



Ron Sherman Advertising Launches Home Improvement VOD with Brightcove

Tag: HouseAware, Ron Sherman Advertising's new home improvement Video on Demand series will utilize the Brightcove video platform. They can now offer their Platinum Contractors' multi-level direct response advertising that only takes a click or a touch of a fingertip to generate a lead for their home improvement client.

Little Rock, AR, November 13, 2017 – Ron Sherman Advertising (RSA) announced today it has chosen Brightcove (NASDAQ: BCOV), the leading provider of cloud services for video, to launch its new Home Improvement VOD Programming. The Brightcove video platform will allow Ron Sherman Advertising to offer its selected Platinum Contractors' custom company branded lifestyle entertainment on a streaming Video on Demand basis. RSA will be the first in the Home Improvement Industry to offer only its Platinum Contractors a high quality extensive video on demand library that is informative, but also very entertaining. The new multi-platform series, HouseAware features established TV talent, such as CBS's Landscape Correspondent Chris Olsen, along with other top-notch News and TV talent that have been in markets all over the United States. The HouseAware programming is hosted by the fun loving husband and wife team, Jennifer Akers Raath and David Raath and has a different field expert for each home related or lifestyle segment. The webisodes cover everything from How to Care for Your Fur Baby to How to Declutter Your Home to Simple Crockpot Cooking.

Through the use of the Brightcove video platform, Ron Sherman Advertising will be able to offer its select Platinum Contractors the ability to capitalize on out of the box direct response advertising on a multi-platform level that ties in Facebook, Google+, LinkedIn, Pinterest, Tumbler, and Twitter. The Ron Sherman Advertising's original HouseAware programming will also entail short infotainment segments of how to know when to get new siding to what windows to choose for your new addition or home upgrade, etc. Ron Sherman Advertising will launch their home improvement video on demand library with 90+ short infotainment segments, along with original programming that is similar to HGTV and Food Channel. The RSA team will also be able to customize programming and work with their Platinum Contractors on different levels of original branded content.

The quality and entertaining webisodes and relevant topics covered in the HouseAware Series is what Ron Sherman Advertising is using to drive and connect with their Platinum Contractor's target audience. Through the use of the Brightcove video platform, Ron Sherman Advertising will allow their HouseAware Platinum Contractors the ability to feature short form video segments, less than 3:30 minutes on their Platinum Contractors' website that are accessible on all devices and socially shareable on a multi-platform level, such as Facebook. The short video segments or webisodes on the HouseAware Platinum Contractor's website will be complementary to their product or products that they sell. Ron Sherman Advertising founder Ron Sherman says "We know that our clients want video and for it to be universally accessible, such as on all mobile phones, iPads, etc. so we are helping them reach homeowners on all devices through our interesting home and lifestyle programming. Just at the same time HouseAware is helping homeowners improve their home inside and outside. The programming is fun, relevant, and interesting with the perfect balance of the three."

Ron Sherman Advertising's HouseAware Series will be launching November 15.

ABOUT THE AGENCY:

Ron Sherman Advertising consists of some of the industry's top experts and entrepreneurs across the field of advertising and media that range from prior global agency experience, current Super Bowl U.S. Mobile Units Group, to Pepsi Cola. The agency team is composed of multi-faceted talent that ranges from everything from a former Internet Advertising Bureau member, an International Academy of Digital Arts & Science (IADAS) member, a Webbie Judge or The Oscars For The Web, along with the creator of one of the 1st International Online High Quality Video Streaming Platform that supported cross publishing, viral distribution and multi-level integrated product purchasing with a just "click". The Advertising Agency was founded by the former weatherman and now the Guinness World Record Holder, Ron Sherman. Ron Sherman Advertising has generated over 1 Million leads for its home improvement clients and has added over ½ Billion Dollars in revenue to their clients' balance sheets. In 2016, Ron Sherman Advertising produced 7,263 TV Commercials. Ron Sherman has set the record for 'Most TV Commercials Produced In The World.' Ron Sherman Advertising, a Google Partner, is in over 100 TV Markets that range from San Francisco to Raleigh Durham. Their commercials appear on such networks as NBC, CBS, FOX, ABC, LIFETIME, DISCOVERY, MSNBC, BRAVO, THE WEATHER CHANNEL, FOOD NETWORK, HGTV, CNN, etc. The Ron Sherman Advertising team consists of individuals from all over the United States, such as California, New York, Tennessee, Connecticut, Arkansas, Texas, Florida, to Georgia, etc.