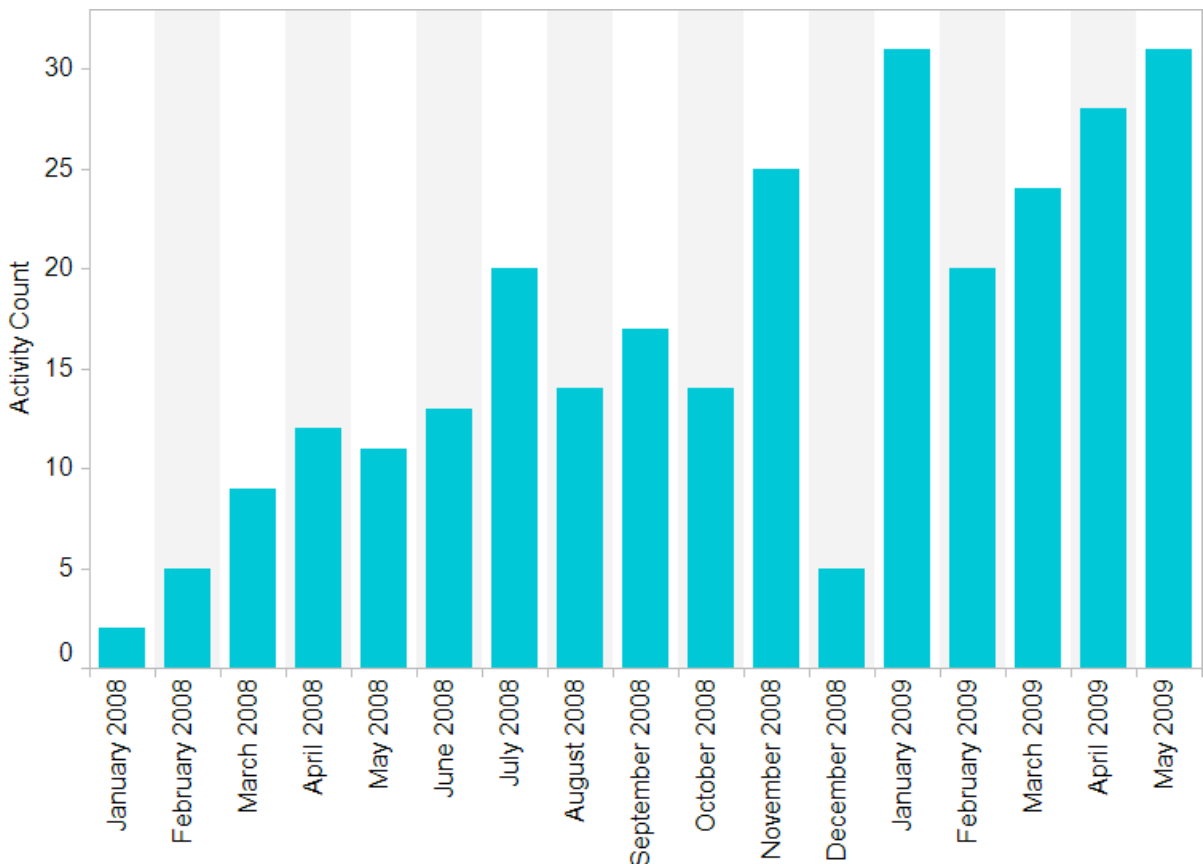




## The Emergence of Video

- Video is on a long term upward trend in professional services marketing.
- In the first five months of 2009 the 120 firms monitored by Muzeview produced 160 videos, more than the 147 produced by the same firms in the whole of 2008.

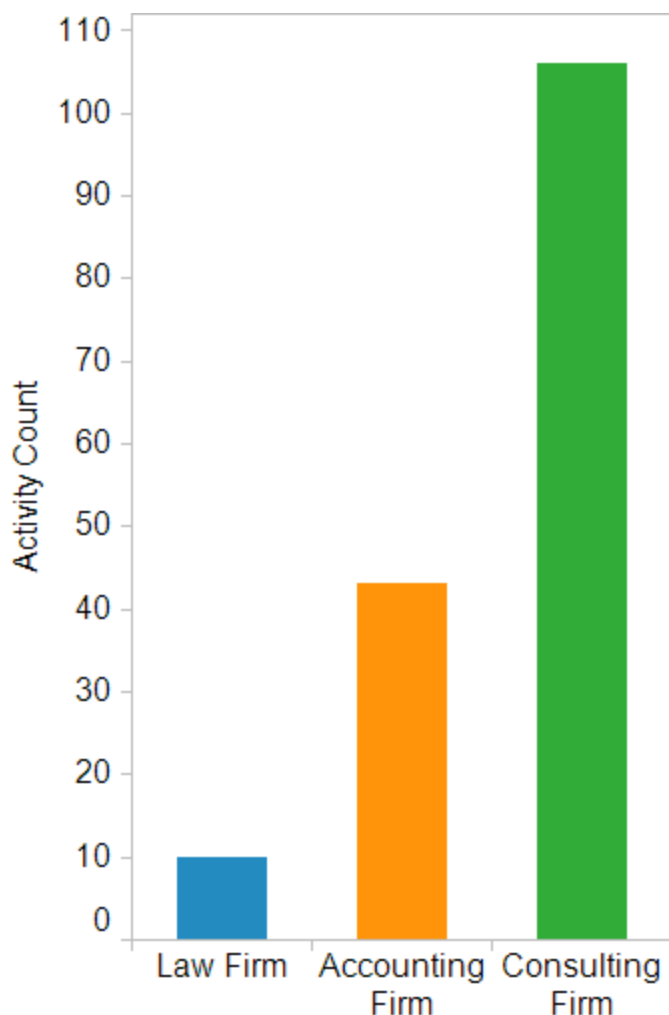


- However, video represents just 0.8% of firms marketing outputs – with print and speaking engagements dominating the mix.
- ***Video remains a largely untapped opportunity in professional services firms.***



## The Professions In Video

- Leading law firms have yet to embrace video with only seven of the 30 firms monitored publishing a marketing video so far in 2009.
- Accounting firms show somewhat higher adoption of video with seven of 20 firms monitored publishing a marketing video in 2009
- 29 out of 65 consulting firms monitored have published a marketing video in 2009



*The firms taking the lead with video in 2009 include:*

- **IBM Global Business Services**
- **Watson Wyatt**
- **PricewaterhouseCoopers**
- **KPMG**
- **Bain**
- **McKinsey**
- **Monitor Group**
- **Infosys**
- **Ernst & Young**
- **The Hackett Group**
- **J.H. Cohn**
- **Towers Perrin**
- **Deloitte**
- **Booz & Company**
- **Analysis Group**
- **RSM McGladrey**

*All of the firms listed above have published at least five videos on their website in 2009.*



## Broad Issue Coverage – Limited Industry Focus

- The firms tracked by Muzeview have produced videos covering a broad range of business issues – including significant coverage of the economic crisis.
- However, the majority of marketing videos do not have an industry focus. Less than 30% of videos in 2009 are specific to an industry.

	Economic Crisis	Markets & Strategy	Management	Finance	Human Capital	IT	Sales & Marketing	Operations
No Industry	59	51	28	23	23	12	5	2
Financials	9	6	1	1			1	
Consumer Services	5	4	1	1		2	1	1
Government & Non-Profits	2	4	2	2				
Healthcare		2	1	1		2		
Industrials	2	2				2		
Consumer Goods	2	1		2				1
Technology	1	3						
Utilities			2					
Telecommunications					1			



## New & Notable – May 2009

- The table below highlights some of the new marketing videos released in May 2009 by leading law, accounting and consulting firms. (Click on the video title to view the video).

Alvarez & Marsal	<a href="#">Prepping for a Distressed Sale</a>
Deloitte	<a href="#">Cost of Capital Bifurcating Business</a>
Diamond Management & Technology Consultants	<a href="#">Fighting Fear with Hope</a>
Ernst & Young	<a href="#">US Tax Proposal 'Could Be a Game-Changer'</a>
Gallup Consulting	<a href="#">Well-Being Rankings Provide To-Do List for Leaders</a>
Infosys	<a href="#">Microsoft Channel 9 Features Infosys Cloud Computing Video</a>
J. H. Cohn, LLP	<a href="#">Economic View: Federal Economic Stimulus</a>
J. H. Cohn, LLP	<a href="#">Economic View: Planning Ahead for Troubled Times</a>
J. H. Cohn, LLP	<a href="#">Economic View: The Structure of a Recession</a>
J. H. Cohn, LLP	<a href="#">Economic View: Toxic Assets</a>
J. H. Cohn, LLP	<a href="#">Resolving Toxic Assets</a>
J. H. Cohn, LLP	<a href="#">The Role of Corporate Governance</a>
J. H. Cohn, LLP	<a href="#">Working Through a Financial Crisis</a>
KPMG	<a href="#">Growth from Transactions</a>
KPMG	<a href="#">Repairing Old, Building New</a>
KPMG	<a href="#">Responding to Current Conditions</a>
Kurt Salmon Associates	<a href="#">KSA's David Hamaty Discusses Low-Cost Retailers in Japan on CNBC</a>
Mayer Brown	<a href="#">Judging the Nominee</a>
McKinsey	<a href="#">Beyond Economics: Factoring Politics into Investment Strategies</a>
McKinsey	<a href="#">China's 'Sticky Floor'</a>
McKinsey	<a href="#">Is China Recession Proof?</a>
PricewaterhouseCoopers	<a href="#">Risking It All</a>
RSM McGladrey	<a href="#">Scott Peltz Discusses Expected General Motors Bankruptcy Filing on CNBC's Closing Bell</a>
Sullivan & Cromwell	<a href="#">Sullivan &amp; Cromwell's Aquila on Distressed M&amp;A</a>

## About PracticeView™

### Overview

PracticeView monitors and analyzes the marketing and thought leadership activities of over 120 professional services firms to provide in-depth and timely analysis of the issues and trends those firms believe are important to their clients.

PracticeView tracks information about the marketing communications outputs of these firms in a detailed database. The database currently holds information on over 70,000 items tracked since the beginning of January 2007. The database is updated daily.

### Service Options

PracticeView intelligence can be received or accessed in a variety of ways:

- Portal Access
- RSS feeds
- E-mail updates
- Reports (pdf)

### Data Analysis

PracticeView data is analyzed by the following dimensions:

#### Firm

PracticeView is currently tracking the marketing activities of over 120 Professional Services Firms:

- 20 CPA Firms
- 30 Global Law Firms
- Over 70 Consulting Firms – Technology, Strategy, Financial, Operations, Human Capital, Market Research

### Data Analysis (continued)

#### Date

PracticeView captures publication dates and time periods that are relevant to the content, e.g. 1st Quarter.

#### Industry

PracticeView uses the Industry Classification Benchmark schema (<http://www.icbenchmark.com/>). Government and Non-Profit sectors are also tracked.

#### Business Topic

PracticeView categorizes articles against over 170 business topics in the following major categories:

- Strategy & Markets
- Management
- Sales & Marketing
- Operations
- Human Capital
- Finance
- IT

#### Geography

PracticeView categorizes articles against country and/or region.

#### Professional

PracticeView records the name of professionals related to specific marketing outputs, e.g. article authors, conference speaking, and media quotes.

#### Output Type

PracticeView analyzes marketing outputs by 30 different types ranging from white papers to surveys and webinars to sponsorships.

## Firms Monitored

### Accounting

- Baker Tilly
- BDO Seidman
- BKD
- CBIZ/Mayer Hoffman McCann
- Clifton Gunderson
- Crowe Horwath
- Deloitte
- Dixon Hughes
- Ernst & Young
- Grant Thornton
- JH Cohn
- KPMG
- Larson Allen
- Moss Adams
- Plante & Moran
- PriceWaterhouseCoopers
- Reznick Group
- RSM McGladrey
- UHY
- Weiser

### Consulting

- Accenture
- Alvarez & Marsal
- AnswerThink
- Arthur D Little
- AT Kearney
- Atos Origin
- Bain
- Booz Allen Hamilton
- Boston Consulting Group
- Buck Consultants
- CapGemini
- Ciber
- Corporate Executive Board
- CRA International
- CSC
- Diamond Management & Technology Consultants
- FTI Consulting
- Gallup Consulting
- Hay Group
- Hewitt Associates
- Hitachi Consulting
- Huron
- IBM Consulting Services
- IDS-Scheer

### Consulting (continued)

- Infosys Consulting
- Kurt Salmon Associates
- LECG
- LogicaCMG
- Marakon
- McKinsey
- Mercer
- Milliman
- Monitor
- Navigant
- OC&C
- Oliver Wyman
- PA Consulting Group
- Protiviti
- PRTM
- Roland Berger
- Satyam
- Strategic Decisions Group
- Tata Consultancy Services
- The Conference Board
- Towers Perrin
- Unisys
- Watson Wyatt
- Wipro Ltd

## Firms Monitored

### Law

- Akin Gump Strauss Hauer & Feld
- Allen & Overy
- Baker & McKenzie
- Cleary Gottlieb Steen & Hamilton
- Clifford Chance
- Dechert
- DLA Piper
- Freshfields Bruckhaus Deringer
- Gibson, Dunn & Crutcher
- Greenberg Traurig, P.A.
- Hogan & Hartson
- Jones Day
- Kirkland & Ellis
- Latham & Watkins
- Linklaters
- Lovells
- Mayer Brown
- McDermott, Will & Emery
- Morgan, Lewis & Bockius
- Morrison & Foerster
- O'Melveny & Myers
- Paul, Hastings, Janofsky & Walker
- Shearman & Sterling

### Law (continued)

- Sidley Austin
- Simpson Thacher & Bartlett
- Skadden, Arps, Slate, Meagher & Flom
- Sullivan & Cromwell
- Weil, Gotshal & Manges
- White & Case
- Wilmer Cutler Pickering Hale and Dorr

### Research

- AMR Research
- Forrester
- Gartner
- IDC

## PracticeView™ Value Proposition

### Revenue and Value Benefits

- **Strategic Planning** — identifying new market opportunities
- **Competitive Analysis** — spotting competitive moves
- **Tactical Marketing Development** — developing differentiated deliverables
- **Investment Planning** — determining where to prioritize investments in marketing, business, and skills development
- **Opportunity Response** — differentiating the insights presented in client proposals and tender responses
- **Brand Enhancement** — improving the firm's brand and image by developing more relevant and focused marketing outputs
- **Client Service** — equipping line professionals with intelligence on key client issues and competitor activity
- **Lead Generation** — increasing the number and quality of leads through more focused marketing outputs
- **First-mover Advantage** — providing the ability to identify and respond to trends and opportunities earlier than the competition, hence leading to more revenue
- **Cross-selling** — creating greater cross-selling opportunities by clearly linking business issues to related practice capabilities
- **Practice Development** — more effectively developing the practice by bringing market clarity to recruiting, training and positioning strategies

### Cost Reduction Benefits

- Substantial savings over the time and expense of developing this information in-house (currently in excess of 5,000 hours of development and analysis time). Savings includes the costs of:
  - data gathering
  - developing taxonomies
  - building the database
  - developing report analytics
  - creating report formats
- Reduced waste by avoiding marketing investments that are not well targeted or differentiated
- Better internal coordination and elimination of duplicated effort
- Lower cost of sales through more effective marketing outputs

### Qualitative Benefits

- Enables marketing professionals to better respond to requests for marketing support and to focus the activities of line professionals:
  - Push back on “ad hoc” partner ideas
  - Get better focus and engagement on key marketing priorities
- Brings analytics to the marketing of professional services firms by using data rather than anecdotes
- Benchmarks firm activity against competitors
- Raises profile/perception of marketing
- Provides faster access to information for quicker decision making

## Keep Up To Date On Law, Accounting & Consulting Firm Marketing Activity

Would you like to receive regular updates and analysis of how professional services firms are marketing their insights and expertise?

**To discuss options for a customized subscription to the PracticeView™ service please contact Paul Gladen on 212 665 0797 or by e-mail: [paul@muzeview.com](mailto:paul@muzeview.com)**

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