CASE STUDY

Cineverse Maximizes Video Search Efficiency and Uncovers Valuable Content with Imaginario AI

BACKGROUND

Cineverse is a streaming and content distribution company that offers a vast library of over 60,000 film and TV titles across various genres like anime, Asian entertainment, faith and family, horror, and indie films.

In August 2023, Cineverse teamed up with Imaginario AI to accelerate its search and social video creation process. The partnership has empowered their marketing team to efficiently craft engaging clips from its extensive movie catalog, without the need for metadata and manual tagging.

Imaginario AI has significantly reduced the workload for technical and data teams in defining, enriching and maintaining metadata, while enhancing the value of their existing assets.

CHALLENGE

Before implementing Imaginario AI, Cineverse faced significant challenges in efficiently managing their social media marketing efforts for new movie releases, holiday stunts and more. The marketing team had to manually watch entire movies, select specific scenes, take note of time codes, and then edit them on Adobe Premiere for social channels, including Facebook, Instagram, TikTok, Pinterest, Twitter, and YouTube. This process not only consumed valuable time but also hindered their ability to explore diverse content, create compilations and maintain consistency.

SOLUTION

After integrating Imaginario AI into their workflow, Cineverse underwent a significant transformation in their video creation process. The platform provided a powerful tool for efficiently extracting movie clips based on keywords, topics, visual searches, and emotions.

This streamlined approach enabled the marketing team to quickly discover perfect moments within films while saving 75% in rewatching time and with more content variety.

Additionally, Imaginario AI's capability to categorize clips into collections significantly streamlined virtual collaboration among team members, further boosting workflow efficiency.

Leveraging Imaginario AI, Cineverse experienced remarkable social engagement with several posts surpassing a million views. The ability to uncover dynamic moments that resonate with niche audiences and significantly boost engagement is a key strength that Imaginario AI has brought to Cineverse.

AT A GLANCE

Challenges

- 12 to 24 hour rewatching time per week
- Inefficient time code sharing and clip editing

Benefits

- 75% time reduction in video search and clipping
- More efficient team collaboration
- Virality gained due to higher quality output

"Imaginario AI makes it easier to go through a 2-hour movie. It does it in just half an hour. I just need to go through important clips already selected for me. It's giving you a lot of time back in your day, essentially (…) It's a perfect time saver. That's how I would describe it."— Camila Mejia Duque, Channel Manager, Cineverse Networks
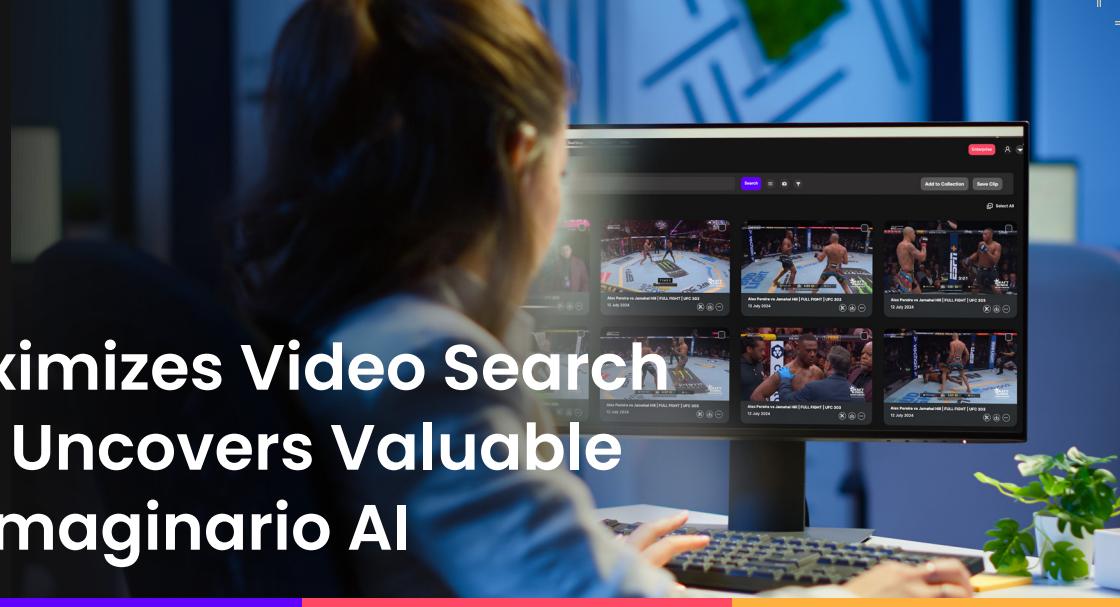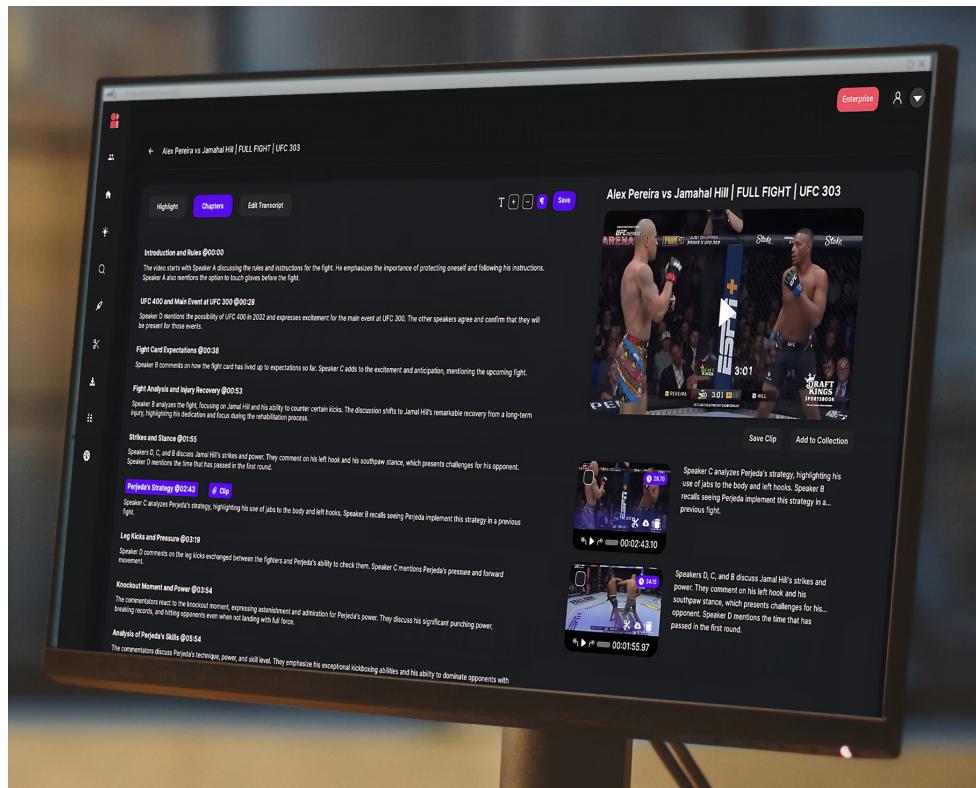
Chapterization. Imaginario AI breaks down all your long-form videos into snackable chapters including a title and short summary.

"**It has cut down time tremendously across the board** by helping us create these social media videos faster. Some of them have gone viral. It gives us a good variety of content to post on social media. (With Imaginario AI) we can shorten the time we need to spend watching videos, still put out great content, and work on other important tasks." – **Robyn Klingelhoefer, Manager of Digital Marketing & Social Media, Cineverse**

A CLEAR RETURN ON INVESTMENT

The adoption of Imaginario AI yielded tangible benefits for Cineverse, Including:

- **Significant Time Savings:** The use of Imaginario AI drastically reduced the time to find and convert long-form videos by 75%, allowing the marketing team to focus on the higher-quality compilations and more creative tasks.

- **Ability to better monetize their archive**: With Imaginario AI, Cineverse is strategically monetizing its vast catalog by unearthing previously untapped, highly engaging content.

- **Enhanced Content Variety:** By efficiently extracting moments from a diverse range of movies using various speech and visual queries, Cineverse expanded its content offerings, catering to various niche audiences and genres across social media platforms.

- **Improved Collaboration:** Imaginario AI's asset managment features facilitated seamless virtual collaboration between team members, ensuring efficient communication and streamlined workflows.

- **Increased Engagement:** The dynamic clips curated using Imaginario AI garnered millions of views and high engagement on social media platforms, driving brand awareness and audience interaction.

- **Optimized Marketing Strategy:** With access to a vast library of curated clips, Cineverse was able to make its library searchable without the need for metadata. This allowed for the implementation of targeted strategies aligned with specific themes, holidays, and promotional stunts, resulting in higher campaign effectiveness.
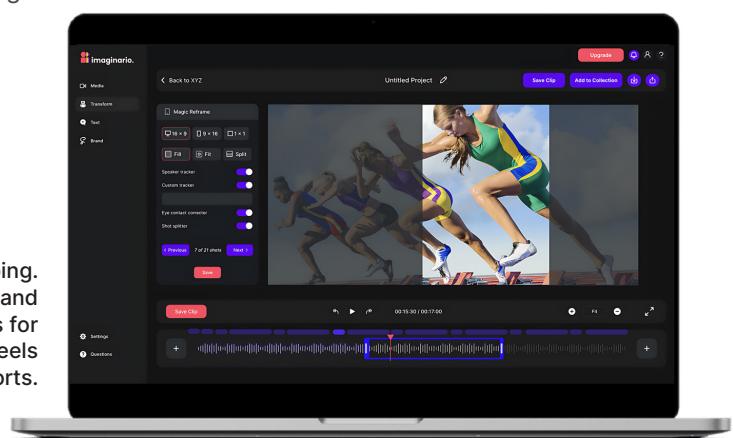
Social Media Clipping. Resize, add captions and brand your videos for TikTok, Instagram Reels and YouTube Shorts.

Imaginario.AI