

The Problem

Time is fleeting, and attention is at a premium.

According to a Microsoft study, the average adult has an **attention span of just 8 seconds**, underscoring the need for content that is:

- **Engaging**
- **Differentiated**
- **Results-Oriented**

The Solution—The FLX Media Advantage

As the premier destination for content creation in the asset management industry, FLX Media delivers meaningful content that results in **growing audience engagement, generating leads, and giving brands their unique voice.**

Through elevated video content, FLX Media will:

- Showcase your thought leadership
- Educate target audiences on capabilities, services, and products
- Build brand awareness and create an emotional connection through personalized messaging
- Drive traffic to your website
- Generate leads with onsite and offsite content

WHY FLX MEDIA?

With a deep understanding of today's leading digital tools and visual demands, we deliver:

- An unparalleled style of professional branding and messaging
- Proven industry experience in broadcast television, documentary lifestyle, direct-to-brand storytelling, and ultra-high-speed cinematography
- Differentiated and elevated content

As a creative hub sharing a common axis with FLX Distribution members looking to broaden their reach with video content, we provide value by creating an authentic, streamlined experience that aligns people, services, and products while showcasing your credibility.

WHO WE ARE

Led by a creative team with over 35 years of experience in the entertainment and brand marketing industries, FLX Media brings a specific skillset to uniquely spotlight companies and their distinct value. Our ability to capture and convey complex information and individual stories effectively will elevate your brand to new heights. Your content and messaging will benefit from decades of industry experience, ensuring a level of production value and cohesive storytelling, unparalleled in the asset management space.

[FLX Media Showreel](#)

[FLX Distribution Brand Video](#)

METRICS THAT MATTER

95%

of a message is retained by the viewer when watched in a video versus 10% when read in text format. ([Insivia](#))

72%

of customers would rather learn about a product or service by way of video. ([HubSpot](#))

35%

higher average retention rate of personalized videos vs. non-personalized videos. ([HubSpot](#))

53x

more likely for a website to reach the front page of Google if it includes a video. ([Insivia](#))

On average
2.6x

more time people spent on pages with video than without. ([Wistia](#))

Up to an
80%

conversion rate boost when you include a video on your landing page. ([Unbounce](#))

300%

increase in click rates when adding video to your emails. ([HubSpot](#))

78%

of people report watching videos online each week, with 55% of those watching on a daily basis. ([Social Media Week](#))

18

the average number of videos published by businesses each month. ([HubSpot](#))

300% more traffic attracted by videos, helping to nurture leads. ([MarketingSherpa](#))