

Case Study: How Award-Winning Video Production Transformed Financial Messaging and Delivered \$100,000+ in Savings

The Challenge A veteran NYC asset management firm sought to cut through industry noise and reach financial advisors with authentic content, while slashing production costs by over 85%.

The Current State

Goal:
Create professional-grade video to scale their message, drive engagement, and cut costs — with a single vendor who knows their audience and can amplify their reach.

Employees: 11-50
Financial Measure: \$1.3 Billion +
Presence: United States
Sector: Asset Management

Our Solution: Premium video production with everything in one place: A single vendor who elevates your content, engages your audience, and amplifies your message!

The FLX Advantage

Cost Savings



- \$10,000 direct production savings (\$27,500 → \$17,500) through streamlined execution
- \$7,000 agency markup fees avoided
- \$8,000 annual compliance savings
- \$150,000+ avoided by eliminating need for dedicated media team

Growth Potential



- 34.1% play rate demonstrating strong initial audience interest
- 65.9% average watch time showing exceptional content relevance
- 79.9% average percentage viewed, nearly 2.5x industry average

Productivity



- Single vendor solution eliminated coordination between multiple service providers
- Strategic distribution through FLX Networks' existing advisor channels
- 33+ staff hours reclaimed through turnkey workflows

Award Winning Team

