



## WHAT IS IT?

### Intelligent Content

*By combining a structured process and methods with a flexible team of editors, copywriters, graphic designers, videographers and others, FH ContentWorks can quickly leverage relevant news events and trending topics with content that is timely and useful to your target audiences. Together, we deliver content that:*

#### Is Relevant

*speaks authentically to audience needs*

#### Has Authority

*establishes brands as experts in their core business areas*

#### Has Longevity

*leverages evergreen topics that can be repurposed and updated*

FH ContentWorks is a globally connected network of content studios and creators that develop, deliver and amplify data-driven digital and social content worldwide. Working against an always-on news and creative cycle, our integrated studios help brands fulfill the promise of creating relevant and engaging content for the right audiences and platforms within each market.

## HOW IT WORKS

*The strategic creation, optimization and rapid amplification of our intelligent content builds authority to fuel brand narrative, and ensures that our experts are not only well-versed in brand messaging and audience needs, but also agile and responsive to current news and trends.*

*In order to provide the unique integrated solutions organizations need, FH ContentWorks focuses on the **key components of engaging content** that together provide holistic solutions best suited to individual brand needs.*

Insights,  
Analytics,  
Trend Spotting

Newsroom  
Briefing

Content  
Creation

Paid + Owned  
Targeting

Client  
Approvals +  
Adjustments

Distribution to  
Paid + Owned  
+ Influencers

"Primetime  
Posting" to  
Social Channels

Performance  
Analysis



The FH ContentWorks network includes four types of studios to seamlessly deliver every conceivable content need.

### Creative Studios

To develop both digital and traditional creative campaign assets that drive key messages and complement brand strategy

- Experiential creative
- User experience design and production
- Information and platform design
- Photography, illustration and animation

### Newsroom Production Studios

To provide authentic and useful owned content and related media relations on an ongoing and product launch-, campaign- and crisis management-related basis

- Strategy
- Trend spotting and reporting
- Editorial copywriting
- Curated content aggregation
- Field and studio-based video production
- Publishing partnerships
- Media relations
- Paid distribution

### Social Studios

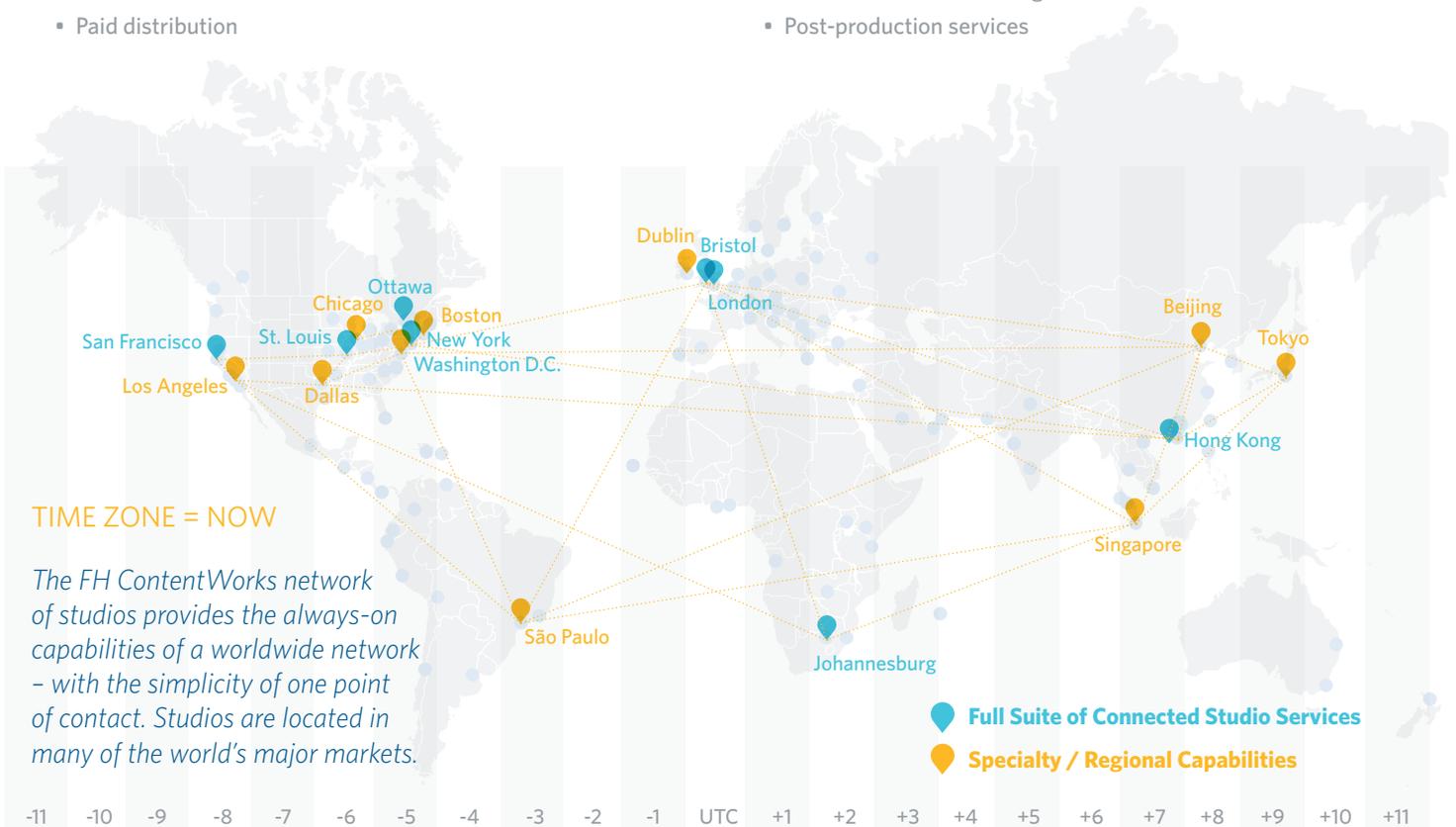
To provide both a “drumbeat” and campaign cadence of evergreen and timely brand content crafted to engage target social audiences

- Strategy
- Social creative and copywriting
- Scalable infographic production
- Short-form video and animation production
- Social engagement and community management
- Paid social
- Insights, measurement and analytics

### Video Studios

To deliver audiences key insights around brand values, campaigns and events with both digital and/or broadcast video assets

- Mobile first, short-form videos
- Interactive videos
- Influencer videos (YouTube, Vine, etc. stars)
- Broadcast video and animation
- Crew direction and management
- Post-production services



TIME ZONE = NOW

The FH ContentWorks network of studios provides the always-on capabilities of a worldwide network – with the simplicity of one point of contact. Studios are located in many of the world’s major markets.

#### LEARN MORE

For more information about FH ContentWorks, visit [fleishmanhillard.com/fh-contentworks](http://fleishmanhillard.com/fh-contentworks). For more information about FleishmanHillard’s content expertise, visit [fleishmanhillard.com/digital-social](http://fleishmanhillard.com/digital-social).



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