

# 2014 Employee Benefits Video Communications



## Using Video Communications for Benefits Enrollments: 18 Employer Case Studies And Campaign Results

### SUMMARY ABSTRACT

The use of online video communications to initiate annual employee benefits enrollment has been shown to significantly increase employee engagement and response rates compared with static print and email communications. This is particularly relevant for large employers with a geographically dispersed workforce. This July 2014 Employee Benefits Report presents case study results from 18 large employer open enrollment benefits campaigns that utilized Flimp Media Interactive Video Postcards sent internally by email to announce annual benefits open enrollment to 126,390 employees. These video communications campaigns generated an average 79 percent employee engagement rate and 1.03 responses per employee video view. The average time employees spent engaging with the video postcard benefits enrollment content was just over 3.5 minutes per viewing session.



[www.flimpcommunications.net](http://www.flimpcommunications.net)



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FOR MORE INFORMATION, PLEASE CONTACT:

Flimp Media Inc. | Wayne Wall: ☎ 1 (508) 453 6166 ✉ [wwall@flimp.net](mailto:wwall@flimp.net)

# Using Video Communications For Benefits Enrollments: 18 Employer Case Studies And Campaign Results

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# Using Online Video For Employee Benefits Communications

Employee benefits enrollment and related communications have been migrating to the web at a rapid pace during the past three years. The main reasons are lower costs, more efficient data collection, and the fact that a growing portion of the employee population is now web connected. Getting employees to become more engaged in the benefits education and decision making process remains a significant challenge for most employers. However, shifting from the use of static offline content to static online content typically does not improve employee engagement. That's why, increasingly, employers are using online video and rich interactive multimedia content to improve employee engagement and response results. For human resources managers and benefits consultants, using video communications as part of the open enrollment process offers both exciting opportunities and new implementation challenges including:

- Producing dynamic yet affordable video communications content
- Integrating video into employer email communications systems
- Creating trackable video plus multimedia content such as video postcards, video microsites and video landing pages
- Making sure that the video and multimedia content renders properly across multiple devices, browsers, browser versions and operating systems
- Having access to knowledgeable technical support and software capable of executing successful video communications enrollment campaigns

## New Employee Video Communication Solution: Interactive Video Postcards

Interactive Video Postcards are small, interactive video landing pages or microsites with built-in viewer tracking and reporting that combine video (or multiple videos) with branding, text, graphics, web links, web forms, interactive buttons and response forms. They enable viewers to engage with a branded video message, and then take action or share with a family member. Video postcards are generally delivered to employees by internal email or an integrated email service provider but they can also be embedded into benefits enrollment portals, benefits websites, intranet sites or can be delivered through text or social media. They leverage the advantages of using online video with interactive multimedia combined with comprehensive tracking and reporting.

Using the Flimp 5 Video Communications software, interactive video postcards are quick and easy to create and edit, and provide maximum reach and 24/7 accessibility to employees and their spouses. The interactive features also allow employees to provide instant feedback to HR about the communications campaign. The Flimp video platform solution addresses all of the video communications challenges referenced above with a simple, easy to use solution supported by an experienced Professional Services Team, which provides end to end video creative, delivery and tracking solutions as well as a library of benefits education and enrollment videos.

The improvement in employee engagement and response rates using interactive video postcards cannot be overstated. A video that includes a senior executive, animated motion graphics or a friendly spokesperson can have a very positive impact on how employees perceive the benefits plans being offered. For initiating open enrollment, a short, compelling 2-3 minute custom video should be used, with a new video created every year. Then, to explain details of individual benefits plans to help employees with decision making, employers can use lower cost voice over video presentations created from PowerPoint slides. It is important to use professional voice talent for these video presentations and to create small chapters that can be easily navigated by the viewer.

The Flimp 5 platform enables multiple videos and chaptered videos to be added to video postcards and landing pages so that the user experience is seamless within the same URL. Custom benefits plan video presentations with professional voice over can be quickly produced from PowerPoint slides for \$300 to \$600 per video minute, including chaptering, text animations and graphic treatments so that viewers don't get bored. Finally, video is an engaging and practical way to educate employees about unfamiliar benefits and HR topics such as plan types, HSA's, FSA's, Cobra, Paid Time Off, and various voluntary insurance products. Flimp Media has a library of generic educational videos available to employers and brokers for a small annual license fee.

## Results from 18 Employer Video Communications Campaigns

This Case Study Report provides employee engagement and response data from 18 different employer communications campaigns conducted in 2013 and 2014 that utilized Flimp Media Interactive Video Postcards for annual benefits open enrollment communications. The video postcards each contained a short, custom video, (a majority produced by Flimp Media) to announce benefits open enrollment to a total of 126,390 employees working for 18 companies. The video postcards were custom designed using approved brand identity and colors of the employers. They incorporated a variety of “calls to action” and interactive content that connected employees to online benefits plan information and benefits enrollment platforms. The main objective of the video communications campaigns was to “kick-off” the annual benefits enrollment process for employees in an engaging way that could be easily tracked and measured by employers.

This report provides case study results from a total of twenty video postcard communications campaigns conducted for eighteen employers as follows:

- ✦ Accuray, Inc.
- ✦ Akamai Technologies
- ✦ American Infrastructure
- ✦ Catamaran
- ✦ Cognizant Technology
- ✦ Dentaquest Ventures
- ✦ EMC
- ✦ Floor & Décor
- ✦ Ivy League University
- ✦ Hasbro
- ✦ Informatica
- ✦ Sanfilippo and Sons
- ✦ Louis Vuitton
- ✦ Pace Analytical
- ✦ Multinational Electronics Company
- ✦ Telerx
- ✦ Thermo Fisher Scientific
- ✦ VCE

### Aggregate Data from Employer Video Communications Campaigns Using Video Postcards to Announce Benefits Enrollment to Employees

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	126,390	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	99,404	79% of Employee Recipients
Total Video Plays Recorded (video view rate)	103,397	104% of Video Postcard Views
Total Response Actions Taken (response rate)	102,680	103% of Video Postcard Views
Average Video Duration	2 minutes, 26 seconds	
Average Content Viewing Time	3 minutes, 32 seconds	
Total Viewing Time	8 months, 16 days, 23 hours, 35 minutes, 12 seconds	

# Employee Engagement, Viewing, and Response Data

## Employee Engagement Data:

A total of 126,390 employees received video email postcard messages from their employers across twenty separate video communications campaigns conducted in 2013 and 2014. In aggregate, employees opened and engaged with the benefits video postcard content a total of 99,404 times, registering 103,397 individual video views. **This equates to a 79 percent employee engagement rate which is calculated as video postcard views divided by total recipients.** The average video postcard viewing session was an astounding three minutes and thirty two seconds, indicating a very high level of engagement by employees. Total viewing time for all 18 campaigns was over 6,360 hours or more than 8 months of aggregate viewing time! The average video length or duration was two minutes and twenty six seconds. Note that video postcard viewing sessions automatically time out after five minutes if no activity is registered, so the viewing time data is not skewed by viewers leaving their video postcards content open inadvertently. There can also be more than one video view per viewing session.

## Employee Video Viewing Data:

Among employees that opened their video postcard message, there were 103,397 unique video views. With flimp Video Postcards, content displays clearly on all mobile viewing devices, browsers and operating systems. In total, only 1,528 video views (less than two percent) were registered on a mobile device indicating that employees are generally not accessing their employee benefits information while on mobile devices.

## Employee Response Data:

There were a total of 102,680 response actions taken by viewers across all 20 campaigns which is slightly more than one response per video postcard view session. Response actions included logging into the online enrollment software and accessing PDFs and other benefits information made available through the video postcards. Note that many video postcards contain more than one "response action", so it is not unusual for the "response rate" to exceed or approach 100 percent as a percent of content views.

Also, we should note that for the individual employer case studies presented in this Report, each of the employer video communications campaigns had consistently high viewer engagement and response rates, and no single campaign caused the overall data to be distorted or skewed in either a positive or negative way. One can conclude that given the very high level of employee engagement and response rates measured across all of the campaigns, this type of video communication is both effective and efficient for employee benefits open enrollment and for employee communications in general. Most importantly, campaign feedback from employers indicated that employees were very pleased with this type of video communication.

### Standard Components of an Interactive Video Postcard sent by Email

Company Logo  
Links to website

Video  
Insert semi or custom video, or a generic Flimp Media video. Click to play or plays automatically when opened

Images  
Further illustrate company branding or promote products/ services



Campaign Title  
Concise describes the purpose of the video postcard

Content text  
Address recipients regarding promotion. Highlight new product/service

Call to action buttons  
Linked to websites and documents to drive recipient to interact and make a purchasing decision

## Video Postcard Campaign Case Study: Accuray

### About Accuray:

Accuray (NASDAQ: ARAY), headquartered in Sunnyvale, California, is a radiation oncology company that develops, manufactures, and sells innovative cancer treatment solutions that give cancer patients longer and better lives. They provide products and services to cancer treatment centers around the world.

### Communications Objectives:

With a defined mission to foster an inclusive work environment, Accuray is committed to providing competitive and comprehensive employee benefits programs. Since Accuray's United States-based employees work in many different locations, the Company needed a communications solution that could be distributed to a dispersed workforce with tracking and reporting.

### The Video Postcard Benefits Campaign Results:

Flimp Media created a customized video for Accuray's 2013 employee open enrollment. The video was featured on an Accuray-branded video postcard, which also provided key open enrollment dates, along with links to Accuray's Benefit Enrollment engine and intranet site. Accuray's video postcard was delivered to eligible US-based employees via internal email.

### Accuray Video Postcard Campaign Results

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	150	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	117	78% of Employee Recipients
Total Video Plays Recorded (video view rate)	182	155.5% of Video Postcard Views
Total Response Actions Taken (response rate)	142	121.37% of Video Postcard Views
Video Duration	1 minute, 20 seconds	
Average Viewing Time	2 minutes	
Total Viewing Time	6 hours, 15 minutes, 54 seconds	



Accuray Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Akamai

### About Akamai:

Akamai (NASDAQ: AKAM) is a leading global provider of cloud computing and content delivery services, providing their clients an easy solution to deliver high-performing user experiences on any device by using The Akamai Intelligent Platform™.

### Communications Objectives:

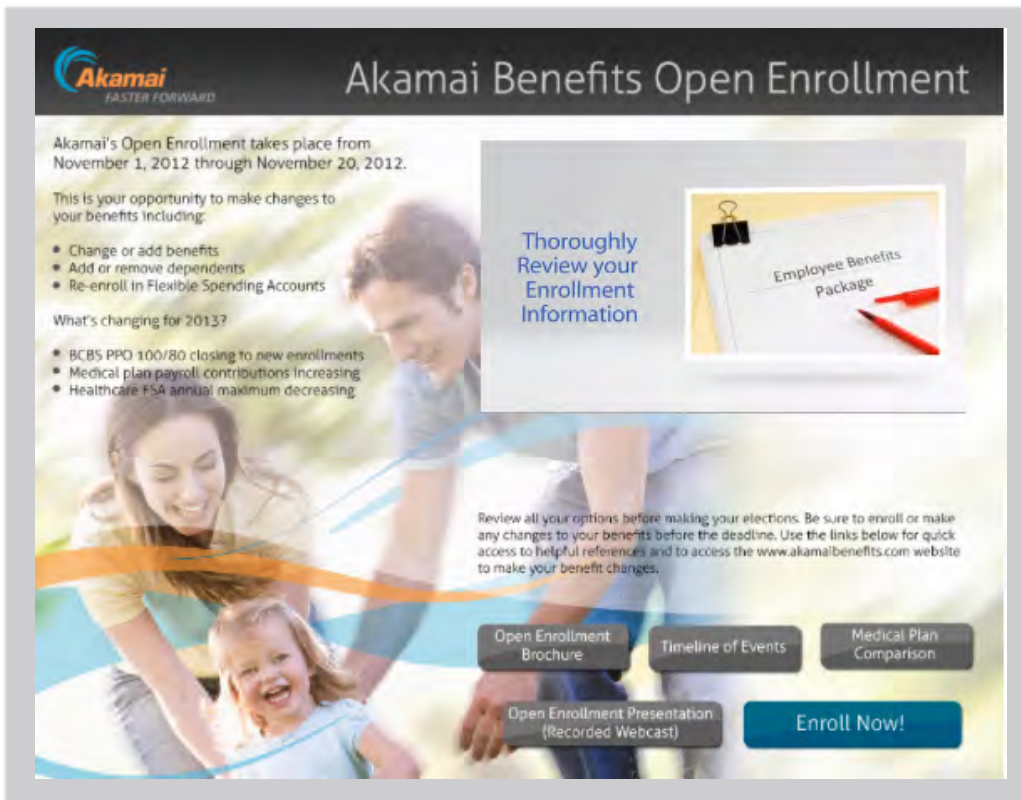
A category-innovator like Akamai looks to communicate in a cutting-edge style. With eleven offices spread throughout the Continental United States, Akamai needed to inform employees about a number of important details and changes related to their benefits enrollment with a toll that would reach all employee locations.

### The Video Postcard Benefits Campaign Results:

Flimp Media created a customized video for Akamai which featured the pertinent details of the open enrollment period. The video was inserted into an Akamai-branded video postcard, which had links corresponding to the video's "calls to action", including direct links to Akamai's benefit enrollment system. The video postcard was delivered to all eligible US-based employees via internal email.

## Akamai Video Postcard Campaign Results

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	782	78.20% of Employee Recipients
Total Video Plays Recorded (video view rate)	761	97.31% of Video Postcard Views
Total Response Actions Taken (response rate)	1,007	128.77% of Video Postcard Views
Video Duration	2 minutes, 55 seconds	
Average Viewing Time	4 minutes, 6 seconds	
Total Viewing Time	52 hours, 57 minutes, 11 seconds	



Akamai Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: American Infrastructure

### About American Infrastructure:

American Infrastructure is a vertically integrated, heavy civil construction company and material supplier in the Mid-Atlantic region. Through a network of regional construction offices, quarries and asphalt plants, American Infrastructure and its 1,700 skilled craftsmen, equipment operators and construction professionals provide customers with full-service solutions for site development, transportation and water-related projects.

### Communications Objectives:

American Infrastructure employs 1,700 professionals throughout six states in the mid-Atlantic region. As a company committed to the safety and well-being of its employees, American Infrastructure sought to utilize video in order to announce open enrollment for employee benefits. The goals were to highlight important aspects of the enrollment process and to inform and engage employees in the process.

### The Video Postcard Benefits Campaign:

Working with Flimp Media, American Infrastructure created a video to announce its expanding wellness programs and new health opportunities. This video featured the Senior Vice President of Corporate Services explaining these changes and the process for taking advantage of benefits. The video postcard included links and “calls to action” to an enrollment portal as well as a detailed explanation of benefits.

### Akamai Video Postcard Campaign Results

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,700	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	1,158	68% of Employee Recipients
Total Video Plays Recorded (video view rate)	1,230	106% of Video Postcard Views
Total Response Actions Taken (response rate)	1,052	91% of Video Postcard Views
Video Duration	2 minutes, 49 seconds	
Average Viewing Time	3 minutes, 30 seconds	
Total Viewing Time	67 hours, 4 minutes, 12 seconds	



American Infrastructure Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Catamaran

### About Catamaran:

Catamaran (NASDAQ:CTRX), headquartered in Schaumburg, Illinois, is the fourth largest pharmacy benefit management (PBM) company with 50+ offices throughout North America. Earning nearly fifteen billion USD in annual revenue, Catamaran provides the benefits of both large and small PBMs by bringing together the industry's best technology with the most renowned client service model to offer true innovation, flexibility and results. Catamaran's 4,000 employees connect pharmacists, doctors and caregivers with prescription data while lowering costs to improve member health.

### Communications Objective:

For a leader in the healthcare industry such as Catamaran, getting employees engaged in benefits enrollment is vital. In order to reach and engage its 4,000 employees, Catamaran needed a solution that would be informative, engaging and easy to distribute.

### The Video Postcard Benefits Campaign Results:

Flimp Media created a video postcard for Catamaran detailing the importance of employee involvement in open enrollment. The video postcard included links to the Catamaran website as well as to the benefit portal in order to facilitate enrollment. The video postcard was distributed to eligible staff through internal email.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	4,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	3,255	81% of Employee Recipients
Total Video Plays Recorded (video view rate)	3,417	105% of Video Postcard Views
Total Response Actions Taken (response rate)	3,856	118% of Video Postcard Views
Video Duration	1 minute, 21 seconds	
Average Viewing Time	4 minutes, 24 seconds	
Total Viewing Time	238 hours, 22 minutes, 12 seconds	

**THE CATAMARAN 2014 OPEN ENROLLMENT IS OCTOBER 28 THROUGH NOVEMBER 15.**

**NEW FOR 2014:**

- Decreased premiums for medical plans
- Increased Wellness Screening Discount

Open Enrollment is your opportunity to update or modify your benefits including:

- Change or add benefits
- Add or remove dependents
- Re-enroll in the Flexible Spending Account, Transit/Parking Account and Health Savings Account

Please review all options before making your benefit elections before the November 15th deadline. All enrollment is conducted online at [www.catamaranbenefits.com](http://www.catamaranbenefits.com).

If you do not participate in Open Enrollment, your current 2013 medical, dental and vision elections will carry forward into 2014.

**Choose the Right Program**

If you have questions, please contact the Catamaran benefits service center at (877) 399-5349.

Catamaran Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Cognizant

### About Cognizant:

Cognizant (NASDAQ: CTSI) is a global leader in business and technology services providing globalization, virtualization, and other cloud technology to their clients. With over 821 clients spanning over 5 continents, Cognizant utilizes their advanced global delivery platform to ensure a consistent, unified globalized process that delivers results.

### Communications Objectives:

Adapting to globalization, virtualization and evolving cloud technologies have become key facets of Cognizant's global model. As an information technology leader, the Cognizant HR department was interested in using a web based communications solution to initiate online benefits annual enrollment that would utilize video and could be easily distributed to its nearly 20,000 US-based employees.

### The Video Postcard Benefits Campaign Results:

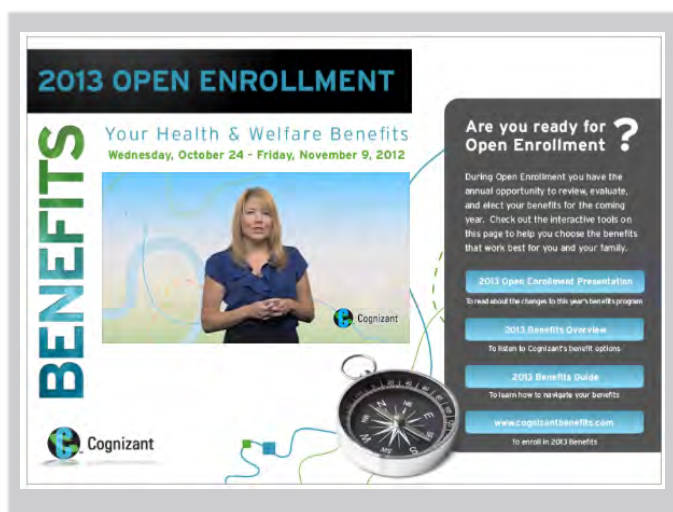
Cognizant had Flimp Media create a branded, trackable, interactive video postcard to announce their 2014 benefits open enrollment to employees. The communications campaign was delivered internally to employees by email and intranet.

Cognizant Video Postcard Campaign Results (2013)

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	18,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	14,394	79.97% of Employee Recipients
Total Video Plays Recorded (video view rate)	14,040	97.54% of Video Postcard Views
Total Response Actions Taken (response rate)	15,715	109.18% of Video Postcard Views
Video Duration	2 minutes, 31 seconds	
Average Viewing Time	3 minutes, 42 seconds	
Total Viewing Time	880 hours, 31 minutes, 30 seconds	

## Cognizant Video Postcard Campaign Results (2014)

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	20,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	21,534	107.7% of Employee Recipients
Total Video Plays Recorded (video view rate)	20,028	93% of Video Postcard Views
Total Response Actions Taken (response rate)	21,334	99% of Video Postcard Views
Video Duration	2 minutes, 13 seconds	
Average Viewing Time	4 minutes, 36 seconds	
Total Viewing Time	1,661 hours, 14 minutes, 48 seconds	



Cognizant Video Postcard (2013)



Cognizant Video Postcard (2014)

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Ivy League University

### About the University:

This University is one of the world's most important centers of research and higher education with 28,824 of enrolled undergraduates and graduate students in many scholarly and professional fields. It seeks to attract a diverse and international faculty and student body, to support research and teaching on global issues, and to create academic relationships with many countries and regions.

### Communications Objectives:

With over 10,000 employees in positions ranging from faculty to support staff, the University offers tiered benefits based on an employee classification of either Officer or Staff. To support an open enrollment process that includes materials sent directly to employees' homes, Flimp Media created a custom video to reinforce key open enrollment dates and messages with a corresponding branded video-postcard including links for easy access to online tools and registration engines.

### The Video Postcard Benefits Campaign Results:

Since the University offers different benefits to Officers and Staff, they decided to create two video postcard campaigns designed for each employee audience. Each video postcard, branded to distinguish between the Officer and Staff audiences, included a professionally produced custom video that explained the benefits offered during the open enrollment cycle, along with links to enrollment materials and University's benefits website. The video postcard emails were distributed to employees ahead of the open enrollment period.

#### Officers

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	5,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	3,276	65.52% of Employee Recipients
Total Video Plays Recorded (video view rate)	3,224	98.41% of Video Postcard Views
Total Response Actions Taken (response rate)	1,820	55.56% of Video Postcard Views
Video Duration	2 minutes, 9 seconds	
Average Viewing Time	2 minutes, 40 seconds	
Total Viewing Time	143 hours, 2 minutes, 42 seconds	

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	2,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	644	32.20% of Employee Recipients
Total Video Plays Recorded (video view rate)	682	105.9% of Video Postcard Views
Total Response Actions Taken (response rate)	300	46.58% of Video Postcard Views
Video Duration	1 minute, 29 seconds	
Average Viewing Time	2 minutes, 18 seconds	
Total Viewing Time	24 hours, 39 minutes, 29 seconds	

## Video Postcard Campaign Case Study: Dentaquest

### About DentaQuest:

DentaQuest is the third largest dental benefits administrator in the United States that focuses on providing innovative dental benefits that deliver better outcomes at a lower cost to their members. They are developing new ways to improve the effectiveness of dental care delivered through private dental offices, hospital-based clinics, and safety net dental programs through the research and clinical care practiced at the DentaQuest Institute.

### Communications Objectives:

DentaQuest selected a video postcard campaign to communicate key open enrollment details to their employees in the US. With a three-week open enrollment period that took place during the height of summer vacation, DentaQuest also wanted to make sure that employees had access to PDF enrollment forms and brochures.

### The Video Postcard Benefits Campaign Results:

Instead of designing a video postcard that mimicked its corporate branding, DentaQuest asked Flimp media to implement a design theme based on healthy living. The DentaQuest video postcard highlighted the open enrollment dates, provided access to relevant medical, dental and life insurance enrollment forms, and provided contact information for employee questions. The video postcard was sent to employee emails and was added to DentaQuest's intranet site.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	500	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	287	57.40% of Employee Recipients
Total Video Plays Recorded (video view rate)	284	98.95% of Video Postcard Views
Total Response Actions Taken (response rate)	205	71.43% of Video Postcard Views
Video Duration	2 minutes, 10 seconds	
Average Viewing Time	1 minute, 48 seconds	
Total Viewing Time	8 hours, 46 minutes	



## Benefit Open Enrollment



DentaQuest  
Open Enrollment  
June 26 - July 17

DentaQuest believes in offering competitive benefits and compensation programs to all its employees. We recognize that the needs of our employees and their families change, and we continually examine our benefits, exploring ways to improve existing plans or offer new plans in response to changing needs.

**Open enrollment takes place June 26 through July 17. You may:**

- Add or remove dependents
- Change or add benefits

Review all your benefit options before making elections. Be sure to enroll or make changes by July 17, to be effective August 1. Open Enrollment is your annual opportunity to review and evaluate your benefit elections.

We want you to choose benefits that best suit you and your family's needs. By working together, we will continue to provide you a comprehensive benefit plan.





[DentaQuest Medical Brochure](#)

[Medical & Dental Enrollment Forms](#)

[Life Insurance Flier & Enrollment Form](#)

Dentaquest Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: EMC

### About EMC:

EMC Corporation (NYSE: EMC) is a global leader in enabling business and service providers to transform their operations and deliver information technology as a service (ITaaS). With corporate headquarters in Hopkington, Massachusetts, EMC employs 53,500 people worldwide in 85 countries.

### Communications Objectives:

EMC's domestic employees are dispersed throughout the United States. As a technology leader, EMC was looking for an employee benefits communication solution to initiate its benefits annual enrollment process that utilized video. They wanted a solution that would be engaging, measurable, inexpensive and easy to deploy without internal IT resources for approximately 33,000 EMC employees located in the US.

### The Video Postcard Benefits Campaign Results:

Using a video message produced internally featuring their HR Director, the video postcard was used to introduce EMC's annual benefits enrollment to employees. Flimp Media created a custom branded video postcard for EMC to distribute. The video postcard was then delivered by internal email and intranet to eligible employees.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	33,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	28,074	85.10% of Employee Recipients
Total Video Plays Recorded (video view rate)	27,498	98% of Video Postcard Views
Total Response Actions Taken (response rate)	38,137	136% of Video Postcard Views
Video Duration	2 minutes, 10 seconds	
Average Viewing Time	3 minutes, 30 seconds	
Total Viewing Time	1,650 hours	



Dentaquest Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Floor & Décor

### About Floor & Décor:

Floor & Décor is a leading privately-held specialty retailer in the hard surface floor market headquartered in Atlanta. The company shows its dedication to the service of the communities in which it operates through providing customers access to top quality products at low prices as well as the largest in-stock selection to maximize efficiency for customers.

### Communication Objectives:

Floor & Décor sought to give a large number of employees information about their benefits enrollment in a time and cost efficient manner. Communication between Floor & Décor employees and human resources was a priority.

### The Video Postcard Benefits Campaign Results:

Flimp Media produced a video personalized by Floor & Décor in order to share important information about the benefits enrollment process with employees. The video postcard encouraged employees to register and review their benefits packages. The video postcard included links to important information about the enrollment process. Floor & Décor then distributed the video postcard to all eligible employees and was able to track views and responses through Flimp Media.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,500	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	786	52% of Employee Recipients
Total Video Plays Recorded (video view rate)	739	94% of Video Postcard Views
Total Response Actions Taken (response rate)	713	91% of Video Postcard Views
Video Duration	2 minutes, 10 seconds	
Average Viewing Time	4 minutes, 36 seconds	
Total Viewing Time	60 hours	



Floor & Décor Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Hasbro

### About Hasbro:

Hasbro, Inc. (NASDAQ: HAS) is an American multinational toy and board game company headquartered in Pawtucket, Rhode Island. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro and its six thousand international employees strive to delight their global customers with innovative play and entertainment experiences.

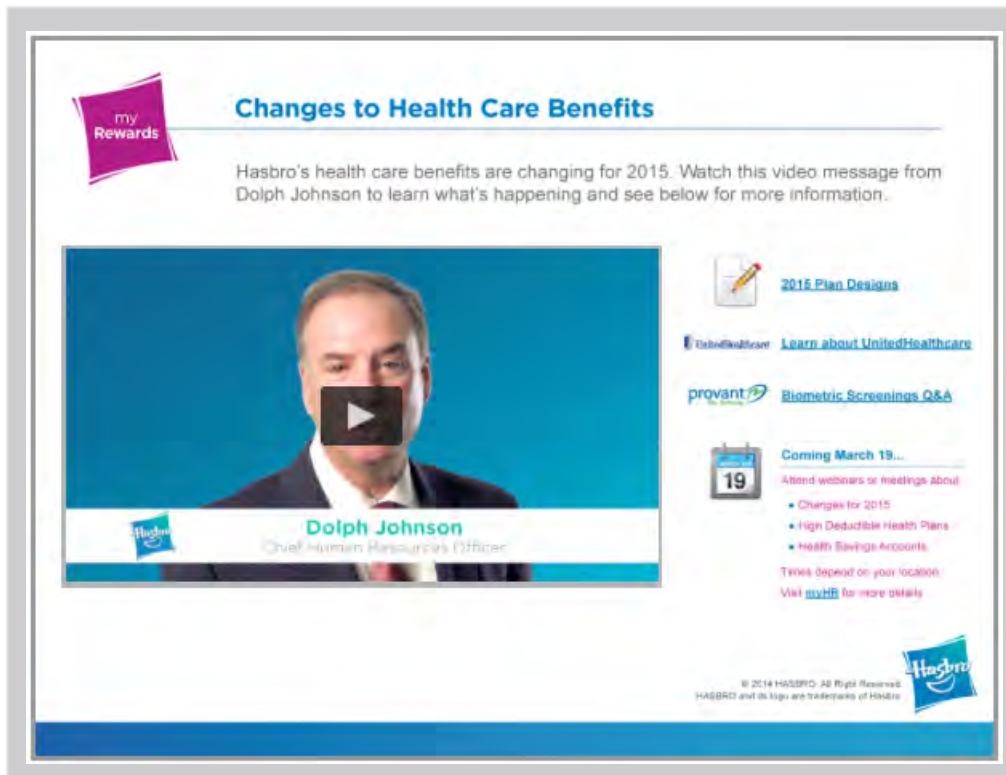
### Communications Objectives:

As a multinational company with six thousand employees, the open enrollment objective was to efficiently and effectively inform employees about changes to their benefits package. They sought to engage employees in the selection process and track involvement in the program.

### Objectives/ Campaign:

Working with Flimp Media, Hasbro created a video to launch the open enrollment of their medical benefits program. This video featured their Chief Human Resources Officer, Dolph Johnson explaining the changes that will occur in the next year as well as new benefits and rewards. The video postcard included links to important information regarding the open enrollment period and benefits as well as step by step instructions on beginning the enrollment process.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	3,100	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	2,160	70% of Employee Recipients
Total Video Plays Recorded (video view rate)	2,757	128% of Video Postcard Views
Total Response Actions Taken (response rate)	2,478	115% of Video Postcard Views
Video Duration	2 minutes, 15 seconds	
Average Viewing Time	3 minutes, 6 seconds	
Total Viewing Time	111 hours, 16 minutes, 12 seconds	



Hasbro Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Informatica

### About Informatica:

Informatica Corporation (NASDAQ: INFA) is the world's foremost independent provider of data integration software. The company's 2,000 worldwide employees provide data integration software and services that enable organizations to gain a competitive advantage in today's global information economy by empowering them with timely, relevant and trustworthy data.

### Communication Objectives:

As a data integration software company focused on empowering people with timely, relevant and trustworthy data, Informatica wanted to empower its own employees with data that could be used to plan their individual benefits plans and programs.

### The Video Postcard Benefits Campaign:

Featuring a Flimp Media- produced customized video message, the video postcard shared crucial information about enrollment times and requirements as well as step-by-step instructions on how to enroll for various aspects of the program. Furthermore they took advantage of the video postcard to explain non-intuitive programs in detail and created an additional video to explain FSA.

## Informatica Video Postcard Campaign Results

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,100	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	675	61% of Employee Recipients
Total Video Plays Recorded (video view rate)	837	124% of Video Postcard Views
Total Response Actions Taken (response rate)	248	37% of Video Postcard Views
Video Duration	3 minutes, 34 seconds	
Average Viewing Time	4 minutes, 24 seconds	
Total Viewing Time	49 hours, 33 minutes, 24 seconds	

## Informatica FSA

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,100	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	540	49% of Employee Recipients
Total Video Plays Recorded (video view rate)	566	105% of Video Postcard Views
Total Response Actions Taken (response rate)	92	17% of Video Postcard Views
Video Duration	2 minutes, 34 seconds	
Average Viewing Time	3 minutes, 36 seconds	
Total Viewing Time	32 hours, 41 minutes, 6 seconds	



Infomatica Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Sanfilippo & Sons

### About Sanfilippo & Sons:

John B. Sanfilippo & Son, Inc (NASDAQ: JBSS) is a growing leader in the snack food industry. The company acts as processor, packager and marketer of a wide variety of nut and snack products. John B. Sanfilippo & Son employs over 1,300 individuals throughout the United States and annual sales have exceeded \$700 million.

### Communications Objectives:

The John B. Sanfilippo & Son open enrollment campaign had the objective of announcing employee benefits as well as communicating changes that will be made to current policy. They desired a professional and comprehensive vehicle for sharing this message.

### The Video Postcard Benefits Campaign:

John B. Sanfilippo & Son along with Flimp Media created a custom video that highlighted deadlines, changes in various medical plans and enhancements to the programs. The video was distributed to John B. Sanfilippo & Son's over 1,300 employees in North America and facilitated communication between Human Resources and employees.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,300	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	358	28% of Employee Recipients
Total Video Plays Recorded (video view rate)	521	146% of Video Postcard Views
Total Response Actions Taken (response rate)	299	84% of Video Postcard Views
Video Duration	1 minute, 33 seconds	
Average Viewing Time	3 minutes, 12 seconds	
Total Viewing Time	18 hours, 56 minutes, 12 seconds	

**JOHN B. SANFILIPPO & SON, INC.**

Annual open enrollment for benefits

**JUNE**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JOHN B. SANFILIPPO & SON, INC.

During this time you can make changes to your benefit elections.

This year JBSS, Inc. is introducing a company match on HSA contributions and a \$10 copayment on preventive generic medications under BlueEdge HSA plan. We are also extending company paid disability benefits to all full-time employees.

There will be no significant changes to coverage levels under any of our plans, however premiums will increase.

You will need to complete your enrollment online, only if you want to continue participating in the FSA/HSA accounts or make other benefit changes.

[BENEFITS PRESENTATION](#) [BENEFITS GUIDE](#) [ADP PORTAL](#)

John B. Sanfilippo & Son Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Louis Vuitton

### About Louis Vuitton:

Louis Vuitton is a luxury goods company originating in France, and now a global household name. A subsidiary of LVMH Louis Vuitton Hennessy SA, the world's leading luxury goods group, Louis Vuitton started as a trunk maker and today their product offering has grown to high-end consumer goods including clothing, purses, shoes and other accessories.

### Communications Objectives:

Targeting the employees based in Louis Vuitton's San Dimas, CA facility, the open enrollment communications objective was to seamlessly inform employees about the open enrollment options available.

### The Video Postcard Benefits Campaign Results:

Flimp Media created a custom open enrollment video and designed a custom-branded video postcard. The video contained key open enrollment dates, along with information about Louis Vuitton's medical health and wellness programs, 401 (k) plans and newly offered life insurance options. The video postcard was delivered via internal email to employees ahead of the first on-site open enrollment meeting.

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	140	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	126	90% of Employee Recipients
Total Video Plays Recorded (video view rate)	120	95.24% of Video Postcard Views
Total Response Actions Taken (response rate)	151	119.84% of Video Postcard Views
Video Duration	3 minutes, 19 seconds	
Average Viewing Time	4 minutes, 12 seconds	
Total Viewing Time	8 hours, 52 minutes, 36 seconds	



Louis Vuitton Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Pace Analytical Services Inc.

### About Pace Analytical:

Pace Analytical Services, Inc. is a privately held, industry-leading sampling and analytical testing firm. They provide analytical lab solutions for testing, staffing, and equipment, with many different services nationwide.

### Communications Objectives:

With employees spread across seventeen states and Puerto Rico, Pace Analytical needed a communications vehicle that was not only robust, but easy to distribute to announce their open enrollment.

### The Video Postcard Benefits Campaign Results:

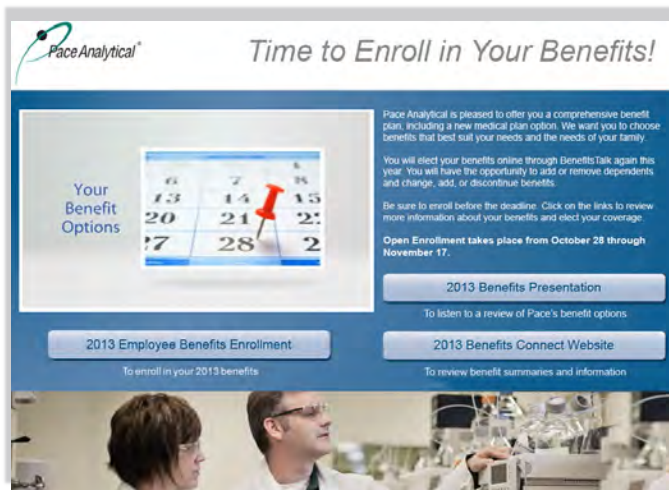
Incorporating a customized video message created by Flimp Media, the Pace Analytical branded video postcard provided links to the 2013 open enrollment presentation, the employee benefits website and the 2013 open enrollment benefits engine. The video postcard was distributed via employee email before the start of the open enrollment process.

Pace Analytical Video Postcard Campaign Results (2013):

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,500	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	1,223	81.53% of Employee Recipients
Total Video Plays Recorded (video view rate)	1,209	98.86% of Video Postcard Views
Total Response Actions Taken (response rate)	1,883	153.97% of Video Postcard Views
Video Duration	1 minute, 20 seconds	
Average Viewing Time	3 minutes, 18 seconds	
Total Viewing Time	66 hours, 28 minutes, 54 seconds	

Pace Analytical Video Postcard Campaign Results (2014):

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,500	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	760	51% of Employee Recipients
Total Video Plays Recorded (video view rate)	757	99.6% of Video Postcard Views
Total Response Actions Taken (response rate)	931	123% of Video Postcard Views
Video Duration	1 minute, 21 seconds	
Average Viewing Time	4 minutes	
Total Viewing Time	50 hours, 5 minutes, 24 seconds	



Pace Analytical Video Postcard (2013):



Pace Analytical Video Postcard (2014)

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Multinational Electronics Company

### About the Company:

This technology company is focused on improving people's lives through meaningful innovation in areas of Healthcare, Consumer Lifestyle and Lighting. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. It employs approximately 115,000 employees in over 100 countries.

### Communications Objectives:

As a company focused on improving people's lives, it sought to inform its vast array of employees about the options and rewards that the company offers them and to encourage them to take advantage of these opportunities.

### The Video Postcard Benefits Campaign:

This company created a customized video which encouraged its workers to take advantage of the company's financial planning resources as well as health and wellbeing outlets. The video postcard included a link to the Human Resources portal and encouraged employees to review and examine their involvement in various rewards programs. As a company focused on bringing benefits to employees, Flimp Media was able to assist this multinational electronics company in generating more interest and traffic in their video postcard.

Multinational Electronics Company Video Postcard Campaign Results :

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	8,500	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	5,681	67% of Employee Recipients
Total Video Plays Recorded (video view rate)	8,236	145% of Video Postcard Views
Total Response Actions Taken (response rate)	3,777	66% of Video Postcard Views
Video Duration	1 minute, 30 seconds	
Average Viewing Time	4 minutes, 18 seconds	
Total Viewing Time	406 hours, 16 minutes, 48 seconds	

## Video Postcard Campaign Case Study: Telerx

### About Telerx:

Established in 1980, Telerx, a wholly-owned independent subsidiary of Merck & Co, Inc., is a leading provider in customer care contact outsourcing. Representing more than 700 brands in the consumer packaged goods, healthcare and pharmaceutical industries, Telerx combines dedication to advanced communication technology with the knowledge that the majority of customer care continues to be provided by people, not automation.

### Communications Objectives:

Telerx sought to communicate its open enrollment period to employees with an interactive, interpersonal video communications piece.

### The Video Postcard Benefits Campaign Results:

Using Telerx's corporate branding, Flimp Media created a video postcard which featured a professionally produced video along with key benefit enrollment dates and links to online enrollment sites.

Telerx Video Postcard Campaign Results (2013):

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,400	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	800	90% of Employee Recipients
Total Video Plays Recorded (video view rate)	1,142	142.75% of Video Postcard Views
Total Response Actions Taken (response rate)	1,129	141.25% of Video Postcard Views
Video Duration	3 minutes, 10 seconds	
Average Viewing Time	3 minutes, 30 seconds	
Total Viewing Time	63 hours, 13 minutes, 18 seconds	

## Telrx Video Postcard Campaign Results (2014):

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	1,400	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	1,448	90% of Employee Recipients
Total Video Plays Recorded (video view rate)	1,721	119% of Video Postcard Views
Total Response Actions Taken (response rate)	1,952	135% of Video Postcard Views
Video Duration	4 minutes, 22 seconds	
Average Viewing Time	5 minutes, 12 seconds	
Total Viewing Time	125 hours, 33 minutes	



Telrx Video Postcard (2013)



Telrx Video Postcard (2014)

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: Thermo Fisher Scientific

### About Thermo Fisher Scientific:

Thermo Fisher Scientific, Inc. (NYSE: TMO) is the world leader in serving science. Their products and services help customers solve complex analytical challenges, improve patient diagnostics and increase laboratory productivity.

### Communications Objectives:

Thermo Fisher's open enrollments campaign had two key communications objectives. First, Thermo Fisher wanted to provide general open enrollment details, along with background information into the company's visionary approach to health care. Second, Thermo Fisher sought to educate employees about the two new medical plan options offered. To facilitate the latter goal, Thermo Fisher created three personalized video scenarios to guide employees through the medical plan selection process.

### The Video Postcard Benefits Campaign Results:

Working with Flimp Media, Thermo Fisher created a video to launch the medical benefits open enrollment period. This video featured their Senior VP of Human Resources explaining the strategy behind Thermo Fisher's new medical plan options as well as a spokesperson graphic video detailing changes in benefits plan offering. The video was integrated into Thermo Fisher's intranet site and distributed to employees by internal email using Flimp (there were no response links). In a separate campaign, a Flimp created video postcard was sent to employees by internal email that featured three different spokesperson "scenario" videos to assist employees in selecting their medical plan. This video postcard contained three short videos rather than one introductory video.

#### Introductory video postcard with no response links

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	8,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	6,900	86.25% of Employee Recipients
Total Video Plays Recorded (video view rate)	6,711	97.26% of Video Postcard Views
Video Duration	7 minutes, 20 seconds	
Average Viewing Time	4 minutes, 30 seconds	
Total Viewing Time	510 hours, 45 minutes, 26 seconds	

## Employee Plan Selection Video Scenarios

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	8,000	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	4,134	51.68% of Employee Recipients
Total Video Plays Recorded (video view rate)	6,442	155.83% of Video Postcard Views
Total Response Actions Taken (response rate)	5,255	127.12% of Video Postcard Views
Video Duration	Ranged from 44 seconds to 47 seconds	
Average Viewing Time	1 minute, 42 seconds	
Total Viewing Time	105 hours, 22 minutes, 18 seconds	

### Welcome to your Thermo Fisher Scientific Benefits!

Welcome to Thermo Fisher! As part of your initial benefit enrollment, you have a choice between two medical plan options. To help you decide which one is right for you, take a few minutes to watch this video. It explains our health care philosophy, how the two medical plan options work and includes some employee scenarios so you can see how they may apply to your personal situation.

**CLICK HERE TO LEARN MORE ABOUT YOUR MEDICAL PLAN OPTIONS**

#### PLAN WELL

**Employee Scenario #2**  
Julio's wife has heart disease and they also have 2 kids in college.

**Employee Scenario #1**  
Mary carries medical coverage for her husband and children - and they never know when they'll need to see a doctor.

#### CHOOSE WELL

**Employee Scenario #3**  
Joe is single and is a healthy guy who only sees a doctor when he really needs to.

#### LIVE WELL

**ThermoFisher SCIENTIFIC** **HR1**

**CLICK HERE FOR INFORMATION ABOUT OTHER IMPORTANT BENEFITS**  
**YOU MUST CHOOSE YOUR BENEFITS WITHIN 31 DAYS**

To access the Thermo Fisher Benefits website go to <https://thermofisher.employee.com>.  
The Benefits website provides you with the information and tools you need to plan well and choose well – for 2013.  
Questions? Contact the HR1 Solution Center at 1-855-HR1-CALL or at [HR1@thermofisher.com](mailto:HR1@thermofisher.com).

Thermo Fisher Scientific Video Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## Video Postcard Campaign Case Study: VCE

### About VCE:

VCE is a leader in converged cloud infrastructure systems. Their products enable IT organizations to standardize processes and applications, improve utilization and lower operational costs, accelerate technology adoption and innovation, and maximize adaptability and investment protection.

### Communications Objectives:

As a technology company focused on “the cloud”, VCE wanted to create a virtual, digital communications vehicle for the 2013 employee benefits open enrollment.

### The Video Postcard Benefits Campaign Results:

Featuring a Flimp Media-produced customized video message and VCE corporate branding; the video postcard provided pertinent information about the comprehensive open enrollment. Employees received the video postcard via internal email. Additionally, the video postcard was viewable on VCE’s intranet.

VCE Video Postcard Campaign Results

Employee Engagement Rates	Viewers	Viewer Response Rate
Total Video Postcard Emails Sent to Employees	950	100% of Employee Recipients
Total Video Postcard Views (engagement rate)	292	30.73% of Employee Recipients
Total Video Plays Recorded (video view rate)	293	100.34% of Video Postcard Views
Total Response Actions Taken (response rate)	204	69.86% of Video Postcard Views
Video Duration	2 minutes, 16 seconds	
Average Viewing Time	2 minutes, 36 seconds	
Total Viewing Time	17 hours, 36 minutes, 36 seconds	

**VCE** THE VIRTUAL COMPUTING ENVIRONMENT COMPANY

**TIME TO ENROLL IN YOUR BENEFITS!**

During open enrollment you have the opportunity to make changes to your VCE benefits. You can add or remove dependents, change and add new benefits, re-enroll in the Flexible Spending Accounts as well as the ARAG Legal Plan. We want you to choose the benefits that best suit you and your family's needs. By working together, we will continue to provide a comprehensive benefits package for all of your needs.

**Open Enrollment takes place from November 5 to November 18, 2012**

[bswift](#) [VCEview](#)

[Benefits@vce.com](mailto:Benefits@vce.com)

VCE Postcard

- Click image to see interactive multimedia video postcard
- For security reasons interactive links direct to a neutral site

## About Flimp Media and Flimp Communications

Flimp Media, Inc. is a video marketing and communications solutions company with offices in Boston, MA, New York, NY, Denver, CO, and Manchester, UK. Our FLIMP©5 video solutions platform enables users to create, distribute, and track interactive video postcards, video landing pages, and video microsites called flimps® without programming or IT resources for online direct marketing, sales and communications. Our Flimp Agency division provides creative video production and design services to our clients. Our Flimp Communications division provides HR-benefits video communications solutions to employers, carriers and intermediaries. For more information about Flimp products and services please visit [www.flimp.net](http://www.flimp.net) and [www.flimpcommunications.net](http://www.flimpcommunications.net)

### CONTACT INFORMATION

Flimp Media Inc.

2 Hayden Rowe  
Hopkinton, MA 01748  
☎ 1 (508) 435 6166

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[www.flimpcommunications.net](http://www.flimpcommunications.net)  
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