

MEDIA&ENTERTAINMENT CASESTUDY

Providing Mission Critical Consulting for a Global Media Conglomerate Event

INDUSTRY: MEDIA AND ENTERTAINMENT
Los Angeles, CA | 100,000+ employees



The Challenge

One of the world's largest global media and entertainment conglomerates was preparing for its biggest annual sales event – the Upfront. The client's events team was faced with major delays stemming from gaps in communication across various departments, along with severe challenges storing and sharing files efficiently to facilitate collaboration. Under no circumstances could the event be postponed. The company needed to urgently find the right technology partner with the clout and well-rounded technical and strategic capabilities to help bring this crucial annual event to life. This meant a solution that easily stored and shared content, as well as integrated effectively with the company's live streaming and other infrastructure. In addition, it was important that the technology partner could proactively and strategically assist with overall project management, and quickly adapt and react to the company's high expectations, changing needs and very demanding timelines.

The Solution

Mediafly worked with the client to build a detailed three-month project plan leading up to the event, along with a two-week post-event wrap up. We worked across many client teams, including events, marketing, sales, and external suppliers to build a branded mobile app that would address all the client challenges. Our engineering team relentlessly tested many different app functionalities to assess the absolute best ones needed for the Upfront. It designed and branded the mobile app. Our Customer Success team built a rigorous communication process with multiple weekly touch-points between the studios, all partners, and other key personnel, that fostered constant dialogue and collaboration. This immediately offset the previous delays and expedited the process to stay on track towards the event date. Mediafly single-handedly became a part of the mission control team for the Upfront preparation.

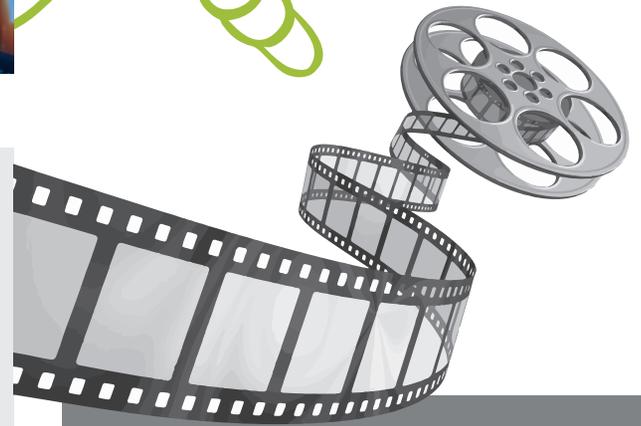
The Result

The Upfront was a big success for the client. Thanks to Mediafly, the company successfully accessed and showcased all needed television shows and presentation content, seamlessly. Mediafly helped meet all project management success metrics, including timely approvals, app delivery, and flawless execution. There was a 26% increase in recorded users for the streamed event as well. Based on this success, the company has hired Mediafly for six years in a row and we are already looking forward to the Upfront in year seven.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit Mediafly.com or follow @Mediafly for more information.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.



MEDIAFLY CLIENTS

Disney

NBC UNIVERSAL

SONY