

## PostAds Group and StudioNow Partner Up to Offer Marketer-direct Video Production Solutions

PAGs strengthens positions by expanding offering into ever-growing video content arena



PostAds Group, the leading post-production consultancy for global marketers and StudioNow, the leader in scalable video content solutions, has announced a joint partnership for marketer-direct video production and consulting services.

Under this new partnership, PostAds Group's post-production consultancy will now include video production consulting and executional capability via StudioNow's video creation marketplace. The partnership addresses an urgent need for marketers whose proliferation of video content is outpacing the capacity of legacy content production models.

"Marketers are creating more video content than ever before and their ability to successfully manage all of this new production is a central challenge in the industry," said John Lipuma, CEO of PostAds Group. "StudioNow has innovated the new path forward in video production with its curated Creative Network and Production Management technology; combined with PostAds Group's post-production strategy

and change management solutions, together we can help marketers implement next-generation platforms necessary to support their infinite production needs."

StudioNow's expertise in building in-house content studios within marketing organizations for all manners of video content across broadcast, digital, mobile and social channels is a critical component to the joint services offering. For the first time marketers will be empowered to take direct control of their content creation projects centrally – with the added benefit of a dedicated PostAds-StudioNow resource in place to manage the variety of external partners used for producing, finishing, distributing, repurposing and archiving digital video assets.

**PostAdsGroup**  
EXPERTISE IS THE BOTTOM LINE

**STUDIO NOW**

"StudioNow simplifies and adds massive scale to the process of executing a vast and diverse set of video production deliverables required by global marketing organizations," said David Corts, President & COO of StudioNow. "But the 'after-life' of those deliverables remains an area of considerable chaos for marketers once it enters the complex ecosystem known as post-production. Our partnership with PostAds Group extends our services into the post world and helps us solve more problems for our clients."

The StudioNow-PostAds Group partnership comes at a time of upheaval in the industry where marketers, ad agencies, agency holding companies and big consultants are all acquiring in-house creative, production and post-production capabilities on a global scale to deal with the issue of video proliferation and diversification. Both founded in 2007, the two private companies share a history of delivering innovative thinking and executional capability in the specific niche of advertising production and post-production.

### ABOUT STUDIO NOW

StudioNow is headquartered in Nashville with offices in Atlanta, San Francisco, and Jacksonville. StudioNow's mission is to transform and radically improve the way companies create and manage video content by offering transparency, efficiency, and scalability to meet their unique creative needs. Since its inception in 2007, StudioNow has been the market leader for connecting the exploding, but highly fragmented population of content creators with businesses that need their services. StudioNow has developed strategic partnerships with Yelp, Zillow, YP, Ameriprise Financial, Comcast Spotlight, and many more to create high-quality video content for millions of business customers. Additionally, StudioNow works directly with Fortune 500 brands like Coca-Cola, PwC, Bridgestone, Verizon, Bank of America, P&G, Simon & Schuster and many more to implement and manage digital studios and create internal communications and marketing content. For more information about StudioNow, visit [studionow.com](http://studionow.com).