**Centurion Asset Management’s 2021 Year in Review Video**

Centurion experienced exponential growth in 2021 and wanted to highlight some of its notable moments that would appeal to its audiences and further strengthen its reputation, through a ‘2021 Year in Review’ campaign video. The audiences included Centurion’s stakeholders, clients and employees as well as the public (viewers) and prospects, and the goal was to build brand awareness and educate viewers on Centurion's growth and success. It was important to showcase these achievements to our partners and stakeholders who were part of our success, and to potential new clients and contacts.

In an effort to be proactive, we started working on the video in December 2021 and collected insights and feedback from all the different departments at Centurion to find out what they were most proud of through the year. We wanted to have a holistic view of the company's performance and success to best represent and showcase all areas of the business.

With all of that in mind, we produced a short, upbeat, and easy to digest video that would engage the audience and limit users from dropping off mid-video. A multimedia video approach allowed us to create a powerful video that includes a variety of visuals to reflect our success in 2021.

The video resulted in being Centurion’s most watched video of all time with a total of 2,116 views and 27.75 hours of total watch time, and had 100% positive sentiments across all digital channels, including LinkedIn and YouTube.

The results demonstrate that the video was successful in telling a complex story comprised of many numbers and figures in a simplistic and engaging way while appealing to a variety of audiences. It celebrates the achievements of a growing organization with an enormous amount of activity and at the same time provides education and brand awareness.