

FEED company

Overview

Feed Company is the leader for seeding videos on the Web for major brand advertisers in the U.S. We employ innovative marketing tactics and tools to get brand videos exposed to popular blogs, video sites, and social networks. Our ability to feed engagement makes us the first choice for companies who want to ensure their videos are being watched online. We work for top-tier marketers and agencies including Goodby, Silverstein & Partners and Interpublic Group's Deutsch/LA.

Feed Company is located in Los Angeles, CA with staff from well-known video, marketing and technology-related firms.

How Feed Company Works

Feed Company is a powerful way for brand marketers to get exposure for video content created for the Web. By positioning brand videos as entertainment, we offer advertisers a consumer-friendly alternative to pre- and post-roll video ads. We package brand videos in a way that drives interest within social communities and know precisely where to seed videos to capture the biggest audience. Through our sophisticated marketing practices and word-of-mouth tactics, Feed Company is able to guarantee views and engagement for all videos we serve. At the end of each video seeding campaign, we deliver an in-depth report that illustrates key successes, video view metrics and snapshots of user-engagement activity.

Feed Company Story

In 2005, Josh Warner was head of marketing at Nine Systems, a content delivery network that powered video delivery for major sports, entertainment companies and brand advertisers including Anheuser-Busch, Universal Music Group, and the NBA. Josh saw up-close the challenges sophisticated marketers faced in using video to drive traffic to their websites, especially as new video share sites like YouTube began to attract large numbers of users. Soon after leaving Nine Systems, Josh packaged a promotion for Warner Bros. Records that resulted in one million views on YouTube for one of the label's top music groups, The Flaming Lips. It was then Feed Company was officially born, to help brand advertisers bring their video content to where their audience already is in great numbers - on fast-growing video sites and social networks. Today, Feed Company is the leader for seeding videos on the Web for major brand advertisers in the U.S.

Viral Video vs. Video Seeding

"Viral video" is a video that gains widespread popularity through Internet sharing, typically through blogs and other media sharing websites.

"Video seeding" is the tactic of posting videos on blogs and media sharing websites in order to gain widespread popularity.

About Josh Warner

As president and founder of Los Angeles-based Feed Company, Josh works with advertisers to help increase their exposure on popular blogs, video sites, and social networks. In this capacity, he's also responsible for the company's new business development. Prior to founding Feed Company, Josh was a vice president of marketing at Nine Systems, a video content delivery network where he spearheaded the company's marketing programs. Before that, he worked in marketing roles at Virgin Records and mobile music company Xingtone starting his career at DDB Needham. As a noted expert in the online video industry, Josh is a former journalist and writer for several publications including Hollywood Reporter and Billboard.

Josh holds a Bachelor of Science degree in Marketing from Boston University's School of Communication.

Contact

Feed Company
1015 N. Cahuenga Blvd. Ste 4322
Los Angeles, CA 90038
p 323.469.3052
f 323.469.9841
press@feedcompany.com