

# Take your brand to the next level

EMBRACE FAN ENGAGEMENT SOLUTION BRIEF

EMBRACE



### Enhanced Personalization

Deeply personalized videos enhance fan engagement by leveraging specific individual data inputs.



### Scalable Content Production

Scale video production globally without losing quality, ensuring timely, diverse content delivery.



### Consistent brand messaging

Maintain brand consistency across all fan videos to enhance identity, trust, and loyalty.

## Adapting to the Evolving Dynamics of Fan Engagement.

In today's digital-first world, sports teams, media broadcasters, and global entertainment brands face the dual challenge of capturing and retaining the attention of an increasingly fragmented audience. Fans are no longer passive consumers; they are active participants who demand engaging, interactive, and personalized content that resonates with their individual preferences. This shift has propelled fan engagement to the forefront of strategic priorities for brands across the globe.

However, engaging modern fans effectively extends beyond mere digital presence. It involves crafting experiences that are not only personalized but also consistent across various digital platforms.

The challenge here is twofold: firstly, there is a need to generate content at a pace that matches the real-time consumption habits of today's audience. Secondly, there is the complexity of managing and delivering this content across diverse digital landscapes—each with its unique demands and audience expectations.



## Elevating Fan Experiences with Adobe® After Effects automation.

While web video platforms are suitable for basic tasks and simple results, Adobe After Effects is indispensable for professional-grade video production and intricate visual effects. As the industry standard for motion graphics, visual effects, compositing, and animation, it is widely utilized by professionals in film, television, and advertising.

This is where Embrace's Automate-IT business process management software steps in, providing a robust solution to generate high-end, data-driven videos automatically based on After Effects templates.

Automate-IT streamlines repetitive tasks, greatly boosting productivity and creative possibilities. It empowers brands to manage global video engagement with fans and ambassadors, ensuring brand consistency, delivering personalized user experiences at scale, and optimizing production costs and ROI.

Automate-IT allows creative teams to focus more on producing content that resonates with their audience, enabling brands to meet the evolving demands of diverse audiences without sacrificing quality.

## Unified Creative Workflow for Optimal Fan Engagement with Automate-IT.

### **PEOPLE : Enhancing collaboration**

Embrace Automate-IT to foster unprecedented collaboration between previously siloed departments like creative, editorial, video, and digital teams, ensuring a unified approach to fan engagement content production.

### **SYSTEMS: Seamless Integration**

Automate-IT integrates seamlessly with existing media asset management (MAM) systems, social media platforms, and creative video graphics tools, enabling the smooth execution of complex creative business processes.

### **PROCESSES: Streamlined Operations**

By automating routine tasks, Automate-IT enables creative teams to concentrate on delivering high-quality, engaging content. With its ability to manage complex workflows, the platform ensures flawless execution of all fan engagement efforts, maximizing both impact and efficiency.



## Easy implementation and personalization for everyone

Automate-IT establishes automation, orchestration, and collaboration between creative, broadcast, IT and digital departments. Fundamentally, Automate-IT breaks down barriers for fan engagement content production and distribution.

### Unleashing Creativity and Operational Excellence

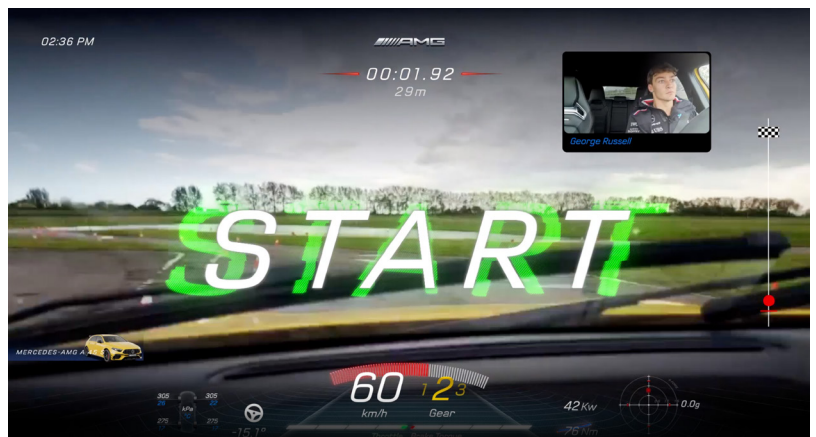
Automate-IT empowers organizations to unleash the full potential of their creative teams while ensuring operational tasks are handled efficiently in the background. This dual approach ensures that fan engagement is both creative and consistent, adhering to brand guidelines and maximizing overall quality.

### Delivering with Agility Across Platforms

Automate-IT's agility enables brands to swiftly adapt to changing fan expectations and emerging trends across various screens and geographies. Whether responding to real-time events or launching large-scale campaigns, Automate-IT equips brands with the tools needed for effective fan engagement.

### Case Study: Mercedes-AMG Track Pace

AMG Track Pace, powered by Automate-IT, showcases the platform's ability to drive fan engagement. By generating personalized racing videos, AMG deepened its connection with motorsport enthusiasts, allowing fans to relive their racing experiences through high-quality, branded content that shared across various digital platforms. This approach not only elevates fan engagement but also strengthens brand loyalty.



**Automate-IT** platform revolutionizes fan engagement by enabling media entities to automate the creation of personalized, engaging content. This allows brands to concentrate on what they do best—engaging and delighting fans. To see how Automate-IT can elevate your fan engagement strategies, [visit our demo request page](#).

### Systems

Adobe After Effects,  
MAM, PAM, Traffic

### People

Design, Production, Programming,  
and Information Systems teams

### Processes

Campaign, Versioning, Validation

### Datasource

Data, Template,  
Media, and Schedule

### Delivery

Broadcast, Digital,  
Apps and Social media



Automate-IT

## Mercedes-AMG Case Study

### Driving Fan Engagement: AMG TRACK PACE Personalized Video Experience

#### Challenge

Transforming user-generated data into luxury journeys desired to be relived.

#### Solution

Unlocking the power of Automate-IT for data-driven, personalized video at scale.

READ ME



# EMBRACE

Since 2015, Embrace has been transforming content creation at scale by connecting people, systems, and processes. The company develops advanced automation, orchestration and collaboration solutions for the Media & Entertainment industry and global brands. Embrace's aim is to unleash creativity and improve performance around video and graphics supply chains.

## GET IN TOUCH

3 rue Castéja  
92100 Boulogne-Billancourt  
France

+33 1 49 05 46 21

contact@embrace.fr

https://embrace.fr



BOOK A DEMO