

FUELING CREATIVITY AT FULL THROTTLE:

HOW A GLOBAL ENERGY DRINK
BRAND SUPERCHARGED ITS
VIDEO WORKFLOWS





INTRODUCTION

In the world of energy drinks, everything moves fast—the lifestyle, the athletes, the marketing cycles. For one globally recognized beverage brand, speed wasn't just part of the product's promise—it was a must-have in its creative process.

This brand lives and breathes adrenaline. From heart-racing sporting events and music festivals to influencer collabs and launch campaigns, the team produces a tidal wave of content across the globe. But what happens when your video team can't move as fast as your audience scrolls?

THE CHALLENGE

With content pouring in from every direction—GoPros, RED cams, mobile clips, and archived b-roll from around the world—the marketing team was spending more time searching for footage than actually using it.

Assets lived across hard drives, cloud folders, desktops, and shared servers. Finding that perfect clip for a product launch or athlete feature felt more like a scavenger hunt than a workflow.

The result? Missed moments, delayed campaigns, duplicated assets, and frustrated creatives.

Even worse? Content that could have been reused, repurposed, or reimaged for new audiences was getting buried.



Disorganized media assets spread across multiple platforms



Time-consuming searches for specific clips or footage



Delayed campaign rollouts due to content bottlenecks

THE SOLUTION

This brand knew it needed more than just a better storage solution—it needed a smarter way to manage, search, and scale video storytelling. That’s when they turned to IPV Curator—a media asset management platform that matched their energy and met their need for speed.

Curator didn’t just clean up the mess. It transformed the way the entire creative ecosystem operated. Suddenly, videos, graphics, social cuts, and promos weren’t scattered across platforms. Everything lived in one intuitive, AI-powered hub.

Now, content wasn’t just stored—it was **searchable, actionable, and ready to go** at a moment’s notice.



88%

OF MARKETERS INCREASED
THEIR INVESTMENT IN
VIDEO TOOLS IN 2024

91%

OF BUSINESSES
UTILIZE VIDEO AS
A MARKETING TOOL

THE BENEFITS

1. CENTRALIZED CONTROL OF BRAND

The client can ensure their videos, both locally and internationally, are brand compliant and represent a company where reputation matters above all else.

2. TURNING ARCHIVE INTO PROFIT

Curator has added a layer of AI-assisted search to thousands of hours of existing footage, creating the opportunity to reuse, re-edit, and re-monetize their archive.

3. MORE OUTPUT IN LESS TIME

Deploying Curator lets the client speed up editing processes, meaning that the same sized team can produce more content in less time without sacrificing on quality.

4. PROXY-BASED WORKFLOWS

Frame accurate proxy files at just 2% of the original file size means production teams can review content without having to restore high-res files.





THE RESULT: FULL-THROTTLE EFFICIENCY

Since implementing Curator, the beverage brand has taken its content engine into overdrive:

- 50% faster content retrieval means campaign deadlines aren't just met—they're beat.
- Creative teams have more time to create—not chase down files.
- Archived footage is now fuel for new storytelling, not forgotten on a dusty server.
- Editors across global teams collaborate in real-time, using frame-accurate proxy workflows that let them work from anywhere.

In an industry where timing and relevance are everything, this energy drink brand leveraged IPV Curator to not only manage its vast media library but to turn it into a dynamic storytelling engine. By embracing cutting-edge technology, the brand ensured its content was as energizing as its products.

YOUR TURN

That's what we did for them. Now what can we do for you? Book in some time below and let's find out.

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