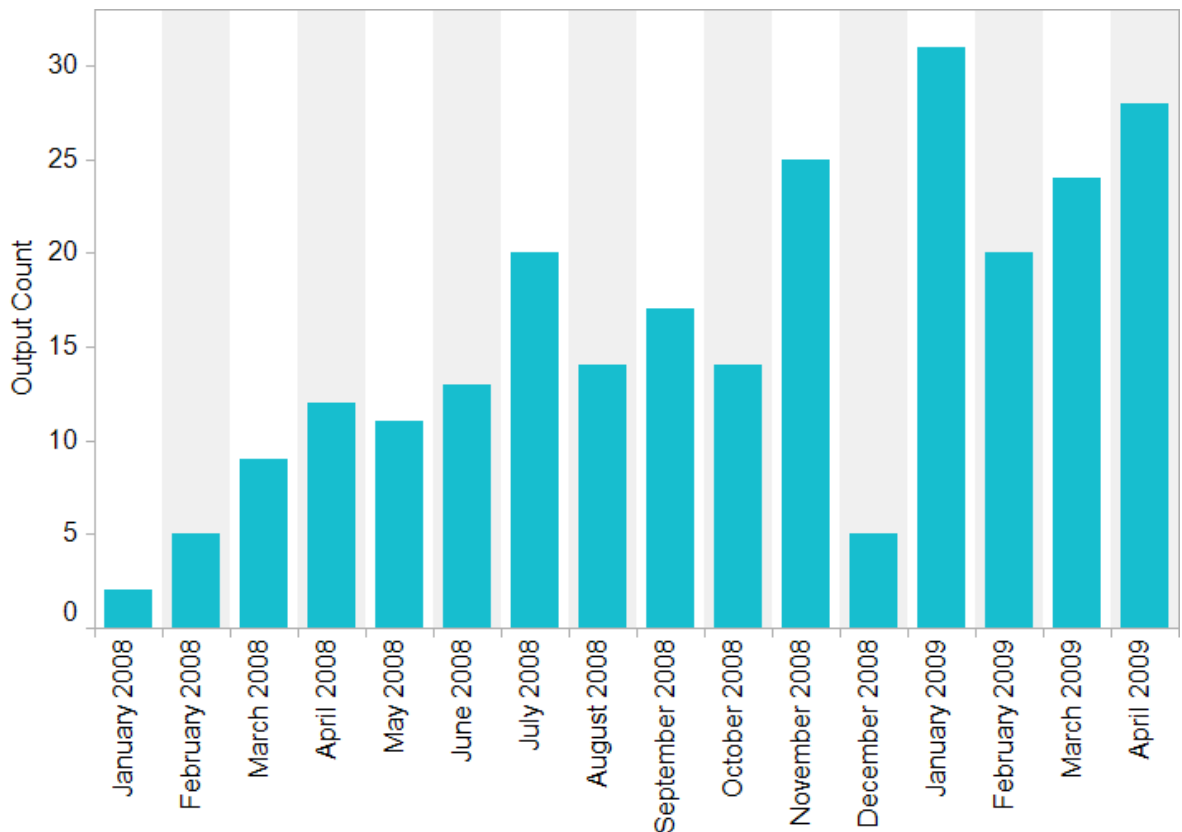




## The Emergence of Video

- Video is on a long term upward trend in professional services marketing.
- In the first four months of 2009 the 120 firms monitored by Muzeview produced 103 videos, compared with 147 in the whole of 2008.

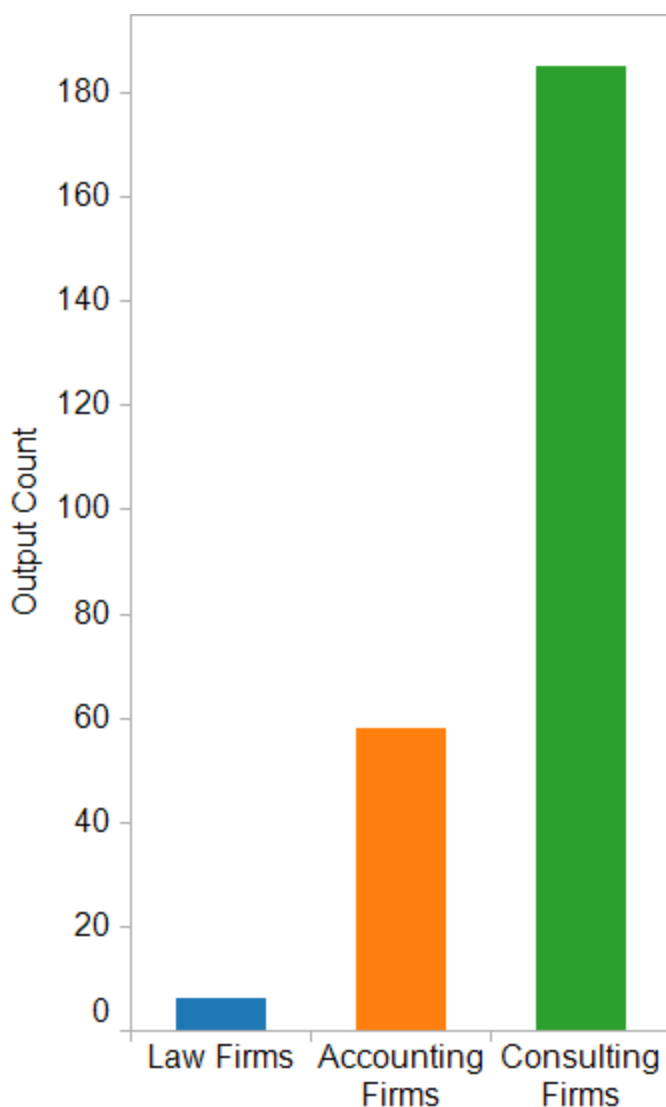


- However, video represents just 0.6% of firms marketing outputs – with print and speaking engagements dominating the mix.
- ***Video remains a largely untapped opportunity in professional services firms.***



## The Professions In Video

- Leading law firms have yet to embrace video with only five of the 30 firms monitored publishing a marketing video since January 2008.
- However, all except one of those five law firms produced their video in 2009 indicating an emerging trend in the use of video for marketing by law firms.
- By contrast the accounting and consulting firms monitored by Muzeview have actively used video to share their insights and expertise since January 2008.



*The consulting & accounting firms taking the lead with video include:*

- **IBM Global Business Services**
- **Watson Wyatt**
- **PricewaterhouseCoopers**
- **Bain**
- **McKinsey**
- **Monitor Group**
- **KPMG**
- **Infosys**
- **Towers Perrin**
- **The Hackett Group**
- **Deloitte**
- **Ernst & Young**

*All of the firms listed above have published at least five videos on their website since Jan 2008.*



## 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 40% of videos were specific to an industry.

	Markets & Strategy	Human Capital	Management	IT	Economic Crisis	Finance	Sales & Marketing	Operations
No Industry	64	48	38	19	48	26	13	2
Financials	14		11		7	6	1	1
Consumer Services	12	1		6	3	1	3	
Technology	8		4	9	1			
Healthcare	5	4	1	2		1		1
Government & Non-Profits	3	1	1	4		1		
Consumer Goods	2		1	2			1	
Telecommunications	2	1	1	3				
Oil & Gas	3					1		1
Utilities	2		2				1	
Other Client Types			1	1		1		
Industrials	2			2	1			



## New & Notable – April 2009

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

Capgemini	<a href="#">Accelerated Solutions Environment (ASE)</a>
Deloitte	<a href="#">Deloitte on YouTube</a>
Diamond Management	<a href="#">Paul Blase, Managing Partner, Business Design &amp; Performance Improvement, on Cost-Cutting</a>
Grant Thornton	<a href="#">Last-Minute Tax Hints</a>
Hay Group	<a href="#">Reward in the Downturn – The Latest Figures from Around the World</a>
IBM Global Business Services	<a href="#">IBM Developing Computing System to Challenge Humans on America's Favorite Quiz Show Jeopardy</a>
IBM Global Business Services	<a href="#">IBM Helps People Stay Connected with New Software and Mobile Devices</a>
Kurt Salmon Associates	<a href="#">John Champion Discusses Act Vertical on SupplyChainBrain.com</a>
Kurt Salmon Associates	<a href="#">KSA's David Hamaty Discusses Asia's Retail Markets on CNBC</a>
LogicaCMG	<a href="#">Logica and Rabobank Trail Blaze with Innovative Interactive Conference Table</a>
McKinsey	<a href="#">How 'Animal Spirits' Destabilize Economies</a>
McKinsey	<a href="#">Managing Innovation: Pages from Alessi's Handbook</a>
McKinsey	<a href="#">Surveying the Economic Horizon: A Conversation with Robert Shiller</a>
PricewaterhouseCoopers	<a href="#">CBI/PwC Financial Services Survey - 78th Edition</a>
PricewaterhouseCoopers	<a href="#">Risking It All Trailer - Reacting to Bribery and Corruption</a>
PricewaterhouseCoopers	<a href="#">The Future of UK Manufacturing: Reports of Its Death Are Greatly Exaggerated</a>
Simpson Thacher & Bartlett	<a href="#">Charles "Casey" Cogut Interviewed on Bloomberg News About State of M&amp;A</a>
Sullivan & Cromwell	<a href="#">Aquila Sees Strategic Transactions 'Across the Board'</a>
Watson Wyatt	<a href="#">Characteristics of a World-Class Risk Management Function</a>
White & Case	<a href="#">The Golden Rules of Restructuring: European View</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 55,000 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

- 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
- Virchow Krause
- Weiser

### Consulting

- Accenture
- Alvarez & Marsal
- AnswerThink
- Arthur D Little
- AT Kearney
- Atos Origin
- Bain
- BearingPoint
- 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
- Katzenbach Partners
- 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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