

Get People Talking About your CR Report with VideoReportAlert

What is it?

VideoReportAlert is a video announcement service for CR reports. An expert reviewer will make a five to six minute video introduction to your report, showcasing its highlights. Distribution through a range of online channels then gets your report to the people who matter.

Why do I need it?

There are many channels for getting your report in front of a relevant audience, but VRA is the only one that gets that audience talking about it. Making use of social media means starting the conversation about your sustainability efforts, and VRA is designed to do just that. VRA combines an attention-grabbing video format with multiple online distribution channels to get your report noticed by everyone from ethical investors to CR bloggers.

With more and more CR reports published each year (a record 5,369 reports were added to CorporateRegister.com in 2010), it is becoming increasingly difficult to make your report stand out. The ways in which people choose to receive information are evolving, and VRA allows you to make the most of the opportunities this presents by matching the impact of video with the reach of social media distribution.

What do I get?

In addition to being embedded in your CorporateRegister.com report profile, your VideoReportAlert will be distributed throughout 3BL Media's multi-channel distribution network. This network is designed to showcase video content as well as traditionally formatted news such as press releases and other announcements. The network specifically includes distribution of your VideoReportAlert to:

- 3BL's Video Network of CR and mainstream channels on 50+ video sharing sites
- Thomson Reuters' CR Channel on *Reuters Insider*, managed exclusively by 3BL Media
- Placement on relevant social networks and online communities including Twitter, Facebook and focused LinkedIn groups
- Thousands of opt-in email subscribers consisting of mainstream and CSR focused media points, professionals and consumers
- Affiliate network of CR-focused sites that run 3BL Media's rss and mrss feeds
- Aggregators including Technorati, Lexis Nexis, Comtex helping to ensure content is indexed and searchable through all major, relevant websites and portals

How does it work?

1. You provide a copy of your report (or link to an online report) together with a summary of the highlights and features that you would like to ensure your stakeholders know about.
2. Paul Scott will make a circa five minute video introduction to your report, showcasing its highlights. Distribution through a range of online channels then gets your report to the people who matter.
3. 3BL Media edits the video and sends to you for your concurrence. Once approved, the video is distributed through all 3BL Media distribution points, and a link visible to over 35,000 registered CorporateRegister.com users.
4. CorporateRegister.com also hosts the video together with your report on the unique page reserved for your report on the CorporateRegister.com website.
5. You can retain a copy of the video for embedding on your corporate website, or for use in internal or employee communications.
6. You enjoy the wide exposure of your **VideoReportAlert** and subsequent readership of your report.

With fast approval at your end, our commitment is to have your video on the screens of your stakeholders within seven working days of accepting your order.

How much does it cost?

We can produce a VRA for dissemination with ReportAlert, maximising its effectiveness. Combine with any ReportAlert service option (see ReportAlert)

The fee is £1,750 / €2,000 / \$2,800

Who provides this service?

VideoReportAlert is produced in partnership between CorporateRegister.com and 3BL Media. It brings together the partners' expertise in Corporate Responsibility and Social Media on the world's leading CR reporting website.

3BL Media is the leading CSR, sustainability, and cause marketing communications company. 3BL Media helps organizations - nonprofits to multinational corporations - have a positive influence on society and the environment through information sharing that leverages the most cutting-edge technology and social media. 3BL Media is the producer of 3BL TV and maintains the largest distribution network of CSR-focused media points, professionals and consumers.

CorporateRegister.com is the primary reference point for corporate responsibility (CR) reports and resources worldwide. Services include data access, distribution, site profiles, and benchmarking and best practice initiatives.