

Case Study: How Award-Winning Storytelling Delivered 61% Viewer Retention for an Investment Firm

The Challenge Boutique investment firm needed to differentiate their long-term value philosophy and authentically communicate culture to institutional investors in a crowded marketplace.

The Current State

Goal:
Create authentic brand video to differentiate investment philosophy and engage institutional clients with compelling storytelling.

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Employees: 11-50
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Financial Measure: \$3.6 Billion
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Presence: United States
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Sector: Investment Management
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Our Solution: Premium brand video production with everything in one place: A single vendor who transforms investment philosophy into award-winning storytelling, engages target audiences, and delivers measurable results!



SILVER WINNER - The Telly Awards 2024 | Corporate Image - Branded Content

The FLX Advantage

Cost Savings



- Single-vendor solution eliminated coordination between multiple service providers
- Award-winning creative execution without agency markup fees
- Professional video production at boutique firm budget

Growth Potential



- 11.4% play rate demonstrating strong initial investor interest
- 61% completion rate, 2.5x industry average for financial content
- Silver Telly Award recognition enhances firm credibility

Productivity



- Turnkey creative and production workflow from concept to delivery
- Marketing team hours reclaimed through streamlined process
- Evergreen brand asset delivering ongoing value over 474+ days

Award Winning Team



Contact us:  