
InterActive Media Strategies

**Excellence in
Enterprise Video Awards**



**Profiles in Success from
EEVA Finalists**

Featuring:



HERBALIFE.

EEVA Award Nomination by:





EEVA Finalist: Herbalife

Background

Herbalife is a premier nutrition and weight management company that is a global organization with approximately 1.9 million distributors in 70 countries. Its product categories include targeted nutrition, weight management, energy and fitness and personal care products. The company is publicly traded on the New York Stock Exchange.

Nomination for the Excellence in Enterprise Video Award

Herbalife was nominated by The FeedRoom for an Excellence in Enterprise Video Award for its extensive outreach program for providing high-quality video, and translated content, to its vast base of distributors around the world. The company provides its distributors with access to a vast and growing library of video content that is used for corporate communications, distributor training and event broadcasting via the Internet.

Interactive Media Strategies interviewed Brett Adams, Director of Planning and Control for IT at Herbalife. Adams shared his thoughts and insights on the power of video for providing compelling and engaging communications to distributors located across six continents.

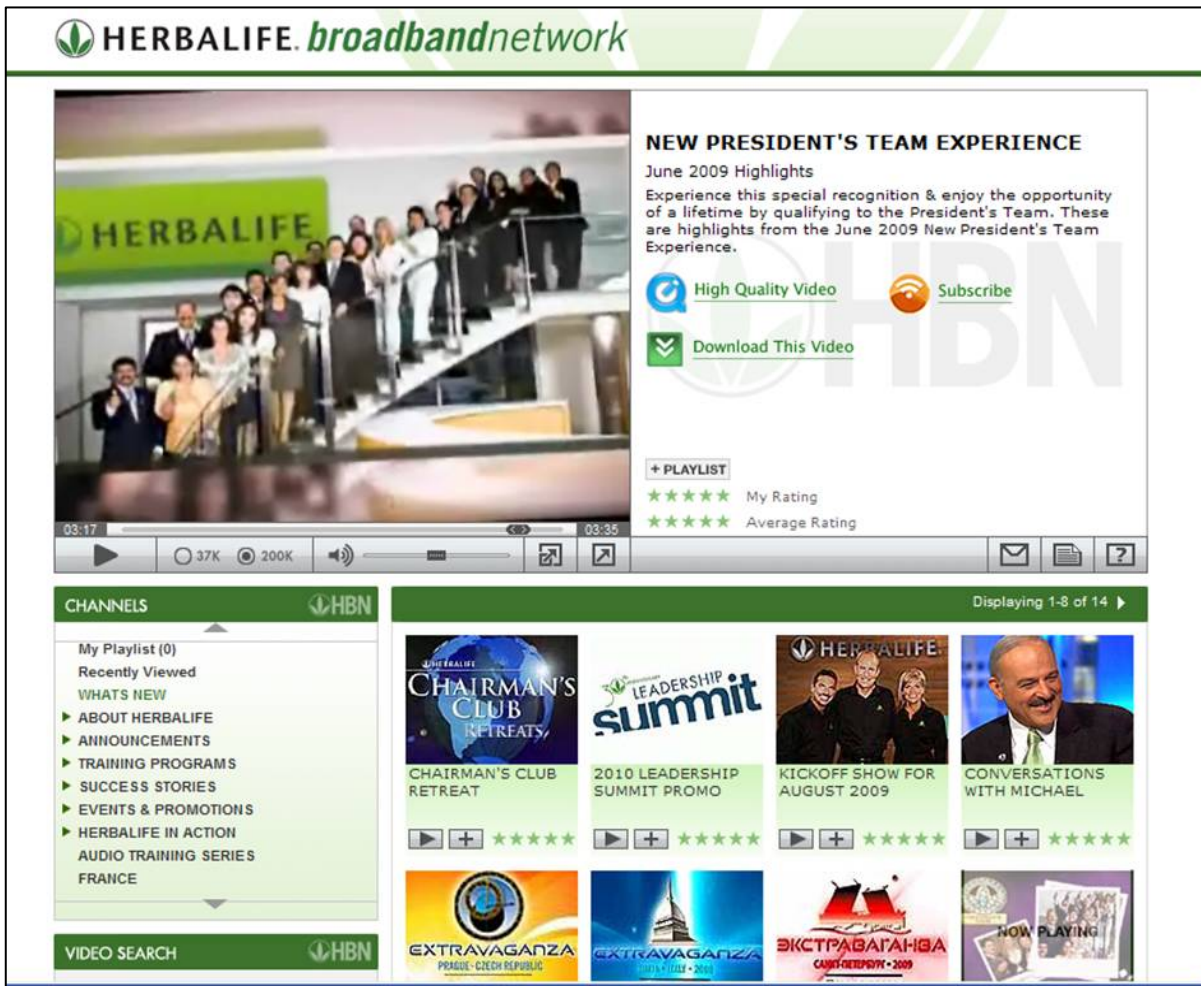
Business Goals and Objectives for Using Video

According to Adams, the ability to allow the company's independent distributors to see and not just hear or read about company events, products and developments was a key driver of video for Herbalife. "Our distributors want to be able to share in the excitement of our events. We currently do business in 70 markets and there's an incredible amount of material, both from corporate and distributors, that we want everyone to have access to."

Another goal for Herbalife was being able to transition for expensive satellite feeds for communicating with distributors around the world by leveraging the ability of the Internet to reach people in many different countries. It was also an issue of quality, according to Adams. "When we were using our satellite based system, the video quality was poor, and the cost for providing that content was very expensive. We wanted to make a transition to Internet-based content delivery to provide a better user experience and to save on costs."

For a company such as Herbalife, any strategy designed to increase the effectiveness and efficiency of the independent distributor channel is money well spent. The

company wanted to enable its independent distributors to leverage the professionally-produced video content created for marketing programs in their own promotional efforts. A key goal was to enable distributors to send links for webcast content quickly via e-mail, or to download selected videos to be viewed at a later time. (See screenshot below)



Having an enlightened management team that understands the benefits of offering video content can certainly help when it comes to making investment decisions for technologies needed to achieve a company's business objectives. According to Adams, the executive leadership team at Herbalife definitely reflects an enlightened approach toward deploying video as an effective medium to engage a range of target audiences.

Portability and Scalability are Key Criteria

Herbalife hosts more than 1,500 events a year held all around the world, so it is important for the company to have a webcast solution that is portable, as well as scalable. It's not uncommon for the company to have multiple cameras filming large

events, or to have a single camera shooting an executive of the firm at a remote location. As a result, flexibility to ingest all types of video content is important.

It is also important to be able to effectively manage all the video content that is being created, especially with the growing volume the company is producing. "We have thousands of videos in our library and hundreds of them are watched regularly by our distributors, particularly new distributors that are looking to learn more about Herbalife and our wide range of products," says Adams. "I'm a huge believer in enterprise content management, because just getting video content out to the audience is not the only issue, it's getting it out there with the right context and relevance for our distributors. Having the right video content management system in place is critical."

For Adams, providing additional context to videos means being able to include materials such as PDF documents, links to relevant pages on Herbalife's websites and other information that distributors viewing the videos may also find useful.

The Solution Deployed

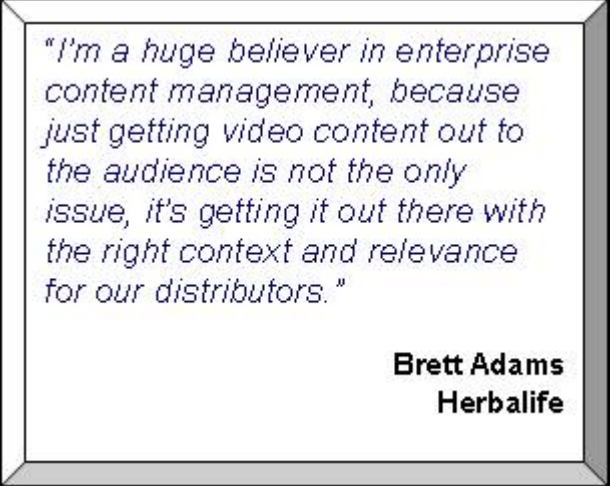
Herbalife has deployed a video content management system from The FeedRoom that has enabled the firm to effectively deploy, manage and track its rapidly growing library of video content. The FeedRoom technology provides the back-end platform upon which the Herbalife Broadband Network is built, which provides a number of different channels of content including company announcements, training videos and success stories.

Adams talks about the importance of managing the entire lifecycle of video content within a large global enterprise. "It's really easy to create content, but people don't always realize that it's not so easy to manage it. Our digital asset management system allows us to manage the complete lifecycle of our video content and that's a big reason for the success of our webcast efforts."

According to Adams, the best way to manage all the content is to ensure its gets into the content management system right from the start. "It's now well-known around here that everything we produce must go into our centralized video system because without it, we can't manage it, track it or report on it."

Benefits Achieved

Herbalife has seen numerous benefits and achieved significant cost savings from its deployment of enterprise video and content management technology by streaming its video content out to its growing base of global distributors, rather than distributing the video over expensive satellite feeds.



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Herbalife

The company has also enhanced its ability to communicate with worldwide distributors in their native languages by deploying a robust video content management solution. “Our ability to convert over from our satellite transmission system to an internet-based delivery system for our video content was a complex process considering that we have to make it available in 19 languages. We were able to do that in a relatively short amount of time, and we now have independent distributors in 70 countries who are able to watch our video content,” states Adams.

The power of video in conveying the right message is certainly being seen by large numbers of distributors. The company uses video to provide information to new distributors on topics such explaining the key benefits of certain products or answering questions that typically arise when speaking to customers. “The feedback we hear back from our distributors is that they really like having the ability to see an experienced distributor talk about Herbalife products, or hearing from members of our management team.”

Best Practices for Deploying and Managing Video

When an organization as large as Herbalife is able produce and distribute thousands of videos to distributors in more than 19 languages in 70 different countries, you can be sure that they have learned a great deal about deploying and managing video content efficiently.

Some of the best practice recommendations and suggestions from Adams for other organizations looking to deploy webcasting and distribute video content are outlined below.

- **Develop a Well-Organized Plan** – It is important when going in to a project for developing and distributing video content to have a well-thought out plan for the lifecycle of the different types of content that will be created. For example, some content will likely have a limited shelf life and may need to be deleted from the digital content management system after a stated time period. Other content may be evergreen in its message and may have a useful life of many years.
- **Manage Expectations of Others** – Adams counsels that it is important to manage the expectations of different groups inside and outside of the organization when it comes to storage needs, viewer behaviors, and the type of content that an audience would like to see. Oftentimes, initial expectations must be changed to accommodate evolving needs.
- **Understand Your Audience** – Knowing as much about the potential viewing audience as possible can help ensure you are providing the best possible user experience to the broadest possible audience base. The right kind of user tracking logs and delivery technology can yield incredibly useful information on the types of media players, connection speeds and user platforms of your audience. Having this type of information can help to ensure that the proper types of video files, bit rates and delivery configurations are used to desired audience with appropriately formatted content.