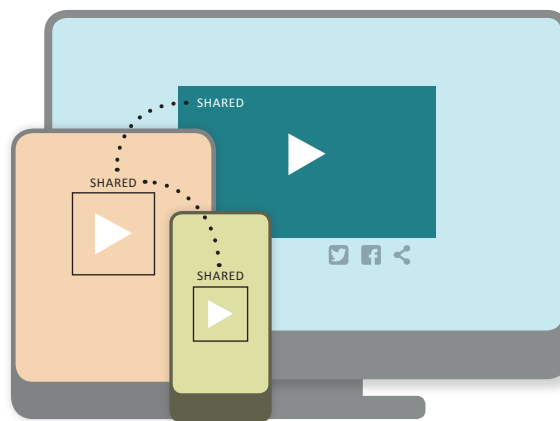


VIDEO COMMUNICATION

Video is a powerful tool for telling your story, revealing your purpose and enhancing your reputation with all stakeholders.



The Power of Video

Well produced video content creates a deep engagement with your audience that allows your core story and purpose to be communicated directly in an easily accessible and memorable way.

Video content is now expected to be part of the internal and external communication mix as increasingly sophisticated mobile devices allow video to be both consumed and created by almost anyone, at anytime and anywhere.

This democratisation of video has also created cost effective options for creating video, such as User Generated Content, publishing on free video distribution platforms and connecting with your audience via social channels.

“Content is fire
and Social Media
is gasoline”

Jeff Baer

Developing an appropriate distribution strategy for your video content will amplify its impact, across the widest audience, to maximise the return on your investment.

Publishing your video online is also beneficial to your rankings within search engines, which prioritise websites that have video content.

VIDEO COMMUNICATION

Why FIRST Advisers?

The FIRST Advisers' Corporate Communication team combines decades of experience in television news and current affairs with more than 25 years' experience and knowledge of financial markets and Investor Relations.

We are uniquely positioned to help develop video content that address the needs of institutional and retail investors, the financial media and external audiences or internal stakeholders.

We use your purpose to inform the scripting and creative approach to deliver content that meets your communication needs and enhances your reputation.

This process includes:

- Collaborative development of video brief and key messaging
- Creative treatment, scriptwriting and storyboarding
- Interviews informed by an understanding of your communication objectives and audience
- Presentation and media coaching to ensure we capture the best expression of the story
- In-house design team to create graphics that meet your style guide and brand guidelines

What we offer

FIRST Advisers offers a full service video production solution from initial briefing to delivery of final master edits. We are also happy to act as advisers and support the creation of a video brief, distribution strategy or storyboard.

We can produce a wide range of video content, which includes:

- Simple one-on-one financial results interviews
- Investor day and strategy updates
- M&A and corporate actions
- Virtual site visits
- Sustainability and community engagement
- Internal communications
- HR and talent management 'explainer' videos
- Training and safety
- Capturing financial calendar events and town hall meetings

“Of all of our inventions
for mass communication, pictures
still speak the most universally
understood language.”

Walt Disney

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