



www.maddash.net | 1.866.MADDASH

What do I get with your service?

We provide you with a high quality, easy to implement, and effective way to take advantage of the world's most powerful communication tool - streaming video. Included in our service is consultation, video content creation, a customized E-Media window, flash text and graphics creation, hosting, distribution to the leading job boards and monthly reporting - all in a single solution, all for one low monthly price. Not to mention 500-1000 business card sized CDs.

How can we use this as a tool?

Your video is controlled through hyperlinks and can be added to virtually any text or graphic on any web page or banner ad. We'll also help you place the links on a variety of websites! Your video hyperlink resides on your website, on your job board profile/postings page, and can even be sent in an e-mail. Also included in your package are up to 1000 mini-CDs for you to display and distribute at job fairs to help you draw a bigger crowd.

Who do I need to get involved?

We would like one person to be designated the project manager. It is typically someone on the HR staff but can also be someone from Marketing/Communications. Some clients opt to bring in their recruitment advertising agency to ensure their brand is correctly perceived and reinforced.

What about my IT department? Do I need to include them?

Because MadDash includes hosted video streaming as part of our solution, your network, bandwidth, and IT resources are not affected. Your IT department can rest assured that absolutely none of your network resources will be used. Their involvement is limited to embedding the video hyper-link into whatever webpage on which you want your video to appear.

We may try to do this in-house. What advantage would MadDash bring?

Completing a MadDash-type solution in-house is a tremendous undertaking. Creating video content, flash effects, encoding the video in multiple architectures and hosting videos on dedicated streaming servers takes specialized expertise and coordination, but is expensive. With MadDash, you get all of the expertise in every area of your content creation, along with the highest quality streaming video.

MadDash's team of seasoned professionals works with you every step of the way. Allowing MadDash to provide you with these services will save you significantly in time-to-market, actual touch time, and manpower hours. We also add significant value in our relationships with marketing & job portals.

We have some current footage and/or a complete video we would like to utilize. Can we do that?

We are pleased to work with any existing video content you might want to utilize in developing a new video solution. We would like to see that content on a broadcast quality (Beta/mini-DV) format for compatibility. We guarantee our quality and service and want to give you the opportunity to take advantage of your existing content.

We are currently using an ad agency. Can you work with them?

ABSOUTELY. You are the customer and we believe in working for you. Part of an ad agency's value is to create campaigns. We create the video/flash content that reinforces those campaigns. In fact, we have established partnerships with many national and regional recruitment and advertising agencies.

What type of performance measurements can you provide?

We provide you with viewership reports as needed. Call us or e-mail us and we will send you your information.