



Case Study - Entertainment & Media

Leading Entertainment Brand



Public relations team for leading media and entertainment corporation uses Box to quickly and easily share digital media files—helping them to take advantage of the social media landscape.

Challenge

Responsible for organizing large media events, the customer's public relations team is constantly looking for new and forward-thinking ways to bring thousands of journalists to its venues. When the team set out to take advantage of new social media marketing tactics, team members found themselves having to transfer large images and videos both internally and to external vendors. The PR department set up a file system on its own, but it constantly caused problems. It came to a point where Benjamin, a Public Relations Manager said, "Why am I wasting my time maintaining this? It doesn't do what we need it to do and I'm spending money trying to get people to enhance it." As a result, Benjamin set out to find a better solution.

Solution

After Benjamin tested it out personally, he began moving the PR team's video files over to Box and inviting his teammates to share and upload their own files. Now the team uses the site on a daily basis to collaborate on media content and distribute it to the people that need to publish it. "We create a lot of our own video content. Box has been very useful in warehousing it, sharing it internally, and distributing it with external partners," Benjamin explained. "It has really become one of the cornerstones of our workflow."

When a draft of a video is completed, an editor uploads it to Box and shares it with other team members, who use Box's comments feature to provide feedback. When the video is finalized, the creator simply has to send out the final link. "We produce a video and then distribute it to five different people that are going to publish it on different platforms, but we only need one link," Benjamin explained. He continued, "It's easier to have everything in one place...It's just smart."

Benjamin's team also appreciates Box's flexible controls over who has access to files. "I love how you can share a folder with one person, but also share a file within that folder with someone else," Benjamin said. With hundreds of files in the account, Benjamin has also found Box's search capabilities very handy: "I use search all day...it works perfectly."

Box has worked out so well for the customer's PR team that Benjamin now uses it for all his individual file-sharing needs on a daily basis. "I share everything with Box," he added.

In the end, the PR department found more than just a convenience benefit. While it was paying the same amount to host its files, it's now saving thousands of dollars a year that it used to spend on maintaining and updating its previous file system. Benjamin recalled, "I had to pay a developer \$70 an hour to update our internal system, and I still could never keep up with what Box can do."

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