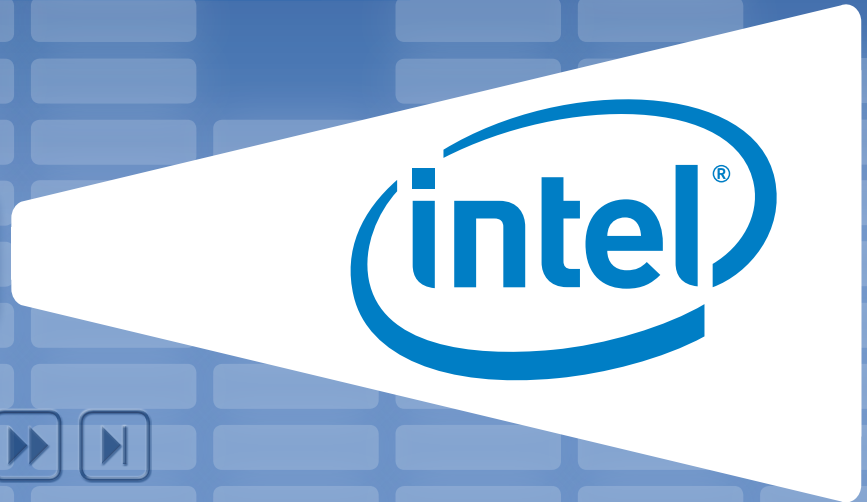




Excellence in Enterprise Video Awards

Profiles in Success: Intel



Produced by:

InterActive
Media Strategies

Nominated by:

The FeedRoom



Profiles in Success: Intel

BACKGROUND

Intel has received the Excellence in Enterprise Video Award for its thought leadership in using video for corporate communications and media relations and leveraging social media in innovative ways.

Intel has continuously evolved its press room efforts and its outbound communications initiatives to provide important messages and information about the company to broadcast journalists and now to a wide range of other online media outlets, technology blogs, news and information sites, and a range of social media networks including Twitter, YouTube and others. By enabling interested parties to leverage the power of video as a communications medium and to easily embed videos into their own sites where an interested audience comes to find information, Intel is setting a standard that many companies, both public and private, can emulate.

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NOMINATION FOR THE EXCELLENCE IN ENTERPRISE VIDEO AWARD

Intel was nominated for the Excellence in Enterprise Video Award by The FeedRoom, the company providing video platform technology used on the Intel Press Room site, [Intelpr.feedroom.com](http://intelpr.feedroom.com/) <<http://intelpr.feedroom.com/>> (See Exhibit 1.)

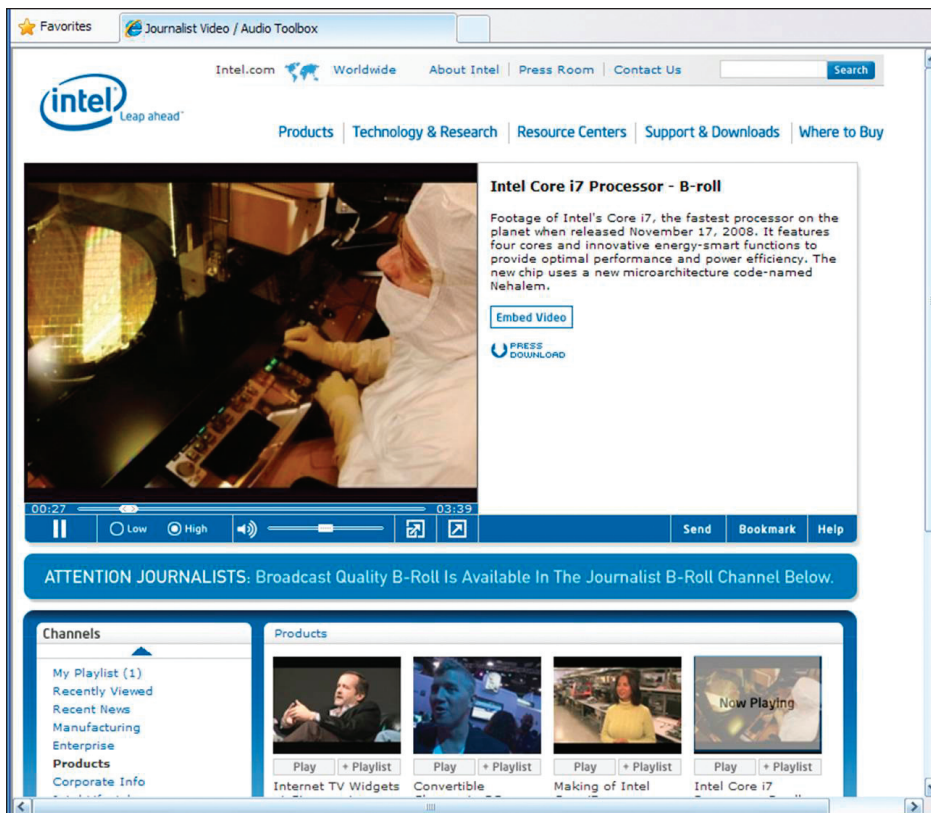


Exhibit 1 – Screenshot from B-Roll Footage of Making Core i7 Processor.

Source: © 2009 Intel Corporation



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BUSINESS GOALS AND OBJECTIVES FOR USING VIDEO

Intel is the largest chipmaker in the world and one of the foremost innovators of technology making computers and other devices used around the world operate faster and more efficiently. The company seeks to continually inform and often enlighten broadcast news professionals and other interested parties looking for information about Intel and the products it brings to the marketplace. This involves creating interesting content that will both inform and engage site visitors, not only on the Intel site, but also on sites where more and more people are going for their information, social media sites, blogs and news media outlets.

"Video content is ubiquitous on the Internet now, and our goal now is be able to provide the ability for not only broadcast journalists to view videos that we produce, but also to connect with casual viewers or consumers who may be interested in the products and innovations from Intel."

— Larry Bozman

Corporate Communications Manager, Intel Corporation

Interactive Media Strategies had the opportunity to meet with two of the individuals responsible for Intel's corporate communications efforts and video press room initiatives, Larry Bozman, Corporate Communications Manager, and Ken Kaplan, Broadcast and New Media Manager. Bozman explains why video has become such an integral component of the corporate communications team's outreach efforts. "Video content is ubiquitous on the Internet now, and our goal now is be able to provide the ability for not only broadcast journalists to view videos that we produce, but also to connect with casual viewers or consumers who may be interested in the products and innovations from Intel," says Bozman.

The ability to reach casual viewers and other interested parties has been a major challenge for businesses of all types and sizes. Intel has been able to achieve their objective of reaching a broad and global audience by embracing social media networks and enabling others to provide the specific type of content they believe their audience will be interested in most.

Kaplan believes that it is important to watch what is going on with social networks and to understand how technology used or discussed in blogs and social media sites can help to shape how Intel reaches a growing audience. "We saw that our customers and partners were getting information from social media sites several years ago and that it wasn't just consumers visiting sites such as YouTube and social networks like Twitter. We have made an extensive effort to use social networks, and not just to help tell our story about Intel products but to really engage with visitors from those sites," Kaplan says.

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Broadcast and New Media Manager
Intel Corporation



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Intel understands and that the number of sites and the vast audience that can be reached through them, is far greater by taking full advantage of the trust that users have with many social media sites, since so many people interact with social networks such as YouTube, Twitter, Facebook and others on a daily (sometimes even hourly) basis.

Kaplan acknowledges the power of making video available to others through social media when he says, “We are reaching audiences around the world that we would not have been able to reach otherwise. These are new ways, new vehicles, new doors for relationship building and new understanding for what’s going on inside Intel.”

Channels in the Intel press room include a section with b-roll footage for journalists and bloggers that can be downloaded or embedded directly into a website or blog. The company produces video content that includes information about the company, corporate announcements of new products, such as the Core i7 Processor, “the fastest processor on the planet,” as well as stories about some of the many humanitarian projects and community outreach initiatives that Intel has underway at any given time. For example, journalists and anyone who may be interested can watch or download videos about Intel’s support of the “Small Things Challenge,” a global initiative for raising awareness and funds so that children in developing countries can have access to quality education and parents can earn higher incomes. (See screenshot in Exhibit 2)

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Exhibit 2 – Screenshot of Press Kit and Video Clips on Small Things Challenge.

Source: © 2009 Intel Corporation



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IMPORTANT EVALUATION CRITERIA FOR VIDEO TECHNOLOGY

Since one of the major goals for Intel is to enable other people and organizations to not only view video content but to embed it within their own sites, having the ability to quickly and easily provide embeddable code to others was an important business requirement for the corporate communications and media relations team.

Having a video portal that is an integral part of the Intel Press Room has enabled Intel to offer site visitors a way to find multimedia content that is of interest to them and to be able to consume it in a way that is most convenient. This includes viewing the content in the video portal itself, downloading the video as an MPEG video file, embedding it or subscribing to a number of different podcast channels via RSS feeds. (See Exhibit)

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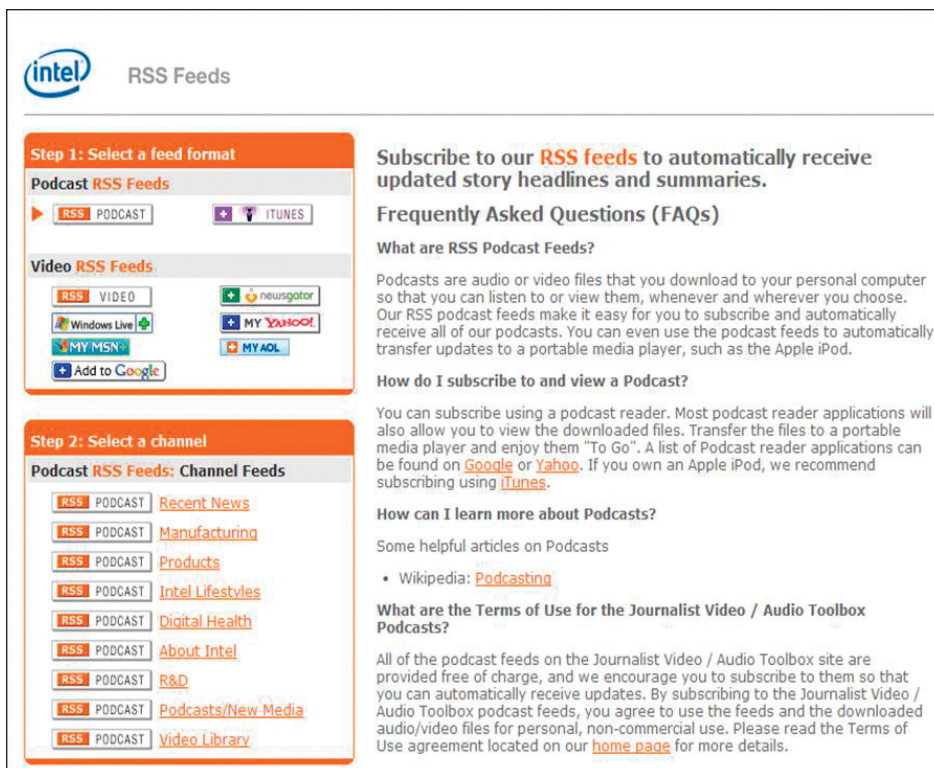


Exhibit 3 – “Screenshot of Intel Podcast Channels Available via RSS Feeds

Source: © 2009 Intel Corporation

BENEFITS ACHIEVED

Intel has seen its reach broaden and deepen with a growing base of consumers, technology experts and businesses with whom the company would likely not have been able to connect without the ability to leverage the audience of so many news outlets, blogs and social media networks.



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EEVA WINNING STRATEGIES FOR SUCCESS WITH VIDEO

There are a number of strategies and best practices that can be learned from the example set by Intel in operating its corporate communications and media relations programs.

Think Beyond Traditional Broadcast News Outlets — In the past, most companies employed strategies such as issuing press releases and creating highly-produced video content for broadcast media outlets for distribution to their TV audiences. Intel has shown that leveraging the Internet, particularly with video, broadly expands the potential audience a company can reach. It also enables the company to connect with a large and global base of consumers in a very cost-effective way, something that was difficult or impossible to do a decade ago.

Embrace Social Media as a Business Communications Tool — Social media sites and the use of social networking by Internet users to connect and share with others is the wave of the future. Companies must recognize this fact and embrace the phenomenon, not simply by posting a few videos to YouTube, but by fully leveraging social media and the power it has to engage people as well as to inform them. Where some companies stop at posting to blogs or responding to comments of others, Intel has taken the use of social media to new heights by enabling hundreds and even thousands of people to not only view videos Intel produces, but to post them to their own sites, allow site visitors to comment on them, and use them as integral content for engaging users and motivating them to return in the future.

Provide a Great End-User Experience — Intel's KenKaplan believes it is important to make content easy to find, easy to use and portable, meaning embeddable into other sites. It's not just major broadcast news outlets that are customers of Intel's media relations group any more. Customers include consumers, partners, technology websites and even small bloggers, which may be a single person who has a large and interested audience of loyal followers that are always looking for the latest information on what's hot in their world and sphere of influence. Making video available to a range of different audiences, across virtually every continent, and on all kinds of connection speeds is important. Providing options from which to choose, including downloading content to view at a later, more convenient time, is an effective way of providing a good user experience for those interested in learning more about what a company offers.

Take Advantage of Online Distribution of Video to Reach a Global Audience — Larry Bozman of Intel's corporate communications group says that producing video for digital distribution via the Internet helps them reach a global audience of interested users in far less time, and at far lower cost than methods used several years ago. "In the old days it could take weeks to get video out to major news outlets, but now we can turn around much faster and work in the timeline of today's news operations, which is very quickly."

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