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WHY LIXIL BUILT ITS OWN MEDIA PLATFORM

📅 Dec 6, 2024

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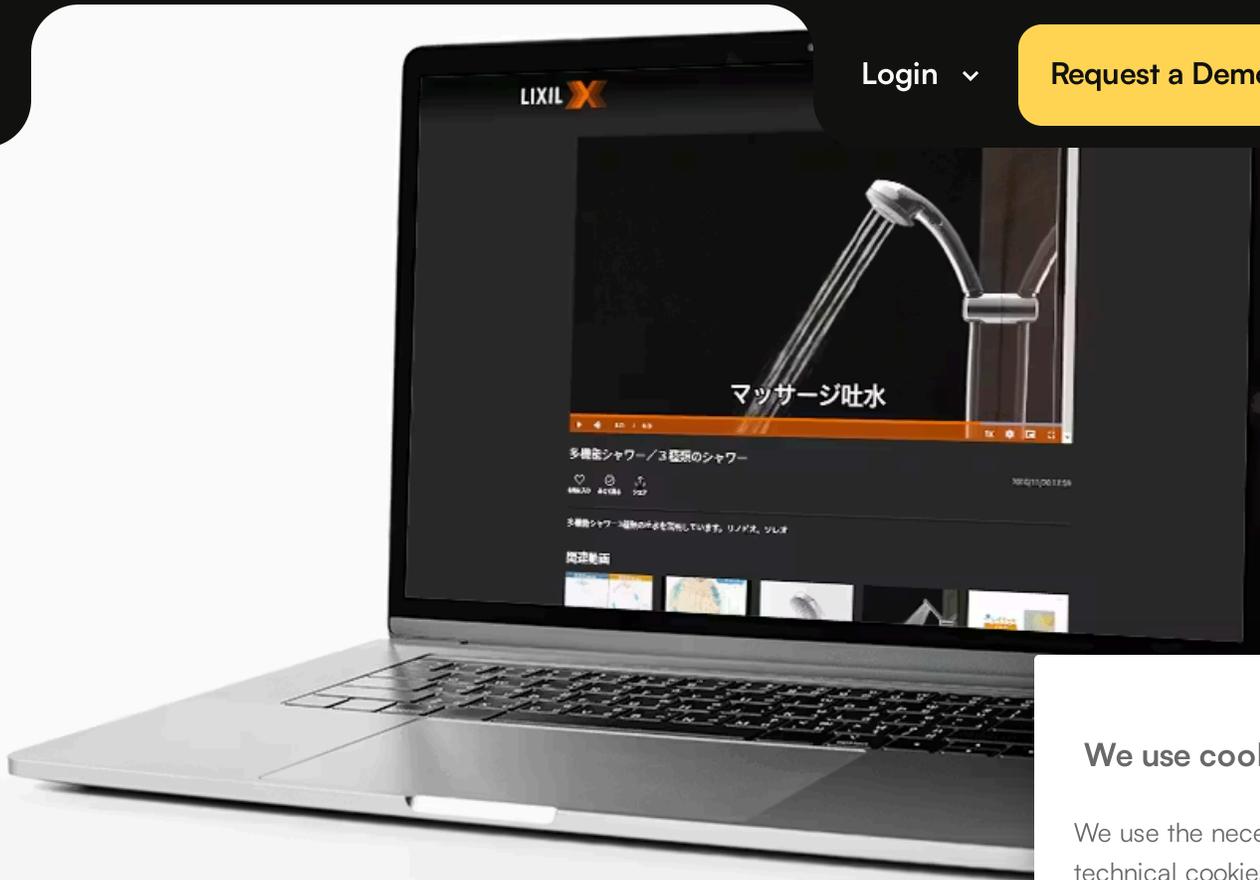
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Launched media platform centralizing all marketing videos

2,300 videos at launch of LIXIL-X

Over 30,000 views per month

Before the start of the COVID-19 pandemic, Japanese manufacturer LIXIL had an active traveling salesforce. At in-person events, sellers would showcase product materials for restrooms, bathrooms, and kitchens, as well as windows, doors, and exterior furnishings.

But once lockdowns prevented these live demos, LIXIL started creating product videos and other video content that sales and marketing could use on its



led to over 2,300 videos spread across several intern
nvestment in video, thousands of videos needed to be

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In 2022, the company partnered with Brightcove to launch its online video platform, LIXIL-X.

USING THE BRIGHTCOVE PLATFORM TO INCREASE CUSTOMER ENGAGEMENT

“

No matter how much you increase customer engagement on platforms like YouTube, it's never easy to link this to increased engagement for your company. If you want to improve engagement for your company, it is vital to utilize owned media.

MIKE TAKAHASHI
CHIEF PRODUCT OFFICER

LIXIL selected Brightcove because it was a “stable video platform,” said Mike Takahashi, Chief Product Officer of Product Content Management. “Many competitive advantages can only be achieved through complex integrations with services from other vendors. The Brightcove platform has its own APIs, so we thought that would give us more control over our marketing initiatives.”

To increase customer engagement, LIXIL originally planned to upload video

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There is no guarantee the 'next video' on YouTube is going to be the one your viewer will see related videos from influencers, competitors, our products and those of our competitors," said Takahashi. "We needed to develop owned media that directed viewers to the most relevant video in our own sphere. The Brightcove platform was the best fit for building this."

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BRIGHTCOVE APIS HELPED ENSURE MORE RAPID PROTOTYPING

The LIXIL-X prototype was completed in six months—an impressive undertaking that was only possible for a few reasons. First, LIXIL was using Brightcove technology built for LIXIL-X.

"We had already built a video search program from scratch using the Brightcove file server. So when we began development on this new project, we assumed it would be a modification of our first build. However, as we started to select contractor requirements, we realized it would take close to a year to launch. We could not wait that long."

"We wanted to release a prototype that was about 40% complete as quickly as possible, then make improvements over time to bring it closer to 100%. Thanks to Brightcove APIs, we achieved this with just a small group of front-end engineers."

MAKING MEDIA THAT CAN BE USED IN

Showroom managers and the sales department were the internal customers who used the platform the most, so getting their buy-in and support was critical. "We got great feedback from them. They believed that LIXIL-X was something people would be pleased with the mechanics, video classifications, user experience, and the ability to integrate with other systems."

When the LIXIL-X prototype was released, Takahashi's developers received feedback from departments within the company. "We interviewed all of the stakeholders and our engineers to fix any problems with the system and incorporate all of the feedback into LIXIL-X."

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How long does the bath take to fill up? 'How powerful is the water?' They're not able to answer those questions particularly well. Get the answers to the biggest problems facing the showroom staff."

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"So we started immediately compiling videos of water flowing and made them easy to bring up and view on LIXIL-X. These videos to clients enabled showroom staff to answer questions from clients then and there, something which previously wasn't easy to do."

FUTURE ITERATIONS WILL ENSURE BETTER MARKETING READINESS

LIXIL aims to build LIXIL-X's viewership as part of their efforts to build a strong marketing strategy.

The platform currently receives 30,000 views a month, but increasing the number of views is a key performance metric for the LIXIL team. "We want to ensure we reach more viewers for all the media on the system, with unique points of entry tailored to our users."

In the future, says Takahashi, there will be a login experience so that user behavior can be analyzed to provide a more personalized journey. "When users are logged in, we'll reach out to them by email when a video is published to promote particular products. We'll also use marketing automation tools used by our sales department."

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