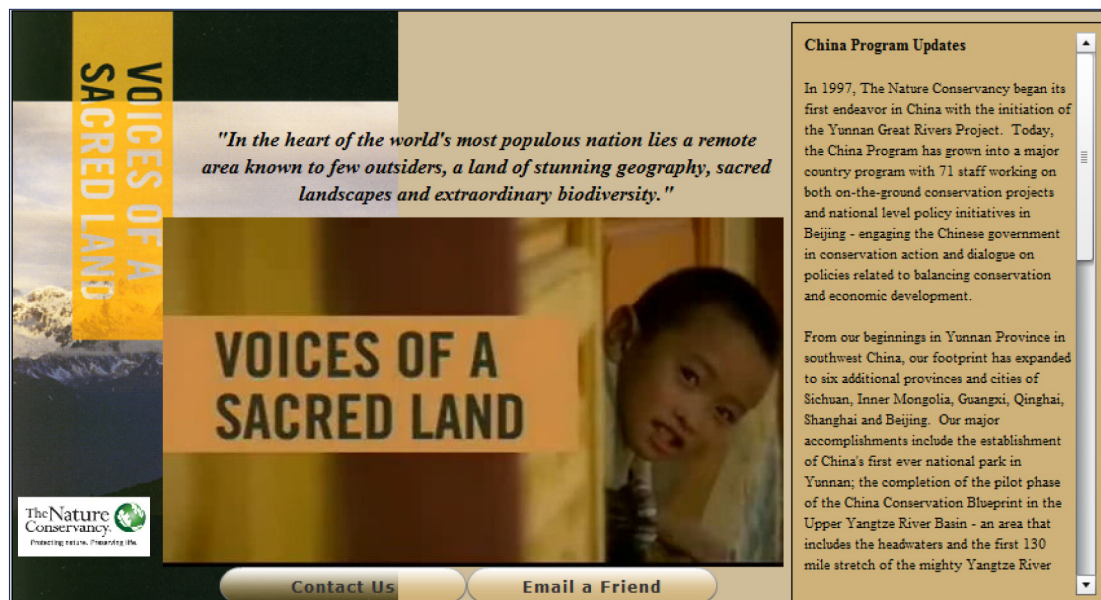


Flimp Case Study: NonProfit Communications

Video Communications for Trustees and Development

Client: The Nature Conservancy



The Nature Conservancy uses Flimp for its Trustee communications program to communicate updates about various programs using audio-visual content.

About The Nature Conservancy

The Nature Conservancy (TNC) is the leading global conservation organization working to protect important lands and waters for nature and people. Established in 1951, The Nature Conservancy has protected more than 1 million members who help support the organization's efforts to address threats to conservation involving climate change, fire, fresh water, forests, invasive species, and marine ecosystems. When The Nature Conservancy needed an effective way to reach out to their 1.500 Trustees with monthly multimedia updates on key issues and initiatives, they chose FLIMP.

Communication Objective

TNC wanted a way to not only present video in a branded multimedia format to their Trustees but also detailed obtain detailed viewer analytics for each communication campaign. The FLIMP platform was chosen because TNC was impressed with the ability to create multimedia and video microsities for each campaign quickly and easily that could be branded and distributed confidentially at a reasonable cost while obtaining detailed analytical data. According to JJ Wang of the TNC, "FLIMP is easy to use once you have your video assets converted to the right format and you have gathered your content for the flash microsite. You can create a flimp microsite in about 20 minutes." TNC found

the FLIMP ability to provide robust analytics very appealing. "With the analytical data, we are able to determine how many of our Trustees are interacting with campaigns, including who is responding to each campaign. This helps us gauge who the most committed members are regarding different issues," said Andrew Walker Director, TNC Trustee Programs.

Flimp Microsite Campaign Results

The Nature Conservancy has created Flimp videosites covering a range of topics including fundraising, member advocacy, and for important announcements. Each Flimp videosite has been sent out by email directly to The Nature Conservancy's trustees list. The videosite watch –to-completion for important Trustee announcements neared 98% for a five minute video presentation made by The Nature Conservancy's acting President and CEO. To date, The TNC Trustee Programs Flimp videosites have generated over 200 hours of video viewing time.

"The Nature Conservancy has been extremely pleased with how responsive

the Flimp Media team has been to help us understand this new marketing and communications technology. The cost to create and produce a flimp microsite is very reasonable. Video is the wave of the future for marketing. While YouTube is a great way to present video to a mass audience, YouTube does not offer detailed analytical data or confidentiality. Flimp microsities enable us to present audiovisual content and decipher exactly who has watched our video. We are able to create fully branded microsite campaigns that present a direct call to action," said Andrew Walker. "The comments captured by FLIMP give The Nature Conservancy a candid idea of what Trustees think of us and what they think of our programs. We want the video to capture our Trustee's attention. We are finding that our flimp audiovisual microsities are helping Trustees link to content that further reinforces our message." The Nature Conservancy plans to produce more Flimp microsities for communications and fundraising efforts. They hope that a "Behind the Scenes" campaign will allow their audience to look at projects and initiatives and engage deeper with their programs. ↗

The Nature Conservancy
The leading global organization
Established in 1951

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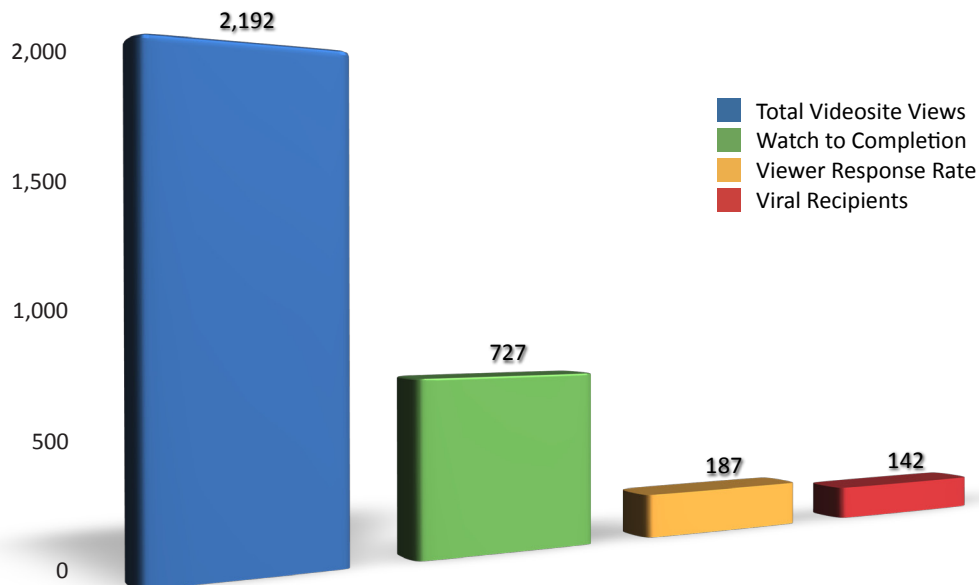
Client: The Nature Conservancy

RICH MEDIA MARKETING

The Nature Conservancy FLIMP Videosite Email Campaign. Viewer Engagement and Response Data

Using FLIMP, The Nature Conservancy a number of member email marketing campaigns were created, launched and tracked by viewer email address. The campaign targeted The Nature Conservancy's 1,500 Trustee members.

	1	2	3	4	5
Video Duration	2 min., 50 sec.	2 min., 9 sec.	21 min., 28 sec.	11 min., 44 sec.	11 min., 42 sec.
Total Viewing Time	36 hr., 46 min., 33 sec.	4 hr., 26 min., 34 sec.	58 hr., 47 min., 42 sec.	47 hr., 48 min., 39 sec.	29 hs., 52 min., 33 sec.
Average Viewing Time	2 min., 54 sec.	3 minutes	8 min., 12 sec.	8 min., 30 sec.	7 min., 24 sec.



Target Audience Actions	Viewers	Response Rate
Total videosite views (includes views from viral recipients) ¹	2,192	100.00% of videosite viewers
Watched to completion (watched entire video)	727	33.17% of videosite viewers
Response links clicked (videosite response)	187	8.53% of videosite viewers
Forward to a friend (sent to a friend) ²	142	6.48% of videosite viewers

1 Multiple views by the same person within 5 minutes are counted as one videosite view.

2 Viral Recipients data does not include messages forwarded directly from email agent (such as Gmail, Outlook, etc.).

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