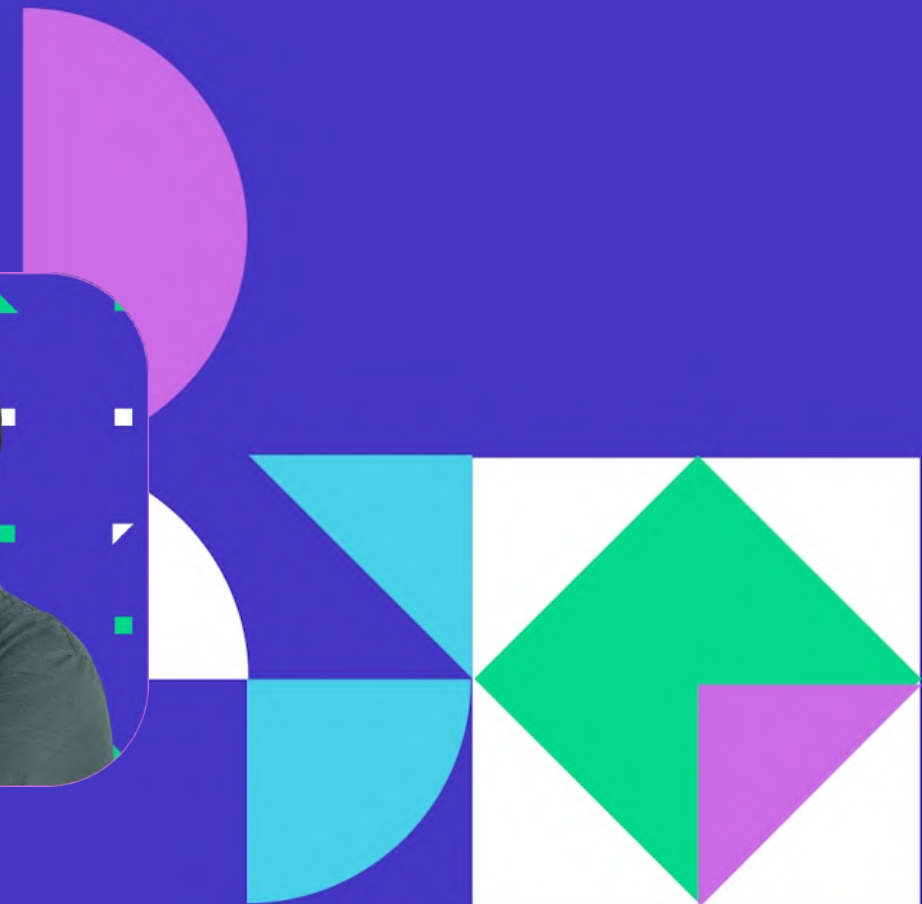
00:05 / 00:27

Voiceover ▾

- 1 Transit-oriented developments revolutionize how we integrate living spaces with transportation.
- 2 These communities prioritize walkability,
- 3 offering residents the convenience of nearby amenities.
- 4 They foster a sustainable lifestyle, which helps to reduce reliance on cars.
- 5 Green spaces and local
- 6 businesses thrive.
- Moreover,
- 7 they provide seamless transit connections
- 8 to diverse neighborhoods.
- 9 This encourages cultural exchange and economic growth across a broader urban tapestry.

POWERED BY  lumen5

New Ways to Make Video



3 New Ways to Make Video

**FROM
EXISTING
CONTENT**



**FROM
AN IDEA**



**WITH AI
VOICEOVER**



Case Study: Emerson



Emerson (NYSE: EMR)
*is a global technology and
software company
providing innovative
solutions for the world's
essential industries.*



“Leading a global marketing organization,
we strive to maintain our **brand equity**.
Ensuring our communications and
customer-facing content is consistently
on brand and on spec is critical.”

Michelle Montes,
Director of Global Integrated Marketing,
Emerson

Pain Point: Long technical content

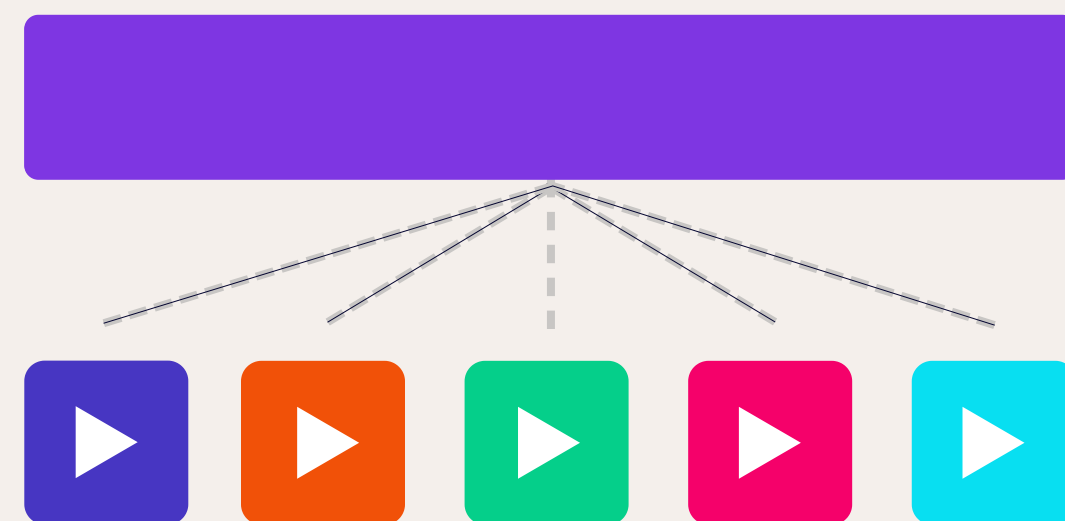
How could Emerson convert collateral such as technical papers and long-form content into **more engaging media**?



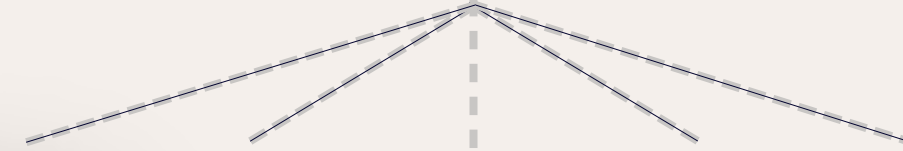
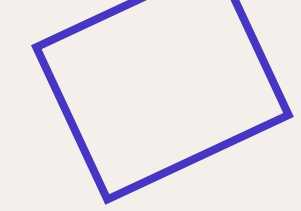


"If we have gated content, sometimes we use a **video to provide a quick summary** of the content, allowing the user to convert to reading the longer format. Using Lumen5, we **augment longer form content** into more digestible topics."

Michelle Montes,
Director of Global Integrated Marketing,
Emerson



Creating shorter video snippets from longer form content

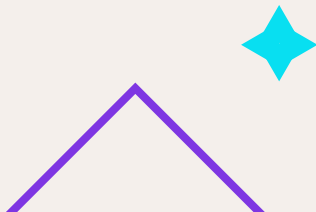
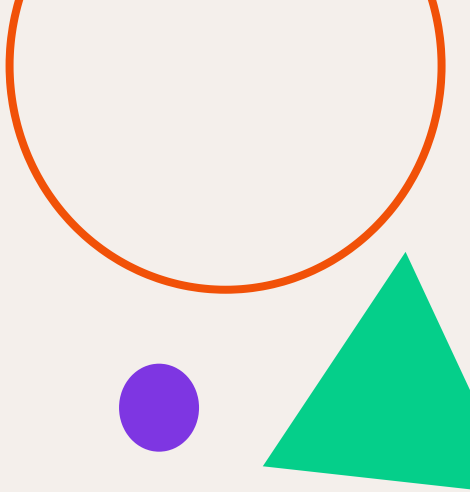
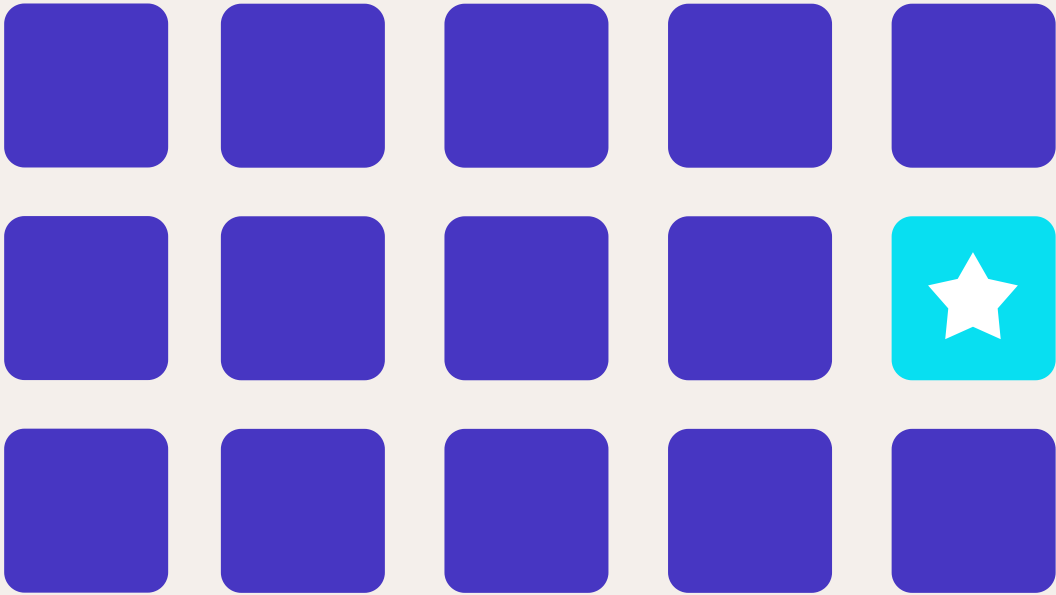


Lumen5's simple and efficient creation process expanded video use more widely than Emerson could have imagined, from digestible bite-sized content to technical videos, teaser videos for products, and repurposing old content with updated branding - just to name a few!



Problem: standing out in the technical industry

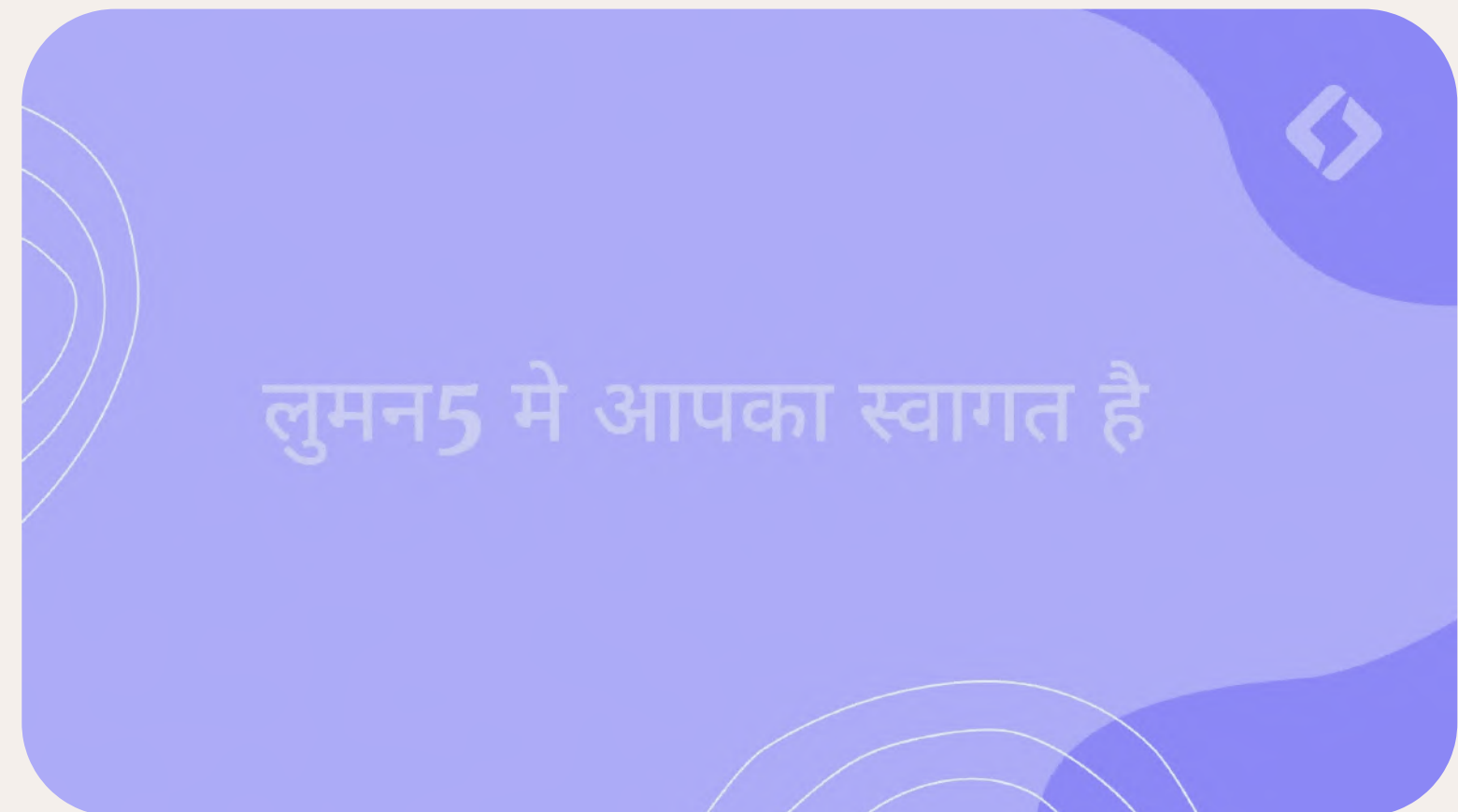
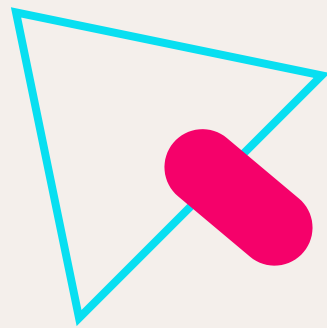
Needed to **meet audience demands** of presenting Emerson’s technical content in a **digestible format** without compromising customer’s compelling experience.



Localized Content

"The **translations feature** gives us the opportunity **to provide more direct support** without the burden of duplicating or reproducing something we've already created. We've **expanded our internal collaboration** in meaningful ways by providing a more curated experience, respecting language needs on a global scale."

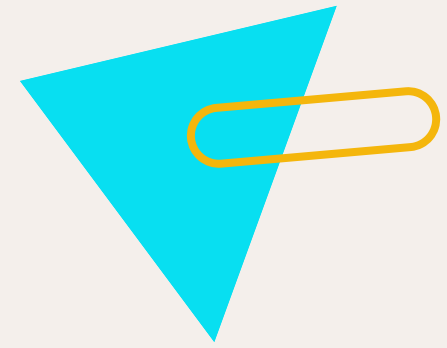
Michelle Montes,
Director of Global Integrated Marketing,
Emerson



Featuring experts and humans

"The access to this level of expertise is invaluable and a differentiator to our offering. We've been able to **expand this capability by leveraging Lumen5 to feature our subject matter experts** and create a short film highlighting their experience and expertise."

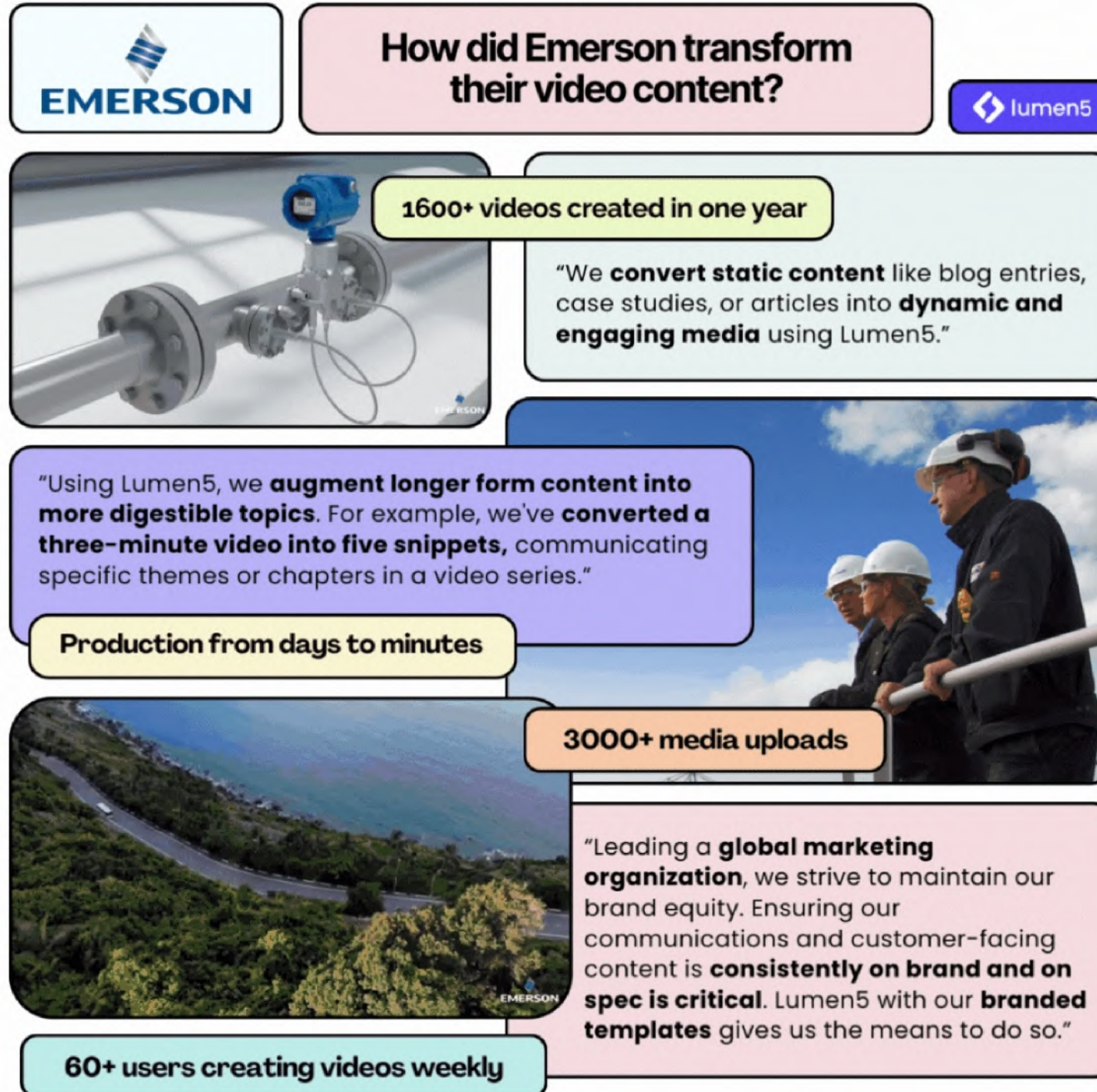
**Michelle Montes,
Director of Global Integrated Marketing,
Emerson**



Results

“The entire team was able to **reallocate the same budget amount to targeting or promotions**, expanding their reach and improving engagement with existing and new audiences.”

Michelle Montes,
Director of Global Integrated
Marketing, Emerson





Takeaways

- **Repurpose** long technical content into shorter, more digestible educational clips





Takeaways

- **Repurpose** long technical content into shorter, more digestible educational clips
- **Meet your audience** where they want to be met in content and content format





Takeaways

- **Repurpose** long technical content into shorter, more digestible educational clips
- **Meet your audience** where they want to be met in content and content format
- **Localized content** will reach global audiences and support internal collaboration





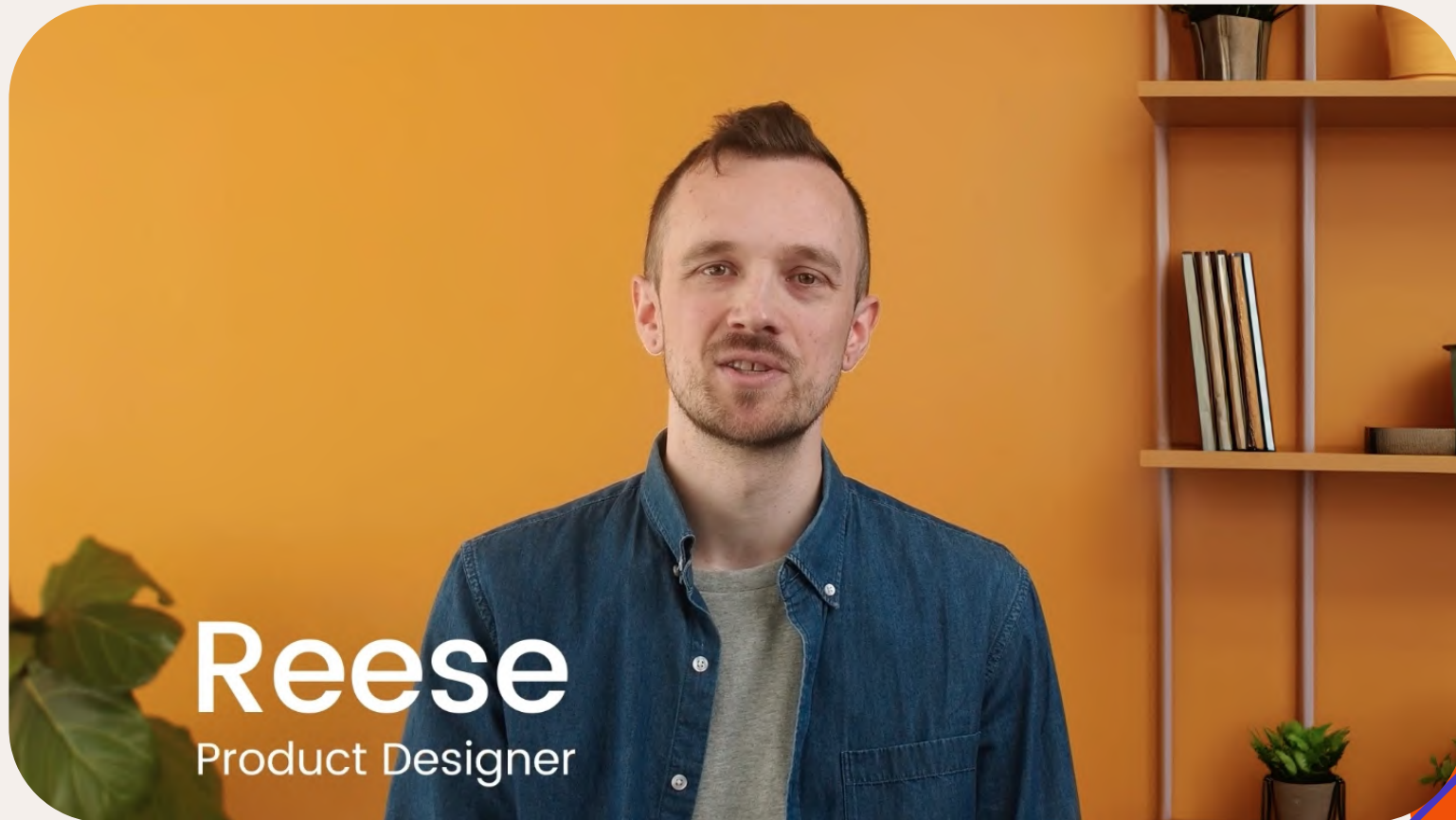
Takeaways

- **Repurpose** long technical content into shorter, more digestible educational clips
- **Meet your audience** where they want to be met in content and content format
- **Localized content** will reach global audiences and support internal collaboration
- Leverage and empower team members with streamlined processes and **tools to create effectiveness across teams** from marketing to PR



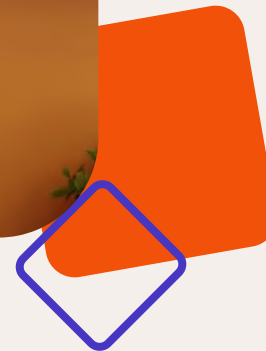


"At Lumen5 our mission is to help marketers become creators. If you know a little, Lumen5 can help you to do a lot. And if you're already a whiz at making video, **our tool is designed to make you even faster and better.**"

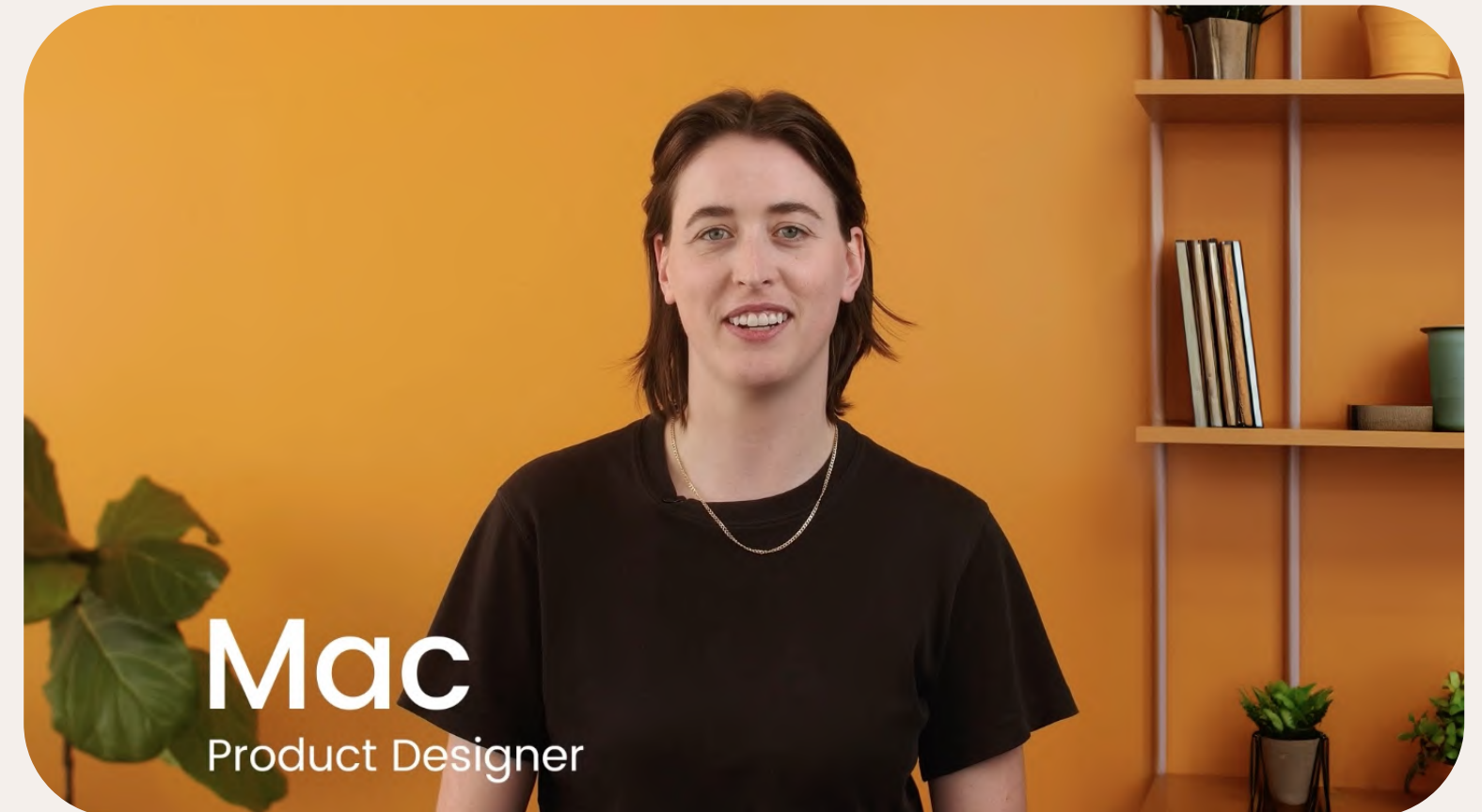


Reese
Product Designer

"In our newest launch, we've created something to support **a whole new type of video**—voice driven."



"If you're familiar with ChatGPT, you might have an idea of how it works... We've **expanded our support beyond text and URLs.**"



Mac
Product Designer

Choose how to get started



Text on media

Convert a blog post, document, or idea to video



AI Voiceover Beta

Convert a blog post, document, or idea to an AI voiceover video



Voiceover

Upload or record your own voiceover and convert to video



Talking head

Upload or record your own talking head clip

+ Or start from scratch

Case Study: Best Western Hotels

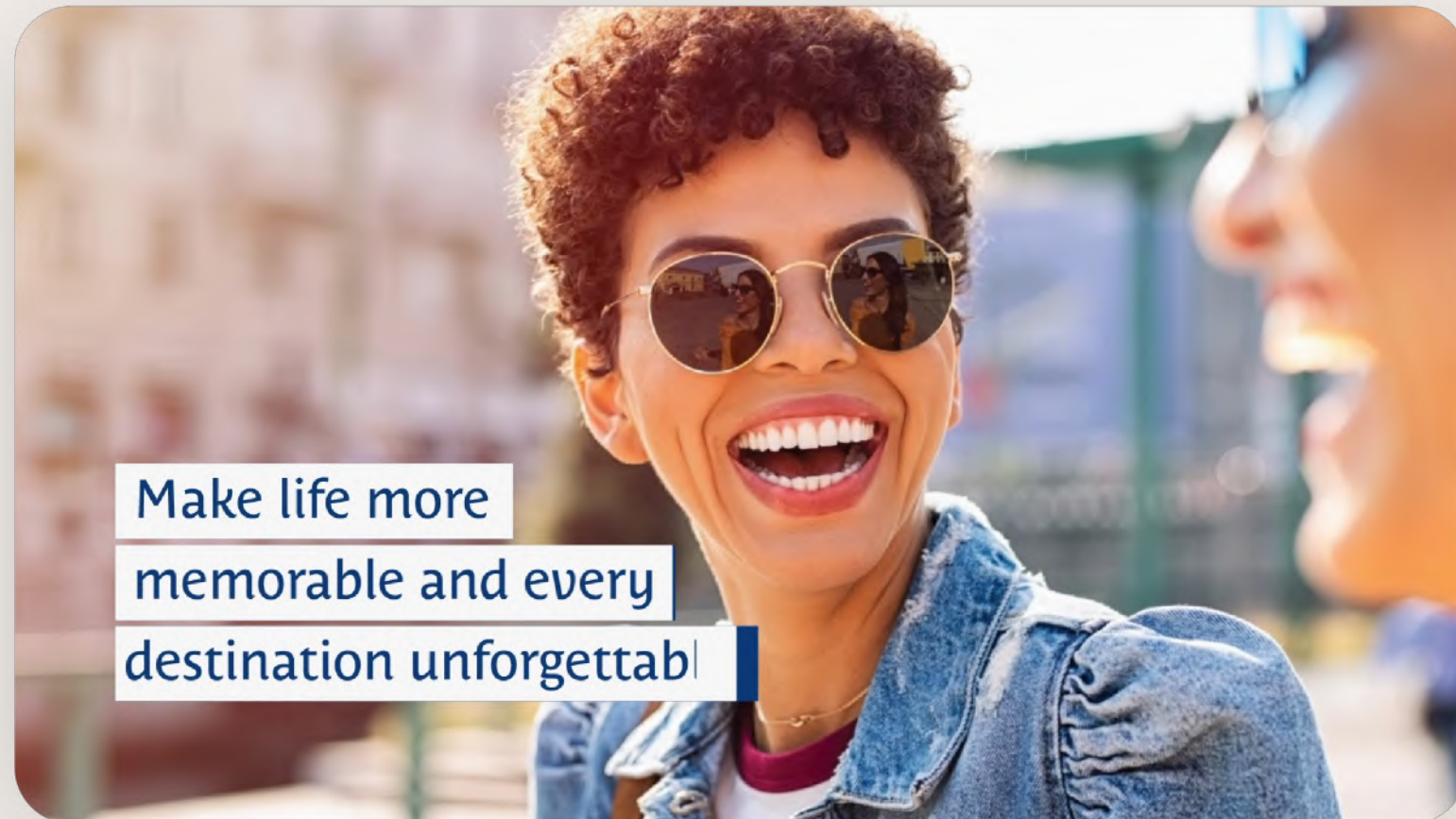


Best Western is one of the world's leading hospitality companies, with over 4700 hotels worldwide. There are more than nineteen brands operating under the BWH Hotels' umbrella, including Best Western Corn, Sure Stay, and boutique brands such as Vibe, Glow, Aiden, and Sadie.

"The issue we kept running into **was one of efficiency**. How do we show off the amenities and white space of each location and ensure all materials are up to date without detracting from any of our brands? Video was the answer, but that came with its own problems."

Robert Schaub,
Program Marketing Manager,
Best Western Hotels

Problem: Video at an expensive cost



We tried working with **production companies**, **but they wanted \$60-\$70K per brand**, and every time we needed to update a video, they were going to charge us more money to do it. It simply **wasn't a cost-effective solution** at all.

Robert Schaub,
Program Marketing Manager,
Best Western Hotels

Problem: Many, many brands



Creating branded videos in Adobe After Effects **proved ineffective at scale**, as a single video could take hours or even days to create.

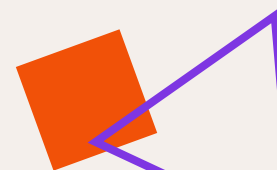
With multiple locations and unique boutique branding, **it simply wasn't sustainable**. The marketing team would find itself **trapped in a never ending cycle of scrambling** to update old content.

Empowering teams to create content

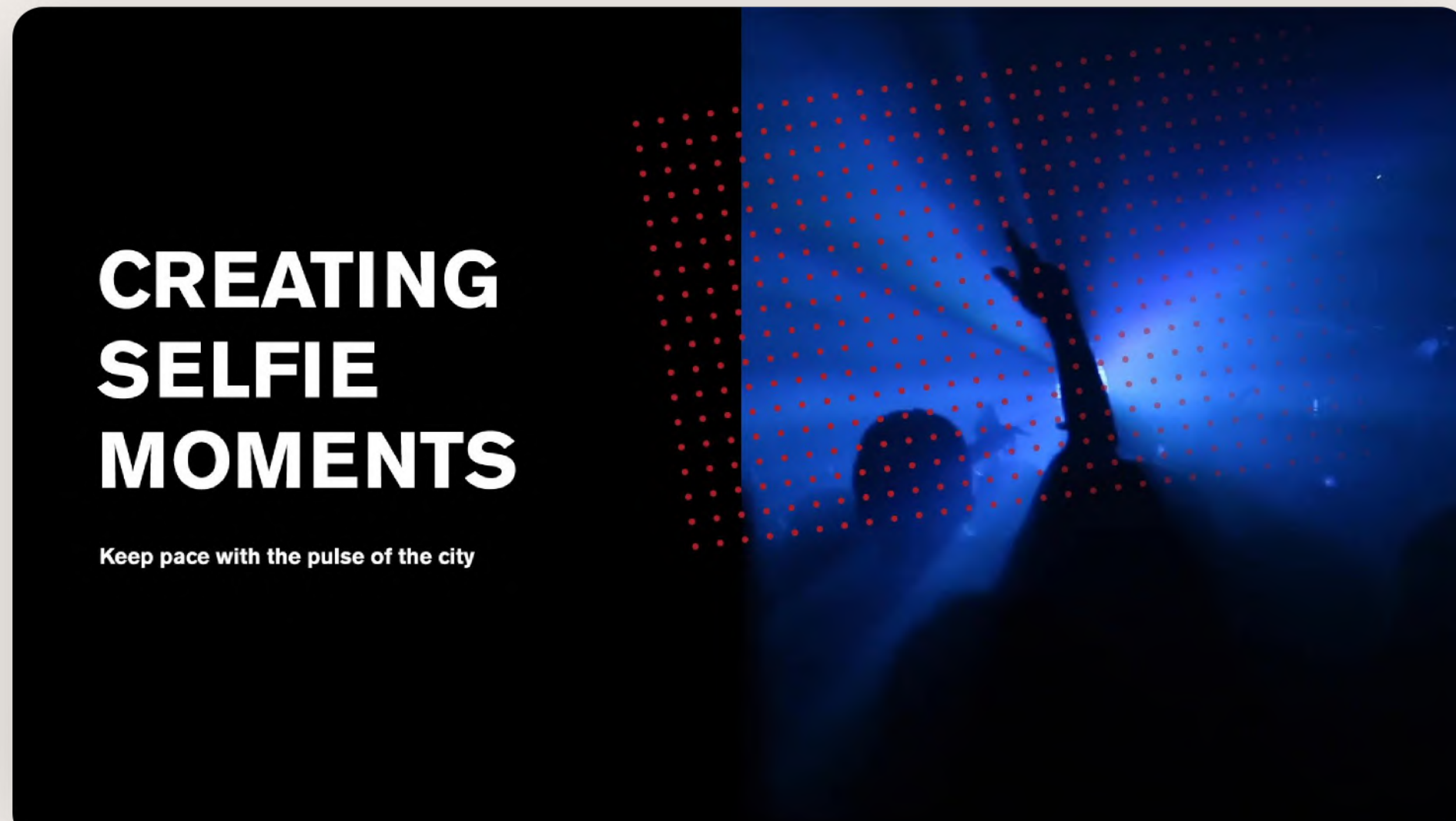
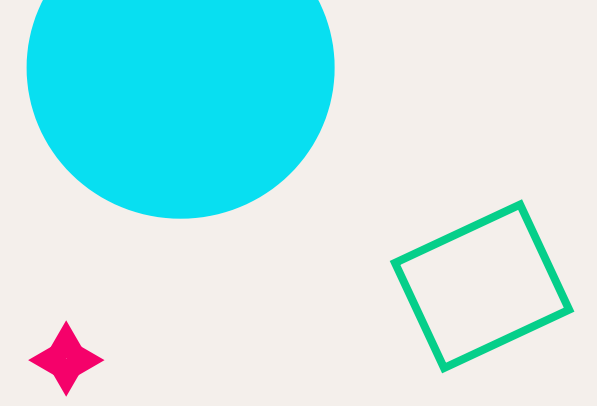


Lumen5 cuts down on countless hours of work... It doesn't feel like an addition to anyone's workload, and users are proud of what they're creating... **you can just produce things faster and for a very cost-effective price.**

**Robert Schaub,
Program Marketing Manager,
Best Western Hotels**

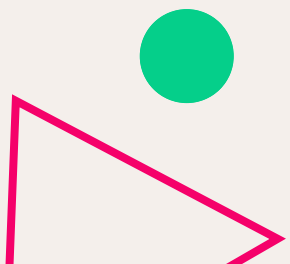


Seamless branding and built-in guidelines



"The AI aspect of Lumen5 was a big draw for us, allowing the platform to be truly plug-and-play with images and media, especially with branded materials and templates. **We were also impressed with Lumen5's extensive and intuitive customization**, which was hugely important for our boutique brands, many of which are quite unique."

Robert Schaub,
Program Marketing Manager,
Best Western Hotels

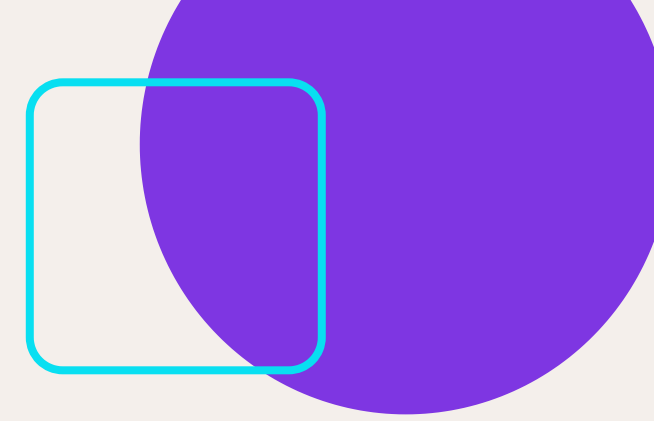


Problem: Deadlines quickly approaching

Best Western Hotels began onboarding and training with Lumen5 in July, with **an incredibly narrow timeline to support its annual convention in October**. Lumen5's onboarding specialist worked closely with Robert's team to make this happen.



Perfect timing, perfect pairing



"Onboarding and adapting Lumen5 to our needs was totally painless. There **wasn't much of a learning curve**, and they're very supportive of their product and our needs."

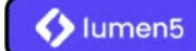
Robert Schaub,
Program Marketing Manager, Best Western Hotels

Results



"The best way to describe my experience with Lumen5 is that it's incredibly intuitive to pick up — even **people without training can use it**. We're really happy with what we can produce, and we're making content that's super professional."

Robert Schaub
Program Marketing Manager,
Best Western Hotels



How did Best Western Hotels create videos efficiently?

"The **AI aspect of Lumen5** was a big draw for us, allowing the platform to be truly **plug-and-play with images and media**, especially with branded materials and templates. We were also impressed with **Lumen5's extensive and intuitive customization**, which was hugely important for our boutique brands, many of which are quite unique."

4 branded templates, 11 brands



94% cost reduction

Scaling & Maximizing Video with Templates

50+ videos a week

Lumen5's Creative Services team built 4 branded templates covering 11 brands — something that is impossible with the agency model. This **special upgrade** enabled Best Western Hotels to fully launch their video marketing at scale across their team.



✦ Takeaways

- The standard agency model of video creation can create **bottlenecks** in resources and timing



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- Empowering teams and brands with their unique resources can open up **more efficient content processes**





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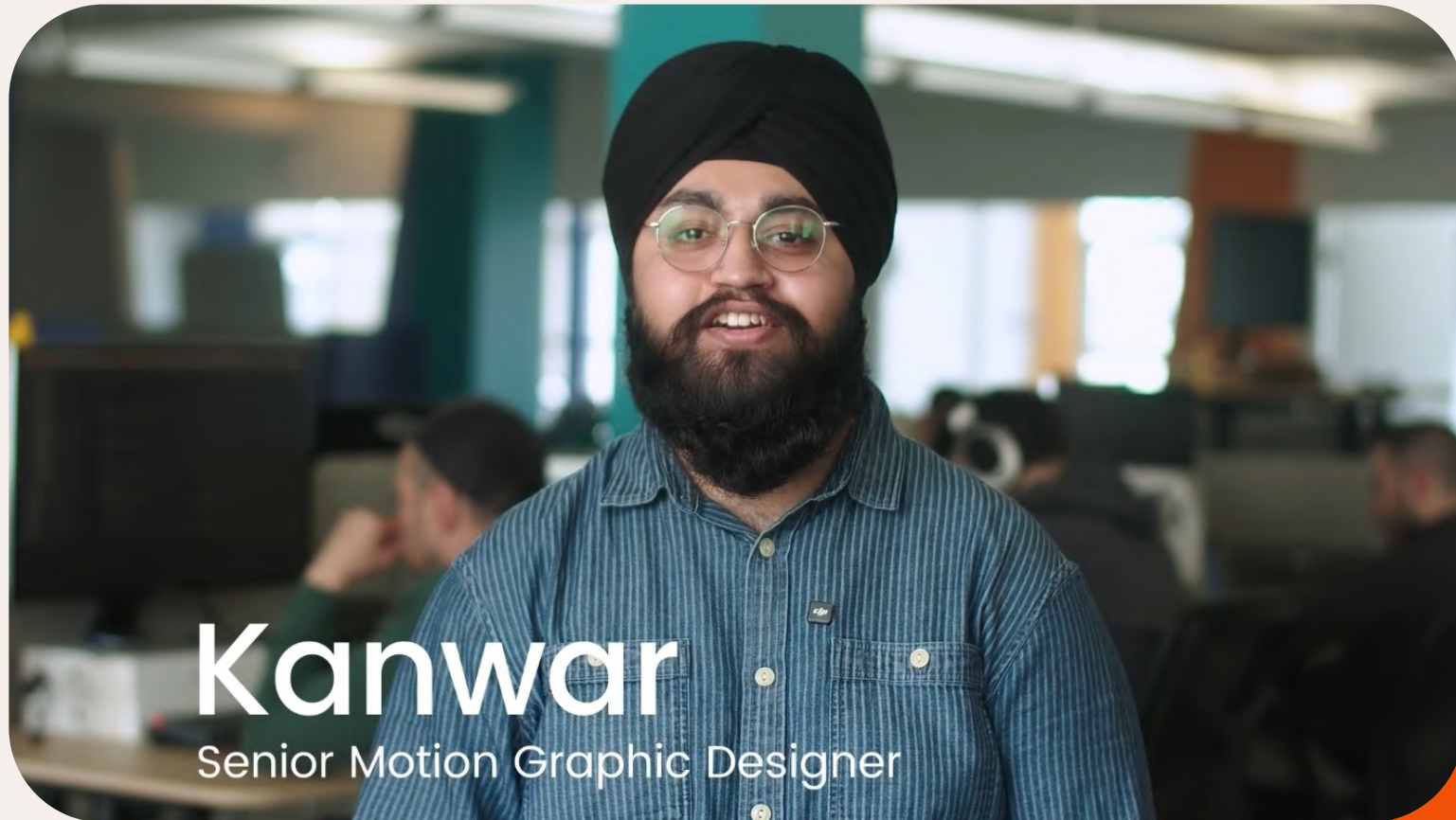




✦ Takeaways

- The standard agency model of video creation can create **bottlenecks** in resources and timing
- Empowering teams and brands with their unique resources can open up **more efficient content processes**
- **Onboarding and adoption support** can make an enormous different in change management for teams
- Tools that **support your strategy can expand** well beyond its initially scoped use, leading to even more ROI



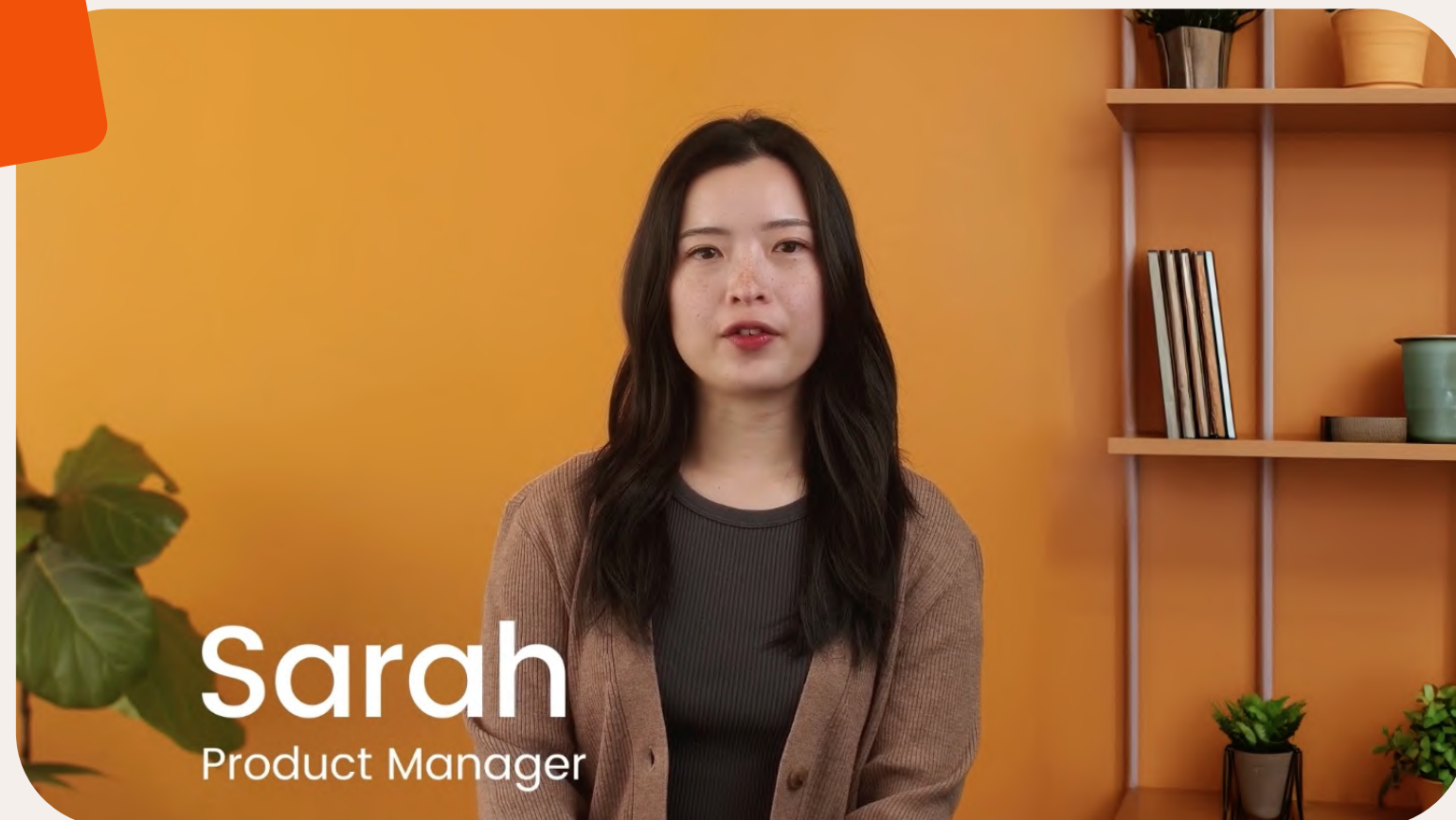


Kanwar

Senior Motion Graphic Designer

"The Creative Service Team is here to empower you to tell your brand story effectively through video. We **transform your brand guidelines into customized branded templates for making videos** on Lumen5."

"It's easy to incorporate Animated Captions. You can create your script using any of our new ways to make video, or upload your own clips. The best part is **our AI is able to create perfectly timed captions** on its own."



Sarah

Product Manager

3 New Ways to Make Video

**FROM
EXISTING
CONTENT**



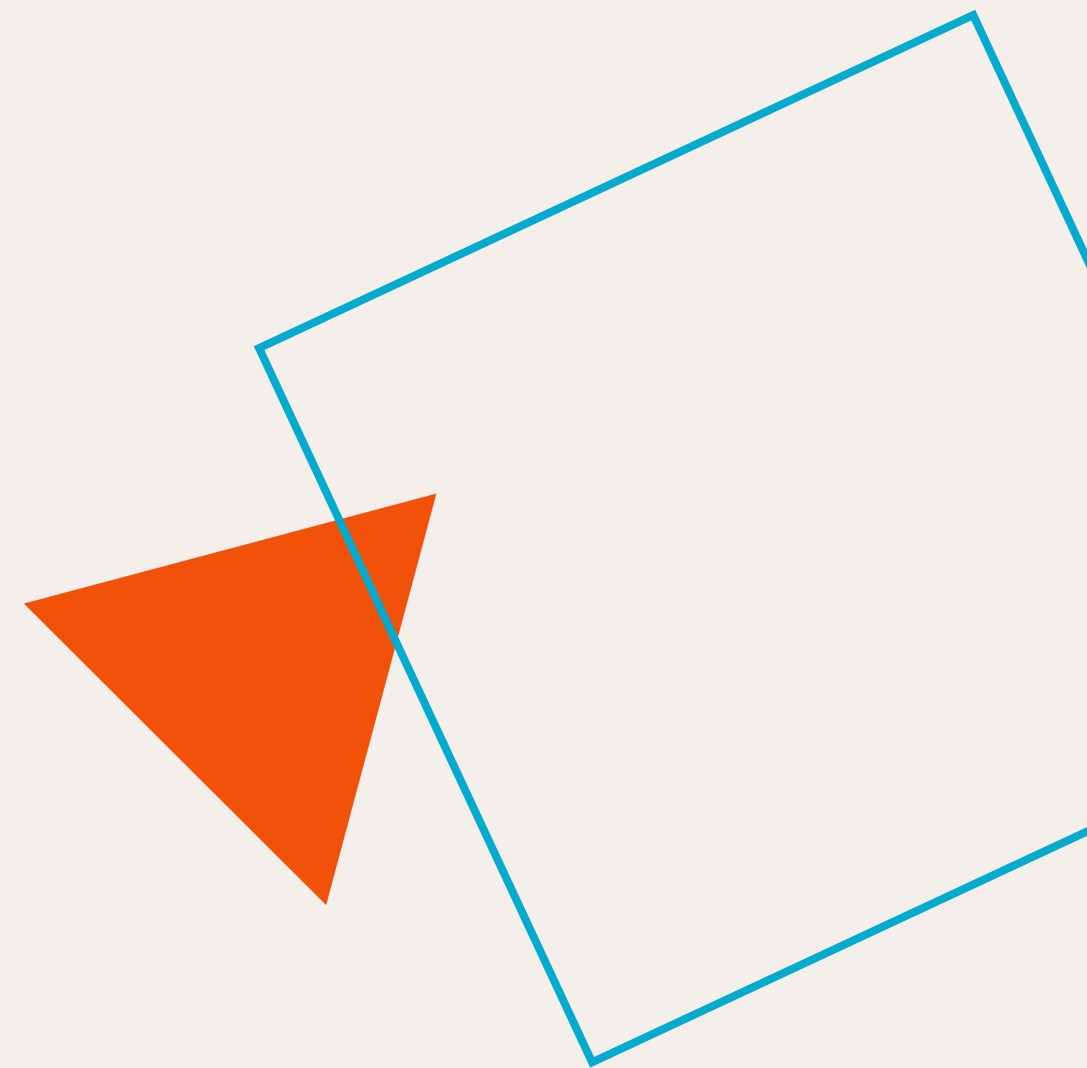
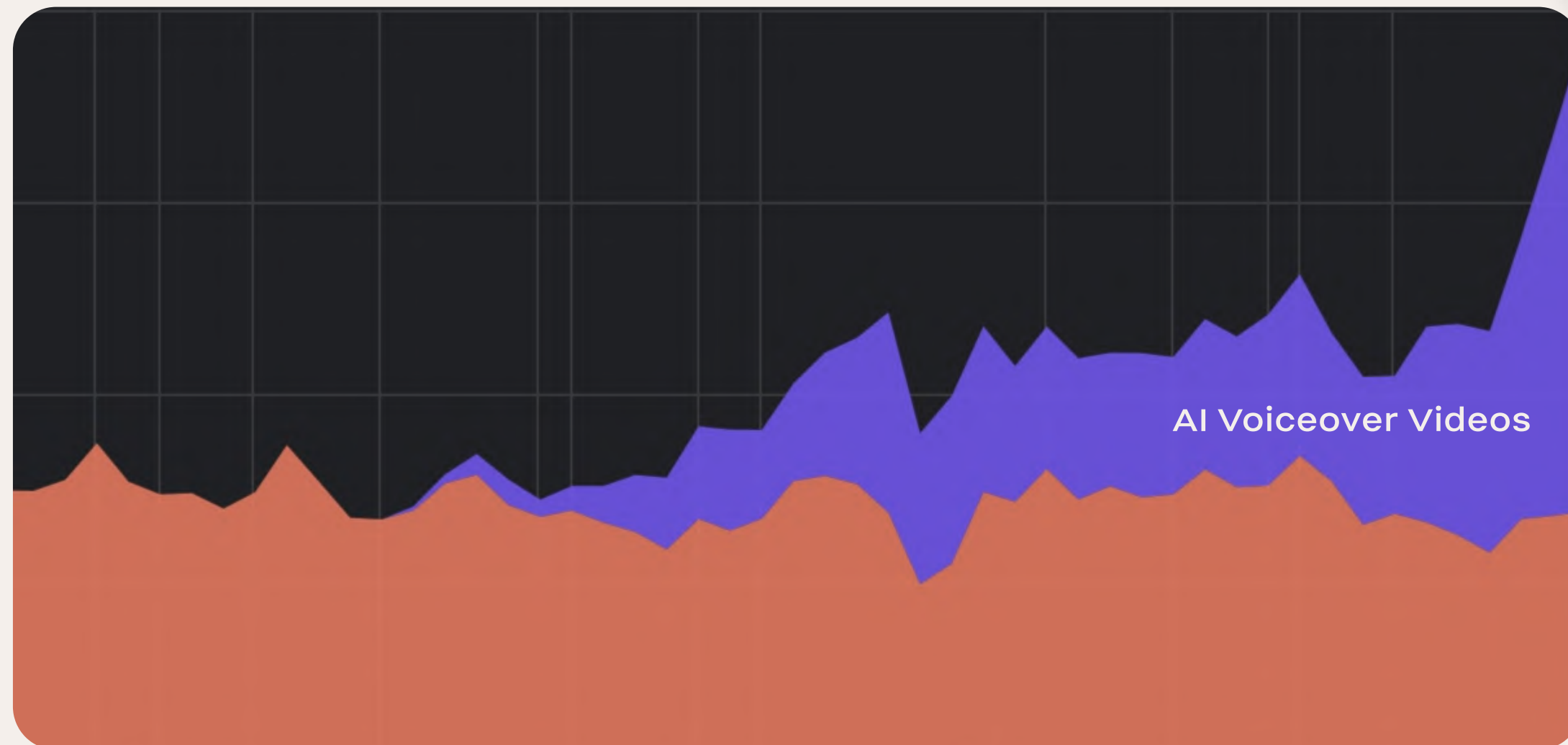
**FROM
AN IDEA**



**WITH AI
VOICEOVER**



**Today, AI Voiceover
narrates over half of the
videos made in Lumen5**





Choose how to get started



Text on media

Convert a blog post, document, or idea to video



AI Voiceover Beta

Convert a blog post, document, or idea to an AI voiceover video



Voiceover

Upload or record your own voiceover and convert to video



Talking head

Upload or record your own talking head clip

+ Or start from scratch

Try it out

AI Predictions for Market

lumen5.com/app/?id=10207991#creator

lumen5

AI Predictions for Marketers

01:21

Save

Preview

Publish

Media

Library GIFs Uploads Recent

Search millions of photos/videos...

Icons

Voice

Music

Style

Format

Source

Voiceover

AR

1

2

In 2024, expect a surge in AI-driven personalization

crafting real-time content that resonates deeply with audiences

Transcript

00:02 / 01:21

Voiceover

Preview

1 In 2024, expect a surge in AI-driven personalization, crafting real-time content that resonates deeply with audiences.

2 AI's knack for pinpointing consumer interests will revolutionize how brands curate targeted experiences.

3 Voice search optimization will be key for brand visibility.

4 With digital voice assistants projected to hit 8.4 billion,

5 optimizing for voice queries using AI will be a game-changer for marketers.

6 AI's role in content creation is



Submit your questions now!

Want more?

Send us a note at marketing@lumen5.com

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